

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 31, 1949

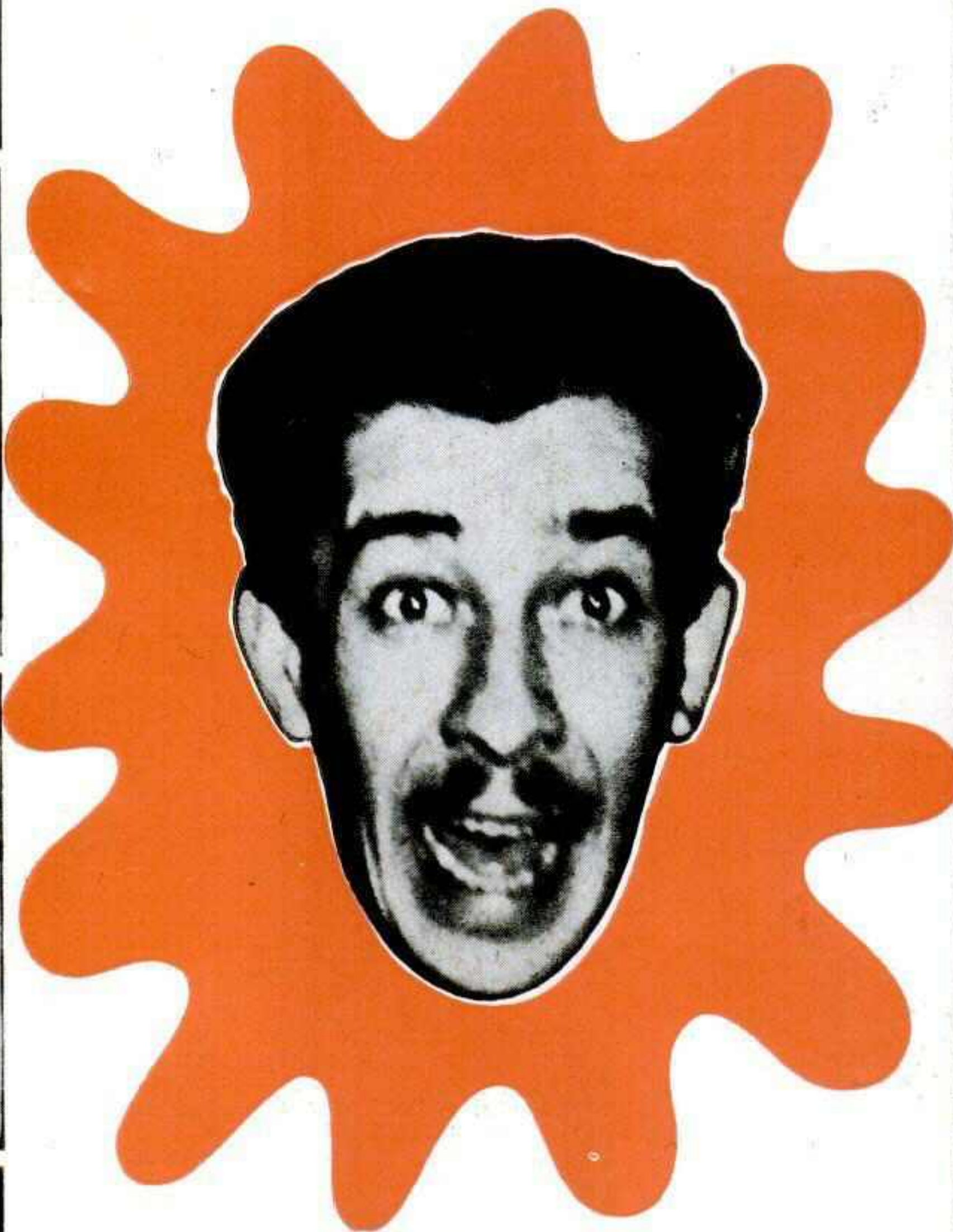
## LOVELAND



Hit-happy Art Mooney, whose musical shenanigans have kept him hop-scotching thru a field of four-leaf clovers for two years, still prefers a park bench for his moonlight trysts with captivating Denise Darcel. That MGM platter the orkster is caressing was dedicated to the spot, identified as one overlooking a "Lovely Lake in Loveland." That's also the title of his latest MGM release, and early indications are that it'll be a big one. The tune, published here by Mills Music, was obtained from British pubber Reg Connelly. Miss Darcel, whose outstanding features have won her the acclaim of columnist Earl Wilson, is the MGM starlet currently to be seen in "Battleground."



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The World's Foremost Amusement Weekly

## RADIO'S BEST PRESS AGENTS

### Big Agencies Report 15% Drop in '49

Staffers Are Jittery

NEW YORK, Dec. 24.—Inflation may be hitting the country, but deflation is affecting the major talent agencies, with at least one office making plans to offset it by cutting expenses.

A quick check of the big offices, Music Corporation of America (MCA), William Morris and General Artists Corporation (GAC), as to how their business was for 1949 as against 1948, brought the off-the-cuff responses that it had dropped about 15 per cent. But what makes this 15 per cent stand out is the accompanying fact that expenses during the same period have jumped from 10 per cent to 25 per cent. This in effect, means that income has dropped 25 per cent to 40 per cent.

There are varying reasons for the slide, tho basically it amounts to one thing: buyer resistance in all fields, with some properties finding no takers in their former price brackets. Where a phone call used to suffice to sell a \$2,000 act a year or so ago, it now requires wires, numerous phones and personal visits, and even then \$750 or \$1,000 is the best the act can be sold for.

The agents in all departments of the big offices are now on edge waiting for their bonuses. Some of them are resigned to the fact that they'll (See *Percenter's Tightening*, page 32)



A HAPPY,  
PEACEFUL,  
PROSPEROUS  
1950  
TO YOU ALL

The Billboard

### J. W. T. Agcy., CBS & Alber Cop Awards

WNEW, WPIX Top N. Y. List

NEW YORK, Dec. 24.—One hundred and seven U. S. radio editors, voting in *The Billboard's* 11th Annual Radio Publicity Survey, have named the Columbia Broadcasting System (CBS), the J. Walter Thompson Company and David O. Alber as operating the best publicity staffs in, respectively, the network, advertising agency and independent press agent fields. For CBS, whose press department is headed by George Crandall, it's the 10th successive win in the 11 years the poll has been conducted. For J. Walter Thompson, whose radio press head is Al Durante, it's the eighth win out of 11 starts, and for Alber, it's his first win, his best previous record having been third place.

Among New York stations, top honors went to WNEW (Richard Pack), followed by WMGM (Jo Ranson). The best television station service was voted as being maintained by WPIX, *The New York Daily News* outlet. The station's publicity head is Frank Young.

The total of 107 editors voting this year is smaller than in previous years, (*Radio's Best Press Agents*, page 5)

### Coming Up!

#### THE BILLBOARD'S FOURTH ANNUAL MUSIC-RECORD SURVEY

An authoritative analysis of top tunes, disks and artists during 1949, including the following sections:

- (1) The Year's Top Tunes
- (2) The Year's Top Popular Records
- (3) The Year's Top Popular Artists
- (4) The Year's Top Rhythm and Blues Records
- (5) The Year's Top Rhythm and Blues Artists
- (6) The Year's Top Folk Records
- (7) The Year's Top Folk Artists
- (8) The Billboard Picks the Hits

The first aforementioned category (1) will be a recap of the *Honor Roll of Hits*. Categories 2 thru 7 will be broken down according to retail sales and juke box plays. The last category (8) will be an analysis of *The Billboard's* year-round score in picking possibilities.

### Movable Roof for \$1,000,000 Amphi

PITTSBURGH, Dec. 24.—Pittsburgh is skedded to get a \$1,000,000 amphitheater, seating 9,500 persons, and boasting a novel movable roof. The project is being financed by the city's merchant-philanthropist Edgar J. Kaufmann, who will ante up half the cost, and the city will match his gift and become owner of the stadium.

The amphitheater will have an arch-like steel frame on which it will be possible to hoist or lower flexible segments of a plastic material roof which will be housed in the rear of the edifice in fair weather and can be lifted into place as a covering in 2½ minutes in case of rain. The roof is based on an invention of James A. Mitchell, Pittsburgh architect.

While the site for the building has not yet been selected, work is expected to get under way before summer. The building is designed to serve for performances of the Pittsburgh Light Opera Association and other non-profit groups.

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## Bands Pin Faith in Teen-Agers

### Biz Hypo May Be in Schools And Colleges

Pre-War Prosperity Echo

By Hal Webman

NEW YORK, Dec. 24.—The music business reawakening of the teen-age and collegiate market could play a significant role in bringing the industry out of its currently confused and lethargic state, according to veteran tradesmen. Symptoms of an embryonic development of new music interest among the younger sets are evident, and it is felt that the kids ultimately will return to their prewar status as a key influence factor and a large-sized merchandising mart for the produce of the industry.

Industry vets point out that the war and postwar periods developed what they call the "tavern" trade. This elder group had held the reins to public taste and purse since the draft virtually drained the nation of the younger legions, which before the war unquestionably were the key support

### Don't Tell Macy's!

NEW YORK, Dec. 24.—At the annual Christmas luncheon held by the Radio Executives' Club (REC) of New York, Ben Gimbel, of WIP, Philadelphia, and the Gimbel department store chain, won one of the raffle prizes. Package consisted of a toaster, waffle iron and grill. The crowd burst into laughter at the idea of the department store's guy winning such a prize.

—esthetically and economically—for the industry.

It is generally believed that when the young folks' reawakened interest in music is felt, it will not push the "tavern" set aside. Rather the belief is that both the senior and junior cliques will go their own ways musically and that the combination of both factions should establish a postwar music business level of activity at a point which should far exceed the prewar mark.

Colleges Back to Par

The revival of musical interest in the younger set is anticipated largely because the college campuses of the nation have returned virtually to prewar norms with regard to age levels, (See *Bands' Faith* on page 14)

### P&G "Fireside" TV Pix Pact to Crosby Company

HOLLYWOOD, Dec. 24.—Proctor & Gamble's (P&G) next series of *Fireside Theater* tele flickers will be made by Bing Crosby Enterprises, Inc., it was announced here this week. Contract for 10 half-hour film dramas was inked by Everett Crosby, president of Bing Crosby Enterprises, and William Craig, tele manager for P&G. Brewster Morgan, Compton ad agency tele manager, was in on negotiations as agency rep.

Crosby's outfit will begin production on the flicks in the immediate future, with Frank Wisbar inked to direct and produce. Films will cost between \$8,000 and \$12,000, with ("Fireside" TV Crosby, page 35)

### EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

# Truman May Break Sesqui Jam

## Likely To Act Agin Midway Site Squatters

### Brochure Lists New Rides

WASHINGTON, Dec. 24.—President Truman may be asked to intervene soon to end a stalemate among several federal agencies over removal of several temporary buildings now encumbering part of the site for the National Sesquicentennial Exposition. Inability of the federal agencies to agree on ways and means to make the transfer is holding up major preparations for the exposition, and the scheduled mid-January ground-breaking ceremony for the fair may be postponed unless the President steps in to smash the bottleneck or the federal agencies otherwise find a solution.

The snafu has resulted from failure of more than half a dozen executive agencies to find a way to transplant several acres of government office equipment and several score families now housed on the sesqui site. Officials of the government agencies involved have held several confabs, but thus far have reported inability to find new space for the [\(See Truman May Break, page 40\)](#)

## Conn. Showbiz Pay To Be Re-Surveyed

HARTFORD, Conn., Dec. 24.—Gov. Chester Bowles and State Labor Commissioner John J. Egan have agreed on a broader minimum wage program for Connecticut, with a 75-cents-an-hour minimum as the yardstick. To be resurveyed in Connecticut will be minimum wages already set in four fields covering about 150,000 employees to see if they need a boost. New areas will be explored, among them poolrooms, bowling alleys, theaters, shoeshine parlors, lodging houses, camps, restaurants (including hotel restaurants) and, eventually, hotels themselves.

Sometime ago Governor Bowles, unable to get a 75-cent minimum wage law from the Connecticut State Legislature, asked Labor Commissioner Egan to cover more employees by minimum wage orders which the Connecticut minimum wage board is empowered to issue.

Scheduled for study are wages of about 19,400 restaurant employees who, according to Egan, average \$22.50 a week plus tips; 5,000 hotel and rooming house employees averaging \$23.46, 8,500 employees in theaters, shooting galleries, bowling alleys and other places of recreation averaging \$19.90 a week.

## Icer To Test Draw In Lagging Boston

BOSTON, Dec. 24.—Ice Capades has been booked into Boston Garden, seating capacity 12,000, December 26-January 10, at a \$3.60 top. Two holiday matinees, December 26 and January 2, and matinees Saturday, December 31; Saturday, January 7, and Sunday, January 8, at 2:30 are skedded.

The icer has always been a strong draw in the Hub, playing to sellout audiences for years. With all entertainment biz in the city reported off, promoters are anxious to see if the icer will hold up.

## Red Smith on TV Sportscasters

NEW YORK, Dec. 24.—Red Smith, of *The New York Herald Tribune*, in a column on the sports pages this week, presented a Christmas package to television sportscasters. It was a bit of advice. Here's most of it:

In this age of miracles it is possible to sit in your own home and witness the fight or basketball game or hockey match which you were unable or disinclined to attend in person. The bell signals the end of a round and the sponsor's "message" appears on the screen in print.

That much you expect, but at the same time a voice issues from the contraption, reading in unctuous accents the words you are gazing at. "For real refreshment," the voice exhorts, spelling out the printed message with painful clarity, "drink Olympian Nectar, the Beer of the Gods." Or "Get your free demonstration now. Call Moonrise Appliances today, Boulevard four, nyun, one, nyun, nyun."

The subtitle reader is back. Worse than that, he has wormed his repulsive presence into the home. Worse still, he gets paid for what used to be rated a capital offense.

When the telecasting of sports was new, the notion was that the retreated radio announcers employed to furnish the running comment would have to learn a new technique. They would have to acquire some respect for facts, in order to avoid glaring discrepancies between the thing seen and the thing heard. And they would have to confine their comment to collateral details not revealed in the picture lest they offend their auditors by telling them things they could plainly see for themselves.

This notion has proved grossly over-optimistic. Videots apparently do not object to the implication that they are too stupid to understand what is going on before their eyes. They don't even take offense at the advertiser's assumption that they are too ignorant to read a printed line.

### The Two-Way Appeal

Naturally the advertisers are right, too. A generation that has taken its entire culture thru the ear, from radio and sound movies, probably is not only illiterate but also half blind. Chances are eyes are going the way of the vermiform-appendix.

Naturally, the sponsor wishes to utilize every possible avenue of approach to the customer. "Get 'em by both eye and ear," is his slogan. In this age of advancing science, it may not be long before he can also get 'em by the throat. Matter of fact, there was a cartoon in *The New Yorker* some months back which pointed out the next logical step. It showed a videot sitting transfixed by a televised hypnotist who was saying: "You shall go now to your neighborhood grocer and buy three large economy-sized boxes. . . ."

Sports and advertising are not the only fields opening up to the subtitle reader. He is also employed in the late afternoons to explain animated cartoons to moppets in the video public, and at other hours his voice can be heard reading the titles and elaborating on the action of the silent films that are telecast over some stations.

"Now Farmer Brown is flying along in his plane," he tells the small morons watching the cartoon comics. "Oops, looks like he's diving. Hahaha, now Farmer Brown's plane has turned into a submarine."

### Price Is a Deadly Sin

Well, it's one way of making a living. Maybe it beats working. But what does a guy like that say when people ask him what business he's in? Does he say, "I play piano at such and such an address?" Or does he tell the truth?

Maybe it's sinful pride, but we'd rather be the valet who squirts perfume around the ring before Gorgeous George's wrestling matches.

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**MULE TRAIN**
- No. 1 Sheet Music Seller  
**RUDOLPH, THE RED-NOSED REINDEER**
- 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 Record by Folk Disk Jockeys  
**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  
**FOR YOU MY LOVE, L. Darnell, Regal 3240**
- No. 1 Sheet Music Seller in England  
**YOU'RE BREAKING MY HEART**

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 16 to 28.

## Bundles for Britain

WASHINGTON, Dec. 24.—The average U. S. tourist in England spent \$40 on amusements this year, the Commerce Department reported this week. Average total expenditure for a U. S. tourist was \$400, with \$140 going for hotel accommodations and meals.

## "Cinderella" Pic Music Is Tops; Fine Animation

NEW YORK, Dec. 24.—From the music angle, *Cinderella*, the new Disney feature-length cartoon, is loaded with promise. This is not to belittle the all-round impact of this charming hunk of animation in all other departments; from the delighted reaction of a trade audience at a preview given by RCA Victor at the RCA Exhibition Hall here Tuesday (13), *Cinderella* bids fair to score as one of the top Disney jobs.

The distinctive score offers four tunes with commercial potential—*Bibbidi Bobbidi Boo*, *A Dream Is a Wish*, *The Work Song* and *So This Is Love*. The first two would seem to have the best chance for hitdom and, indeed, are already away winging via recorded and live performance. [\(See "Cinderella" Pic on page 13\)](#)

## Haiti Expo Kicks Off

WASHINGTON, Dec. 24.—The amusement section of Haiti's Bi-centennial Exposition opened December 8 to brisk business, the Commerce Department said this week. Construction delays at Port-au-Prince, however, have forced the postponement of the opening of exhibits until February 12. Thru a special act of Congress last session, the U. S. is to be represented with a large pavilion which is nearly completed.

## The Billboard

The World's Foremost Amusement Weekly

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William D. Littleford

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Lawrence W. Gatto ..... Secy.

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Herb Dotter ..... Outdoor Editor  
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# RADIO'S BEST PRESS AGENTS

## 11TH ANNUAL RADIO PUBLICITY SURVEY THE WINNERS

### NATIONAL NETWORKS

| Rank            | Agency  | Total Points                      | Point Accrual |     |     |      |
|-----------------|---|-----------------------------------|---------------|-----|-----|------|
|                 |   |                                   | 1sts          | 2ds | 3ds | 4ths |
| 1 <sup>st</sup> | <b>COLUMBIA</b><br>(George Crandall, director of publicity)                                   | 420                               | 285           | 121 | 12  | 2    |
| 2 <sup>d</sup>  | <b>NATIONAL</b><br>(Sydney H. Elges, vice-president; Josef C. Dine, manager press department) | 374                               | 150           | 192 | 24  | 8    |
| 3 <sup>d</sup>  | <b>AMERICAN</b><br>(Earl Mullen, director of publicity)                                       | 228                               | 15            | 32  | 135 | 46   |
| 4 <sup>th</sup> | <b>MUTUAL</b><br>(James O'Bryon, director of publicity)                                       | 192                               | 0             | 28  | 84  | 80   |
| 5 <sup>th</sup> | <b>DUMONT</b><br>(Gerald Lyons, director of publicity)  | 5 (Write-in points for 5th place) |               |     |     |      |

### ADVERTISING AGENCIES

| Rank             | Agency   | Total Points | Point Accrual |     |     |      |      |
|------------------|--|--------------|---------------|-----|-----|------|------|
|                  |  |              | 1sts          | 2ds | 3ds | 4ths | 5ths |
| 1 <sup>st</sup>  | <b>J. WALTER THOMPSON</b><br>(Al Durante, radio press director)                  | 194          | 110           | 60  | 15  | 8    | 1    |
| 2 <sup>d</sup>   | <b>YOUNG &amp; RUBICAM*</b><br>(Harry Rauch, radio press director)               | 143          | 80            | 44  | 15  | 4    | 0    |
| 3 <sup>d</sup>   | <b>N. W. AYER</b><br>(Wauhilla LaHay, radio press director)                      | 136          | 65            | 48  | 21  | 2    | 0    |
| 4 <sup>th</sup>  | <b>BENTON &amp; BOWLES</b><br>(Dick Bellamy, radio press director)               | 114          | 30            | 24  | 24  | 28   | 8    |
| 5 <sup>th</sup>  | <b>B., B., D. &amp; O.</b><br>(Jim McGarry, radio press director)                | 81           | 35            | 28  | 9   | 8    | 1    |
| 6 <sup>th</sup>  | <b>KUDNER AGENCY</b><br>(Sam Fuson, publicity director)                          | 13           | 10            | 0   | 3   | 0    | 0    |
| 7 <sup>th</sup>  | <b>KENYON &amp; ECKHARDT</b><br>(Herbert Landon, radio press director)           | 7            | 0             | 0   | 0   | 5    | 2    |
| 7 <sup>th</sup>  | <b>DOHERTY, CLIFFORD &amp; SHENFIELD</b><br>(Richard Fehr, radio press director) | 7            | 0             | 4   | 3   | 0    | 0    |
| 8 <sup>th</sup>  | <b>COMPTON</b><br>(Virginia Travers, radio press director)                       | 6            | 0             | 4   | 0   | 2    | 0    |
| 9 <sup>th</sup>  | <b>FOOTE, CONE &amp; BELDING</b><br>(George Wolf, radio press director)          | 5            | —             | —   | 3   | 2    | —    |
| 9 <sup>th</sup>  | <b>NEWELL-EMMETT</b><br>(Franklin Brill, press director)                         | 5            | —             | —   | 3   | 2    | —    |
| 9 <sup>th</sup>  | <b>MARSCHALK &amp; PRATT</b><br>(Bill Johnstone, radio press director)           | 5            | 5             | —   | —   | —    | —    |
| 10 <sup>th</sup> | <b>TED BATES</b><br>(Benson Inge, radio press director)                          | 4            | —             | —   | 3   | —    | 1    |

\*—Young & Rubicam score is combined score of the agency and its publicity outlet, Bureau of Industrial Research which totaled 10 points.

### INDIE PRESS AGENTS

| Rank            | Press Agent                | Total Points | Point Accrual |     |     |      |      |
|-----------------|----------------------------|--------------|---------------|-----|-----|------|------|
|                 |                            |              | 1sts          | 2ds | 3ds | 4ths | 5ths |
| 1 <sup>st</sup> | <b>DAVID ALBER</b>         | 97           | 65            | 28  | 3   | —    | 1    |
| 2 <sup>d</sup>  | <b>EARLE FERRIS</b>        | 80           | 40            | 28  | 9   | 2    | 1    |
| 3 <sup>d</sup>  | <b>COLL &amp; FREEDMAN</b> | 76           | 35            | 20  | 18  | 2    | 1    |
| 4 <sup>th</sup> | <b>BERNIE MILLIGAN</b>     | 51           | 25            | 16  | 6   | 4    | —    |
| 5 <sup>th</sup> | <b>MARGARET ETINGER</b>    | 49           | 25            | 12  | 3   | 8    | 1    |

(Continued on page 6)

## 11th Annual Survey Names CBS, J. Walter Thompson, Dave Alber Tops in Field

WNEW, WPIX Lead List in Metropolitan New York

(Continued from page 3)

for the principal reason that this year in as many instances as possible, the ballots went only to those editors actually writing columns, signed or unsigned. No announcement of the survey was made prior to publication so as to eliminate "electioneering."

#### NBC Second

Second place in the network handicap went to the National Broadcasting Company (NBC), whose press staff is headed by Josef C. Dine, under Vice-President Sydney H. Eiges. The relative point score was 420 for CBS and 374 for NBC. Third place went to the American Broadcasting Company (ABC) (Earl Mullen), and fourth to Mutual (MBS), headed by James O'Bryon. As before, it should be noted that the Mutual press operation, because of that network's composition, does not operate along lines paralleling the other webs.

Finishing second in the advertising agency sweepstakes was Young & Rubicam, whose radio press head is Harry Rauch, who won the last poll. Y. & R.'s second place is on the basis of the combined vote accruing to the agency and its publicity out-

let, the Bureau of Industrial Research. Y. & R. itself scored 133 total points and the Bureau 10. Without this combined tally Y. & R. would have ranked third, and N. W. Ayer, whose press head is Wauhilla LaHay, second, with 136 points.

Benton & Bowles, whose radio press staff is headed by Dick Bellamy, finished fourth, with 114 points, the same position they've held in the past four publicity polls. Fifth is Batten, Barton, Durstine & Osborn (James McGarry, radio press head; Bill Maloney, press department chief) with 81.

#### Kudner Moves Up

Television accounts for the sixth-place holder, the Kudner Agency (Sam Fuson). The agency had been virtually out of radio for years until it zoomed back into video activity via the Milton Berle Texaco show and several other tele stanzas. Kudner ranks sixth with 13 points, three more than the seventh-placed agency, Kenyon & Eckhardt (Herbert Landon). In a tie with Kenyon & Eckhardt is Doherty, Clifford & Shenfield, currently represented by only one program in radio and one in TV (and both the same show *Break the Bank*). The radio publicity head is Dick Fehr. Compton Advertising (Virginia Travers) is eighth.

There is a three-way tie for ninth spot, the agencies being Foote, Cone & Belding, Newell-Emmett and Marschalk & Pratt. Press operations for the three agencies, respectively, are handled by George Wolf, Franklin Brill and Bill Johnstone. Ted Bates, Inc. (Benson Inge) is 10th.

Veterans Dave Alber and Earle Ferris finished one-two in the independent press agent field, the first time Alber has led the list in this survey. Ferris finished second in the two preceding polls and first for the five straight preceding years. Last year's winner, Fred Coll and Zac Friedman, scored third this year. (See 11th Annual Survey on page 6)

## Bob Crosby Turning Dee Jay for ABC

NEW YORK, Dec. 24.—The latest name to turn disk jockey is Bob Crosby, who is negotiating to spin platters for the American Broadcasting Company (ABC). The Crosby deal would be for a full hour Saturday nights. If negotiations are worked out on time, the show will tee off sometime in January. The time slot is not set yet.

The ABC commitment will not affect Crosby's current work for the Pet milk show on the National Broadcasting Company, Sunday nights.

## 11th-Year Publicity Survey Record

### NATIONAL NETWORKS

|          | '48-'49 | '47 | '46 | '45 | '44 | '43 | '42 | '41 | '40 | '39 | '38 |
|----------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Columbia | 1       | 1   | 1   | 1   | 1   | 1   | 1   | 1   | 1   | 1   | 2   |
| National | 2       | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 1   |
| American | 3       | 3   | 4   | 3   | 3   | 3   | 4   | *   | *   | *   | *   |
| Mutual   | 4       | 4   | 3   | 4   | 4   | 4   | 3   | 3   | 3   | 3   | 3   |

### ADVERTISING AGENCIES

|                    |   |   |   |   |   |   |   |   |   |   |    |
|--------------------|---|---|---|---|---|---|---|---|---|---|----|
| J. Walter Thompson | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1  |
| Young & Rubicam**  | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 11 |
| N. W. Ayer**       | 3 | 3 | 3 | 2 | 3 | 6 | 5 | 5 | 4 | 6 | 4  |
| Benton & Bowles    | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 2  |
| B. B. D. & O.      | 5 | 8 | X | X | X | X | X | X | X | X | X  |

### INDEPENDENT P.A.'S

|                   |   |   |   |   |   |   |   |   |   |    |
|-------------------|---|---|---|---|---|---|---|---|---|----|
| David O. Alber    | 1 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 7  |
| Earle Ferris      | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1  |
| Coll & Friedman   | 3 | 1 | 1 | 3 | 5 | 9 | 7 | X | X | 12 |
| Bernie Milligan   | 4 | 5 | X | X | X | X | X | X | X | X  |
| Margaret Ettinger | 5 | 9 | X | X | X | X | X | X | X | X  |

X—Not recorded.

\*—ABC not then divorced from NBC.

\*\*—Including Bureau of Industrial Research votes; otherwise N. W. Ayer ranks second.

# MGM - Mutual Co-Op Deal Is Reported Dead

NEW YORK, Dec. 24.—A spokesman for WMGM, New York, declared here this week that a proposed deal whereby Metro - Goldwyn - Mayer (MGM) and the Mutual Broadcasting System (MBS) would have entered a co-operative program operation was stone cold dead in the market. No reason was given.

No network sale was contemplated, it was declared, since Mutual, because of its co-operative set-up and because it has no studios or facilities of its own, had little tangible that it could sell. Any such arrangement would have to include firm and long-term commitments from its stockholder member stations and the possibility of such arrangements is considered most unlikely.

Metro states that Mutual made the original advances, which, presumably, would have made available the hefty array of MGM stars. Anti-radio for years, MGM is now singing a different song.

Reports also that Frank White would have been replaced by Bert Lebar, now vice-president and director of WMGM, Metro's New York station, are emphatically denied. Lebar stated this week that no such move was ever under consideration and no change in White's position was possible. White's contract has another firm two and a half years to go.

White, in a staff memo, advised Mutual employees that the talks had been under way with Metro for some time, but assured staffers there was no need to worry about job security.

# SAG Shelves Talks With TV Filmmakers

HOLLYWOOD, Dec. 24. — Screen Actors' Guild (SAG) will hold in abeyance its negotiations with video film producers while considering a peace bid from New York's Television Authority (TVA). SAG's board of directors declared its willingness to meet and discuss the video jurisdictional problem with TVA reps in a wire to the New York org in response to a telegram from the Eastern group which called for a meeting "to examine any and all possible proposals for peace."

Text of the SAG reply follows:  
"As we have so often stated, the Guild is willing to meet with you anytime to discuss an equal partnership or mutual co-operation pact for the protection of all performers in television based on recognition of two fields of jurisdiction, live and film. It would be impossible for us to meet with you in New York, and we suggest such meetings be held in Hollywood January 6 or any other mutually agreeable date. Of course, Screen Extras' Guild must be a party to such meeting."

# Field Music Service Via FM Bucks Muzak

CHICAGO, Dec. 24.—A new type of music service for commercial establishments has been set up by Field Enterprises, Inc., in a move which, thru the use of FM broadcasts, could easily become a strong competitor to Muzak. Service has already been put into use by WFME, Marshall Field FM station here, with about 100 subscribers signed up to date. Field, under the name of Functional Music, Inc., has been selling a service comparable to Muzak for about \$40 per month.

Key to the entire operation is use of a device which, controlled from the FM station, eliminates commercials and other voice material from subscribers' receivers.

In addition to selling the service here, Functional Music is offering territorial franchises to FM stations.

(Continued from page 5)

# 11TH ANNUAL RADIO PUBLICITY SURVEY THE WINNERS

## INDIE PRESS AGENTS

| Rank             | Press Agent              | Total Points | 1sts | Point 2ds | Accrual 3ds | 4ths | 5ths |
|------------------|--------------------------|--------------|------|-----------|-------------|------|------|
| 6 <sup>th</sup>  | BEN SONNENBERG .....     | 43           | 15   | 16        | 3           | 8    | 1    |
| 7 <sup>th</sup>  | STEVE HANNAGAN .....     | 26           | 10   | 12        | —           | 4    | —    |
| 8 <sup>th</sup>  | THOMPSON & McDONALD .... | 21           | 5    | 4         | 12          | —    | —    |
| 9 <sup>th</sup>  | BANNER & GREIF .....     | 8            | 5    | —         | —           | 2    | 1    |
| 10 <sup>th</sup> | JOHN STRAUSS .....       | 6            | 5    | —         | —           | —    | 1    |

## N. Y. C. STATIONS

| Rank             | Local Station                              | Total Points | 1sts | Point 2ds | Accrual 3ds | 4ths | 5ths |
|------------------|--|--------------|------|-----------|-------------|------|------|
| 1 <sup>st</sup>  | WNEW .....                                 | 38           | 30   | 4         | 3           | —    | 1    |
|                  | (Richard Pack, publicity director)         |              |      |           |             |      |      |
| 2 <sup>d</sup>   | WMGM .....                                 | 26           | 10   | 12        | 3           | —    | 1    |
|                  | (Jo Ranson, publicity director)            |              |      |           |             |      |      |
| 3 <sup>d</sup>   | WNBC .....                                 | 16           | 10   | 4         | —           | 2    | —    |
|                  | (Schuyler Chapin, publicity director)      |              |      |           |             |      |      |
| 4 <sup>th</sup>  | WPIX** .....                               | 15           | 15   | —         | —           | —    | —    |
|                  | (Frank Young, publicity director)          |              |      |           |             |      |      |
| 5 <sup>th</sup>  | WCBS .....                                 | 13           | 5    | 8         | —           | —    | —    |
|                  | (Marge Kennedy, publicity director)        |              |      |           |             |      |      |
| 6 <sup>th</sup>  | WOR .....                                  | 11           | —    | —         | 9           | 2    | —    |
|                  | (Robert Blake, publicity director)         |              |      |           |             |      |      |
| 7 <sup>th</sup>  | WMCA .....                                 | 9            | —    | 4         | —           | 4    | 1    |
|                  | (Howard Klarman, publicity director)       |              |      |           |             |      |      |
| 8 <sup>th</sup>  | WJZ .....                                  | 5            | —    | —         | 3           | 2    | —    |
|                  | (Earl Mullen, director of ABC publicity)   |              |      |           |             |      |      |
| 9 <sup>th</sup>  | WNYC .....                                 | 4            | —    | 4         | —           | —    | —    |
|                  | (Lillian Blake, publicity director)        |              |      |           |             |      |      |
| 9 <sup>th</sup>  | WINS .....                                 | 4            | —    | 4         | —           | —    | —    |
|                  | (Betty Tevis, publicity director)          |              |      |           |             |      |      |
| 9 <sup>th</sup>  | WABD .....                                 | 4            | —    | 4         | —           | —    | —    |
|                  | (Gerald Lyons, director, DuMont publicity) |              |      |           |             |      |      |
| 10 <sup>th</sup> | WOV .....                                  | 3            | —    | —         | 3           | —    | —    |
|                  | (Anne Baldwin, director of publicity)      |              |      |           |             |      |      |

\*\*—WDIX ranks first in New York City television stations.

Points accrued as follows: Five for first place votes; four for second place votes; three for third place votes; two for fourth place votes, and one for fifth place votes.

# 11th Annual Survey Names CBS, J. Walter Thompson, Dave Alber Tops in Field

(Continued from page 5)

the scoring going 97 for Alber, 80 for Ferris and 76 for Coll & Friedman. Hollywood's Bernie Milligan chalked up fourth with 51, and Margaret Ettinger, whose main office is also on the Coast and whose New York staff is headed by Ethel Kirstner, fifth, with 49.

### New York's Finest

The vote for the best press staff maintained by a radio station was confined to the Metropolitan New York area where, because of the large area serviced by the stations, a representative editors' vote could be obtained. The winner was returned

as WNEW, whose press director is Richard Pack. Second place went to WMGM, represented by Jo Ranson. Third place went to NBC's New York key, WNBC, flanked for part of the time covered by the poll by Murry Harris and now by Schuyler Chapin.

The highest ranking television station in the New York area was WPIX, whose publicity chores are handled by Frank Young. In the combined radio-tele picture WPIX rates fourth, but on the video front it's first and should be ranked accordingly. WCBS, CBS's New York key, ranks fifth in the combined AM-TV standings. Its press rep is

# MCA Talks Deal To Buy Lord's AM-TV Pkgs?

NEW YORK, Dec. 24. — Despite denials, rumors persisted this week that the Music Corporation of America (MCA) is negotiating a deal whereby it will buy out Phillips Lord's radio and tele packaging operation. Lord (Seth Parker) is understood to have had several meetings with Charles Miller, of the MCA staff. Lord and the Columbia Broadcasting System (CBS) had a deal of like nature in the works about a year ago but it never went thru.

Lord's many properties include *We, the People*; *Gangbusters*, *Counterspy* and *The Black Robe*. He also owns the title to *Mr. District Attorney* and gets a weekly royalty for its use. His *People* deal is somewhat similar; he does no production on the show and hasn't for years.

# N. Y. Outlets Going All Out in Holiday Pubserv Promosh

NEW YORK, Dec. 24.—Local stations are going all-out on public service promotions for Christmas this year, via an avalanche of spot announcements, special programs and cross-plugging on regular shows.

In conjunction with the New York State Commission for the Blind, WNBC is readying a big push for its annual sale of articles made by blind craftsmen. The station is also getting behind the National Broadcasting Company (NBC) network promotion for the Tuberculosis and Health Association, Inc. (Christmas seals), and NBC-TV is plugging the slogan "Give savings bonds and stamps as Christmas gifts."

### "Book To Cook"

WCBS is concentrating on its annual "Send a Book To Cook" campaign, which Paul Cook stages every year on his a.m. show to garner fresh reading material for hospital shut-ins. The drive, which Cook conducts in conjunction with the United Hospital Fund, drew 80,000 volumes in contributions last year.

In the FM field, WFDR has set up a "Give a pint of blood for Christmas" campaign as its public service feature this season. The spot will utilize a "Give the greatest gift of all . . . Save a life for Christmas" copy pitch.

WOR and WOR-TV already have launched their Fifth Annual Children's Christmas Fund, which provides toys and clothing, Christmas trees and television sets for children in New York, New Jersey and Connecticut hospitals.

WNEW is also planning for the kiddies this year via disk jockey Martin Block's current drive for contributions to buy phonographs for wards in children's hospital. The platters will be donated by the record manufacturers. WMGM is another kiddie-minded station this Christmas, but in that case the station is handling the charity (a special party for underprivileged children at Forest House in the Bronx) as a staff-sponsor affair and is not soliciting contributions from listeners.

The Daily News video Station WPIX is putting its tele resources behind the newspaper's annual drive for Christmas gifts for underprivileged kids, known as the Sally Joy Brown campaign.

Marge Kennedy, who succeeded Mike Boscia about six months ago. The WNBC press department operates independently; the WCBS job is done out of the network press department.

Complete score cards on the various categories will be found in this week's Radio Department.

# HI-PRESSURE STORM WARNING

## H'w'd Co-Ops Give Telemen Neat Bankroll

### Segs Prove Trailblazer

HOLLYWOOD, Dec. 24. — Coast telecasters will wind up at year's end with a bountiful sales harvest from local co-op advertisers, with total revenue varying from \$5,000 to \$10,000 weekly. The tele co-op bankrolling started mildly earlier in the year and zoomed during the last quarter to provide a prime source of tele revenue for station ops and a practical means for small local advertisers to hop on the tele bandwagon. Without co-op deals many of the lush tele events, such as sports, special programming, etc., might have been sponsorless. Moreover, the fact that three or more local merchants selling the same product could successfully join forces on tele advertising proved a trailblazer on the path of untouched revenue sources.

Basically, stations sold local time buyers on co-sponsoring big drawing events, such as football, movies and wrestling. Merchants first had to be convinced that there would be no clash in sales approach when joining up with competitors. Unlike radio, where costs were low enough for local sponsoring of prime events, tele's tariff on worth-while events was too stiff for one dealer alone. Co-op advertising loomed as the only logical answer. To date, sales figures racked up via tele have more than justified the effort.

### Wrestling Bargain

Typical of local co-op bankrolling (in which more than one similar advertiser share all costs) are the wrestling events bankrolled by five local Buick dealers over Don Lee tele W6XAO. Weekly nut of the show is \$750 per frame—more than one bankroller would spend. Divided five ways, the cost is a mere \$150 each, which stacks up as a bargain in view of audience pull and sales returns. Commercials are shared jointly, with each of the five dealers getting single plugs in addition to joint institutional pitches. Another successful co-op is KTLA's "Big 4" Chrysler dealers, who sponsor feature films. KTLA's wrestling is peddled to a group of Lincoln-Mercury dealers on the same basis. Dealers in both new and used cars account for an estimated 25 per cent of the gross tele biz in town, hence snagging these co-ops is an extra plum for telecasters.

Dodge dealers of Southern California, along with Hoffman Television, jointly sponsored the UCLA-USC football skeds, paying a reported price of \$60,000 for the season. Obviously, few bankrollers would have been able to pay this cost alone. Ford Dealers of Southern California pick up the tab for the nightly newsreel five days weekly on KNBH. Break-down per dealer is relatively low, altho over-all cost of the series runs into the thousands weekly.

Cost breakdown is made even more painless by dividing a wrestling card or boxing event into segments and selling main events, semi-mains, etc., to groups of sponsors. Hence, if co-op bankrollers nix complete event, they can buy any portion within their budgets.

## Agencies Seeking P.I. Biz

NEW YORK, Dec. 24.—The list below shows some of the advertisers, agencies and other companies recently offering mail order and/or per inquiry business and, where indicated, the item for sale. Also shown, as reported in the *Standard Advertising Register*, is agency recognition or membership. This is shown by initials after agency name, as per legend below.

| AGENCY   | ITEM                              |
|--|-----------------------------------|
| Knox Reeves, Minneapolis.<br>(ANPA; AAAA; PPA; APA; ABP; NOAB) | Art instruction                   |
| Lindsay Advertising, New Haven<br>(AAAA; APA; ABP; NOAB)       | Lektrolite lighters               |
| Seidel Advertising Agency, Hollywood                           | "Combo" hair straightener         |
| Bell Advertising Agency, St. Louis                             | Brooms and mops                   |
| H. K. Simon, New York. (ABP)                                   | Sahara shaker sets                |
| Broomfield, Podmore, Trenton, N. J. (PPA)                      | Gladiola bulbs                    |
| Cox & Tanz, Philadelphia                                       | Bay chicks                        |
| Artwil Company, New York. (ABP)                                | Not specified                     |
| Roberts & Reimers, New York. (ANPA; PPA; APA)                  | Not specified                     |
| Don Mann Advertising, Chicago.                                 | Plastic food bags                 |
| Southern Products, Vidalia, Ga.                                | Peanut candy                      |
| Direct Sales Company, Norfolk                                  | Peanuts                           |
| Hedrick & Towner, Houston, Tex.                                | Naughton Farms nursery stock      |
| Pat Patrick Company, Los Angeles                               | \$2.98 crystal set; \$8.95 camera |
| J. F. Gelders Company, Oklahoma City                           | Plants; plastic bags              |
| Hunter Advertising Agency, Los Angeles                         | Rubber toys                       |
| Silverman Advertising Agency, Chicago.<br>(ANPA; PPA; APA)     | Fish bait                         |
| Cayton, Inc., New York. (ANPA; APA; ABP)                       | Dry cleaners                      |

Explanation of abbreviations: ANPA—American Newspaper Publishers Association; AAAA—American Association of Advertising Agencies; PPA—Periodical Publishers Association; APA—Agricultural Publishers Association; ABP—Associated Business Papers, Inc.; NOAB—National Outdoor Advertising Bureau.

## Coast Radio Biz Okay for '49; Ops Unafraid of TV Next Year

HOLLYWOOD, Dec. 24.—Coast radio ops, despite the ever-growing threat of television, have fared well biz-wise this year, according to a year-end spot survey made last week by *The Billboard*. While all were quick to recognize tele's future impact and none dared minimize the threat, station managers said biz for the year will generally be as good (and in some cases far better) as last year.

Indie KLAC, for instance, reported biz about 15 per cent ahead of last year. Despite the outlet's ownership of both radio and tele stations, the AM side of the ledger continued black, due to aggressive selling and new customers heretofore not channelled to radio. Two new biz categories, airline travel and tele set dealers, have leaped on both the radio and tele bandwagons, replacing some radio biz lost and offsetting losses in gross billing. Spot biz was particularly solid on KLAC, since the station is practically converted to a solid disk jockey and sports programming structure.

At KHJ, Don Lee Broadcasting System key station, the story was the same. Don Lee owns both KHJ and tele station W6XAO, the latter still working under a temporary commercial license. A spokesman said that any loss of biz to tele has been offset by new radio accounts, while tele itself has made friends for radio by snagging time buyers heretofore confined to black and white advertising exclusively. In 1950, the picture may be grimmer for radio, but dollar volume for 1949 will be slightly over last year, despite the damaging summer slump which hurt KHJ.

KFI, National Broadcasting Company (NBC) 50-kw. affiliate, said biz was down from last year's peak levels but still in healthy shape. While some advertisers have pulled out of radio in favor of tele (KFI operates KFI-TV also), bulk of time buyers remain solidly in the AM field, with biz levelling off on a steady basis. KRKD, local indie, likewise admitted it had lost some revenue to tele but reported that many basic accounts which bolted radio for video returned to AM broadcasting after tele runs of from

three to 15 weeks. Dollar volume is up 6 per cent over last year and could be even greater if the station would accept p.i. or similar unwelcome deals. Station Manager Ned Conner held firm to the belief that there's plenty of biz for the getting—but it takes more drive and salesmanship than before.

KMPC, G. A. Richards' powerful indie, recognized tele's inroads into nighttime radio, declaring that it is harder to sell programming and nighttime spots. Station exec Bob Reynolds felt, however, that much of this was due to general insecurity of business conditions which retarded time buyers from making long-term commitments. Daytime biz was still okay and general sales trend was definitely on the upgrade.

Typical of outlying metropolitan Los Angeles indie stations was KWKW, Pasadena outlet, which reported that television has helped rather than hindered its operation. Station Manager Bill Beaton said sales are 25 per cent ahead of last year. Tele, Beaton held, is actually opening a new market for local stations in that converts from black and white to tele are ripe for plucking by AM salesmen. By buying tele, advertisers become aware of radio as well, hence conversion to air advertising is easier, even when pitching at diehard black and white buyers. Co-op advertising programs, whereby time costs are shared equally by dealers and distributors or manufacturers, has been a boon to both small station ops and low-budget advertisers.

Primary among the worries facing broadcasters is the growing number of tele receivers in the local market. As of December 1, there were over 300,000 sets in homes in the Los Angeles area, and an estimated audience of over a million and a half. Town boasts seven video outlets, two of which are offering full-time daytime coverage at rates comparable or lower than radio. These factors, coupled with the fact that the radio melon is spread thinly among nearly 20 local stations, bids well to make 1950 the toughest competitive year in local radio industry.

## Broadcasters Skittish Over Power Plugs

### P. I.'s, Mail Orders Assailed

NEW YORK, Dec. 24.—Radio broadcasting is entering a new phase of high-pressure air salesmanship which has many executives deeply concerned over the effects this questionable type of selling will have on the audience. Primarily under fire are per inquiry (p.i.) and mail order advertisers, with home demonstration accounts also figuring, but to a lesser degree of concern.

The spread of p.i. business has been reported previously, but the fear now being expressed is that its continued expansion in air time may react harmfully against all of radio—notably those advertisers and broadcasters who eschew this kind of business. Here's the thinking behind this worry: p.i.'s and like radio pitches require a terrifically disproportionate amount of selling on the air, destroying program values. This overcommercialism, now on the increase, may eventually result in a rebirth of anti-radio blasts.

### Big Mark-Ups

Mail order items, according to authorities in that field, require abnormal mark-ups. It is said that there is an inexorable rule in mail order items that the selling price must be at least four times the cost price, and frequently more. An item selling for \$1 cannot cost more than 25 cents, and usually the cost, it is claimed, actually runs around 17 cents. As a consequence, these items may produce disgruntled customers, especially when the extravagant claims made by announcers trying to build up volume are borne in mind. This dissatisfaction is directed in a large measure at radio and may hurt broadcasting's standing in listener homes.

The overselling involved may produce criticism of and dissatisfaction with all advertisers, irrespective of whether their policies are above question.

### Downhill Snowball

Finally, it is felt that while many situations may find p.i. business a partial answer to economic problems, it may for many mark the beginning of the end. It virtually destroys rate card structures; it drives non-p.i. accounts away and some advertising agencies will not deal with such stations. Even mail order business on rate card basis—not on a p.i. basis—is dangerous. Such advertisers, it is argued, demand that the volume produced by radio must pay off in proportion to rate card expenditures, and this means a recourse to overselling and its dangers.

To sum up—the kind of business involved isn't worth what radio is putting into it—it's a snowball, and going in one direction—downhill.

## EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier

This One



ZKW4-D5E-KGNA Copyrighted material

# WEBS TO FIGHT FOOTBALL BAN

## Merge in Bid To Keep Video Game Lensing

### Pat Weaver To Make Plea

NEW YORK, Dec. 24.—The four television networks this week decided to make a concerted pitch against any possible ban on television at college football games next fall. The webs will send a spokesman for the industry, probably Sylvester (Pat) Weaver, tele chief at the National Broadcasting Company (NBC), to the Chicago conclave of the National Collegiate Athletic Association (NCAA) in February. Weaver will set forth the industry's stand that tele can be of considerably more help than hindrance to schools involved.

The NCAA meet will take up the suggestion made a couple of weeks back by the Eastern Collegiate Athletic Conference (ECAC) that affiliated schools refuse to sell video rights for football in 1950. Basis of the ECAC charge is that the gate has suffered. However, action remains up to individual conference members. Support of the ECAC stand at the NCAA meet could prove a strong factor in making up minds of undecided schools, hence the TV industry's concern at getting broadcasters' story before the educators.

Despite the various pressures to drop TV, a number of potent schools are known to favor continuing with tele, and they are likely to back up the arguments of the web's spokesman at the NCAA sessions. Army, among others, already is believed to have a specific commitment for the coming season. Notre Dame, which sells out every game, tele or no, also is certain to support telecasts in order to continue receiving the heavy income which networking its games meant this past season.

The fight against TV among the colleges is largely in the hands of the same schools and individuals who lead the battle against radio coverage of football in the 1930's.

### Garden's Stand

Statements made recently by Ned Irish, of Madison Square Garden, that tele has "neither helped nor hurt" the gate were openly ridiculed by video execs. They point out that the gate receipts at college basketball games last season were far in advance of those this year, Garden statements to the contrary notwithstanding. And last year's games were televised, while no sponsor could be found this year due to the asking price. The Garden's staff this year even has ceased to make a public statement of exact attendance figures, a practice followed for many years, but sports writers covering the games note that the Garden frequently is half empty, a unique situation in college basketball.

Sports writers in California, where the colleges have also indicated their feeling that TV has badly cut the football gate, have rebutted that high ticket costs in a disappearing luxury market probably is more to blame. The first active evidence of whether TV is responsible for the general drop in box-office take is that of Garden basketball, where the till has suffered as much as any without the possibility of charging same to television.

## Brief and Important Last-Minute Digest of AM-TV News

### Tele King May Back Fitzgeralds' WJZ Show

It is reported that the Tele King Corporation will take over the sponsorship of the Ed and Pegeen Fitzgerald early-morning show on WJZ, New York. The company would use the series to promote the sale of its television receiver line.

### Venice Maid Radio, TV Accounts to SHG

Schoenfeld, Huber & Green (SHG), Chicago, has been named agency for the Venice Maid Company of Vineland, N. J., and plans to start radio and television campaigns in Eastern test markets. Venice Maid makes food products.

### NBC Makes Kine Audition of "The Women"

A kinescope audition of "The Women," tele show adapted from the Clare Boothe Luce play and film, was made last week by the National Broadcasting Company (NBC). The cast included Audrie Christie, Eloise McElhone, Jeff Donnell and Grace Gilhern. NBC staffer Richard Berger was the producer. No starting date or time slot has been set, pending once-over of the kine.

### Anahist Inks Second Show for MBS, a Participator

Anahist, the anti-histomine cold remedy, this week signed for a second show on the Mutual Broadcasting System (MBS). On the heels of signing for *The Falcon* on MBS, Anahist this week inked to sponsor an audience participation show not now on the air. The show will go into the 5 to 5:30 p.m. period Saturdays beginning early next month. The agency is Batten, Barton, Durstine & Osborn.

### Chi MBS Mulls Keller Lie Detector Series

Mutual Broadcasting System (MBS), thru the program department of WGN, Chicago, is planning to build radio series on file of James Keller, inventor of the lie detector. If rights can be obtained, series will be dramatic offerings based on famed cases in which Keller has participated.

### Spot Announcements From All Over

Shep Chartoc, former radio-TV director for Buchanan & Company in Chicago, last week joined Jay & Graham, Chi research firm, as general manager. The company is in the midst of expanding its service to 19 East and Midwest tele markets. . . . John Blair, station rep, is opening his seventh office next month. It'll be in Dallas, and Clark Brown will be manager. . . . Doubleday & Company, which has been splurging heavily in radio for the past month or so, last week bought "Premiere Theater" on WPIX, New York. The program consists of a number of top-flight films. The New York Daily News video station controls for tele, including "Major Barbara," "Pygmalion" and "Jamaica Inn" . . . Everyready Batteries, thru William Esty, is buying 20-second TV spots. . . . Lee Strahorn is taking over production chores on the Fred Waring-General Electric show for Young & Rubicam. He leaves Hollywood for New York next week. Now a packager, Strahorn formerly was with the National Broadcasting Company (NBC) and Foote, Cone & Belding.

### CBS To Conduct Color TV Field Tests for FCC

The Columbia Broadcasting System (CBS) will conduct intensive color TV field tests, as required by the Federal Communications Commission (FCC), beginning January 2, for four weeks in New York and Washington. Designed to aid the FCC in reaching a final decision on the question of ultra-high frequency (UHF) allocations and color standards, the tests will furnish data on public reaction to color TV and help determine the amount of interference which will be received from stations operating in near-by areas on the same and adjacent channels. Color sets will be installed in public locations, homes and in the homes of FCC officials; and live and film color programs will be broadcast over WOR-TV and WCBS-TV in New York; WOIC and WJOP in Washington, and subsequently over WCAU-TV in Philadelphia.

### McGarry Named To Assist Duffy at BBD&O

James McGarry this week became administrative assistant to Ben Duffy, president of Batten, Barton, Durstine & Osborn. No successor has been named yet to McGarry's former post as manager of the BBD&O radio publicity department.

### "Tonight on Broadway" Angles for 10G Bankroller

"Tonight on Broadway" is being offered to potential video sponsors for \$10,000 a week for talent, a hike of about \$1,500 over the weekly price paid by Esso gasoline, its former sponsor. The 12th and last program on the series was last Sunday (18). The 13th will be a special Christmas revue for Esso put together by the Columbia Broadcasting System (CBS)-TV and starring Robert Q. Lewis which goes into the same time slot—Sunday evening 7 to 7:30.

### Duo-Job Fuss Arises As AFRA Picks Reel

NEW YORK, Dec. 24.—Opposition this week developed within the New York executive board of the American Federation of Radio Artists (AFRA) to the appointment of Assistant National Executive Secretary

A. Frank Reel to succeed George Heller as national executive secretary of the labor org as well as secretary of the New York local. Heller, recently selected national executive secretary of the Television Authority, leaves AFRA shortly to take up his new duties.

The opponents of Reel have nothing against him personally, but they feel (See Duo-Job Fuss on page 35)

## Video Pigskin Surveys Turn Up Yea & Nay

### Called Gate Aid, Drawback

HOLLYWOOD, Dec. 24.—Two surveys on collegiate football attendance disclosed that television was both a help and hindrance in building gate receipts during the past season. Survey, made by Facts Consolidated in co-operation with the Los Angeles Chamber of Commerce for the ad firm of Walter McCreery, Inc., showed several significant trends on tele's pull in building audiences as well as highlighting the adverse influences of video coverage of prime sporting events.

In the first survey, which consisted of 805 personal interviews with ticket holders at the USC-UCLA game November 19, following conclusions were reached: (1) 60 per cent of those interviewed said tele had whetted their appetites to see more games in person; (2) 22 per cent owned video receivers; (3) only 3 per cent said they were attending fewer games only because of TV coverage. Other reasons for non-attendance were given as "less leisure time, too expensive, or out of town more."

Second phase of the survey consisted of 1,296 random telephone interviews, netting the following conclusions: (1) 23 per cent said they were seeing more games in person despite tele, 29 per cent were viewing same number of games as before, and 48 per cent said they were seeing less games. Of those not attending as many games, tele was blamed by only 7.6 per cent of interviewees. A 30 per cent slice of those not attending said they listened to radio accounts of games but didn't view frays via tele. Another 38 per cent of non-attenders said they neither looked nor listened to football broadcasts or telecasts.

Richard W. Millar, head of the Chamber of Commerce television committee, viewed the report as encouraging in view of criticism by various sources on tele's destructive influence box-office-wise. Millar said, "These figures are the best factual information yet obtained. The surveys tend to show that television is being maligned when it is accused of cutting sharply into football attendance."

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# RECTANGULAR TUBE USE UP

## NBBB Draws New Standards for Ads

NEW YORK, Dec. 24.—The National Better Business Bureau (NBBB) has revised its set of standards for radio and television advertising and has sent the suggested new rules to the Radio Manufacturers' Association (RMA) for study and comment. While the NBBB would not reveal what the new standards would be, it is expected that special cognizance would be taken of rectangular tubes, installation charges and built-in antennas.

Nationally, the NBBB reports that complaints over video sets "have not been unreasonable." Leonard Barrett, who heads the New York City branch of the organization, stated that most of the complaints received in this area were over servicing problems. He pointed out, however, that in many instances TV buyers have complained only because they didn't know what to expect from their newly acquired sets.

## Philco Inks IUE Pact For \$100-Mo. Pension

PHILADELPHIA, Dec. 24.—The Philco Corporation signed a contract with the Congress of Industrial Organization's (CIO) new electrical workers' union that establishes a \$100-a-month pension plan for about 7,000 employees at the local radio and television manufacturing plant. The signing of the contract, which recognizes the International Union of Electrical, Radio and Machine Workers (IUE) as bargaining agent in place of the United Electrical, Radio and Machine Workers (UEW), was confirmed this week by a spokesman for the Philco Corporation.

The contract is the first major agreement signed by the IUE. It covers only members of Local 101 at Philco, but a similar contract is expected to be negotiated for IUE Local 102, also at Philco. The \$100-a-month pension will include Social Security payments.

## Continuous Playing Phono Patented

WASHINGTON, Dec. 24.—An invention to permit the uninterrupted playing of disks on an automatic phonograph is available for licensing, the Patent Office announced this week. The attachment comprises a sound recorder and transcriber connected to the tone arm. By use of a magnetized steel, a time lag is built up between the pick-up and the speaker. According to the patent claim, the time lag permits the change of a record with no interruption in the music as it comes from the speaker.

Owner of the patent, according to the Patent Office, is Robert E. Stanton, P. O. Box 1261, Denver.

## 270-Mil Oct. Sales Near AM-TV Record

WASHINGTON, Dec. 24.—Radio and TV dealers did a nationwide business of \$270,000,000 in October, for the second highest month's mark on record, the Commerce Department reported this week. October receipts were \$23,000,000 above September's and \$44,000,000 above those for October, 1948. The record was reached last December when sales totaled \$308,000,000.

## U. S. Sleuthing Tie-Ins in TV, Player Sales

### Anti-Trust Action Likely

WASHINGTON, Dec. 24.—The anti-trust division of the Justice Department has launched what may spread into a nationwide investigation of methods of distributing television and record-player sets. Justice Department officials revealed that the inquiry is the result of numerous complaints received from dealers that distributors and manufacturers have been seeking to force tie-in purchases of record players along with TV receivers.

The inquiry is being handled by the anti-trust division's Middle Atlantic area office in Philadelphia, but a Justice Department official in Washington explained that the area office has been empowered with authority to stretch the inquiry to a nationwide scale if necessary. The present stage of the probe embodies a fact-finding expedition covering most of the country's biggest manufacturers and distributors of player and TV sets. A number of subpoenas have been issued for appearances before a federal grand jury in Philadelphia February 14.

A Justice Department spokesman here emphasized that the inquiry was "still in an exploratory stage" and that the direction which the investigation might take would depend upon "the nature of information forthcoming in the next month or so." The spokesman indicated that there was no certainty that the inquiry would produce evidence of violations of the Sherman and Clayton anti-trust acts. However, it was pointed out that if the investigation produced evidence of violations, the anti-trust division's Middle Atlantic office would have authority to spread the inquiry to any part of the country.

## Letter to Santa

CHICAGO, Dec. 24.—Radio and television dealers are sending Christmas greetings to their congressmen this year, but with a big "if" attached to the wishes. The National Appliance & Radio Dealers Association, in co-operation with the National Tax Equality Association, is promoting the use of special greeting cards which read, "A very merry Christmas to you, my congressman, and . . . you can make it a happy new year for me if you'll help put these packages under my 1950 Christmas tree."

The packages pictured on the card, "Government Economy," "Tax the Untaxed" and "Excise Tax Relief."

## Mercury-Built Tele Sets for February Bow

### Buying Chi Plant Property

CHICAGO, Dec. 24.—Mercury Records will definitely start production in February of its own line of television sets in a new building it is buying on the West Side of Chicago, Irving Green, president of the company, told *The Billboard* this week. Until now there was some possibility that Mercury would put out under its own name a line made by another manufacturer, but Green stated categorically that component parts would be assembled in the company's own plant. He estimated that production early in spring would run about 1,000 sets per month and that a 35,000 square foot plant, which will employ (See *Mercury Records* on page 29)

## Output Holds Key to Broad Use in Trade

### RCA Tossing a Clunker?

CHICAGO, Dec. 24.—It may not be long before all video sets will feature the new rectangular-shaped cathode ray picture tubes. That's the indication drawn from a survey of set manufacturers and tube makers and from statements by a spokesman for the American Structural Products Company of Toledo, subsidiary of the Owens-Illinois Glass Company, principal maker of TV tube blanks.

Initial queries among tube makers and set manufacturers revealed that production output of rectangular glass tubes by American Structural and another Owens-Illinois subsidiary, the Kimball Glass Company, was the key to the entire question of whether use of rectangular glass tubes would probably become universal. General attitude was that manufacturers wanted rectangular glass tubes and that they would take all Owens-Illinois could make.

Altho a spokesman for American Structural would not reveal present or future production quotas, several significant remarks indicated future trade patterns and trends. The spokesman said that about 93 per cent of all sets made had round glass tubes and that American made about 50 per cent of them. Other 7 per cent featured metal round tubes.

American has been producing rectangular tubes since fall, after carrying on experimentation for many years. As of last week 15 per cent of its total TV bulb production constituted rectangular models. By the middle of 1950, 75 or 80 per cent of its production will be in this field, and by the end of the year practically all (except that devoted to making of replacements for round screens) will be rectangular.

So far American Structural has received orders for rectangular tubes from practically all tube manufacturers. These include GE, Sylvania, Raytheon, Rauland (Zenith subsidiary), Lansdale (Philco subsidiary), National Video, American Television, Hytron, DuMont, National Union Radio, Capehart-Farnsworth and Tung-Sol.

Significant is the fact that it has received no rectangular bulb orders from RCA, in the past one of its principal customers. Altho it could not be confirmed, it is reported by manufacturers here that RCA is conducting a quiet campaign against rectangular tube introduction, allegedly because of its heavy investment in round metal tube stock and equipment.

In recognition of the fact that rectangular tubes will be the coming thing, and because it is not trying to capture all the business, American Structural is making available to other bulb manufacturers its blueprints on the bulbs it has developed. As a result it has already turned over to the Corning Glass Company, its principal competitor, details concerning new bulbs, and it is expected that Corning, therefore, will become another major supplier of rectangular jackets.

Reasons for trend toward rectangular tubes are many, but two principal ones stand out. First, use of rectangular tubes will result in a lowering of cost of set production and a saving to be passed on to the consumer. It has been estimated that (See *Rectangular TV Tube*, page 35)

## Personnel, Products and Prices

The Artophone Corporation, St. Louis area Philco and Columbia Records distributor, is about to start construction of a new office and warehouse building of 118,000 square feet of space. . . . In addition to a new TV line, **Air King** will show new models of wire recorders and radios at the Chicago Furniture Show. . . . **Capehart** appointed **Woodson & Bozeman** as distributor in parts of Tennessee, Mississippi, Arkansas and Kentucky. . . . After the first of the year, the **Motor Parts Company**, Philadelphia area distributor for Zenith and Columbia Records, will change its name to the **Stuart G. Louchheim Company**. . . . **Starrett** introduced a new 12½-inch TV console, the **Sam Houston**, to retail at \$279.95.

**DuMont** will hold its first distributor sales convention when the Midwest wholesalers gather at the Drake Hotel January 11 for a confab with **Walter Stickel**, sales manager for the company. . . . **Starrett** has prepared a 24-page booklet, "21 Terrific Television Parties," which is being made available to all dealers. Dealers will offer free copies of the game book to all who visit their shops and listen to a two-minute recording of a **Starrett** sales message. . . . **Motorola** is doubling the capacity of the company's Quincy, Ill., plant. . . . **Crosley Distributing Corporation**, New York, reported a 35 per cent increase in sales during 1949 over the previous year. . . . **Trans-Vue Corporation**, Chicago, has acquired an additional 12,000 square feet of floor space in a move to increase its TV set production by 25 per cent. . . . **James M. Scales** has been appointed **Zenith's** district sales manager for the Northwestern territory, replacing **William A. Shirk**, who retired last month. Territory includes Denver, Portland, Billings, Salt Lake City, Seattle and Spokane.

**John Bailey** and **Watson Sowinski** have set up the **B & S Television Company** in Philadelphia. . . . **Raymond Rosen**, who heads the **RCA-Victor** distributing firm in Philadelphia, was elected to the board of directors of the **Philmont Country Club**. . . . **Bernard Weinberg** has bought out the interest of his partners and is now the sole owner of the **Scott-Crosse Company**, Philadelphia distributing firm handling a number of independent record labels. . . . **General Electric Supply Corporation**, Philadelphia G.E. distributors, introduced the 1950 TV line this week showing a 10 and 12½-inch tube for table models, with the larger tube for a third model in console size. . . . **Philco Corporation** has added two new low-cost models to the recently announced line of conical television aerials.

# LONDON JOINING 45 PARADE

## Mercury Eyes 3d Speed; Is Experimental

### Flurry of 45 Activity

NEW YORK, Dec. 24.—By the end of this week, London Records will join RCA Victor and Capitol in the production of 45 r.p.m. disks. Together with Capitol and the indie Tempo diskery, London will have new releases available on all three speeds, 33½ (LP), 78 and 45 r.p.m. In last week's issue of *The Billboard* it was revealed that Horace Heidt Records would soon add 45 to its two-speed line. This week it was also learned that Mercury has been conducting experiments with 45 r.p.m. at a RCA Victor plant.

Dan Berne, executive veepee of the British-based diskery, in an exclusive statement to *The Billboard* said: "A study of the American market indicates that there is now a demand for 33½, 78 and 45 r.p.m. records. Accordingly, London, whose business is supplying the public with the type of records that it wants, is making London recordings available on 45."

The initial release, available for delivery this week, consists of four albums and 10 single records. (One of these, the *Third Man Theme*, is being held up in the current release date hassle.) (*The Billboard*, December 24). Disks are in two price categories: The blue label 30,000 series, to consist of popular works, will retail at 75 cents, plus tax. The red label 40,000 series, to consist of classical and semi-classical works, will retail at \$1.00, plus tax. London's regular 12-inch shellac imports of similar material have always listed at \$2.10 and will continue at that price. The red label singles will be packaged in metallic gold sleeves, (See *London Joining* on page 30)

## Ballen Sues Taps Over Switcheroo On 'Angelic' Tag

NEW YORK, Dec. 24.—Ivan Ballen filed suit in Federal Court this week against Dave Taps, of the Taps Agency, seeking to enjoin him from using the name "Angelic" in connection with a vocal group under his management. Howard Sheldon, attorney for Ballen, asked an accounting and damages in addition to injunctive relief.

According to the complaint, Taps has been billing the Rosettes, a fem spiritual quartet, as "formerly the Angelic Queens," and has associated them in his promotion with the songs *Jesus* and *Touch Me, Lord Jesus*. According to Ballen, Taps has been trying to cash in on the prestige of the Anglic Gospel Singers, a Ballen attraction, whose diskings of the above-mentioned tunes have allegedly attracted wide attention.

Taps, according to Ballen, did comply with a request to change the name of the Taps attraction from Angelic Queens Choir (*The Billboard*, October 29), but subsequently advertised them as the "former Angelic Queens."

Taps denies Ballen's charges in regard to trading on the name of the Ballen singers, but admits having utilized the *Jesus* and *Touch Me* tunes in promotion, inasmuch as the Rosettes did record those tunes.

## Babbitt, La Tilton Inked for Coral

NEW YORK, Dec. 24.—Decca Records has contracted to record vocalists Martha Tilton and Harry Babbitt on the Coral label. Both contracts are for one year, with minimum guarantee and percentage stipulations. Sy Fischer, of Frank Cooper Associates, handled the deals for the artists.

Coral plans to start recording with Babbitt before the end of the year.

## "Half a Heart" Battle Settled

NEW YORK, Dec. 24.—The Pemora-Alamo battle over *Half a Heart*, new Al Morgan-William Walker-William Rives tune (*The Billboard*, December 17), was settled amicably this week, with Pemora assigning its right, title and interest in the song over to Alamo. Pemora will receive for this 50 per cent of the performance earnings of the tune, plus a hunk of mechanical and sheet music royalties.

Alamo in turn assigned the tune to Hill & Range, a Broadcast Music, Inc. (BMI), affiliate and it will be cleared thru BMI. Both Alamo and Hill & Range are operated by Jean and Julian Aberbach, Alamo being non-affiliated. At first, the intention had been to publish *Heart* in Alamo and clear thru the American Society of Composers, Authors and Publishers (ASCAP). BMI, however, wanted the tune, and that's how the song now will be cleared.

On sheet music and trade listings, the song will be listed as published by Hill & Range, by arrangement with Pemora. All the writers on the song have okayed the settlement terms in writing.

## Decca Cuts Show Album of 'Texas'

NEW YORK, Dec. 24.—Decca Records has picked up its option to record an original cast set of the Johnny Mercer-Robert Emmett Dolan score for the current Broadway musical, *Texas L'il Darlin'*. The diskery sliced the show score late this week.

This completes a precedential show album deal whereby Decca put up a sum of between \$1,000 and \$5,000 to retain the recording rights to the show for a specified period after its Broadway opening. If the diskery decided not to etch the show, then it would have been forced to forfeit the option money.

## Cap Pushes Bozo In Xmas Showings

HOLLYWOOD, Dec. 24.—Capitol's creation, Bozo the Clown, was cutting in on Santa Claus this year, making more than a hundred store appearances thruout the land. More than 400 Bozo costumes were distributed thru 25 Capitol branches for local Bozo appearances. Bozo bowed six times in Chicago last week, while he ruled the kiddie roost at Los Angeles's May Company.

Under Mickey Goldsen's supervision Capitol has pushed its Bozo character into becoming a major factor in drawing kid interest. Cap has licensed 18 manufacturers to use the Bozo character during 1949. Question now is how can Bozo be promoted further into totally replacing St. Nick?

## Exclusive Stock Put Up for Sale

HOLLYWOOD, Dec. 24.—Exclusive Records, once one of the strongest of the Coast's indie labels, has suspended operations and placed all its masters on the sales block for the benefit of creditors. On December 19 Exclusive Records Company and Exclusive Records Distributors, both California corporations, with Leon Rene as major stockholder, appointed attorney Francis F. Quittner in assignment for the benefit of creditors, with Quittner handling sale of approximately 200 exclusive masters. Quittner is currently negotiating with major labels for disposal of all released and unreleased masters.

Quittner told *The Billboard* that a complete inventory of Exclusive's assets and audit of its books had not yet been completed, hence comparison of liabilities and assets could not be made at this time. Batch of masters includes more than 20 sides by Herb Jeffries, the same number for Joe Liggins and His Honeydrippers, Buddy Baker and ork, with miscellaneous recordings including sides by Doye O'Dell, Texas Jim Lewis, Jack McVea, Frances Wayne, Mabel Scott, Basin Street Boys, Paul Martin and Frantic Fay Thomas, among others.

Exclusive bowed in the early '40s and was one of the first in a string of locally born indie labels to reap wartime profits. During the postwar years, when other indies folded, Exclusive continued to remain strong in the indie ranks until mounting production costs caused Rene to slowly curtail costs during the past year. Rene was not available for comment at press time.

## Rollini Trio Masters Passed to Mercury

NEW YORK, Dec. 24.—Mercury Records this week completed a deal whereby it leased a dozen masters sliced by the Adrian Rollini Trio from Bullet Records. Mercury plans to issue the Rollini efforts on regular single disks and will also release a long-playing platter of Rollini slicings.

## EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

# Petrillo Slams Audition Door

## Studios Beef, But Ban Nips Sub Rosa Biz

### Ties Up Disking Equipment

HOLLYWOOD, Dec. 24.—American Federation of Musicians (AFM) here cracked down on audition recording after Prexy James C. Petrillo ordered Los Angeles' Local 47 to put into effect the union's test-disking ban. AFM-licensed studios with thousands of dollars invested in recording equipment cried in pain as the union move threatened to sharply curtail a major source of revenue. Tunemiths peddling their eleffings have relied heavily on acetate test diskings, while the audition record has paved the way to recognition for many a talent property. Handful of test platters distributed among local pockeys has

## Abney Moves Up

NEW YORK, Dec. 24.—A couple of months ago pianist Don Abney was a member of Wilbur De Paris's jazz crew on location in Child's Broadway basement. Most recently he's been with George James's band at Ernie's, a gay village boite, but on January 2 Abney opens uptown at the swank Sherry-Netherland.

It all came about when Abney played at a private party for Sherman Fairchild, the aviation mogul, and was heard by the S.-N.'s Prince Obolensky. The prince immediately hired him as a solo act for his own boite. This will mark the first time a Negro musician has worked the spot.

served as a barometer for the sale of songs and talent.

One recording studio exec predicted that test recordings will still continue despite the AFM order, but that pressure from Petrillo will only serve to drive audition cutting under- (See *Petrillo Slams* on page 29)

## Cleffers Suing Rear Echelon

NEW YORK, Dec. 24.—Songwriters Alice D. Simms and J. Fred Coots obtained a show cause order in New York Supreme Court this week in a move to collect \$2,527 owed them by the Record Music Company.

The order, signed by Justice Thomas A. Aurelio, asks that the Miller Music Company, the Duchess Music Company and the American Society of Composers, Authors and Publishers (ASCAP) be required to show cause why they shouldn't pay the plaintiffs the sum due them, out of any money allegedly owed by Miller, Duchess and ASCAP to Record Music.

The cleffers had obtained a judgment against Record in arbitration proceedings last October for royalties due on their tune *Encore Cherie*. Their attorney, A. E. Masters, has reported the judgment uncollectible, since Record Music is no longer located in this State.

# WAX BIZ HITTING ON ALL SIX

## Bergman Buys Apollo's Last Distrib Outlet

NEW YORK, Dec. 24. — Apollo Records, which in 1946 and '47 operated eight of its own distributing offices, this week dropped the curtain on its jobbing operation when it sold its New York outlet to Jack Bergman's Tempo Distributing Corporation. This was the last office in the chain retained by the diskery. Apollo will henceforth concentrate on the recording and manufacturing phases of its operation.

The distributery, which handled Apollo, Gotham, Gold Star and several other indies for New York State, has turned these lines over to Bergman, who will occupy space in the Apollo Building. He was also taken over some of the Apollo personnel. Tempo, according to Bergman, will continue to handle Tempo, Freedom, Polaron and other labels.

Irv Katz, Apollo sales manager, will concentrate henceforth on national sales and on the diskery's artists-repertoire program.

Last week a fire broke out in the offices of Apollo's upstairs tenant and the diskery suffered \$12,000 damage to stock and building.

## Levy, Melcher In Settlement

HOLLYWOOD, Dec. 24.—An out-of-court settlement was reached this week in the fracas between Lou Levy and agent Marty Melcher, with Levy dropping his \$85,000 suit against Melcher and the latter surrendering further radio representation for the Andrews Sisters (*The Billboard*, December 17). Levy sued Melcher, charging breach of contract and demanding back payment of commissions, while Melcher charged that Levy had held out more than \$17,000 in current talent fees.

Terms of settlement were that Levy would relinquish all claims on Melcher's Century Artists, Ltd., and shell out dough due as commissions on Andrews Sisters' three-times-weekly air show for Campbell soups. In return, Melcher surrendered his agent's pact with the vocal trio, with all representation reverting to Levy. For past several years Century Artists has been sole radio rep for the Andrews threesome; hereafter Levy will incorporate these duties as part of his personal manager's services on behalf of the girls.

## New Godday Pub To Be BMI Affil

NEW YORK, Dec. 24.—Happy Godday, who recently sold out his interests in Leeds Music to Lou Levy, this week completed a deal whereby his proposed new firm, Godday Music, Inc., will become a Broadcast Music, Inc. (BMI), affiliate sometime after the first of the year. Godday, who was here for a month to make his BMI deal, left for the Coast this week to set up Hollywood offices. He will be back in New York in February to open a local headquarters for his new firm.

The first song for the Godday firm will be *Sugar Coated Lies* which already has been etched by Connie Haines on Coral. The second tune in the new catalog is tagged *I'm Gonna Paper All My Walls With Love Letters* and was penned by Teddy Powell and Bernie Wayne.

## "Cinderella" Pic Music Tops, Not To Mention Fine Animation

(Continued from page 4)

ances. Bibbidi, a charming medium bounce novelty with an inerrant lilt, has been covered by virtually all the major waxeries, and the diskings so far released have smoked out heavy attention. *Dream*, a slow ballad which gets heavily reprised, has also been well-recorded and promises to be the stand-out song over the long haul. *Love*, a romantic waltz, has had some waxings, and *Work Song*, a gay, charmingly humorous production tune which has not so far been heavily waxed, should make its best appeal to tots.

In addition to these songs, each of which is beautifully presented both vocally and visually, the background music thruout the film is stimulating and apropos for the ever-shifting moods and atmospheres of the recreated tale. Mack David, Jerry Livingston and Al Hoffman have in this score the best Disney music since *Snow White*.

Ilene Woods, the *Cinderella* voice, has turned out a job of singing and reading that is also a high-water mark in Disney history. Intonation, inflection, phrasing and dynamics perfectly catch the spirit of the heroine, who in the celluloid version is delicate but not dumb, gracious but not gushing—a real peach of a kid. The other characterizations are also lifelike and multi-dimensional—the wicked mother and schmo daughters and an evil but vulnerable cat for the heavies, and an assortment of delightful mice, a kindly but choleric king, a bumbling Lord Chamberlain for the good people. Prince Charming is just an anonymous consort type.

Color is excellent, and animation about the best yet. As always with Disney, the animals are charming and realistic. And the human characters are done with verisimilitude not be-

fore attained. The consciousness of human beings as cartoon characters, the stiff awkward motions that had been the bugaboo of the film cartoon is gone. You accept the people as people in *Cinderella*, praise be.

Jerry Wexler.

## Disk Biz Going For Show Names

CHICAGO, Dec. 24.—A trend indicating that record companies are aligning themselves with showbiz personalities was uncovered here last week. Mercury Records' Art Talmadge completed a deal with Don McNeill, emcee of the ABC *Breakfast Club*, whereby the Chi diskery would cut a showpiece album with two members of the web's morning ainer. Mercury will cut two sides each by Bernie Christianson, 13-year-old singer, and Patsy Lee, chirp. McNeill will plug the package via his air shows and will ask listeners, who are unable to obtain copies of the Mercury album, to write personally to the two singers, who will then turn the letters over to the waxery. It's planned to cut other wax by members of the *Breakfast Club* cast if this first package goes over.

Capitol disks has completed a waxing agreement with Hildegarde, the nitery chanteuse, who once waxed for Decca. It's understood that the first waxing by the Milwaukee chirp will be an album built around her nitery presentation. Present plans call for Capitol to wax one of her typical nitery jobs, complete with audience response and her ad lib chatter with the customers. It's understood that Hildy will plug the album on her personals.

## Sinatra's Pioneering Thoughts On LP Pop Tune Production

NEW YORK, Dec. 24.—The long-playing record, having gained wide consumer acceptance, has opened up a vast panorama of possibilities not only for the classical artist but also for the interpreter of popular songs. First of the more noted pop artists to give voice to his theories in this direction is Frank Sinatra, who believes that LP calls for new orientation and pioneering. Sinatra, it's known, is thinking in terms of the 10-inch 15-minute record, and he conceives of it as a disk making possible the use of production techniques and ideas which are not now feasible on the conventional 78-r.p.m. record.

The LP, figures Sinatra, calls for an entirely new approach to recording—from the artist's point of view. Thus far, he feels, much of the production thought that has gone into LP has derived from conventional 78 production methods and thinking. With the LP market becoming more competitive—as more and more diskeries produce LP's—conventional methods, according to Sinatra's mind, will not be enough. Artists and a. and r. men, he believes, will have to pioneer in the use of script material in conjunction with music, the presentation of musical sketches, commentary, narrative and mood music.

In other words, according to

Sinatra and others who conceive of LP as opening new production vistas in recording, the 10 or 12-inch record, with 15 or 20 minutes of "time" on each side, will call for much more of a production package. In fact, the possibility that independent packagers and idea men will appear and function as agencies engaged in the production and sale of recording ideas, is not discounted in the trade. This latter conjecture, of course, is particularly apropos to such recording ventures as playlets, anthologies, and narrative stories.

That the disk industry is thinking along the lines of new uses for the recording medium has already been made evident by such efforts as Columbia's outstanding diskings of Ed Murrow's *I Can Hear It Now*, London's *Prelude to Pearl Harbor*, Decca's Judith Anderson's treatment of Robinson Jeffers's version of *Medea*, Columbia's *Pleasure Dome* (poets reading their verses), RCA Victor's diskings of Laurence Olivier's *Hamlet*, and Agnes Moorhead's *Sorry, Wrong Number*, on Decca.

Some of the unusual diskings on the aforementioned partial listing were done on LP, some on 78, but they all represent a forward trend of thought regarding the use of the disk medium.

## Confusion on Plural Speeds Is Cleared Up

Outlook for '50 Bright

NEW YORK, Dec. 24. — Record business winds up the year hitting on all cylinders. Manufacturers, dealers and distributors, having gone thru a period of intense storm and stress during the earlier part of 1949, are now uniformly stating business is terrific, with the outlook for 1950 very good indeed. Of course, some of the optimism is attributed to a good Christmas season. However, industry leaders feel it goes deeper than that, with a good part of the upsurge credited to the fact that much of the public's confusion over the new speeds has been dissipated.

Not so many months ago pessimism was the general order of the day. Now however, much of the cautious attitude held by distrib and dealers during earlier months has disappeared. Stock is selling out and reorders are heavy.

Shelves Clean

The situation has been summarized by one distrib who points out that "dealers and distribs are starting the new year with clean shelves and money in the bank."

Among most diskeries, the joyful note is prevalent. RCA Victor, engaged in its 45 r.p.m. promotion, states it can't deliver quickly enough. The healthy Victor business is not only limited to 45, but is maintained in the regular catalog.

Milton Rackmil, Decca chief, stated that the record business has come back in a big way. He added that the public's confusion has disappeared. Rackmil points out that manufacturers are now making changers which can handle all types of disks, and the fear of obsolescence has largely been obviated.

Columbia Records, thru the year credited with solidifying the position of LP, is coming along stronger on its pop line and is planning a campaign on the seven-inch microgroove.

Cap in the Black

Capitol Records, it's known, has come thru the latter part of the year with a strong rush—so much so that the diskery is winding up 1949 in the black. Cap's outlook is indicated in the fact that the diskery will spend a quarter of a million dollars on plant expansion during 1950. Approximate (See *Wax Biz Hits* on page 29)

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# BANDS' FAITH IN TEEN-AGERS

## Biz Hypo May Be in Schools And Colleges

### Prewar Prosperity Echo

(Continued from page 3)

curricula and social activities. To help stir interest among the collegians, diskeries have been attempting to revive interest in name band dance music, which was the prewar backbone of the industry. And the various interests in the talent end of the band business have been making efforts to keep the name band factor active on the campuses.

Music publishers, particularly, are anxious for the anticipated collegiate music revival to materialize as rapidly as possible. They believe that the younger set, which kept the publishers' coffers well filled in the Goodman-Shaw-Dorsey-Miller era, could help to stabilize their currently rocky business. They feel that the plug song could assume its former importance if the name band could again become a factor and believe it is only via the youngsters that this can become a realization.

### It Will Be Gradual

That this anticipated rebirth of the campus as a major cog in the music business set-up will occur rapidly is not expected. It is believed that the coming year will help to nurture the young set and re-orient it in the band, record and song businesses. But, if the trade's crystal ball gazers are to be believed, 1951 should find all segments of the music industry back in healthy condition.

## Cohen Adds Sales Duties at Decca

NEW YORK, Dec. 24.—Paul Cohen, Decca country, Western and blues and rhythm artist and repertoire topper, this week was named sales manager of a newly created sales department which will specialize in the merchandising of the diskery's folk and Negro lines. The appointment was made by Sidney Goldberg, Decca veepee in charge of sales.

New department will be included in the diskery's regular national sales structure. Cohen will offer specialized guidance for the department. He will retain his present recording duties. Cohen has been associated with these specialized fields both in the recording and selling ends for many years.

## Sinatra Inked For Shamrock

HOLLYWOOD, Dec. 24.—Frank Sinatra inked a contract this weekend for a two-week stint at Glenn McCarthy's Shamrock Hotel in Houston, beginning January 28. Crooner will be among the first of many top Hollywood names who will play the hotel during the next several months.

Deal is for an undisclosed figure, reportedly well over \$5,000 weekly. Other Hollywoodites in line for Shamrock stints include Edgar Bergen, who opens New Year's Eve, and Dinah Shore. Move marks McCarthy's entry into the big name talent field and is a switch from his present policy of featuring top orks and semi-name acts.

### 3d Set of Twins!

DETROIT, Dec. 24.—Max Gail, veteran orchestra booker who heads his own office here, probably topped show records for double feature production last Friday (16) when his wife gave birth to their third set of twins. The babes were named Julia Wallace and Amelia Ann. The other pairs are now three and five years old. Mrs. Gail was formerly a swimmer in the Aquacade at the New York Fair.

## 1 "Manana" Suit Out, 2 on Deck

HOLLYWOOD, Dec. 24.—It's one down and two to go in the *Manana* suits. Local court action was dropped by Henry McClintock and Sterling Sherwin, who claimed the tune was an infringement against *Midnight on the Ocean*, published by Southern Music in 1932 but not released. Southern did not enter into action against the Capitol Music pub subsid. Two suits still pending in New York were filed by W. C. McCay, who thinks *Manana* is a takeoff on his *The Laughing Song*, and by Luigi Ferrazano, who charges infringement on his *La Risa*. However, Micky Goldsen feels the latter two suits will be dropped as was the local action.

*Manana*, now owned by Criterion (Cap subsid) originally belonged to Barbour-Lee Music Corporation.

### Merchandising Pays Off:

## Hillbilly Center (54th St., NY) Not in Hills, But All Is Rosie

By Bill Simon

NEW YORK, Dec. 24.—West 54th Street is a long way from the hills of Tennessee, nevertheless it's the location of a flourishing operation devoted 100 per cent to hillbilly and Western music. Rosalie Allen's Hillbilly Music Center, the only store of its type in this city, was conceived two years ago as the result of a gimmick employed on Miss Allen's *Prairie Stars* disk jockey show over Station WOV. The gal, who, incidentally records for RCA Victor, offered a package of four top folk hits for sale via mail, and got such overwhelming response from the local area that she, music publisher Nat Tannen, and his brother, Phil, hit on the idea of opening a store here.

Tannen, former business manager for the Irving Berlin and Bourne Music pubberies, now operates his own hillbilly publishing firm, Tannen Music, and also runs Keys Music, a large mail-order and jobbing set-up for hillbilly sheet music. Several months ago he moved all his operations, including the record shop, into a large remodeled house, and has gradually converted the place into the city's principal hillbilly hangout.

### 25,000-Name List

Key's mailing list, with over 25,000 names, was an important factor in getting the record phase of the operation started, and even today 60 per cent of the stores' business is conducted thru the mail. The mailing list covers all 48 States and many foreign countries. It was compiled thru ads placed in national song

## Fisher Gets \$ In "Hindustan" Settled Suit

NEW YORK, Dec. 24.—Litigation between Fred Fisher Music and Forster Music, a Chicago pubbery, over renewal of the tune *Hindustan* was settled out of court just before trial this week, with Fisher collecting an undisclosed amount in settlement.

The tune, written by Oliver Wallace and Harold Weeks, was published originally by Forster. Weeks assigned his renewal rights, which began in 1947, to Fisher. Forster received from Wallace his share of the renewal. Subsequently, Fisher charged, Forster licensed the song for recording, receiving various sums in mechanical royalties from record companies, but did not account to Fisher.

Representatives of the contesting parties agreed that the recent Vogel vs. Miller decision by the New York State Court of Appeals was instrumental in the decision to settle the case before it came up to trial. The decision reversed a principle of common law which had held that co-owners of a copyright were not compelled to account to each other. Under the precedential ruling, both parties in a song renewal now must share the profits derived from mechanical sources—recordings, film synchs, transcriptions.

The Fisher suit had been filed prior to the State court ruling on renewals. Fisher was represented by attorney Ben Starr, Forster by the firm of Abeles & Bernstein.

## Cap May Distrib H'w'd Toy Output

CHICAGO, Dec. 24.—Ray Marchbanks, regional chief for Capitol disks here, and Henry Saperstein, prexy of Hollywood Toy Television Corporation, met last week to discuss the possibility of Cap taking over national distribution for the kid gimmick. Introduced to the market last June, the toy video set retailed at \$9.95 for a red plastic case outfit that carried a four-by-three inch screen. By inserting foot-long strips of film, the child would see a six-minute show of animated cartoons. The cost of the original set included six such strips, which make a complete 30-minute movie. Saperstein has 17 story subjects, including Woody Woodpecker, Hopalong Cassidy and Gene Autry. These strips retailed for six for \$1.

Saperstein now plans to market, together with the projector, a record turntable with a speaker. Separate disks will be made to synchronize sound with the animated cartoon. Current plans call for a record firm, with Cap being the first to see the set-up, to take over national distribution of the toy television projector and record player at \$19.95 for the complete outfit.

## New Sig and Shelton 75c Disks Are Out As Unbreakables

NEW YORK, Dec. 24.—Signature Prexy Bob Thiele this week announced that he would issue his new Signature and Shelton 75-cent disks on unbreakable material and that the first release, containing a bracket of unreleased sides by Johnny Long's ork and warbler Alan Dale, would be available this week. The diskery has lined up eight distrib outlets for its new pop line and will continue to add jobbers. Signature also will distribute the Miracle disk line.

Thiele also announced that he would record warbler Jimmy Saunders and thrush Lily Ann Carol on his new 75-cent label. Meanwhile Thiele said that his 35 cent Hi-Tone label was doing well and would continue to furnish diskings for the direct sale, department and chain store merchandising.

rage has served to introduce a multitude of sophisticates to country music, as has the recent trend in popular songs (*Careless Hands, Candy Kisses, Room Full of Roses, Slipping Around*, etc.) Then, too, the constant air-plugging has made other shops aware of the existence of the hillbilly outlet and some of the town's biggest disk stores refer all requests in that line to the Rosalie Allen Center. Currently it carries approximately 1,000 titles in sheet music and over 30 record labels. The release this year of several Western childrens' records, such as Gene Autry's *Rudolph, the Red-Nosed Reindeer* and *Stampede*, has proven a Christmas bonanza.

Being located in the Manhattan flatlands has posed a tremendous problem for Miss Allen and colleagues, however. Since few hillbilly and Western lines have distributors in the East, it's often tough to locate labels, and the store tries to carry all of 'em. The really low-down, backwoods type of country artists doesn't go too big here, but generally the local market laps up the same stuff that sells heavy out Texas or Tennessee way.

magazines and hillbilly fan publications. Then a number of recording artists were kind enough to turn their fan mail over to the partners.

Biggest promotional factor, of course, is Rosalie's radio show. She's heard for two hours nightly and hits the Long Island, New Jersey and metropolitan area with strong, steady plugging. Her prestige as a Victor artist is obviously a big boost to the show and the shop. The store also bought time on a number of Pennsylvania stations last spring, and intends to resume plugging in that territory within the next few weeks.

### Rosalie on Hand

Rosalie herself is in and out of the store several times every day, usually followed by a pack of fans. Phil Tannen is the full-time manager and host to the legions of visiting hillbillies. The operators have made every effort to create a homey atmosphere for artists and fans that follow them in. Gene Autry, Pee Wee King, Shorty Long, Elton Britt, Texas Jim Robertson, Cecil Campbell, T-Texas Tyler and Mervin Shiner have been recent visitors. There's a house rule that no song plugging is to be done on the premises, but gratis professional copies of tunes from all folk publishers are kept on hand for the convenience of visiting artists. Many of them even rehearse on the premises. Now an upstairs clubroom is being fixed up so that anybody can just come in and sit.

But natural-born hillbillies aren't the sole support of this institution. Much of the trade is now coming from New York's Harlem and even Park Avenue. The square dance

**2 DECCA SMASH!  
HITS!**

**A NEW  
DECCA DOUBLE**

**BING CROSBY *and* ANDREWS SISTERS**

*singing*

**"QUICKSILVER"**

*coupled with*

**"HAVE I TOLD YOU LATELY  
THAT I LOVE YOU?"**

*with* **VIC SCHOEN and his Orchestra**

**DECCA 24827**

**FRED'S GREATEST!**

**RED FOLEY**

*singing*

**"CHATTANOOGIE  
SHOE SHINE BOY"**

*coupled with*

**"SUGARFOOT RAG"**

*with* **Guitar Solo by HANK GARLAND**

**DECCA 46205**

**Order  
Today!**



*Single Records 75¢ each (plus tax)*

**AMERICA'S FASTEST SELLING RECORDS!**

**ZOOMING UP!**

**BLUE BARRON'S**  
**BIG MOVIE SHOW IN THE SKY**  
 (From the stage production "Texas, 11' Darlin'")  
 Mr. Disk Jockey  
 M-G-M Non-Breakable 10594

**ART MOONEY'S**  
**THERE'S A LOVELY LAKE IN LOVELAND**  
 Hometown Band  
 M-G-M Non-Breakable 10588

NEW NOVELTY HITS



**BUDDY KAYE QUINTET**  
**THE BICYCLE SONG**  
 Taffy  
 M-G-M Non-Breakable 10590

AMERICAN-ITALIAN FAVORITE



**PHIL BRITO**  
**MAMA**  
 (Sung in English and Italian)  
**Comme Bella A Stagione**  
 (Sung in Italian)  
 M-G-M Non-Breakable 10591

MGM WELCOMES A NEW STAR



**GLEN MOORE**  
 and The Moore Men  
**JOHNSON RAG**  
 Latin Magic  
 M-G-M Non-Breakable 10589



**CLAUDE CASEY**  
**ROAD OF LOVE**  
**I'm Having My Blue Day Today**  
 M-G-M Non-Breakable 10586

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.

**The Billboard**  
**MUSIC POPULARITY CHARTS**

PART I

**The Nation's Top Tunes**

Based on reports received last three days of Week Ending December 23

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**  
 (Trade Mark Reg.)

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.

- |   |  |
|---|--|
| <p><b>1. MULE TRAIN</b></p> <p>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 Rangers, 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; R. Turner, Varsity 230.<br/>                 (No information on electrical transcription libraries available as The Billboard goes to press.)</p> | <p>By Hy Heath, Johnny Lange and Fred Glikeman<br/>                 Published by Walt Disney (ASCAP)<br/>                 From Republic's "Singing Guns"</p> <p><b>1</b></p> |
| <p><b>2. I CAN DREAM, CAN'T I?</b></p> <p>Records available: Andrew Sisters-G. Jenkins Ork, Dec 24705; I Arden H Winterhalter Ork, Col 38612; I Beneke Ork 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<br/>                 Electrical transcription libraries: Tex Beneke, Thesaurus; Leith Stevens Ork, Standard.</p>   | <p>By Irving Kahn and Sammy Fain<br/>                 Published by Chappell (ASCAP)</p> <p><b>2</b></p>  |
| <p><b>3. SLIPPING AROUND</b></p> <p>Records available: W Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col (78)20581 (33)2 216; E. Tubb, Dec 46173; T. Wallace, ABC Eagle 148; M Whiting-J. Wakely, Cap 57-40224; Q. D. Holly &amp; His Southern Troubadors, Folk-Star 505; R. Turner, Varsity 216.<br/>                 Electrical transcription libraries: Texas Jim Lewis, Standard.</p>  | <p>By Floyd Tillman<br/>                 Published by Peer, Intl (BMI)</p> <p><b>3</b></p>   |
| <p><b>4. RUDOLPH, THE RED-ROSED REINDEER</b></p> <p>Record available: G. Autry, Col(78)38610, (33)1-375; T. Black, Dana 2061; Eddy Howard, Mercury 5360.<br/>                 Electrical transcription libraries: The Satisfiers, Associated.</p>   | <p>By Johnny Marks<br/>                 Published by St. Nicholas (ASCAP)</p> <p><b>7</b></p>  |
| <p><b>5. DEAR HEARTS AND GENTLE PEOPLE</b></p> <p>Records available: B. Crosby-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.<br/>                 Electrical transcription libraries: Kay Armen, Associated.</p>   | <p>By Bob Hilliard and Sammy Fain<br/>                 Published by E. H. Morris (ASCAP)</p> <p><b>4</b></p>   |
| <p><b>6. A DREAMER'S HOLIDAY</b></p> <p>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, Vocalion 55070; G. Olsen, Varsity 226.<br/>                 Electrical transcription libraries: Michael Douglas-the Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus; Eddy Howard Ork, World</p>   | <p>By Kim Gannon and Mabel Wayne<br/>                 Published by Shapiro-Bernstein (ASCAP)</p> <p><b>5</b></p>   |
| <p><b>7. THE OLD MASTER PAINTER</b></p> <p>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.<br/>                 (No information on electrical transcription libraries available as The Billboard goes to press.)</p>  | <p>By Beasley Smith and Haven Gillespie<br/>                 Published by Robbins (ASCAP)</p> <p><b>9</b></p>  |
| <p><b>8. DON'T CRY, JOE</b></p> <p>Records available: J. Desmond, MGM 10518; J. Hall, V(78)20-3557; (45)47-3050; G. Jenkins Ork, Dec 24720; F. Sinatra, Col 38555; C. Spivak, London 513; R. Flanagan Ork, Bluebird 30-007; B. Harrington, Vocalion 55080; R. Clooney, Harmony 1071.<br/>                 Electrical transcription libraries: Bob Crosby, Standard; Vic Damone, Associated; Charlie Jordan-the Sweetwood Serenaders, Thesaurus.</p>   | <p>By Joe Marsala<br/>                 Published by Harms, Inc. (ASCAP)</p> <p><b>6</b></p>  |
| <p><b>9. THAT LUCKY OLD SUN</b></p> <p>Records available: F. Laine, Mer 5316; T. Manners, Varsity 191; D. Martin, Cap 57 726; B. Houston, MGM 10509; H. Vance &amp; 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<br/>                 Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus; Jerry Gray Ork, Standard; Dick Haymes, World.</p>   | <p>By Smith-Gillespie<br/>                 Published by Robbins Music Corp. (ASCAP)</p> <p><b>8</b></p>  |
| <p><b>10. BLUE CHRISTMAS</b></p> <p>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.</p>  | <p>By Billy Hayes and Jay Johnson<br/>                 Published by Choice Music (ASCAP)</p> <p><b>10</b></p>  |

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).

Due to the early holiday deadline the "Honor Roll of Hits" has been compiled without the inclusion of "Songs With Greatest Radio Audiences."



Smash bid for peak 1950 western sales!

Dynamic rhythm! Dramatic effects!

THE **Roy Rogers** and Sons of the Pioneers

**STAMPEDE**

RCA VICTOR 21-1054 (48-0161\*)



Socko follow-up to his best-selling "I Would Send You Roses"! Watch it go!

**Dolph Hewitt**

ASK MY HEART

And the flip's a 3/4 time powerhouse!

WALTZING MY BLUES AWAY

RCA VICTOR 21-0155 (48-0162\*)



**THE CERTAIN SEVEN!** (Best-sellers that no dealer can afford to be without)

- A DREAMER'S HOLIDAY —Perry Como 20-3543 (47-3036)
- THERE'S NO TOMORROW —Tony Martin 20-3582 (47-3078)
- I CAN DREAM, CAN'T I? —Tex Beneke 20-3553 (47-3046)
- I'VE GOT A LOVELY BUNCH OF COCONUTS —Freddy Martin 20-3554 (47-3047)
- SOMEDAY—Vaughn Monroe 20-3510 (47-2986)
- ENVY—Fran Warren 20-3551 (47-3044)
- CLAIR DE LUNE —Jose Iturbi 11-8851 (49-0176)

**THIS WEEK'S RELEASE**

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

**POPULAR**

- Morpheus **SPIKE JONES** 20-3620 (47-3126\*)
- Wild Bill Hiccup
- Fairy Tales **THE FONTANE SISTERS** 20-3621 (47-3127\*)
- The Cinderella Work Song
- Journey's End **LUCKY MILLINDER** 20-3622 (47-3128\*)
- I'll Never Be Free
- My Lily and My Rose **SAMMY KAYE** 20-3609 (47-3115\*)
- It Isn't Fair

**POP-SPECIALTY**

- Itty-Bitty Polka **THE MERRIE MUSETTE ORCHESTRA** 25-1145 (51-0045\*)
- Pretty Girl Waltz

**COUNTRY AND WESTERN**

- Truck Driver's Boogie **JIM BOYD** 21-0152 (48-0159\*)
- Sweetheart of Hawaii

- I Heard My Saviour Call **JOHNNIE AND JACK** 21-0153 (48-0160\*)
- For Old Times Sake

**RHYTHM**

- So Long **JOHNNY MOORE'S THREE BLAZERS** 22-0059 (50-0043\*)
- Drifin' Blues

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 . . .

**RCA Victor Records**

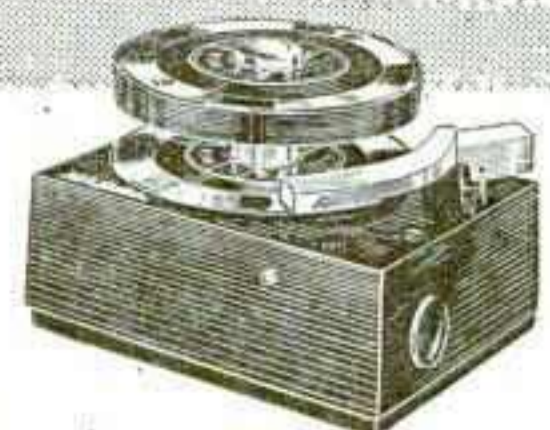
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



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!

ONLY \$12<sup>95</sup> Plays thru any set!



# thanks!

**GUY LOMBARDO** AND DECCA RECORDS

**ART MOONEY** AND MGM RECORDS

**NEV SIMON** AND LONDON RECORDS

**MILLS MUSIC** AND ALL "THE BOYS"

*for picking...*

"THERE'S A LOVELY LAKE IN LOVELAND"

... the first outstanding hit of 1950!  
and a bow to The Billboard ...

**THE BILLBOARD PICKS:**

"THERE'S A LOVELY LAKE IN LOVELAND".....Art Mooney Ork.....MGM10588  
Mooney and gang have come up with another scintillating hunk of tune and he gives it the full-blown production treatment. The pleasant, lilting opus is in waltz time, with some polished scoring for the band, and the usual enthusiastic unison gang vocal. Standout feature here is an airy humming chorus by the ensemble.

**REG CONNELLY**

**Campbell-Connelly Inc.**

565 FIFTH AVE.

NEW YORK CITY

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

PART II

Based on reports received last three days of Week Ending December 23

**BEST-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.

| POSITION |      | Weeks |           | Song   | Publisher          |
|----------|------|-------|-----------|--|--------------------|
| to date  | Last | Week  | This Week |  |                    |
| 3        | 3    | 1.    | 1.        | RUDOLPH, THE RED-NOSED REINDEER (R)                | St. Nicholas       |
| 6        | 1    | 1.    | 1.        | DEAR HEARTS AND GENTLE PEOPLE (R)                  | E. H. Morris       |
| 11       | 5    | 3.    | 3.        | A DREAMER'S HOLIDAY (R)                            | Shapiro-Bernstein  |
| 5        | 2    | 4.    | 4.        | WHITE CHRISTMAS (R)                                | Berlin             |
| 8        | 6    | 5.    | 5.        | MULE TRAIN (F) (R)                                 | Walt Disney        |
| 12       | 10   | 6.    | 6.        | DON'T CRY, JOE (R)                                 | Harms, Inc.        |
| 12       | 4    | 7.    | 7.        | I CAN DREAM, CAN'T I? (R)                          | Chappell           |
| 12       | 12   | 8.    | 8.        | SLIPPING AROUND (R)                                | Peer, Int.         |
| 4        | 13   | 9.    | 9.        | THE OLD MASTER PAINTER (R)                         | Robbins            |
| 3        | 9    | 10.   | 10.       | HERE COMES SANTA CLAUS (R)                         | Western            |
| 18       | 7    | 11.   | 11.       | THAT LUCKY OLD SUN (R)                             | Robbins            |
| 3        | 8    | 11.   | 11.       | WINTER WONDERLAND (R)                              | Bregman-Vocco-Conn |
| 3        | 10   | 13.   | 13.       | SANTA CLAUS IS COMIN' TO TOWN (R)                  | Feist              |
| 4        | 14   | 14.   | 14.       | ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH (R) | Witmark            |
| 2        | 15   | 15.   | 15.       | BLUE CHRISTMAS (R)                                 | Choice             |
| 3        | 16   | 16.   | 16.       | MERRY CHRISTMAS POLKA (R)                          | Alamo              |
| 2        | 17   | 17.   | 17.       | THERE'S NO TOMORROW (R)                            | Paxton             |
| 17       | 19   | 18.   | 18.       | JEALOUS HEART (R)                                  | Acuff-Rose         |
| 5        | 18   | 19.   | 19.       | JOHNSON RAG (R)                                    | Miller             |
| 14       | —    | 20.   | 20.       | HOP SCOTCH POLKA (R)                               | Cromwell           |

NOTE: Due to the appearance on the Popularity Chart of Christmas Standards, we are listing more than the usual 15 popular songs.

**ENGLAND'S TOP TWENTY**

| POSITION |      | Weeks |           | Song                                | English       | American      |
|----------|------|-------|-----------|-------------------------------------|---------------|---------------|
| to date  | Last | Week  | This Week |                                     |               |               |
| 10       | 2    | 1.    | 1.        | YOU'RE BREAKING MY HEART            | Chappell      | Algonquin     |
| 5        | 2    | 2.    | 2.        | HARRY LIME THEME                    | Chappell      | Chappell      |
| 5        | 4    | 2.    | 2.        | SNOWY WHITE SNOW AND JINGLE BELLS   | Billy Reid    | Al Gallico    |
| 17       | 5    | 4.    | 4.        | CONFIDENTIALLY                      | Chappell      | *             |
| 5        | 1    | 5.    | 5.        | HOP SCOTCH POLKA                    | Leeds         | Cromwell      |
| 5        | 7    | 6.    | 6.        | I'LL STRING ALONG WITH YOU          | Feldman       | Witmark       |
| 30       | 8    | 7.    | 7.        | FOREVER AND EVER                    | Francis Day   | Robbins       |
| 18       | 6    | 8.    | 8.        | I DON'T SEE ME IN YOUR EYES ANYMORE | Connelly      | Laurel        |
| 14       | 11   | 8.    | 8.        | WEDDING SAMBA                       | Leeds         | Duchess Music |
| 4        | 13   | 10.   | 10.       | DECEMBER                            | Bradbury Wood | *             |
| 7        | 9    | 11.   | 11.       | MONDAY, TUESDAY, WEDNESDAY          | Dash          | Leeds         |
| 11       | 12   | 12.   | 12.       | ROSE IN A GARDEN OF WEEDS           | Box and Cox   | Leeds         |
| 18       | 9    | 13.   | 13.       | LEICESTER SQUARE RAG                | Norris        | *             |
| 14       | 13   | 13.   | 13.       | SHAWL OF GALWAY GREY                | Connelly      | *             |
| 4        | 15   | 15.   | 15.       | IS IT TOO LATE?                     | Kassner       | *             |
| 23       | 16   | 16.   | 16.       | CARELESS HANDS                      | Edwin Morris  | Melrose Music |
| 1        | —    | 16.   | 16.       | SONG OF CAPRI                       | Chappell      | *             |
| 38       | 18   | 18.   | 18.       | HOW CAN YOU BUY KILARNEY?           | Peter Maurice | Leeds         |
| 5        | 18   | 19.   | 19.       | KISS IN YOUR EYES                   | Bosworth      | *             |
| 2        | 20   | 20.   | 20.       | WHY IS IT?                          | Cinephonic    | *             |

\*Publisher not available as The Billboard goes to press.

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# The Billboard

## MUSIC POPULARITY CHARTS

### Radio Popularity

Based on reports received last three days of  
Week Ending December 23

PART III

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 throughout 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.

| POSITION | Weeks Last to date | This Week | Record Title                    | Artist   | Label                           |
|----------|--------------------|-----------|---------------------------------|--|---------------------------------|
| 7        | 1                  | 1         | MULE TRAIN                      | F. Laine-M. Miller Ork                                 | Mercury 5345-ASCAP              |
| 12       | 2                  | 2         | I CAN DREAM, CAN'T I?           | Andrews Sisters-G. Jenkins Ork                         | Dec 24705-ASCAP                 |
| 15       | 3                  | 3         | SLIPPING AROUND                 | J. Wakely & M. Whiting                                 | Cap 57-40224-BM                 |
| 3        | 10                 | 4         | THE OLD MASTER PAINTER          | R. Hayes-M. Miller Ork                                 | Mercury 5342-ASCAP              |
| 12       | 4                  | 5         | A DREAMER'S HOLIDAY             | P. Como V(78)20-3543, (45)47-3036-ASCAP                |                                 |
| 3        | 9                  | 6         | RUDOLPH, THE RED-NOSED REINDEER | G. Autry Col(78)38610, (LP)1-375-ASCAP                 |                                 |
| 7        | 5                  | 7         | MULE TRAIN                      | Bing Crosby-P. Botkin's String Band                    | Dec 24798-ASCAP                 |
| 7        | 7                  | 8         | DEAR HEARTS AND GENTLE PEOPLE   | D. Shore Col(78)38605 (LP)1-368-ASCAP                  |                                 |
| 14       | 8                  | 9         | DON'T CRY, JOE                  | G. Jenkins Ork   | Dec 24720-ASCAP                 |
| 4        | 13                 | 10        | DEAR HEARTS AND GENTLE PEOPLE   | Bing Crosby  | Dec 24798-ASCAP                 |
| 18       | 6                  | 11        | THAT LUCKY OLD SUN              | F. Laine   | Mercury 5316-ASCAP              |
| 6        | 12                 | 12        | MULE TRAIN                      | Tennessee Ernie  | Cap 57-40258-ASCAP              |
| 7        | 11                 | 13        | I CAN DREAM, CAN'T I?           | T. Arden-H. Winterhalter Col(78)38612, (LP)1-337-ASCAP |                                 |
| 3        | 15                 | 14        | I YUST GO NUTS AT CHRISTMAS     | Y. Yorgesson   | Cap 57-781                      |
| 2        | 22                 | 15        | BLUE CHRISTMAS                  | H. Winterhalter Ork                                    | Col 38635-ASCAP                 |
| 1        | -                  | 16        | YINGLE BELLS                    | Y. Yorgesson   | Cap 57-781                      |
| 6        | 27                 | 17        | I CAN DREAM, CAN'T I?           | T. Beneke Ork  | V(78)20-3553, (45)47-3046-ASCAP |
| 5        | 16                 | 18        | THERE'S NO TO-MORROW            | T. Martin V(78)20-3582, (45)47-3078-ASCAP              |                                 |
| 2        | 25                 | 18        | BLUE CHRISTMAS                  | R. Morgan Ork  | Dec 24766-ASCAP                 |
| 1        | -                  | 20        | THE OLD MASTER PAINTER          | P. Harris Ork  | V(78)20-3608, (45)47-3114-ASCAP |
| 1        | -                  | 21        | THE OLD MASTER PAINTER          | F. Sinatra   | Col 38650-ASCAP                 |
| 4        | 30                 | 22        | THE OLD MASTER PAINTER          | S. Lanson  | London 555-ASCAP                |
| 7        | 17                 | 23        | A DREAMER'S HOLIDAY             | R. Anthony Ork   | Cap 57-761-ASCAP                |
| 2        | -                  | 24        | THE OLD MASTER PAINTER          | D. Haymes  | Dec 24801-ASCAP                 |
| 1        | -                  | 24        | DEAR HEARTS AND GENTLE PEOPLE   | B. Strong  | Cap 57-757-ASCAP                |
| 8        | 14                 | 26        | DON'T CRY, JOE                  | R. Flanagan Ork  | Blue-bird 30-0007-ASCAP         |
| 6        | 20                 | 27        | I WANNA GO HOME                 | P. Como-Fontane Sisters                                | V(78)20-3586, (45)47-3082-ASCAP |
| 2        | 19                 | 28        | WHITE CHRISTMAS                 | B. Crosby  | Dec 23778-ASCAP                 |
| 9        | 18                 | 29        | A DREAMER'S HOLIDAY             | B. Clark   | Col(78)38599, (LP)1-353-ASCAP   |
| 13       | 21                 | 30        | DON'T CRY, JOE                  | F. Sinatra   | Col(78)38555, (LP)1-315-ASCAP   |

#### SONGS WITH GREATEST RADIO AUDIENCES

Songs With Greatest Radio Audiences (ACI and RH) features are omitted from this issue because of early holiday press schedules and late availability of these ratings.

#### Vox Jox

**PUBSERV REPORTS** . . . Bob Troner, WHTN, Huntington, W. Va., reports that the wattery has raised over \$1,300 in a fund drive for a local boy and his mother who are destitute. The boy, 11 years old, is afflicted with cancer and is not expected to live thru Christmas. . . . Fred Hahl, WLOG, Logan, W. Va., is shaping his holiday shows around the *Toys for a Tune* theme. The audience pledges toys in return for a tune, with the toys being turned over to the local VFW for distribution to needy children. . . . Pat Breene, fem whirler at KTUL, Tulsa, Okla., has become informal godmother to 33 unfortunate youngsters in the polio convalescent ward of a local hospital. . . . Bill Ryan and Tom Garley, WKAP, Allentown, Pa., have been soliciting listener donations for the Salvation Army's Christmas basket fund. . . . Jack Wolfe, Ken Schleifer and Gerry Westerfield, WBYS, Canton, Ill., raised a pot for the local Community Chest, Wolfe and Westerfield by baby sitting and Schleifer by shining shoes in the public square. . . . George Cross, WEXL, Royal Oak, Mich., rounded up an all-hillbilly live show to play the Dearborn Variety Hospital recently.

**STRICTLY FROM DIXIE** . . . Mark Sheeler, formerly with WPRO, Providence, has moved to Hagerstown, Md., and is beaming over WJEJ there. . . . Herb Roberts, WHAR, Clarksburg, W. Va., is tape-recording interviews with itinerant name band stars at the local spots where they are appearing, then playing them back on his *Painted Rhythm* show the following night. Last week he etched Gene Krupa and vocalists Francis Lynn and Bill Black at the Turban Room. . . . Ted Boo'h is also using a tape gimmick for his *Requestfully Yours* show over WGIG, Brunswick, Ga. Booth takes his portable recorder to the local public school, interviews students on the steps and takes down their requests and dedications. Actual kids' voices are then used to intro the disks on the show. . . . Jack D. Funk, program director at KXOX, Sweetwater, Tex., resigned last week and intends to hit out for St. Louis and television pastures. . . . The *Midnight Special* is Ken Case's new six-night seg over KTBS, Shreveport, La. . . . Larry Shields, "Doc Jive" of WFRP's *Jive From Three to Five* (Savannah, Ga.), gets autographs on adhesive tape from visiting disk stars, then places them on plug disks supplied by local distrib for giveaway gimmicks. He complains, however, that rhythm-blues firms don't co-operate and wants to know if other jocks have the same problem. . . . Harry Nigocia, WJBW, New Orleans, turned his *Mid-Day Serenade* show over to chirp Monica Lewis one day recently. She plugged her own Decca disks, natch.

**GIMMIX** . . . Jack Davis, WQUA, Moline, Ill., started a "Smile Club" that asked listeners to send in sketches of their own faces while listening to his early morning show. . . . Dave Mohr, WTWN, St. Johnsbury, Vt., makes random phone calls to ask what tunes people would like to hear. It doesn't jam the switchboard and still has the personal touch, he says. . . . "Turn the tables on me" is the name of a quiz-twist developed by Tom Edwards, WEXT, Milwaukee. He calls three listeners and attempts to answer any general question asked. Winning listeners get a small prize, losing listeners are asked to donate a few dollars to their favorite charity. . . . Fred Reynolds, WGN, Chicago, runs an actual record auction on the air. Listeners bid by sending in postcards with prices they are willing to pay for the rare platters. . . . Instead of the usual musical note time signal, Tom Mercein, WEMP,

Milwaukee, uses excerpts of whacky noises from Spike Jones disks. . . . On WENT's *Teenage Jamboree* show in Gloversville, N. Y., Alex Blake runs weekly interviews with vaude stars appearing at the local theater. . . . When Xavier Cugat visited Buffalo he appeared on Larry Lawrence's WKBW show. The listener who called from a point farthest from Buffalo was offered a specially autographed disk of Cugat's *Latin Magic*. The winner phoned from Orono, Me., 700 miles away.

**EASTERN BEAT** . . . John Carlton, WJJC, Niagara Falls, N. Y., recently was married to the station receptionist, the former Elizabeth Strausberg—and he hopes to be on the air with her soon in a Mr. & Mrs. deal. . . . Art Pallan, WWSW, Pittsburgh, warbled on a recent locally cut record on the Dix label. . . . Phyllis Fuller fills the precincts of WSLB, Ogdensburg, N. Y., fuller charm as deejay and control-board operator for the station's FM outlet. . . . Allen Bryan, WDRC, Hartford, Conn., filled in for Russ Naughton's disk shows while the latter vacationed. . . . Dick Kilbourn, WTOR, Torrington, Conn., did likewise for Al Eyre. . . . Sam Parfitt now handling the *1290 Club* at WCCC, Hartford. . . . John Brubaker, formerly with WJTN, Jamestown, N. Y., and James Pansullo, formerly with WAVZ, New Haven, Conn., have joined the announcer-spinner staff at WCCC, Hartford, Conn. . . . Russ Offhaus, WPIT, Pittsburgh, tells us that RCA Victor has sent him a special pressing of Rudy Vallee's *Tavern in the Town*, a re-issue not yet available to the public. He says it's getting good local reaction. . . . Dick Tucker, WBZ, Boston, warbles along with disks and does voice impersonations to liven up proceedings. . . . Michael Woloson, WSCR, Scranton, Pa., does a *Musical Bazaar* stint daily, describing items offered for swap by listeners. He gets an average of five answers for each article offered. . . . Sportscaster Mel Allen recently guested on the Mac McGarry show over WBEC, Pittsfield, Mass. . . . Joe Girard, WHT, Hartford, Conn., is back at work after a short illness. . . . Milton Q. Ford, WWDC, Washington, gets himself some national publicity when he and his talking parrot, Richard, become characters in the nationally distributed comic strip, "B O." . . . Mitchell Thomas, WTUX, Wilmington, Del., received special commendation from the local YWCA. . . . John Munteer, WPTR, Albany, N. Y., reports that, like it or not, the sirupy ballads are the most popular tunes on his show. . . . Sid Nadler joined WOLF, Syracuse. . . . Russ Offhaus, WPIT, Pittsburgh, is listed in *Who's Who in Massachusetts*, where he formerly operated. . . . Ivor McHugh, WCCC, Hartford, Conn., invites listeners to write in commending or condemning the classical disks he plays.

**MOUNTAIN MUSICKERS** . . . Wesley Tuttle, Capitol country-style recording artist, runs a daily one-hour whirler show on KGIL, San Fernando, Calif. . . . Denny Walker, spinner at WJJM, Lewisburg, Tenn., has added emcee chores for his own weekly live session, tabbed *Saturday Night Jamboree*, which spots hillbilly bands and local talent guests. . . . Another wax whirler looking to convert to flesh is Eddie Wade, WGIG, Brunswick, Ga. . . . Whirler Hugh (Smoky) Ward Jr., WALD, Walterboro, S. C., celebrated the first anniversary of his *Smoky's Sunset Serenade* six-day-a-week seg last week. . . . Spinner Bill Dawson, WPAY, Portsmouth, O., is typical of the many quick-change artists in show business. Dawson sports a 10-gallon hat in the ayem hours for a daily quarter-hour country excursion, dons an apron in the noon hours while conducting a housewives' request session, and cavorts in bib and tucker for the kids in the afternoon.

**PHILLY PHADDLE** . . . Mac McGuire (WIP) was elected to honorary membership of the Songwriters' Association of Philadelphia at a meeting last week when he presented a talk on the promotion of records. . . . Bosh Pritchard (WDAS), who is also a star back with the Philadelphia Eagles, professional football team, is the central figure of a Paramount movie short on football being filmed here for release next fall. . . . Ramon Bruce, with a party under his belt to mark his fourth anniversary as a deejay on WHAT, has also assumed complete charge of the shows to be presented at the Embassy Tavern across the river in Camden, N. J. . . . George Lewis, who conducts the *1340 Club* at WMID in near-by Atlantic City, adds a "double feature" stanza for the Saturday spinners to include movie reviews and school reports. . . . Joe McCauley (WIP) is emceeing the shows at the Little Rathskeller three nights a week. . . . Randy Dixon (WDAS) and Ramon Bruce (WHAT) served as emcees at the 16th anniversary program of the Dixie Humming Birds at the Met last week, which brought all the spiritual singing groups in the area together in concert. . . . Johnny Deegan (KYW) is back from a Hollywood excursion where he went as a companion to a blind cellist who won the trip in a letter-writing contest.

**DETROIT DOINGS** . . . Leroy G. White, WJLB, has a new rhythm and blues stint, daily in two one-hour sessions, at 3:30 and 11 p.m., sponsored by two platter distributors—Pan American and Cadet. . . . John Slagle, WXYZ, emceed a Dixie concert by the Frank Gillie Five recently at the

(Continued on page 20)

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending December 23

PART IV

TRADE SERVICE FEATURE

BEST-SELLING POP SINGLES

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

Table of Best-Selling Pop Singles with columns for Position, Weeks Last, Weeks This, and Song/Artist/Label.

CHILDREN'S RECORDS

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

Table of Children's Records with columns for Position, Weeks Last, Weeks This, and Song/Artist/Label.

CLASSICAL SINGLES

Table of Classical Singles with columns for Position, Weeks Last, Weeks This, and Song/Artist/Label.

CLASSICAL ALBUMS

Table of Classical Albums with columns for Position, Weeks Last, Weeks This, and Song/Artist/Label.

POP ALBUMS

Table of Pop Albums with columns for Position, Weeks Last, Weeks This, and Song/Artist/Label.

Dealer Doings

LEAFLETS . . . The latest record information is available continually to customers at the Record Shops, downtown record stores in Hartford, Conn., owned by Ralph Colucci.

AD GIMMICK . . . Wesley Ewinger Jr., of Ewinger's, Burlington, Ia., likes tricky ads and novelty promotions, which always pay off big for the store.

RECORD CARDS . . . From Mifflinburg, Pa., Edmund Shively tells of special record merchandising cards for Shively's customers.

TEEN-AGE PROBLEM . . . A suggestion for handling the youngsters who crowd into listening booths and seldom buy comes from Kitty Collins, Eastown Radio & Records, Grand Rapids, Mich.

VOX JOX

(Continued from page 19)

Cinderella Theater. . . Eddie Chase, CKLW, got strong response from a gimmick sales pitch for a used car.

WESTERN WAX WHIRL . . .

Rex Dale, WCKY, Cincinnati, will have his picture on sheet music of Chappell's Goodbye My Love, clefted by Cincinnati Harry Carlson, and plugged, via an Al Grant dinking on King, to local attention by Dale.

# In High Gear for the New Year —and on both speeds, too



*Peggy Lee*  
*Mel Tormé*



**"The Old Master Painter"**

and **"BLESS YOU (For the Good That's in You)"**

Both sides with The Mellomen

78 rpm No. 791 ★ 45 rpm No. F791



*Kay Starr*

**"A GAME OF BROKEN HEARTS"**

and

**"Tell Me How Long the Train's Been Gone"**

78 rpm No. 792 ★ 45 rpm No. F792

*Dizzy Gillespie*



**"SAY WHEN"** and

**"You Stole My Wife—You Horse Thief"**

78 rpm No. 797 ★ 45 rpm No. F797

*Jo Stafford*  
*Gordon MacRae*



**"ECHOES"**

and

**"BIBBIDI-BOBBIDI-BOO  
(The Magic Song)"**

From Walt Disney's "Cinderella"

Both sides with Paul Weston and His Orchestra

78 rpm No. 782 ★ 45 rpm No. F782



*Jo Stafford*



*Johnny Mercer*

**"YODEL BLUES**

**(They Talk A Different Language)"**

**"It's Great To Be Alive"**


Both from Musical, "Texas' Li'l Darlin'"

78 rpm No. 793 ★ 45 rpm No. F793



# HENRY JEROME

and his orchestra  
Vocal by HAL BARTON



# "DADDY'S LITTLE GIRL"

"SOUVENIR" Vocal by ELEANOR RUSSELL

# LONDON

Record No. 602

The Billboard

MUSIC POPULARITY CHARTS

PART V

## Juke Box Record Plays

Based on reports received last three days of Week Ending December 23



### 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 Hit Music Popularity Chart, Part I.

| POSITION |    | Weeks Last   This |  | to date   Week   Week |  | RECORDS |  |
|----------|----|-------------------|--|-----------------------|--|---------|--|
| 7        | 1  | 1                 |  | 1                     |  | 1.      | MULE TRAIN..... F. Laine-M. Miller Ork. Mercury 5345—ASCAP   |
| 16       | 2  | 2                 |  | 2                     |  | 2.      | SLIPPING AROUND..... J. Wakely & M. Whiting Cap 57-40224—BMI   |
| 14       | 3  | 3                 |  | 3                     |  | 3.      | I CAN DREAM, CAN'T I?..... G. Jenkins Ork-Andrews Sisters Dec 24705—ASCAP  |
| 7        | 6  | 4                 |  | 4                     |  | 4.      | MULE TRAIN..... Bing Crosby-P. Botkin's String Band Dec 24798—ASCAP  |
| 14       | 4  | 5                 |  | 5                     |  | 5.      | DON'T CRY, JOE..... G. Jenkins Ork Dec 24720—ASCAP   |
| 12       | 7  | 6                 |  | 6                     |  | 6.      | A DREAMER'S HOLIDAY..... P. Como V(78)20-3543, (45)47-3036—ASCAP   |
| 5        | 8  | 7                 |  | 7                     |  | 7.      | DEAR HEARTS AND GENTLE PEOPLE Bing Crosby-P. Botkin's String Band Dec 24798—ASCAP  |
| 17       | 5  | 8                 |  | 8                     |  | 8.      | THAT LUCKY OLD SUN..... F. Laine Mercury 5316—ASCAP  |
| 17       | 13 | 9                 |  | 9                     |  | 9.      | JEALOUS HEART..... A. Morgan Ork London 500—BMI<br>(Ivory Joe Hunter, King 4314; J. L. Carson, Dec 46376; L. Noble Ork, Vocalion 55030; J. Owens, Dec 24711; E. Duchin Ork, Harmony 1060; B. Lawrence, V(78)20-3539, (45)47-3029; G. Bailey, Bullet 1083; J. Garber, Cap 57-759; The Riddlers, Signature-Hi-Tone 255; K. Roberts, Coral 7512b; D. Kidwell & His Red River Valley Boys, Mer 6188; H. Winterhalter, Col 38593) |
| 3        | 15 | 10                |  | 10                    |  | 10.     | WHITE CHRISTMAS..... Bing Crosby Dec 23775—ASCAP<br>(C. Spivak, Harmony 1082; R. Bloch Ork, Signature Hi-Tone 250; The Ravens, National 9062; Ames Bros., Coral 60113; H. Babbitt, Vocalion 55036; R. Flanagan Ork, Bluebird 30-0009; H. Pear, Home Field MS-1010; Sister Rosetta Tharpe-Rosette Gospel Singers, Dec 48119; E. Tubb, Dec 46186)  |
| 3        | 20 | 11                |  | 11                    |  | 11.     | DEAR HEARTS AND GENTLE PEOPLE D. Shore Col 38605—ASCAP   |
| 2        | —  | 11                |  | 11                    |  | 11.     | BLUES, STAY AWAY FROM ME..... O. Bradley Quintet Coral 60107—BMI<br>(M. Travis-E. Kirk-T. Ernie, Cap 57-4025; Eddie Crosby, Dec 46180; Cousin Wilbur-Blondie Brooks, Bullet 691; Delmore Bros., King 803; S. Burke Ork, Dec 24832; Fat Man Robinson Quintet, Dec 48125)  |
| 3        | 18 | 13                |  | 13                    |  | 13.     | RUDOLPH, THE RED-NOSED REINDEER..... G. Autry Col(78)38610, (LP)1-375  |
| 4        | 12 | 14                |  | 14                    |  | 14.     | MULE TRAIN..... Tennessee Ernie Cap 57-40258—ASCAP   |
| 15       | 11 | 15                |  | 15                    |  | 15.     | THAT LUCKY OLD SUN..... V. Monroe Ork V(78)20-3531, (45)47-3018—ASCAP  |
| 1        | —  | 15                |  | 15                    |  | 15.     | THE OLD MASTER PAINTER..... R. Hayes-M. Miller Ork Mercury 5342—ASCAP  |
| 3        | —  | 17                |  | 17                    |  | 17.     | THE OLD MASTER PAINTER..... D. Haymes Dec 24801—ASCAP  |
| 7        | 9  | 18                |  | 18                    |  | 18.     | THERE'S NO TOMORROW..... T. Martin V(78)20-3582, (45)47-3078—ASCAP<br>(C. Ravazza, Dec 24782; G. Spivak Ork, London 554)   |
| 1        | —  | 18                |  | 18                    |  | 18.     | I CAN DREAM, CAN'T I?..... T. Beneke Ork V(78)20-3553, (45)47-3046—ASCAP   |
| 2        | 14 | 20                |  | 20                    |  | 20.     | I YUST GO NUTS AT CHRISTMAS..... Y. Yorgesson Cap 57-781   |
| 2        | 16 | 20                |  | 20                    |  | 20.     | YINGLE BELLS..... Y. Yorgesson Cap 57-781  |
| 9        | 10 | 22                |  | 22                    |  | 22.     | I'LL NEVER SLIP AROUND AGAIN..... M. Whiting-J. Wakely Cap 57-40246—BMI<br>(J. Day, Vocalion 55061; F. Tillman, Col 20613; H. Garland, Dec 46183; Texas Jim Robertson, V 21-0130; D. Day, Col 38637)   |
| 8        | 16 | 22                |  | 22                    |  | 22.     | JOHNSON RAG..... J. Teter Trio London 501—ASCAP<br>(A. Rey Ork, Cap 57-735; R. Morgan Ork, Dec 25442; Hoylman Quartet, Rondo 207; J. Dorsey Ork, Col 38649; C. Thornhill Ork, V(78)20-3604; (45)47-3110; P. Bailey, Harmony 1088; G. Moore, MGM 10589; R. Morgan, Dec 24819)   |
| 1        | —  | 24                |  | 24                    |  | 24.     | WHO'LL BE THE NEXT ONE?..... Mills Brothers Dec 24749<br>(P. Reed, Dance-Tone 376)   |
| 9        | 21 | 25                |  | 25                    |  | 25.     | I'VE GOT A LOVELY BUNCH OF COCONUTS..... F. Martin Ork V(78)20-3554, (45)47-3047—ASCAP<br>(F. Martin Ork, V 20-3554; P. Scala, London 449; T. Pastor Ork, Col 38609; T. Tucker Ork, MGM 10553; M. Blanc, Cap 57-780)   |
| 5        | 25 | 26                |  | 26                    |  | 26.     | A DREAMER'S HOLIDAY..... B. Clark Col(78)38599, (LP)1-360—ASCAP  |
| 2        | 26 | 26                |  | 26                    |  | 26.     | BLUE CHRISTMAS..... E. Tubb Dec 46186—ASCAP  |
| 1        | —  | 28                |  | 28                    |  | 28.     | A DREAMER'S HOLIDAY..... R. Anthony Ork Cap 57-761—ASCAP   |
| 1        | —  | 28                |  | 28                    |  | 28.     | JOHNSON RAG..... R. Morgan Ork Dec 25442—ASCAP   |
| 2        | 29 | 30                |  | 30                    |  | 30.     | THE OLD MASTER PAINTER..... S. Lanson London 555—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.

The Billboard  
**MUSIC POPULARITY CHARTS**  
**Rhythm & Blues Records**  
 PART VI  
 Based on reports received last three days of Week Ending December 23

**BEST-SELLING RETAIL RHYTHM & BLUES RECORDS**

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

| POSITION | Weeks Last | This Week | Record  | Label      | Cat. No.     |
|----------|------------|-----------|---|------------|--------------|
| 8        | 2          | 1         | FOR YOU, MY LOVE.....L. Darnell.....                      | Regal      | 3240         |
|          |            |           | Lost My Baby  |            |              |
| 13       | 1          | 2         | SATURDAY NIGHT FISH FRY.....L. Jordan.....                | Dec        | 24725—BMI    |
|          |            |           | (Parts I and II)  |            |              |
| 7        | 4          | 3         | I'LL GET ALONG SOMEHOW.....L. Darnell.....                | Regal      | 3236         |
|          |            |           | (Parts I and II)  |            |              |
| 9        | —          | 4         | SO LONG.....R. Brown-E. Condon.....                       | Atlantic   | B79          |
|          |            |           | It's Raining  |            |              |
| 2        | 14         | 5         | NO ROLLIN' BLUES.....J. Witherspoon.....                  | Modern     | 20-721       |
|          |            |           | Big Fine Girl   |            |              |
| 9        | —          | 5         | EMPTY ARM BLUES.....A. Milburn.....                       | Aladdin    | 3032—BMI     |
|          |            |           | Rooming House Boogie                                      |            |              |
| 1        | —          | 5         | BIG FINE GIRL.....J. Witherspoon.....                     | Modern     | 20-721       |
|          |            |           | No Rollin' Blues  |            |              |
| 1        | —          | 5         | IT'S GOING TO BE A LOVELY CHRISTMAS.....                  | Orioles    | Jubilee 5017 |
|          |            |           | What Are You Doing New Year's                             |            |              |
| 12       | 14         | 9         | SNEAKIN' AROUND.....R. Render.....                        | London     | 17000—BMI    |
|          |            |           | The Gal I Love  |            |              |
| 1        | —          | 9         | EXACTLY LIKE YOU....."King" Cole and The Trio....         | Cap        | 57-70050     |
|          |            |           | My Mother Told Me   |            |              |
| 7        | 5          | 11        | FORGIVE AND FORGET.....The Orioles.....                   | Jubilee    | 5016         |
|          |            |           | So Much   |            |              |
| 5        | 3          | 11        | LET'S MAKE CHRISTMAS MERRY, BABY.....                     | A. Milburn | Aladdin 3037 |
|          |            |           | Bow-Wow   |            |              |
| 2        | 10         | 11        | SILENT NIGHT.....Sister Rosetta Tharpe-Gospel Singers.... | Dec        | 48119        |
|          |            |           | White Christmas   |            |              |
| 34       | —          | 11        | AIN'T NOBODY'S BUSINESS.....J. Witherspoon.....           | Supreme    | 1506—ASCAP   |
|          |            |           | (Parts I and II)  |            |              |
| 5        | 7          | 15        | HOMESICK BLUES.....C. Brown.....                          | Aladdin    | 3039         |
|          |            |           | Let's Have a Ball   |            |              |
| 4        | 11         | 15        | BOOGIE AT MIDNIGHT.....R. Brown.....                      | Deluxe     | 3300         |
|          |            |           | The Blues Got Me Again                                    |            |              |
| 6        | —          | 15        | BEANS AND CORNBREAD.....L. Jordan.....                    | D          | 24673—BMI    |
|          |            |           | Chicky-Mo-Craney-Crow                                     |            |              |

**WARNING!**

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**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 Week | Record  | Label               | Cat. No.     |
|----------|------------|-----------|---|---------------------|--------------|
| 5        | 1          | 1         | FOR YOU, MY LOVE.....L. Darnell.....            | Regal               | 3240         |
| 7        | 4          | 2         | SNEAKIN' AROUND.....R. Render.....              | London              | 17000—BMI    |
| 5        | 3          | 3         | GUESS WHO?.....Ivory Joe Hunter.....            | King                | 4306—BMI     |
| 13       | 2          | 4         | SATURDAY NIGHT FISH FRY.....L. Jordan.....      | Dec                 | 24725—BMI    |
|          |            |           | (Parts I and II)                                |                     |              |
| 6        | 4          | 5         | BOOGIE AT MIDNIGHT.....R. Brown.....            | Deluxe              | 3300         |
| 8        | 12         | 6         | JEALOUS HEART.....Ivory Joe Hunter.....         | King                | 4314—BMI     |
| 3        | —          | 7         | LET'S MAKE CHRISTMAS MERRY, BABY.....           | A. Milburn          | Aladdin 3037 |
|          |            |           | Bow-Wow   |                     |              |
| 6        | 8          | 8         | I'LL GET ALONG SOMEHOW.....L. Darnell.....      | Regal               | 3236         |
|          |            |           | (Parts I and II)                                |                     |              |
| 3        | —          | 9         | NUMBERS BOOGIE.....Sugar Chiff Robinson....     | Cap                 | 57-70037—BMI |
| 7        | 9          | 10        | DON'T PUT ME DOWN.....J. Higgins.....           | Specialty           | SP 339       |
| 18       | —          | 10        | CLOSE YOUR EYES.....H. Lance.....               | Sittin In-514—ASCAP |              |
| 9        | —          | 10        | IT'S MIDNIGHT.....Little Willie Littlefield.... | Modern              | 20-686       |
| 1        | —          | 11        | ANNIE LEE BLUES.....The Nighthawks.....         | Aristocrat          | 2301         |
| 1        | —          | 13        | LOVE FOR CHRISTMAS.....F. Gross Ork.....        | Savoy               | 720          |
| 1        | —          | 13        | COOK THAT STUFF.....Cleo Brown.....             | Cap                 | 57-70057     |

**ADVANCE RHYTHM & BLUES RECORD RELEASES**

Alma Lee  
 Dallas Red (Cold Blooded) Selective S-112  
 Baby, Shame on You  
 W. Harris (Sittin' on) King 4330  
 Bailey  
 (Irene's Blues) Domino D-308  
 Black Woman Blues  
 J. Dupree (Once I) Solo 10-014  
 Blues as You Like It  
 C. Garlow (She's So) Macy's 5001  
 Blues Stay Away From Me  
 L. Johnson (Confused) King 4336  
 Booty Green  
 J. Milner (Hard Luck) Fortune 130  
 Cold Blooded Blues  
 Dallas Red (Alma Lee) Selective S-112  
 Cold Potato  
 M. Howard (Home Cookin') V(78)22-0060; (45) 50-0044

Confused  
 L. Johnson (Blues Stay) King 4336  
 Cranberries  
 P. Williams (Juice Bug) Savoy 721  
 Don't Worry Me No More  
 B. Smith Quartet (I Ain't) Abbey 3008  
 Evil and Hanky  
 M. Dee (Travelin' Alone) Spire 102  
 Gravy Train  
 T. Bradshaw (Teardrops) King 4337  
 Hard Luck Blues  
 J. Milner (Booty Green) Fortune 130  
 Hey Baby! Cool Yourself  
 Harlem Harvey (I Still) Star 711  
 Home Cookin' Mama  
 M. Howard (Cold Potato) V(78)22-0060; (45) 50-0044

(Continued on page 90)

# REGGIE GOFF

Vocal with the Velvetones and Quartet

"Monday,  
 Tuesday,  
 Wednesday"

I LOVE YOU

# LONDON

RECORD No. 583

**The Billboard**  
MUSIC POPULARITY CHARTS  
**Folk (Country & Western) Record Section**  
PART VII

Based on reports received last three days of Week Ending December 23

**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.

| Weeks to date | Last Week | This Week | Record Title                    | Artist   | Label                         |
|---------------|-----------|-----------|---------------------------------|--|-------------------------------|
| 17            | 1         | 1         | SLIPPING AROUND                 | M. Whiting-J. Wakely                                 | Cap 57-40224-BMI              |
| 6             | 5         | 2         | MY BUCKET'S GOT A HOLE IN IT    | H. Williams  | MGM 10560-ASCAP               |
| 5             | 3         | 3         | BLUE CHRISTMAS                  | E. Tubb  | Dec 46186-ASCAP               |
| 9             | 7         | 4         | I'LL NEVER SLIP AROUND AGAIN    | M. Whiting-J. Wakely                                 | Cap 57-40246-BMI              |
| 16            | 2         | 5         | BLUES, STAY AWAY FROM ME        | Delmore Brothers                                     | King 803-BMI                  |
| 1             | —         | 5         | TENNESSEE BORDER, NO. 2         | E. Tubb-R. Foley                                     | Dec 46200-BMI                 |
| 6             | 11        | 7         | C-H-R-I-S-T-M-A-S               | E. Arnold  | V(78)21-0124, (45)48-0127-BMI |
| 4             | 4         | 7         | RUDOLPH, THE RED NOSED REINDEER | G. Austry  | Col(78)38610, (LP)1-375-ASCAP |
| 41            | —         | 9         | LOVESICK BLUES                  | Hank Williams and His Drifting Cowboys               | MGM 10352-ASCAP               |
| 3             | 13        | 10        | SUNDAY DOWN IN TENNESSEE        | R. Foley   | Dec 46197                     |
| 1             | —         | 10        | MARRIAGE VOW                    | Hank, "The Singing Ranger" & His Rain-bow Ranch Boys | V 21-0062                     |
| 3             | —         | 12        | BUT I'LL GO CHASIN' WOMEN       | S. Hamblen   | Col(78)20625, (LP)2-351       |
| 9             | 9         | 13        | CRY-BABY HEART                  | G. Morgan  | Col(78)20627, (LP)2-358-BMI   |
| 6             | 6         | 13        | MULE TRAIN                      | Tennessee Ernie                                      | Cap 57-40258-ASCAP            |
| 6             | —         | 13        | WEDDING BELLS                   | J. Wakely & M. Whiting                               | Cap 57-40224-ASCAP            |
| 3             | —         | 13        | HERE COMES SANTA CLAUS          | G. Austry  | Col(78)20377, (LP)2-392-ASCAP |

**WARNING!**

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**ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES**

|  |   |
|--|---|
| Afraid<br>C. Moody (I Love) King 837   | I Wish I Knew<br>E. Dean (Fool's Gold) Mer 6219   |
| Answer to Little Pal<br>Roy Fulcher & Jim Wyatt (Square Dance) Liberty 201             | Darling Nellie Gray<br>J. Dolce (Red River) Cap 79-40268  |
| Ask My Heart<br>D. Hewitt (Waltzing My) V(78)21-0155                                   | Don't Know Where I'm Goin'<br>J. Irby & His Texas Ranchers (One Way) MGM 10595                  |
| Baby Darling<br>Redd Stewart & His Kentucky Colonels (You Can't) King 827              | Fair Weather Friend<br>Bax X Cowboys (Cold Shadows) Macy's 112                                  |
| Bloodshot Eyes<br>H. Penny (I Was) King 828  | Fools Rush In<br>J. Jericho (Sleepin' at) 4 Star 1410   |
| Blue-Eyed Sweetheart<br>The Colorado Buckaroos (Cowboys Left) Dudley D-1001            | Fool's Gold<br>E. Dean (I Wish) Mer 6219  |
| Bonaparte's Retreat<br>B. Butler (Poison Ivy) Dec 46209                                | Forever and Ever<br>Floyd Dixon Trio (Cow Town) Modern 20-725                                   |
| Broken Hearts<br>The Colorado Buckaroos (Why Don't) Dudley D-1000                      | Forever Isn't Long Enough To Love<br>A. Rogers-The Rocky Mountain Boys (Please Bring) MGM 10600 |
| Can I Canoe You Up the River<br>C. Stone (Just One) Cap 57-40265                       | Handprints on the Window Pane<br>Johnny Rion (The Blind) King 829                               |
| Cannon Ball Special<br>S. Holmes-The Brown County Boys (Nine Times) Dec 46199          | Have I Told You Lately That I Love You?<br>R. Foley-J. Martin (Church Music) Dec 46206          |
| Church Music<br>R. Foley (Have I) Dec 46206  | Heart Trouble Blues<br>Texas Slim (Slim's Stomp) King 4329                                      |
| Church Music<br>R. Rogers-Sons of the Pioneers (Stampede) V (78) 21-0154; (45) 48-0161 | Hi-Yo Tony<br>Bob McCoy & His Western Stars (My Money's) Token 100                              |
| Cold Shadows in My Heart<br>Bar X Cowboys (Fair Weather) Macy's 112                    | Honky Tonkin' Blues<br>E. Songer & His Rocky Road Ramblers (The Fire) Fortune 129               |
| Cow Town<br>Floyd Dixon Trio (Forever and Ever) Modern 20-725                          | I Dreamed About Mom Last Night<br>W. Lee-S. Cooper Col 20654                                    |
| Cowboys Left Over There<br>The Colorado Buckaroos (Blue Eyed) Dudley 1001              | I Love You Because<br>C. Moody (Afraid) King 837  |
| Darling, Don't Go<br>Daisy Mae (Shadows of) Mer 6222                                   | I Know There Is a Santa Claus<br>Riders of the Pony Express (Tears Come) Hart-Van 16011         |

(Continued on page 26)

**The Billboard**  
MUSIC POPULARITY CHARTS  
**Folk (Country & Western) Record Section**  
PART VII

Based on reports received last three days of Week Ending December 23

**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.

| Weeks to date | Last Week | This Week | Record Title                        | Artist                 | Label                         |
|---------------|-----------|-----------|-------------------------------------|------------------------|-------------------------------|
| 23            | 1         | 1         | SLIPPING AROUND                     | J. Wakely & M. Whiting | Cap 57-40224-BMI              |
| 3             | 2         | 2         | BLUE CHRISTMAS                      | E. Tubb                | Dec 46186-ASCAP               |
| 10            | 4         | 3         | BLUES, STAY AWAY FROM ME            | Delmore Brothers       | King 803-BMI                  |
| 9             | 5         | 4         | I'LL NEVER SLIP AROUND AGAIN        | M. Whiting-J. Wakely   | Cap 57-40246-BMI              |
| 5             | —         | 5         | MULE TRAIN                          | Tennessee Ernie        | Cap 57-40258-ASCAP            |
| 5             | 8         | 6         | MY BUCKET'S GOT A HOLE IN IT        | T. Texas Tyler         | Four Star 1383-ASCAP          |
| 2             | 8         | 6         | WILL SANTA COME TO SHANTY TOWN?     | E. Arnold              | V(78)21-0124, (45)48-0127-BMI |
| 21            | —         | 6         | WHY DON'T YOU HAUL OFF AND LOVE ME? | Wayne Raney            | King 791-BMI                  |
| 1             | —         | 9         | C-H-R-I-S-T-M-A-S                   | E. Arnold              | V(78)21-0124, (45)48-0127-BMI |
| 1             | —         | 10        | TAKE ME IN YOUR ARMS AND HOLD ME    | E. Arnold              | V 21-0146                     |

**COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS**

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

| Weeks to date | Last Week | This Week | Record Title                    | Artist                 | Label                     |
|---------------|-----------|-----------|---------------------------------|------------------------|---------------------------|
| 4             | 1         | 1         | MULE TRAIN                      | Tennessee Ernie        | Cap 57-40258-ASCAP        |
| 3             | 3         | 2         | BLUE CHRISTMAS                  | E. Tubb                | Dec 46186-ASCAP           |
| 2             | 5         | 3         | RUDOLPH, THE RED-NOSED REINDEER | G. Austry              | Col(78)38610, (LP)1-375   |
| 4             | 8         | 4         | I LOVE YOU BECAUSE              | L. Payne               | Cap 57-40238-BMI          |
| 1             | —         | 5         | WILL SANTA COME TO SHANTY TOWN  | E. Arnold              | V(78)21-0124, (45)48-0127 |
| 4             | 4         | 6         | ANTICIPATION BLUES              | Tennessee Ernie        | Cap 57-40258              |
| 1             | —         | 6         | I GOTTA HAVE MY BABY BACK       | T. Tillman             | Col 20641-BMI             |
| 3             | 7         | 8         | C-H-R-I-S-T-M-A-S               | E. Arnold              | V(78)21-0124, (45)48-0127 |
| 1             | —         | 8         | MY BUCKET'S GOT A HOLE IN IT    | T. Texas Tyler         | Four Star 1383-ASCAP      |
| 4             | 2         | 10        | SLIPPING AROUND                 | J. Wakely & M. Whiting | Cap 57-40224-BMI          |

**FOLK TALENT AND TUNES**

By Johnny Sippel

Brinkley Brothers, Romeo and Vernon, are heading a cast of WATL, Atlanta, h.b.'s on "The Talent Hunt," a Saturday night feature from the stage of the local Cameo Theater. . . . Zeb Turner (Bullet) reports that he is still holding forth at WSM, Nashville. . . . Andy Parker, of the Plainsmen (Capitol), reports that his unit recently reopened the Palace Barn, Los Angeles. Ballroom is remoting over KXLA, Hollywood, with Vic Victor managing the spot. Marty Landau threw a first anniversary party recently for Hank Penny (King) to celebrate his work at KGIL, San Fernando, Calif., as a platter-spinner. Hank has his own band for personals also. . . . Steve Stebbins, of Americana Corporation, Hollywood, reports that Merle Travis (Capitol) has left the KXLA "Hometown Jamboree" to work the Coast with his own band. Travis starts an indefinite stay soon at Bostonia Ballroom, San Diego, with airtime from CKNW, San Diego. . . . Tennessee Ernie Ford (Capitol) set for the NBC seg of the "Grand Ole Opry" December 10. . . . Eddie Kirk (Capitol) has started his own featured show over KXLA, Hollywood. . . . Ernest Tubb (Decca) celebrated a homecoming day in San Antonio recently when he was feted by his hometown during a p.a. there. His mother, sister, daughter and Mrs. Jimmy Rodgers, widow of the Victor recorder, were present for the show. A parade thru town preceded the show. Tubb is cutting an album of hymns for January release.

Lucille Novich, KWTX, Waco, Tex., is asking listeners to vote on whether they want to hear h. b. or pop music on her daily shows. . . . Dal Stallard, KCMO, Kansas City, Mo., is trying to work up a complete list of h. b. fan clubs for his listeners. Any d. j.'s having fan clubs for artists are asked to contact him. . . . Johnny Hitt, of KSKY, Dallas, cut two sides for Star Talent label for Christmas release. . . . Uncle Ervin Victor, of WGN, Chicago, has his pic on the sheet music of "I Wish I Knew," published by Adams, Vee & Abbott. . . . Al Turner, of KLIF, Dallas, reports that Hank Snow (Victor) broke all records on the Big D Jamboree, drawing 5,000 December 3. . . . Sam Workman, WRVA, Richmond, Va., writes that Blaine Smith and Red Murphy have left the station's "Old Dominion Barn Dance." Tommy Magnus, fiddler with Roy Acuff, topped the fiddling contest held by the station November 19. . . . Roy Dixon, of KTRM, Beaumont, Tex., reports that Danny Dedmon (Imperial) has enrolled in Lamar College, Beaumont. . . . Jim Odom, of WHKP, Hendersonville, N. C., reports that the Drifters, of that station, whom he manages,

(Continued on page 26)

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Reviews**  
**PART VIII**  
TRADE SERVICE FEATURE

**RATINGS (100 Point Maximum)**  
 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
 40-69 SATISFACTORY • 0-39 POOR

**How Ratings Are Determined** Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine 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 | RATINGS |
|----------------------|---------------|---------|
|----------------------|---------------|---------|

| POPULAR  |   |                |
|--|---|----------------|
| <b>LISA KIRK</b><br>(Henri Rene Ork)<br>Victor 20-3618       | <b>Copper Canyon</b><br>The "Kiss Me, Kate" thrush projects pleasingly on this Western production.  | 77--80--77--75 |
|  | <b>Confidentially</b><br>Again thrush's style and individuality come thru, here on an engaging novelty ballad.  | 80--82--80--78 |
| <b>"LAZY" BILL HUGGINS-SANFORD HERTZ TRIO</b><br>Slate 6034  | <b>Chi Chi Castonango</b><br>A commendable, but unfortunately not commercial, job. Warbler, a mellow, engaging bary, sings a smart ditty with exotic overtones, with talented trio support. Song has show-tune character, but is not the same-titled tune from "Meet the People." | 62--62--66--58 |
|  | <b>Wake Up, Jake</b><br>A deplorable contrast to filp—flimsy novelty material resists the group's best efforts.   | 40--40--40--40 |
| <b>WAYNE KING ORK</b><br>Victor 20-3612                      | <b>Melissa</b><br>The orkstar talk-sings the vocal lead engagingly, with chorus support. Tune's an attractive novelty not unlike "Josephine" in character.  | 70--70--70--70 |
|  | <b>Come Dance With Me</b><br>Charming, Continental-flavored waltz gets an operetta type treatment with Nancy Evans singing a legit lead.  | 68--71--68--65 |
| <b>EDDIE MILLER</b>  | <b>Pagan Love Song</b><br>Miller's honky-tonk keyboarding and some tom-tom effects knock out the standard with enthusiasm.  | 67--65--65--70 |
|  | <b>Music, Music, Music</b><br>(Etienne Paree)<br>Cute novelty ditty with an infectious idea is lent an unusual and not completely successful treatment in the use of a sing-talk vocal with French dialect set against Miller's pianoing.   | 72--70--70--75 |
| INTERNATIONAL  |   |                |
| <b>JOHN HENDRIK</b><br>RCA-Victor 28-4117<br>(German)        | <b>Eine Zartliche Liebeslegende</b><br>Fans of the late Richard Tauber may find a new idol in this lad. The tenor-bar voice is beautiful and the style loaded with schmaltz.  | 81--84--82--78 |
|  | <b>Sei Still Mein Herz</b><br>Beautiful continental tune by Spoliansky, as cut here, merits the attention of Red Seal buyers too. This man sings!   | 81--84--83--76 |
| <b>VIOLA TURPEINEN</b><br>Standard F-5087<br>(Scandinavian)  | <b>Scandinavian Folk Dance</b><br>Accordianist, with rhythm accompaniment, cuts a danceable schottische.  | 70--70--70--70 |
|  | <b>Good Time Polka</b><br>Strong accordian polka with heavy Scandinavian flavor.  | 72--72--71--72 |
| <b>GENE FICHEL</b><br>Standard F-11081<br>(German)           | <b>Das Seemannsgrab</b><br>Sentimental German sailors' song is warbled and whistled with appropriate style.   | 71--72--70--70 |
|  | <b>Eine Seefahrt Die Ist Lustig</b><br>Bright, yodellish sailor song shaps up as a good bet for German taverns.   | 76--76--75--79 |
| <b>MICKY GRIFFIN</b><br>Standard F-40006<br>(Irish)          | <b>The Boys of Blue Hill</b><br>The rhythm is the standout feature here. Number is an instrumental Irish hornpipe.  | 66--60--66--70 |
|  | <b>Miss McLeods Reel</b><br>Griffin features himself on accordian for some authentic Irish reeling.   | 61--58--60--65 |
| <b>QUARTETTO ECCELSIOR</b><br>Standard F-6088<br>(Italian)   | <b>Vita Mazurka</b><br>Mandolin-guitar-clarinet-bass combo offers an atmospheric mazurka with definite and danceable beat.  | 73--73--73--72 |
|  | <b>Labra Nere (polca)</b><br>Sparky Italian polka instrumental is clean, colorful and danceable.  | 73--74--72--72 |
| <b>STANDARD CESKA HUDBA</b><br>Standard F-7918<br>(Bohemian) | <b>Marucka (polka)</b><br>Brassy Bohemian instrumental is closer to a march, with tuba standing out. Limited to Bohemian nabes.   | 61--60--62--60 |
|  | <b>Ma Praha (waltz)</b><br>Big, military-style band has too heavy a touch for such dance music. May appeal to especially patriotic Czechs.  | 58--58--60--57 |
| RELIGIOUS  |   |                |
| <b>GOLDEN GATE QUARTET</b><br>Mercury 8198                   | <b>You Ain't Got Faith</b><br>Potent, well-balanced rendition, with excellent voices and some handclapping by the popular spiritual group.  | 73--74--73--NS |
|  | <b>Lord, I Want To Walk With Thee</b><br>Competent, authentic stuff, but material doesn't permit the group to take off in its best free-wheeling style.   | 73--73--73--NS |
| <b>RICHMOND'S HARMONIZING FOUR</b><br>Decca 40541            | <b>Great Camp Meetin' in the Promised Land</b><br>Adequate spiritual projection. For the down-home trade.   | 68--66--70--NS |
|  | <b>Keep Inchin' Along</b><br>Spiritual quotes from a bunch of standards. Tune and treatment are okay.   | 63--62--64--NS |

(Continued on page 79)

**B E S M A R T !**  
 LATCH ON TO OUR  
**L A T E S T R E L E A S E S**

|   |  |
|---|--|
| <b>THE WISE OLD OWL IF YOU WERE MINE</b>                        | <b>CARROLL LUCAS</b><br>King 15021                     |
| <b>IF YOU HAD MORE TIME TO BE MEAN RAGGED BUT RIGHT</b>         | <b>RUBY WRIGHT</b><br>King 15023                       |
| <b>I'VE GOT RINGS ON MY FINGERS BYE, BYE, BLUES</b>             | <b>SISTER SLOCUM &amp; "WOODY" BLOCK</b><br>King 15023 |
| <b>LET IT RAIN I'VE WAITED ALL MY LIFE FOR YOU</b>              | <b>THE JUBALAIRES</b><br>King 4325                     |
| <b>I QUIT MY PRETTY MAMA IT'S YOU, JUST YOU</b>                 | <b>IVORY JOE HUNTER</b><br>King 4326                   |
| <b>GRINDER MAN BLUES DON'T RATION LOVE</b>                      | <b>MEMPHIS SLIM</b><br>King 4327                       |
| <b>NAY! NAY! GO AWAY SUGAR HILL BLUES</b>                       | <b>EARL BOSTIC</b><br>King 4328                        |
| <b>HEART TROUBLE BLUES SLIM'S STOMP</b>                         | <b>TEXAS SLIM</b><br>King 4329                         |
| <b>SITTIN' ON IT ALL THE TIME BABY, SHAME ON YOU</b>            | <b>WYNONIE HARRIS</b><br>King 4330                     |
| <b>TROUBLES AIN'T NOTHIN' BUT THE BLUES PAN AMERICAN BOOGIE</b> | <b>DELMORE BROTHERS</b><br>King 826                    |
| <b>YOU CAN'T DIVORCE A LOVING HEART BABY DARLING</b>            | <b>REDD STEWART</b><br>King 827                        |
| <b>I WAS SATISFIED BLOODSHOT EYES</b>                           | <b>HANK PENNY</b><br>King 828                          |
| <b>HANDPRINTS ON THE WINDOW PANE THE BLIND CHILD'S PRAYER</b>   | <b>JOHNNY RION</b><br>King 829                         |
| <b>I'LL SAIL MY SHIP ALONE MOON'S TUNE</b>                      | <b>MOON MULLICAN</b><br>King 830                       |
| <b>THE FEUDIN' BOOGIE MULE TRAIN</b>                            | <b>COWBOY COPAS &amp; GRANDPA JONES</b><br>King 835    |

**KING RECORDS**

**A GAY Smash HIT!**  
**FIESTA IN OLD MEXICO**  
 by Ted Mossman and Bill Anson  
 Recorded by CAMILLE HOWARD . . . Specialty Record = 332  
 BUDDY GRECO . . . London Record = 558  
 THE HEADLINERS . . . Kappa Record = 118

And More Coming

**GREENWICH MUSIC CO., Inc.**  
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|---|---|

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|  |   |
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Watch These Hit the CHARTS!

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- "SATISFIED"  
"Working With My Baby" Score 4008

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- "MORNING BLUES"  
"Have To Let You Go" Aladdin 3035

## SAUNDERS KING

- "STORMY NIGHT BLUES"  
"Unfaithful Blues" Aladdin 3040

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# The Billboard MUSIC POPULARITY CHARTS

## Record Possibilities

PART IX

### 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.

**CHATTANOOGA SHOE SHINE BOY**.....Red Foley.....Decca 46205  
Foley's brilliant country styled singer who, with this etching, could very well sock in the pop market. It's a beat-ful hunk of boogie woogie corn with a multitude of rhythmic infection sparked by a boney buck-and-wing tap dance effect running in the background.

**HALF A HEART**.....Eddy Howard Ork.....Mercury 5349  
Al Morgan.....London 571  
A new ballad, tinged in the country idiom, is sung convincingly by the similar sounding balladeers. Veteran Howard is joined by his trio and offers a substantial dance orking for background while Morgan, warbling in front of a society string dance unit, goes it alone on vocal and at the keyboard. Howard's dinking is backed with a most convincing delivery of an attractive oldie, "Peggy Dear."

**BRIGHT EYES**.....Primo Scala Ork.....London 550  
Bright is the word for "Bright Eyes." Scala gives out with a sock gang-styled rendition of a pert rhythm item which is loaded with pep and vinegar. Backing is another bright deal, "Out of the Clear Blue Sky."

**MORPHEUS**.....Spike Jones and His City Slickers....Victor 20-3620  
More musical paranoia from the incomparable Spike. This time it's themes from "Orpheus," popularized via the can-can from Offenbach's "Gaité Parisienne." Spike and company hammer the lights out of it in a very funny performance.

**ENJOY YOURSELF**.....Guy Lombardo Ork.....Decca 24825  
Lombardo takes a calypso bit of philosophy and refurbishes it with his patented executive rumba treatment. Kenny Gardner and the trio do the vocal honors. Flipover, a nostalgic offering titled "Rain or Shine," could press "Enjoy" for the honors.

### THE DISK JOCKEYS PICK:

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

1. A DREAM IS A WISH.....Perry Como.....Victor 20-3607
2. ALL THE BEES ARE BUZZIN'.....Mindy Carson.....Victor 20-3602
3. SCARLET RIBBONS.....Jo Stafford.....Capitol 57-785
4. BIBBIDI-BOBBIDI-BOO.....Perry Como.....Victor 20-3607
5. OPEN DOOR, OPEN ARMS.....Andrews Sisters.....Decca 24822
6. SORRY.....Margaret Whiting.....Capitol 57-776
7. FAIRY TALES.....Ella Fitzgerald-Mills Brothers.....Decca 24813
8. ECHOES.....Sammy Kaye.....Victor 20-3595
9. THERE'S NO ONE HERE BUT ME.....Vaughn Monroe.....Victor 20-3606
10. JOHNSON RAG.....Russ Morgan.....Decca 24819

### THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. BIBBIDI-BOBBIDI-BOO.....Perry Como.....Victor 20-3607
2. THE THIRD MAN THEME.....Anton Karas.....London 536
3. MARTA.....Tony Martin.....Victor 20-3598
4. A DREAM IS A WISH.....Perry Como.....Victor 20-3607
5. JOHNSON RAG.....Russ Morgan.....Decca 24819
6. SCARLET RIBBONS.....Jo Stafford-Gordon MacRae.....Capitol 57-785
7. I GOTTA HAVE MY BABY BACK.....Ella Fitzgerald-Mills Brothers.....Decca 24813

### THE OPERATORS PICK:

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

1. BIBBIDI-BOBBIDI-BOO.....Jo Stafford-Gordon MacRae.....Capitol 57-782
2. ECHOES.....Sammy Kaye.....Victor 20-3595
3. ECHOES.....Jo Stafford-Gordon MacRae.....Capitol 57-782
4. THE OLD MASTER PAINTER.....Frank Sinatra.....Columbia 38650
5. FAIRY TALES.....Mills Brothers-Ella Fitzgerald.....Decca 24813
6. I GOTTA HAVE MY BABY BACK.....Mills Brothers-Ella Fitzgerald.....Decca 24813
7. A DREAM IS A WISH.....Perry Como.....Victor 20-3607
8. BIBBIDI-BOBBIDI-BOO.....Perry Como.....Victor 20-3607
9. MARTA.....Tony Martin.....Victor 20-3598

### 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. DON'T BE ASHAMED OF YOUR AGE.....Red Foley-Ernest Tubbs.....Decca 46200
2. TAKE ME IN YOUR ARMS AND HOLD ME.....Eddy Arnold.....Victor 21-0146
3. EVERY STEP OF THE WAY.....Eddy Arnold.....Victor
4. RING ON YOUR FINGER.....George Morgan.....Columbia 20655
5. SUNDAY DOWN IN TENNESSEE.....Red Foley.....Decca 46197

### FOLK TALENT AND TUNES

(Continued from page 24)

recently auditioned for the Mutual network and MGM Records. . . . **Cur'n Larry Lane**, of WHBO, Tampa, is doing 28 hours per week of h. b. wax spinning. . . . **Norm Alden**, KXOL, Fort Worth, has been forced to drop his live talent show at the Hillbilly Inn, Fort Worth. Spot burned to the ground several weeks ago.

**Disk Jockey Doings:** **Joe Milsop**, of WCPA, Clearfield, Pa., celebrated his second year on the "Saturday Afternoon Party," a three-hour h. b. show. . . . **Homer (Cactus Chuck) Mason**, of KXLY, Spokane, just closed a contest, based on listener reaction to various renditions of "Mule Train." **Frankie Laine** topped all comers in the contest in **Bing Crosby's** home town. . . . **Frank Page**, of KWKH, Shreveport, La., reports that **Zeb Turner** and the **Foggy Mountain Boys** and **Mel and Stan** (Capitol), last with

(Continued on page 90)



The Billboard MUSIC POPULARITY CHARTS PART X 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

- All the Bees Are Buzzin' 'Rounder My Honey R. Lenn (Farewell Amanda) MGM 10601
All the Way Choo Choo J. Long Ork (University of) King 15030
Because, Parts 1 & 11 B. Johnson Ork Dec 24842
Between the Devil and the Deep Blue Sea E. Lawrence Ork (Ritual Fire) Col(78)38664; (33)1-442
Bright Eyes P. Scala (Out of) London 550
Coming 'Round the Mountain Album—D. Shay-M. Ayres Ork Col(33) CL6089(78) C-171
Grandpa's Gettin' Younger Ev'ry Day Joan of Arkansas Love Isn't Born No Ring on Her Finger Pure as the Driven Snow Since Mother Was a Girl The Old Apple Tree Why Don't Someone Marry Mary Anne Dear Hearts and Gentle People B. Crosby-L. Conlan's Rhythmaires-P. Botkin's String Band (Make Believe) Dec 24833
Dixie R. Anthony (Sitting by) Cap 794
Don't Let It End This Way E. Mitchell (Merry Christmas) Selective C-110
Don't Tell My Heart J. Bradford (The Sleeping) V(78)20-3625; (45) 47-3131

- Harry James Dance Parade Album—H. James Ork Col(33) CL6088
Back Beat Boogie Crazy Rhythm Cross Country Jump Feet Draggin' Blues Flash Jeffrie's Blues Record Session Sharp as a Tack Kissing Me (Thinking of Somebody Else) A. Lund-L. Holmes Ork (Love Is) MGM 10599
Love Is A. Lund-L. Holmes Ork (Kissing Me) MGM 10599
Lucky Us D. Shore-B. Clark (Nobody's Home) Col 38668
Make Believe (You Are Glad When You're Sorry) B. Crosby-C. Cavallaro (Dear Hearts) Dec 24833
MM, MM, Not That S. Miller Foursome (Glad to) Star 712
Merry Christmas E. Mitchell (Don't Let) Selective S-110
Music, Music, Music E. Patee (Pagan Love) Rainbow 90055
Nancy Goes to Rio Album—A. Southern-J. Powell-C. Miranda-D. Scholl (3-10'') MGM 47
Ca-Room' Pa Pa . . . MGM 30224
Love Is Like This . . . MGM 30223
Magic Is the Moonlight . . . MGM 30225
Musetta's Waltz From "La Boheme" . . . MGM 30223
Time and Time Again . . . MGM 30225
Yipsee-I-O . . . MGM 30224

- Nashville Blues S. Ork (We'll Build) Dec 24840
Need I Remind You I. Carroll-The Adelpia Trio (Somebody's Missin') Songcraft J-100
Nice To Know You Care T. Dorsey Ork (Puddle Wump) V(78)20-3626; (45)47-3132
Nobody's Home at My House D. Shore-B. Clark (Lucky Us) Col 38668
Nothing But D' Best G. Shearing Quintet (The Continental) MGM 15096
Out of the Clear Blue Sky P. Scala (Bright Eyes) London 550
Pagan Love Song E. Miller (Music, Music) Rainbow 90055
Please Tell Me Now The Flames (Young Girl) Selective 113
Puddle Wump T. Dorsey Ork (Nice to) V(78)20-3626; (45) 47-3132
Ritual Fire Dance E. Lawrence Ork (Between the) Col(78)38664; (33)1-442
Save That Confederate Money Boys Z. Talent (I Ain't) V(78)20-3623; (45)47-3129
Say When D. Gillespie (You Stole) Cap 797
Scarlet Ribbons D. Shore (Sitting by) Col 38672
Sitting by the Window R. Anthony (Dixie) Cap 794
Sitting by the Window B. Eckstine-R. Case Ork (Lost in) MGM 10602
Sitting by the Window D. Shore (Scarlet Ribbons) Col 38672
Somebody's Missin' I. Carroll-The Adelpia Trio (Need I) Songcraft J-100
Songs by Sinatra Album—F. Sinatra-A. Stordahl Ork Col (33) CL6087(78) C-124
All the Things You Are Embraceable You How Deep Is the Ocean I Concentrate on You I'm Sorry I Made You Cry Over the Rainbow She's Funny That Way That Old Black Magic

- Sunshine L. Green Ork (We'll Build) V(78)20-3624; (45) 47-3130
Sweetheart Semicolon H. Forrest-R. Case Ork (It Was) MGM 10597
That's Okay De Marco Sisters (I Love) King 15025
The Big Go By S. Miller Foursome (Ev'rybody Knows Star 714
The Continental G. Shearing Quintet (Nothing But) MGM 10596
The Rose of Tularosa J. Johnston-R. Case (Echoes) MGM 10598
The Sleeping Song J. Bradford (Don't Tell) V(78)20-3625; (45) 47-3131
The Shoe Is on the Other Foot Now D. Shore-G. Morgan (Wedding Dolls) Col 38663
The Wedding Samba C. Miranda-The Andrews Sisters (I See) Dec 24841

- Half a Heart Is All You Left Me A. Morgan (I've Come) London 571
Holiday Hop The Rhythm-Riffers (Fandango) Selective S-111
I Ain't Gonna Take It Settlin' Down Z. Talent (Save That) V(78)20-3623; (45)47-3129
I Love Jeemy De Marco Sisters (That's Okay) King 15025
I See, I See C. Miranda-The Andrews Sisters (The Wedding) Dec 24841
I Wake Up Every Morning With a Heartache L. Rogers Quintet (In Time) King 15024
In Time L. Rogers Quintet (I Wake) King 15024
It Was So Good While It Lasted H. Forrest-R. Case Ork (Sweetheart Semicolon) MGM 10597
It's Great To Be Alive J. Stafford-J. Mercer (They Talk) Cap 793
It's the Little Things V. Lynn (Too-White!) London 581
I've Come a Long Ways Baby T. Bunn (Jackson's Nook) Selective C-114
I've Come Back To Say I'm Sorry A. Morgan (Half a) London 571
Jackson's Nook (I've Come) Selective S-114
Johnson Rag P. Bailey (Frankie and) Col(78)38673; (33) 1-455
Lost in a Dream B. Eckstine-R. Case Ork (Sitting by) MGM 10602

(Continued on page 72)

The Billboard MUSIC POPULARITY CHARTS PART XI 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 juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATES

Table with 2 columns: Rating (e.g., 90-100, 80-89, 70-79, 40-69, 0-39) and Description (e.g., tops, excellent, good, satisfactory, poor).

THE CATEGORIES

Table with 2 columns: Category (e.g., 1. Production Idea, 2. Name Value, 3. Caliber of Material, 4. Manufacturers' Distribution Power, 5. Exploitation Aids, 6. Interpretation, 7. Record Quality, 8. Manufacturers' Production Efficiency, 9. Packaging) and Max. Pts. (e.g., 15, 15, 15, 10, 10, 15, 5, 5, 10).

GASLIGHT—Erroll Garner (1-12'') 62

"Cloudburst," "Variations on a Nursery Rhyme," "In the Beginning," "Easy To Love." The piano stylings of Erroll Garner have, of late, proven to be commercially pleasing. His etchings, mainly of standards, on many labels have attained reasonably healthy figures. This 12-inch long play disking will undoubtedly sell a number of copies to those who have found Garner to their liking. But these probably will find this record quite disappointing. It consists of four lengthy and windy piano solos etched by Timmie Rosenkrantz, Danish jazz entrepreneur, at one of his "Gaslight" sessions. These etchings, tho they have a moment here and there of fine jazz, sound like a guy sitting in a living room who is toying with a keyboard to figure out the execution of a couple of ideas he has. The result, on this disking, is hardly satisfying and not worthy of 40 minutes of listening time.

JUKES Not suitable. JOCKS Lengthy piano solos of abstract living room jazz for purist.

SCHUMANN: QUINTET IN E-FLAT MAJOR FOR PIANO AND STRINGS, OP. 44—Rudolf Serkin-The Busch Quartet (1-10'') 76

This is Schumann's masterpiece in his writing for chamber music groups. It is a work of immense power, is dynamic in the writing, shows the composer's fertile imagination at its best, is written so that the balance between the piano and the strings is equitable. And the resulting sounds are lovely. This performance by Serkin and the Busch Quartet was one of the prize items in the Columbia shellac catalog and it gains some of the resiliency in sound which it lacked originally in this transfer to the long-play medium.

JUKES Not suitable. JOCKS LP-equipped station will want this superb performance.

NORMAN GRANZ'S JAZZ AT THE PHIL-HARMONIC VOL. 4 Mercury JATP-4 60

Reason for the appearance of the fourth in the JATP series at this late date is the disagreement as to the record rights in the concerts. This session appeared some time ago under the Disc stamp, but Granz has now okayed its reissue on Mercury. Group, which plays two up-tempo blues—one known as "Blues," the other as "Lester Leaps In"—features tenors Illinois Jacquet and Jack McVea; trombone J. J. Johnson; guitar, Les Paul; traps, Lee Young; bass, Johnny Miller; and Nat Cole on piano under the "Shorty Nadine" nom de music. High-light is a humorous chase session between Paul and Cole, and the usual ostentatious Jacquet frantically. Johnson gets off some exciting pre-bop 'bone. Chances are this album has already sold its peak, but Mercury distribution will penetrate some untapped areas.

JUKES Jive spots only. JOCKS Jazz spinners can use.

SHOSTAKOVITCH: SYMPHONY No. 6 The Pittsburgh Symphony Ork-Fritz Reiner, Dir. (1-12'') 74

Columbia here transfers a brilliant Reiner recording from shellac to LP. The recording gains in the process, and should fare well at the new speed. The unusually constructed symphony—a long opening slow movement and two bright ones—is a fascinating work. The first part, a solemn, dirge-like poem, contrasts harpily with the two piquant fast movements, with their sharp quotations from classic works. Whether this is a programmatic tribute to Lenin, as it originally was declared to be, or is non-literary, as the composer later went on record, shouldn't and doesn't matter. It's enjoyable, easy-to-take modern music, beautifully interpreted.

JUKES Not suitable. JOCKS For airers that can program at length.

CLUB 15—Dick Haymes-Andrews Sisters-Evelyn Knight-The Modernaires-Jerry Gray Ork (4-10'') 90

"You'd Be So Nice to Come Home To," "I'm in Love," "He Rides the Range," "Why Won't Ya," "I Come Here to Be With But I Ain't Been Yet," "The New Ashmolean Marching Society and Students Conservatory Band," "Wonderbar," "Time Has Come To Bid You Adieu."

This is one of the finest popular albums of the past few years. It is built around the talents—and a batch of top ones—employed on the daily CBS "Club 15" ainer. Five new songs, two current show tunes and a standard round out the contents. Each side has its own merit, either as a fine performance of commercially questionable material (i.e. "Ashmolean" as done by the Modernaires) or as an all-around topnotch etching (i.e. "I'm in Love" with Haymes and Knight). With radio promotions on and the certainty of heavy jockey play, this could be a big selling item very shortly. Also available on LP and as single 78 r.p.m. disks.

JUKES "I'm in Love," "Why Won't Ya" best bets. JOCKS Excellent pop fare.

GREAT TENOR ARIAS — Richard Tucker (1-12'') 80

Arias from: Leoncavallo: "Pagliacci;" Mascagni: "Cavalleria Rusticana;" Verdi: "Rigoletto;" Verdi: "La Forza Del Destino;" Verdi: "Aida;" Flotow: "Martha;" Halevy: "La Juive;" Bizet: "The Pearl Fishers." Tucker has been receiving accolades for his work at the Metopera this season and has emerged as one of the top stars in the company as a result. Since his Metopera debut in 1945, Tucker has developed remarkably and now is one of the finest domestically produced tenors ever. This disk, which houses 10 of the most famous tenor arias on the boards, shows Tucker's sure, strong voice advantageously and displays keen interpretive foresight. The arias include such warhorses as "Vesti La Giubba," "M'Appari," "La Donna e Mobile," etc. This disking, both for its familiar content and for the authority of Tucker's performance of these works, should be a popular favorite.

JUKES Not suitable. JOCKS LP-equipped stations should find this a handy disking.

A CHRISTMAS CAROL—Ronald Colman-Victor Young, Ken Darby, Dirs. (3-10'') 80

The diskery has transferred its big selling standard to 10-inch vinyl disks from the old 12-inch shellacs. The buyers' alternative is, of course, the familiar Lionel Barrymore interpretation of the Scrooge role, but it's impossible to go wrong with either. Colman's Scrooge isn't quite as hateful a character, so some will prefer it for children. Cover is good.

JUKES Not suitable. JOCKS Strong holiday-time feature on moppet or adult shows.

ALICE IN WONDERLAND — Ginger Rogers (3-10'') 78

This excellent production has been around for half-a-dozen years on 12-inch shellac disks. But now it's available in a re-dubbed set of three 10-inch plastic platters. Miss Rogers' dramatization is wonderful and the Lewis Carroll tale will probably retain its charm forever. With the added convenience of the new disks, and the reduced cost, this should be as big a holiday item as ever, with grown-ups just as likely to be enthralled as kids.

JUKES Not suitable. JOCKS Tops, if you've got the time.

The  
Billboard

MUSIC POPULARITY CHARTS

PART  
XIIThe Honor Roll of  
Popular Songwriters

By Jack Burton

## No. 44—RICHARD RODGERS (Part III)

RICHARD RODGERS' BEST KNOWN SONGS  
AND RECORDINGS AVAILABLE

(Continued from last week)

- WOMEN  
DIAVOLO  
THE CIRCUS WEDDING
- 1936—ON YOUR TOES**  
Book by George Abbott, lyrics by Lorenz Hart, and presented by a cast headed by Luella Gear, Tamara Geva, Ray Bolger, Doris Carson and Monte Woolley, who made his debut as an actor in this production. Chappell & Co., Inc.
- TWO A DAY FOR KEITH  
THE THREE B'S  
IT'S GOT TO BE LOVE  
TOO GOOD FOR THE AVERAGE MAN  
THERE'S A SMALL HOTEL  
(Available on the following records: Decca 24079 in A-1936, Fingerle and Schutt, duo pianos; Columbia 7482-M, Andre Kostelanetz orchestra; Columbia 35931 in C-42, Hal Kemp orchestra; Columbia 35382 in C-11, Richard Rodgers orchestra; Columbia 37498, Claude Thornhill; Columbia 36725, Claude Thornhill.)
- THE HEART IS QUICKER THAN THE EYE  
QUIET NIGHT  
GLAD TO BE UNHAPPY  
ON YOUR TOES  
SLAUGHTER ON TENTH AVENUE BALLET  
(Available on the following records: RCA Victor 36183, Paul Whiteman concert orchestra; Columbia 7438-M, Andre Kostelanetz orchestra.)
- 1937—BABES IN ARMS**  
Book by Rodgers and Hart, lyrics by Lorenz Hart, and co-starring Mitzl Green and Ray Heatherton. Chappell & Co., Inc.
- WHERE OR WHEN  
(Available on the following records: RCA Victor P(27817) in P-118, Lena Horne with orchestra; Decca 24087 in A-1938, Bob Grant orchestra; Columbia 7482-M, Andre Kostelanetz orchestra; Decca 18548, Guy Lombardo Royal Canadians; Columbia 35931 in C-42, Hal Kemp orchestra; Columbia 35380 in C-11, Richard Rodgers orchestra; Columbia 55032 in C-96, Morton Gould orchestra; Decca 23751 in A-498, Dick Haymes.)
- BABES IN ARMS  
I WISH I WERE IN LOVE AGAIN  
(Available on Decca Record 24469, Judy Garland with orchestra.)
- ALL DARK PEOPLE  
WAY OUT WEST  
MY FUNNY VALENTINE  
(Available on the following records: Capitol 20117 in BD-51, Margaret Whiting; Columbia 4563-M, in MM-843, Mary Martin with orchestra.)
- JOHNNY ONE NOTE  
(Available on the following Columbia records: 35380 in C-11 and 7881-M.)
- IMAGINE  
ALL AT ONCE  
THE LADY IS A TRAMP  
(Available on RCA Victor Record K(45-0016) in K-4.)
- YOU ARE SO FAIR
- 1937—I'D RATHER BE RIGHT**  
Book by George Kaufman and Moss Hart, lyrics by Lorenz Hart, and starring George M. Cohan in a cast that included Joy Hodges, Taylor Holmes and Austin Marshall. Chappell & Co., Inc.
- A HOMOGENEOUS CABINET  
HAVE YOU MET MISS JONES  
TAKE AND TAKE AND TAKE  
SPRING IN VIENNA  
A LITTLE CONSTITUTIONAL FUN  
SWEET SIXTY-FIVE

- WE'RE GOING TO BALANCE THE BUDGET  
WHAT'S IT ALL ABOUT  
LABOR IS THE THING  
I'D RATHER BE RIGHT  
OFF THE RECORD  
A BABY BOND  
"I'd Rather Be Right" Record. Decca 29215 in Album A-533. By Frankie Carle. "I'd Rather Be Right," "Sweet Sixty-Five," "Take and Take and Take," and "Have You Met Miss Jones?"
- 1938—I MARRIED AN ANGEL**  
Book by Rodgers and Hart, lyrics by Lorenz Hart, and presented by a cast headed by Vera Zorina, Vivienne Segal, Dennis King and Walter Slezak. Robbins Music Corp.
- DID YOU EVER GET STUNG?  
I MARRIED AN ANGEL  
THE MODESTE  
I'LL TELL THE MAN IN THE STREET  
HOW TO WIN FRIENDS AND INFLUENCE PEOPLE  
SPRING IS HERE  
(Available on Columbia Record 4295-M, Nelson Eddy with chorus and orchestra.)
- ANGELS WITHOUT WINGS  
A TWINKLE IN YOUR EYE  
AT THE ROXY MUSIC HALL

- 1938—THE BOYS FROM SYRACUSE**  
A musical play based on Shakespeare's "Comedy of Errors" by George Abbott, lyrics by Lorenz Hart, and presented by a cast that included Teddy Hart, Jimmy Savo, Eddie Albert, Wynn Murray, Muriel Angelus, Marcy Westcott and Betty Bruce. Chappell & Co., Inc.
- THIS CAN'T BE LOVE  
(Available on the following records: Columbia 35381 in C-11, Richard Rodgers orchestra; Capitol 20115 in BD-51, Margaret Whiting.)
- FALLING IN LOVE WITH LOVE  
(Available on the following records: RCA Victor 4525, Allan Jones with RCA Victor Symphony Orchestra; RCA Victor M(10-1297) in M-1127, Gladys Swarthout and orchestra; Capitol 10016 in CD-5, Dennis Day; RCA Victor P(20-1823) in P-145, Arthur Whittimore and Jack Lowe, duo pianists, with orchestra; Decca 29219 in A-530, Fred Waring's Pennsylvanians; Columbia 35382 in C-11, Richard Rodgers orchestra; Columbia 4266-M, Andre Kostelanetz orchestra; Columbia 4432-M, Rise Stevens with orchestra.)
- I HAD TWINS  
DEAR OLD SYRACUSE  
WHAT CAN YOU DO WITH A MAN?  
THE SHORTEST DAY IN THE YEAR  
LET ANTIPHOLUS IN  
LADIES OF THE EVENING  
HE AND SHE  
YOU HAVE CAST YOUR SHADOW  
BIG BROTHER  
COME WITH ME  
SING FOR YOUR SUPPER  
(Available on Columbia Record 35381 in C-11, Richard Rodgers orchestra.)

- 1939—TOO MANY GIRLS**  
Book by George Marion Jr., lyrics by Lorenz Hart, and presented by a cast that included Marcy Westcott, Hal LeRoy, Eddie Bracken, Mary Jane Walsh, Dick Kollmar, Van Johnson, and Desi Arnaz. Chappell & Co., Inc.
- HEROES IN THE FALL  
TEMPT ME NOT  
MY PRINCE  
POTTAWATOMIE  
"CAUSE WE GOT CAKE  
LOVE NEVER WENT TO COLLEGE  
SPICK AND SPANISH  
I LIKE TO RECOGNIZE THE TUNE  
LOOK OUT  
SWEETHEARTS OF THE TEAM  
SHE COULD SHAKE THE MARACAS  
I DIDN'T KNOW WHAT TIME IT WAS  
(Available on the following records: Decca 23115, Hildegarde with duo pianos; Decca 24094 in A-1940, Charles Baum orchestra; Capitol 20114 in BD-51, Margaret Whiting.)
- TOO MANY GIRLS  
GIVE IT BACK TO THE INDIANS

- 1940—HIGHER AND HIGHER**  
Book by Gladys Hurlbut and Joshua Logan, lyrics by Lorenz Hart, and presented by a cast that included Jack Haley, Hilda Spong, Shirley Ross, Lee Dixon and Maria Eggert, who was replaced by Marie Nash during the run of this production. Chappell & Co., Inc.
- A BARKING DOG NEVER BITES  
FROM ANOTHER WORLD  
MORNINGS AT SEVEN  
NOTHING BUT YOU

## 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.

(Available on Decca Record 24469, Judy Garland with duo pianos.)

DISGUSTINGLY RICH  
BLUE MONDAY  
EV'RY SUNDAY AFTERNOON  
A LOVELY DAY FOR A MURDER  
HOW'S YOUR HEALTH  
IT NEVER ENTERED MY MIND  
I'M AFRAID

- 1940—PAL JOEY**  
Book by John O'Hara, lyrics by Lorenz Hart, and presented by a cast that included Vivienne Segal, June Havoc, Lella Ernst, Gene Kelly, Jack Durant and Van Johnson. Chappell & Co., Inc.
- YOU MUSTN'T KICK IT AROUND  
I COULD WRITE A BOOK  
(Available on RCA Victor Record 20-1933, Artie Shaw and his orchestra.)
- CHICAGO  
THAT TERRIFIC RAINBOW  
LOVE IS MY FRIEND  
HAPPY HUNTING GROUND  
BEWITCHED, BOTHERED AND BEWILDERED  
THE FLOWER GARDEN IN MY HEART  
ZIP  
PLANT YOU NOW DIG YOU LATER  
IN OUR LITTLE DEN  
DO IT THE HARD WAY  
TAKE HIM

- 1942—BY JUPITER**  
Book by Rodgers and Hart, based on Julian F. Thompson's "The Warrior's Husband," with lyrics by Lorenz Hart. Presented by a cast that included Constance Moore, Benay Venita, Bertha Delmore, Ray Bolger and Ronald Graham. Chappell & Co., Inc.
- JUPITER FORBID  
LIFE WITH FATHER  
NOBODY'S HEART BELONGS TO ME  
HERE'S A HAND  
NO, MOTHER, NO  
THE BOY I LEFT BEHIND  
EV'RYTHING I'VE GOT  
BOTTOMS UP  
CARELESS RHAPSODY  
WAIT TILL YOU SEE HER  
NOW THAT I'VE GOT MY STRENGTH  
"By Jupiter" Album by Hildegarde. Decca A-326. "Careless Rhapsody," "Jupiter Forbid," "Ev'rything I've Got," and "Nobody's Heart Belongs to Me."

- 1943—OKLAHOMA**  
Book and lyrics by Oscar Hammerstein II, and presented by a cast that included Betty Garde, Alfred Drake, Joseph Buloff, Joan Roberts, Lee Dixon, Howard De Silva, Celeste Holm, Ralph Riggs, Marc Platt, Katherine Sergava and Vladimir Kostelnik. Chappell & Co., Inc.
- OH, WHAT A BEAUTIFUL MORNING  
(Available on the following records: RCA Victor 10-1177, John Charles Thomas; Decca 18564, Bing Crosby, Trudy Erwin and the Sportsmen; Decca 23283 in A-359, Alfred Drake; Decca 23282 in A-359, Alfred Drake and Joan Roberts; Columbia 36682, Frank Sinatra; Columbia 4314-M, Nelson Eddy; Columbia 7417-M, Andre Kostelanetz orchestra; Columbia 72103-D, Helen Traubel and male chorus.)
- THE SURREY WITH THE FRINGE ON TOP  
(Available on the following records: Columbia 4449-M in M-663, Morton Gould orchestra; Columbia 4314-M, Nelson Eddy; Columbia 7417-M, Andre Kostelanetz.)
- KANSAS CITY  
(Available on RCA Victor Record 10-1177, John Charles Thomas with orchestra and chorus.)
- I CAN'T SAY NO  
MANY A NEW DAY  
IT'S A SCANDAL IT'S AN OUTRAGE  
PEOPLE WILL SAY WE'RE IN LOVE  
(Available on the following records: Columbia 36682, Frank Sinatra; Columbia 7417-M, Andre Kostelanetz orchestra; Decca 18564, Bing Crosby, Trudy Erwin and the Sportsmen; Decca DA-23287 in A-359, Alfred Drake and Joan Roberts; Decca DA-23282 in A-359, Alfred Drake and Joan Roberts; Decca DA-23282 in A-359, Alfred Drake and Joan Roberts; Decca DA-23282 in A-359, Alfred Drake and Joan Roberts; Decca DA-23282 in A-359, Alfred Drake and Joan Roberts.)
- PORE JUD  
LONELY ROOM  
OUT OF MY DREAMS  
THE FARMER AND THE COWMAN  
ALL OR NOTHIN'  
OKLAHOMA  
"Oklahoma" Selections. RCA Victor M-988 with Eleanor Steber, James Melton and John Charles Thomas with orchestra and chorus. "Oklahoma," "The Surrey With the Fringe On Top," "People Will Say We're In Love," "Out of My Dreams," "Oh, What a Beautiful Morning" and "Kansas City."

RCA Victor 11-8742 with Boston "Pops"

Orchestra. "Oklahoma," "Oh, What a Beautiful Morning," "The Surrey With the Fringe On Top" and "People Will Say We're In Love."

Decca DA-359. "Oklahoma Selections" Vol. I with members of the original "Oklahoma" cast. "Oh, What a Beautiful Morning," "The Surrey With the Fringe On Top," "Kansas City," "I Gave My Heart to You," "Many a New Day," "People Will Say We're In Love," "Pore Jud Is Daid," "Out of My Dreams," "All or Nothin'" and "Oklahoma."

Decca DA-383. "Oklahoma" Selections, Vol. II. "Lonely Room," "It's a Scandal, It's an Outrage," and "The Farmer and the Cowman."

Columbia 7417-M with Andre Kostelanetz Orchestra. "Oklahoma," "People Will Say We're In Love," "Out of My Dreams," "The Surrey With the Fringe On Top" and "Oh, What a Beautiful Morning."

- 1945—CAROUSEL**  
A musical play based on Ferenc Molnar's "Liliom" with book and lyrics by Oscar Hammerstein II. The cast was headed by Jan Clayton as "Julie" and John Raitt as "Billy Bigelow," the carnival barker. Williamson Music, Inc.
- YOU'RE A QUEER ONE, JULIE JORDAN  
WHEN I MARRY MR. SNOW  
IF I LOVED YOU  
(Available on the following records: RCA Victor 20-1676, Perry Como; RCA Victor 28-0402, Al Goodman orchestra; RCA Victor 10-1174, Nan Merriman and Thomas L. Thomas with Al Goodman orchestra; Columbia 7481-M, Andre Kostelanetz orchestra; Decca 18693, Leo Reisman orchestra; Decca 18686, Bing Crosby; Decca DA-29173 in DA-400, Jan Clayton and John Raitt; Columbia 36806, Harry James; Columbia 36825, Frank Sinatra.)
- JUNE IS BUSTIN' OUT ALL OVER  
(Available on the following records: RCA Victor 10-1174, Thomas L. Thomas with orchestra and chorus; Decca 23428, Hildegarde with Guy Lombardo and the Song Spinners.)
- WHEN THE CHILDREN ARE ASLEEP  
BLOW HIGH, BLOW LOW  
THIS WAS A REAL NICE CLAMBAKE  
(Available on Decca Record 23428, Hildegarde, Guy Lombardo and the Song Spinners.)
- GERANIUMS IN THE WINDER  
THERE'S NOthin' SO BAD FOR A WOMAN  
WHAT'S THE USE OF WONDERIN'  
(Available on the following records: RCA Victor 10-1175, Nan Merriman with Al Goodman orchestra; Decca 18693, Leo Reisman orchestra; Decca DA-29172 in DA-400, Murvin Vye, Connie Baxter and Jan Clayton with chorus and orchestra.)
- YOU'LL NEVER WALK ALONE  
(Available on the following records: RCA Victor 10-1175, Nan Merriman and Thomas L. Thomas; Decca 23539, Judy Garland and chorus; Decca DA-29171 in DA-400, John Raitt, Christine Johnson and Jan Clayton with chorus and orchestra.)
- THE HIGHEST JUDGE OF ALL  
"Carousel" Album. Decca DA-400 with the original "Carousel" cast. "Carousel Waltz," "You're a Queer One Julie Jordan," "When I Marry Mr. Snow," "If I Loved You," "June Is Bustin' Out All Over," "Soliloquy," "When the Children Are Asleep," "Blow High, Blow Low," "That Was a Real Nice Clambake," "There's Nothin' So Bad for a Woman," "What's the Use of Wonderin'?" "The Highest Judge of All" and "You'll Never Walk Alone."

- 1947—ALLEGRO**  
A musical play with book and lyrics by Oscar Hammerstein II, and presented by a cast that included Annamary Dickey, William Ching, John Battles, Roberta Jonay, Muriel O'Malley, Gloria Wills, John Conte and Lisa Kirk. Williamson Music, Inc.
- JOSEPH TAYLOR JR.  
I KNOW IT CAN HAPPEN AGAIN  
ONE FOOT OTHER FOOT  
A FELLOW NEEDS A GIRL  
(Available on Decca Record 24194, Guy Lombardo.)
- A DARN NICE CAMPUS  
THE PURPLE AND BROWN  
SO FAR  
(Available on Decca Record 24194, Guy Lombardo.)
- YOU ARE NEVER AWAY  
(Available on Decca record 24270, Guy Lombardo.)
- WHAT A LOVELY DAY FOR A WEDDING  
IT MAY BE A GOOD IDEA FOR JOE  
TO HAVE AND TO HOLD  
WISH THEM WELL  
MONEY ISN'T EVERYTHING  
YATATA YATATA YATATA  
THE GENTLEMAN IS A DOPE  
(Available on Decca record 24253, Monica Lewis with orchestra.)
- ALLEGRO  
COME HOME  
(To be continued next week)

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# Mercury Records Into TV Biz Via Company-Made Sets

(Continued from page 11)

about 100 assemblers and testers, could produce 400 sets per day.

At present, Green is negotiating for three buildings, but one, to cost about \$125,000, seems to be favored. Final decision will be made by the end of January. Shortly thereafter administrative offices will be moved from Mercury's present address on South Wabash Avenue to the new West Side building.

Altho past announcements concerning production plans have stressed manufacture of high cost models, Green said that sets would be in popular price class primarily. He said most sets would be competitive with lines such as Hallicrafters, Motorola and Sentinel, but that great stress would be laid on the design, production and merchandising of an expensive, "high quality" console comparable to a Capehart or a Magnavox.

Exact plans concerning sets to be made and retail prices, for each have not yet been set, Green added. In general, however, production will center around 12-inch and 16-inch tube lines. Most of the models will be table types. The 12-inch sets will have round tubes and the 16-inch rectangular tubes. In the 16-inch line there will be featured the quality console, which will have AM, FM, TV, and a three-way automatic record changer. Beauty of cabinet design will be stressed in this and other models. No 10-inch models will be made.

Exact model plans will be revealed

## Petrillo Slams Audition Door

(Continued from page 12)

ground to non-licensed studios. Musicians' union found it necessary to clamp the lid on audition recording because too many disks presumably cut as tests have been quietly smuggled into the market, using the \$12.50 per man audition rate as a loophole by which they would avoid paying the regular recording rate of \$41.25 per man. Altho audition disks have to be precluded with "This is an audition recording" statement voiced on the record, those dodging the AFM rule would trim off that part of the disk in making the masters.

Local 47's Phil Fischer conveyed Petrillo's edict in the following letter sent to recording studios:

Heretofore we have permitted members of this association to make audition records. However, we are today in receipt of the following telegram:

"This office is informed that your local permits making of audition and test recordings. Federation has granted no authority to any local for the making of audition or test recordings, except those audition recordings for commercial broadcast sponsorship. All other audition recordings are prohibited. Please comply accordingly.

(S) "James C. Petrillo, President, "American Federation of Musicians."

In view of this new regulation, effective immediately, only audition records for radio programs can be permitted, and we would appreciate your co-operation in refusing service to any members who may contact you for the purpose of making audition records for other purposes.

A violation of this regulation by your company could result in the cancellation of your recording agreement with the Federation and we urge you to be diligent in screening requests to make audition records, and if there is a time when you are in doubt please call this office.

Sincerely,  
Phil Fischer,  
Radio Representative.

at distributor meetings here and in New York sometime near the end of January. Response of distributors at these meetings also will determine production quotas, Green said.

In the new plant, Mercury also will assemble radio components for some TV models and for phonograph-radio table combinations it has been selling since fall. The phonographs also will be made here, in contrast to past policy of having an Eastern manufacturer make the sets under the Mercury label. In the past few months Mercury has sold about 12,000 phonographs, Green added.

## Wax Biz Hits On All Six

(Continued from page 13)

mately \$100,000 will be spent within the first few months. Most of the coin will go to the company's Scranton plant where all of its 45 and 33½ pressing is done. Diskery feels plant expansion cost will be absorbed by virtue of the fact that it will be able to eliminate farming out its non-standard speed pressings. RCA Victor on the Coast has handled a considerable portion of Cap's 45 pressings.

Indies Strength

Mercury, MGM, London, all are enjoying heavy business. Indies, large and small, are, in fact, finishing up the year in surprising strength—contradicting tradesters who freely predicted that many would not be able to stand the gaff of the past summer.

A good part of the feeling of optimism is attributed to the fact that the industry now has no major stock problems. The clearance sales earlier this year moved inventories at a rapid rate. Too, the return privileges and special deals on LP and 45 are insurance for dealers against the likelihood of getting stuck with excessive stock. Also dealers have grown cocky with the realization that they can unload shellac at cut rates if necessary. Such dead shellac stock as dealers might not be able to dispose of via sales is being cleared off the shelves via the return privilege on new stock.

## Gray AM Show Moves to Copa

NEW YORK, Dec. 24.—Murray Weinger's Copa City in Miami Beach, Fla., came up with a surprise booking for Thursday (22), when it announced that the Barry Gray radio show was moving its WMIE microphones from Kitty Davis's night spot to the plush Copa lounge. The air show, which has been heard in Miami for over two years from 11 p.m. to 1 a.m., was generally considered sewed up with the Davis spot at the time that rumors were flying as to what Weinger intended to do with his 300-seat lounge.

Weinger, Bob Venn, who is general manager of WMIE, and Buddy Allen, Gray's personal rep, huddled, and persuaded Davis to accept cash in return for the gabber's release.

With the move to Copa City, Gray picks up another hour of airtime, for the broadcast will now run from 11 p.m. to 2 a.m. It is understood that Weinger took over the deal intact, which calls for a weekly \$1,000 salary to Gray, plus 85 per cent of the commercial fees on the sold-out show. With the extra hour of air added and a list of participating sponsors waiting, the total take may add up to \$2,000 weekly for the commentator-interviewer.



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# London Joining 45 Parade; Mercury To Enter Fold Soon

(Continued from page 12)  
with red printing, and the blue labels will be housed in metallic silver packages with blue ink. Disks themselves will be black vinyl, with special non-skid labels. Labels and packages, as well as special display material, have been designed by London exec D. H. Toller-Bond.

Shipments will start December 29 on the following titles: Albums-LGF-1, Cole Porter Suite LGF-2, George Gershwin Suite; LGF-3, Ravel's Bolero; LGF-4, Ravel's La Valse. Singles are 30,001, Jealous Heart and Turnabout Is Fair Play, Al Morgan; 30,002, That Old Gang of Mine and You're Always in My Heart, The Harmonicats; 30,003, Peg O' My Heart and Fantasy Impromptu, The Harmonicats; 30,004, Johnson Rag and Back of the Yards, J. Teter Trio; 30,005, Third Man Theme and Cafe Mozart Waltz (held up); 30,006, Chained to a Memory and Tears on My Pillow, Al Morgan; 30,007, Copper Canyon and Way Back Home, Teresa Brewer and Bobby Wayne; 30,008, A Lovely Lake in Loveland and Everything That's Wonderful, Jack Berch; 30,009, That Old Master Painter and Did You Ever See a Dream Walking, Snooky Lanson; 30,010, Milenberg Joys and Take Another Guess, Jack Teter Trio.

According to Berne, the London 45's are being pressed in Victor's Cannonsburg plant. He credited Victor with building up the demand and especially cited the co-operation his diskery had received from Paul Barkmeier, manager of the Victor record division, and from Jim Davis, head of Victor's custom pressing department. The decision to go 45 follows the repeated demand by London's own distributing branches, with the heaviest pressure from Pittsburgh, Denver and New England. Some stores in these sections, Berne noted, have been doing up to 50 per cent of their volume on the little doughnuts.

## Bid as Major

London, local wing of British Decca, was founded here a little over two years ago by E. R. (Ted) Lewis, who, in the early 1930's was one of the original backers of American Decca. During the past year, Lewis has freed his London label of several commitments with American Decca and cleared the way for his recording of American artists and also opened the way to issue classical disks here. Now, with three speeds and with an

extensive catalog containing pop, classical, semi-classical, international, rhythm-blues and hillbilly selections, the diskery is making a strong bid for recognition as a "major" in 1950. Two subsidiary labels, Beltona (Scottish) and Rex (Irish), are also imported. Currently, the catalog includes about 150 shellac albums, plus 32 imported Deutsch Gramophon titles from Germany. Fifty-three long-playing disks have already been released. The diskery owns six of its own distributing branches in the U. S. and one in Canada.

Several months ago London began to press all American-made masters in U. S. plants. In recent weeks it has contracted with Victor's custom plant for pressing some of its LP platters here as well. Still, according to a recent report of the U. S. Department of Commerce, the outfit is itself importing 50 per cent of all records coming into this country. The biggest single shipment since the local company was started arrived last week from England on the Queen Mary.

## 2 Latin Labels Go LP in Jan.

NEW YORK, Dec. 24.—Coda and SMC, Latin-American labels produced by Gabriel Oller Jr., are going long-playing in January. To date, 11 sets have been scheduled. Ten 10-inch long-playing platters, each retailing at \$2.85, will feature such artists as Noro Morales, Los Panchos, Chuchú Martínez, Carlos Ramirez, Miguelito Valdez, Alfredo Antonini and Elsa Miranda. There will also be two sets of Spanish classical music.

On another special LP, this one listing at the new low price of \$1.58, Oller is producing a real Latin jam session, with each side running a little over nine minutes. The disk, entitled *Concerto for Percussion*, is in two parts, *Rumba* and *Mambo*. Both are in dance tempo and feature Andino's ork.

For the first time SMC is also out with etchings of Yankee music. At a recent rumba disk date, pianist Alfredo Mendez, who as Freddie Mendelssohn acts as WBNX music director, fooled around with a gimmicked piano and came up with four sides in back-room style. Distributor response has persuaded Oller to make more diskings of a similar nature.

## Lincoln Theater in Philly May Get Negro Ballroom Face-Lift

PHILADELPHIA, Dec. 24.—The need for a ballroom large enough for promoters of race dances to make it profitable to return Negro bands to Philadelphia again promises to be met next year. Plans are in the works to convert the darkened Lincoln Theater, located in the heart of the Harlem quarter close to the center of town, into a ballroom with facilities equal to that of the Savoy Ballroom in New York.

The Lincoln, which once housed Negro shows, shuttered after failure to make a go of it with Jewish, Italian and finally Latin-American stagshows and movies. With the Elate Ballroom sold to a G.I. training school last year and other ballrooms too small for large crowds, the dust-gathering playhouse holds much promise as a ballroom. Moreover, its location and accessibility is also in its favor. Until the absence of ballroom facilities, Philadelphia was a profitable stopping place for the Negro dance promoters.

# Music—As Written

## Recent Switch-Overs in Pubbery Biz

Switch-overs last week found Bob Baumgart, formerly with Cromwell Music, joining Mutual Music, a Chappell subsidiary; Duke Niles going to Fred Fisher Music from Joe Davis, and Bob Sadoff leaving Encore Music to replace Mac Cooper at Knickerbocker Music.

## Jerome Gets MCA Release, Seeks New Pact

Orkster Henry Jerome, who last week set some masters with London Gramophone, requested and received his release from the Music Corporation of America and is currently dickering with other agencies.

## New York:

Cuban composer-pianist Ernesto Lecuona is expected in New York in mid-January. Currently he's giving a series of piano recitals in Florida. . . . Herman Lubinsky, Regent disk topper, has cut the controversial "Third Man Theme" with a hillbilly group composed of three guitars and a bass. The group is headed by Zeke Turner. . . . MGM Records has signed Louisville folk warbler Al Rogers. . . . Vic Zembruksi, Continental disk artist, has a new show, "The Vic Zembruksi Polka Show," every Sunday over WABZ, New Haven. . . . Shorty Long and His Sante Fe Rangers, featuring Dolly Simples, have had their option picked up at Maria Kramer's Roosevelt Hotel, Washington. The group opened there two weeks back when the operators decided to experiment with all-Western music. . . . Buddy Rogers will take a specially organized band into the Paramount February 1.

Tommy Dorsey has signed Francis Irvin as his new band thrush. Dorsey heard Miss Irvin, an Amarillo, Tex., girl, sing while he was appearing at the Shamrock Hotel, Houston, and hired her there. . . . As of January 1, Francis Gness takes over ownership and management of Bell Music Company & Topik Tunes, with main offices in Royal Oak, Mich., and branches in New York, Boston and Cleveland. . . . Don Larkin, WAAT jock and co-cleffer of "Game of Broken Hearts," takes over the spot vacated by Dave Miller on the station's "Home Town Frolic" show. Miller has signed with WPAT. . . . Orkster-Composer Bert Sheffer, who conducted for the Ken Murray "Blackouts" here, has returned to the Coast to write background music for TV films. . . . Pat Terry, Signature Records warbler, has begun a daily 14-minute live show at WINS.

M. R. Carson, president of Quality Records, Ltd., Canadian manufacturers of MGM Records, has appointed D. A. (Don) McKim general sales manager. McKim was formerly promotion manager. He replaces Richard B. Dreazen, who has resigned.

Dennis Day has been elected vice-president of the Manhattan College Alumni Association. . . . Gene Krupa's doctor has advised him to absorb some sunshine. . . . J. C. Heard and ork opened at Cafe Society December 22. . . . MGM disk artists are having a run on Mutual's network airer, "Luncheon at Sardi's." Art Mooney appeared December 6, Russ Case December 15 and Billy Eckstine on the 20th. . . . Crooner Jack Paris, of the Lionel Hampton ork, and National recording artist, opened at the cocktail lounge of the Eastside Showspot December 22.

Tony Martin's RCA Victor diskings of "Marta" has inspired a new shade of nylon, Marta Rose, to be introduced by Valcourt in the latter's new hosiery line. Valcourt, Victor and Marks Music, publishers of the tune, are starting a promotion tie-in on the disk and hosiery.

## Philadelphia:

Earl Bostic, coupled with Una Mae Carlisle, continue the name parade at the 421 Club to help ring in the new year. . . . Chubby's, across the river at North Collingswood, N. J., has Bill Farrell to finish out the old year and Bob Eberly to kick off the new. . . . Johnny Barr takes over the Bombay Gardens ballroom bandstand. . . . Myers Music takes "I'm Not to Blame," by Bill Borrelli Jr., for its first plug pop tune on branching the hillbilly firm out into the pop field. . . . Hot Lips Page is set to return to the Rendezvous. . . . Leo Zollo returns to the Wagner Ballroom, with Herbie Collins bowing out for the Hotel Statler stand in Washington.

# Nathan - Braun Deluxe Fuss Erupts in Court Litigation

NEW YORK, Dec. 24.—The long smoldering differences between the Sidney Nathan and the Dave and Jules Braun factions in the Deluxe Record Corporation erupted in litigation this week when Nathan instituted a suit in the name of Deluxe against the Brauns and their new company, Regal Records. The action, filed in New Jersey State Court in Trenton, asks an accounting of Regal diskings allegedly pressed from Deluxe Masters and an injunction against further release of such diskings. Nathan also seeks to recover certain corporation property allegedly in the hands of the Brauns: \$75,000 in money, plus an additional \$4,500 in utilities deposits, masters, automobiles, furnishings and other property. Nathan charges that these were appropriated by the Brauns while in the employ of Deluxe as president and as treasurer.

Warren Troop, attorney for the Brauns, had no comment to make on the suit and did not indicate what tack his answer would take. It is believed, however, that the Brauns will probably ask for liquidation of

Deluxe, appointment of a receiver and an accounting. The Brauns are understood to feel that King Records and Royal Plastics, a pressing company subsidiary of King, jointly acted to reduce the value of Deluxe.

The genesis of the squabble was Nathan's entry into Deluxe while that firm was undergoing a financial rearrangement. Nathan invested some cash in Deluxe and secured majority control. He began to distribute Deluxe diskings thru the King organization, but mutual dissatisfaction set in when the Brauns felt that their records were being slighted in favor of King diskings in the distribution. Further, the Brauns say, Nathan pressed for Deluxe in his Royal Plastics plant at stiff prices and then took large quantities of the records for distribution on a consignment basis, with heavy returns the usual result.

Nathan, on the other hand, maintains that the Brauns mismanaged company affairs, denies having slighted the Deluxe diskings in his distribution and declares that the pressing charges were equitable.

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GENE COLIN.....Rondo  
JIMMY DORSEY.....Columbia  
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ALVINO REY.....Capitol  
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## Monty Siegel Wins In Defending Suit By James Redrick

NEW YORK, Dec. 24.—After a two-day trial, Monty Siegel and the Alvin Music Corporation won a dismissal in New York Supreme Court Thursday (22) of a suit brought by James Redrick, who does business as the Chromatic Tones.

Redrick charged that Alvin had contracted in December, 1946, to record 24 sides by the Redrick vocal quintet, known as the Chromatic Tones, the contract calling for a minimum guarantee of \$23,000, with a \$1,000 advance. After Alvin had recorded four sides, Redrick contended, he broke his contract by not cutting the remainder of the sides due, and by not pressing the four which he did record.

Alvin, denying all liability under the contract, filed a counterclaim for the \$1,000 advance against George Goodwin, who managed the group for Redrick. The counter-claim was also dismissed. According to Alvin, the contract was obtained by "fraud and deceit and based upon fraudulent misrepresentation."

## Heller, Newton Top Rainbow Booking

NEW YORK, Dec. 24. — Rainbow Booking Attractions, with Eddie Heller as president and Larry Newton as vice-president, was formed here this week. Heller is also head of Rainbow Records. Newton is head of Derby Records.

The new organization will specialize in personal management and artist promotion, tying in with the diskeries. Among the talent to be handled are Eddie (Piano) Miller and crooner Dick Todd, Rainbow artists, and the Freddie Mitchell band, which cuts for Derby.

After January 1 the new set-up will move into its own office space, separate from the headquarters now housing both diskeries.

## Milk Fund Benefit At Met To Mark A Flock of Firsts

NEW YORK, Dec. 24.—The annual benefit performance for the free milk fund for babies, to be given February 3 at the Metropolitan Opera, will be marked by a flock of "firsts." The opera will be *Don Giovanni*, presented for the first time this season. It will also mark the debut here of Paul Schoeffler, Viennese baritone. Ljuba Welitch will be signing her first "Donna Anna" here, Patrice Munsell her first "Zerlina," Jan Peerce his first "Don Attavio," and Hugh Thompson his first "Masetto." It will be the first time Fritz Reiner has conducted the Mozart work at the Met. Polyna Stoska, Salvatore Baccaloni and Jerome Hines are also cast.

Proceeds will be used for the milk delivered daily to homes of undernourished children in New York. Mrs. William Randolph Hearst is founder and president of the fund.

## Happy Holiday

NEW YORK, Dec. 24.—Martin Block's drive to provide a phonograph for every children's hospital ward in New York this Christmas brought in over \$1,400 in contributions from WNEW listeners here. The cash was used to purchase 56 record players, which were supplemented by \$5,000 worth of kiddie disks contributed by RCA Victor, MGM, Capitol, Decca Columbia, Caravan and Adventure. Victor alone sent in 160 cases of albums and four 45 players. WNEW hopes to set up a regular replacement plan to keep the wards supplied with disks throughout the year.

## Fox, Currie Firms Into Dixie H. B. Biz

CHICAGO, Dec. 24.—Two hillbilly and Western diskeries have started operation thru the South and Southwest, it was learned last week. For the past six months, John Currie, San Antonio pubber, and members of the Texas Tophands, heard on KABC, San Antonio, have been recording regional favorites in the country field. Artists now on the label include Jimmy Revard's Oklahoma Playboys, KMAC, San Antonio; Smiley Whitley's Texans, KONO, San Antonio, and the Lone Star Playboys, WACO, Waco, Tex. In addition, sides have been cut by Red River Dave, before he went with MGM, and Cliff Warren, who just inked with Decca. Distributors include Davis Sales, Denver; Joe Monroe Distributing, Shreveport; Southcoast Amusement, Houston; H-O Record Company, St. Louis, and Macy's Record Company, Dallas. All disks, which are pressed on a non-breakable flex, retail for 79 cents.

Fox Record Company is now operating out of Columbia, S. C. Among artists on the label are the Hinson Brothers and the Hobbs Brothers, both at WEGO, Concord, N. C. The label has a catalog of South and South-eastern talent.

## Detroit Rink Now Ballroom

DETROIT, Dec. 24. — The former Madison Gardens Roller Rink has been converted to a ballroom and reopened by William Emerson and Henry Wozniak, Detroit musicians. The spot is running five nights a week, with old-time dancing on Saturdays and Sundays and modern on the other nights. The Madison is using a seven-piece orchestra, with Bill Emerson himself fronting, but expects to bring in another unit later this month.

## ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

### Artie Shaw

(Reviewed December 15 at Nickey Blair's Click, Philadelphia. Booked by General Artists Corporation.)  
SAXES: Herb Steward, Alvin Cohn, Frank Socolow, Zoot Sims, Danny Bank.  
TRUMPETS: Don Paladino, Dan Fagerquist, Dale Pearce, Vic Ford.  
TROMBONES: Angelo Callea, Porky Cohen, Fred Zito, Sonny Russo.  
RHYTHM: Irving Kluger, drums; Jimmy Raney, guitar; Gil Barrios, piano; Dick Nivison, bass.  
VOCALS: Pat Lockwood.  
ARRANGERS: Alvin Cohn, Angelo Callea, Eddie Sauter, Gene Roland, George Russell, Dick Breach, John Bartee.  
LEADER AND CLARINET: Artie Shaw.

It's still the same unassuming and fairly unemotional Artie Shaw who is entirely immersed in the kind of music that he has to offer. And in lending an ear to this new aggregation, the first and a lasting impression is in the fact that the band unmistakably plays music. Never a slave to style, Shaw is not concerned with the fate—maybe phobia—that faces the ork whirl today. Instead (See Artie Shaw on page 79)

## Seeco Inks Deal for So. American Press, Distrib Thru Odeon

NEW YORK, Dec. 24.—Sid Siegel, Seeco Records head, last week inked a deal whereby his catalog will be pressed and distributed in four South American countries by the Odeon Company. Siegel, who returned from a three-week trip to Argentina, has arranged for the major South American company to handle his wax in Argentina, Uruguay, Chile and Peru. The Seeco label will be used there. Odeon, which also releases waxings of several European majors, has a similar arrangement there with Columbia and also releases Decca cuttings, but the latter appears on the Odeon label.

This deal follows a tie-up effected in May with Mexican Columbia whereby Seeco recordings are pressed and peddled there on Columbia label.

While in Argentina Siegel cut 12 sides with Seeco artists Leo Marini and film star Hugo Del Carril.

## Joyce Bryant Signs With Adams, London

HOLLYWOOD, Dec. 24. — Berle Adams inked Joyce Bryant to a management pact and signed the songstress with London Records. After receiving reports on the gal's merits he hopped to San Francisco, where she was appearing as a member of the Sepianaires, vocal group. He pulled her from the group, cut an audition record with a full ork and the gal singing *Drunk With Love* and sent it to London. (Adams lends a helping hand to London's rhythm and blues department).

In the meantime an acetate of Miss Bryant's *Drunk* was aired by KLAC disk jockey Don Otis. Listener response was so great that London was impressed into buying the disk and the songstress.

## Mercury Unveils "Jazz Scene"—\$25, But It's Worth It

NEW YORK, Dec. 24. — The long awaited Mercury Records' super jazz album, tagged simply *The Jazz Scene*, was unveiled this week. Certainly the most ambitious album undertaking in recent years, the Norman Granz produced package lives up to every bit of the one year's collection of advance huzzahs which preceded it to the market. The package is being sold at (Mercury's "Jazz Scene," page 79)

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THE PHONOGRAPH RECORD

# Percenterers Tightening Belts

## Big Agencies Report 15% Drop in '49

### Staffers Are Jittery

(Continued from page 3)

get less than last year. But many of them feel that if the annual "present" isn't up to hopes they'll take a walk.

#### Jitters at MCA

At MCA, with its new building and luxurious appointments, the boys are particularly jittery. Henry Gine, of the New York act department, for example, is starting a vacation in the immediate future. Johnny Souther, of MCA's Cleveland office, has quit. There is talk that all the boys will be asked to take a cut, tho this hasn't been confirmed.

At the Morris office bonus time is an equally critical period, tho the office hasn't expanded to such an extent where heavy retrenchment is necessary. But here too the "present" will be smaller, or at best the same as last year.

GAC has a combo of problems, tho toppers deny it will involve reduction or change in personnel. Nevertheless, the biz is full of rumors that there'll be many changes before January 15, with no office exempt.

## Atlantic City Club Ordered To Shuck "Smutty" Len Ross

ATLANTIC CITY, Dec. 24.—The Jockey Club, operated by John Hyett, received official notification this week from the State Department of Alcoholic Beverage Control that emcee-comic Lenny Ross must be dismissed and barred from working there. Ross, who had been convicted in Philadelphia for using blue material and obscene language in his act, for which he served a prison term, obtained his license to entertain in an establishment selling intoxicating liquor "fraudulently," according to the directive from Deputy Director Emerson A. Tschupp.

Ross, who had put in several seasons at the Jockey Club, returned to the room last summer. Proprietor Hyett played safe by not giving him any billing, altho word-of-mouth rumors spread around that he was back in the room.

"The division is taking no further action in the matter," said the directive, "other than to advise you that the employment of a disqualified person by a licensee with knowledge of such disqualification is ground for suspension or revocation of the license and to specifically warn you that should Ross be employed by the (See Finger on Len Ross on page 34)

### EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

## IN SHORT

### New York:

Mickey Shaughnessy will open at the Copa January 5 on the Lena Horne show. For this date his name will be O'Shaughnessy because MCA, who put him in, thinks it'll look better. . . . Julie Oshins is now an act doctor. For a fee he tells comics what's wrong with their routines. . . . Phil Foster was hit by a hit-and-run driver late one night last week. . . . Despite all the ballyhoo, local niteries are glum about expected New Year's Eve biz.

Andy Somers, who now owns the Miami Beach Mermaid Room (ex-Mocombo), will start a Blue Angel type policy. Boots McKenna, booking, is looking for acts. . . . The Waldorf-Astoria is booked into next April when it opens the Starlight Room. Dinah Shore goes in January 12. Dorothy Shay starts March 9, and Morton Downey winds it up.

### Chicago:

Len Fisher has left the Boyle Woolfolk Agency and has returned to business for himself in the 159 North Dearborn Building. . . . Postal inspectors last week apprehended a man who admitted ransacking the mail of agents in the 203 North Wabash Building. Agents who lost mailed checks included: Morris Silver, Leo Solkin, Ray Lyte, Sid Harris, of Mutual Entertainment, and Ernie Young. All checks will be returned. . . . Larry Lux has dropped his agency to go into business with Phil Tyrrell.

Al Morgan, the TV and recording flash, is having trouble cashing in on his sudden rise to popularity. His TV pact calls for him to be in Chicago Mondays to make web video shots, so he's unable to grab off Coast and Eastern offers. . . . Eddie Fendt, of Dave O'Malley's office, was head linesman for the All-American Conference championship game between the Cleveland Browns and the San Francisco 49'ers. . . . The deal for the Carousel, being promoted by Irv Singer and Ben Orloff, ops of the Silver Frolics, fell thru. Burt and Chuck Jacobson have dropped shows at the Carousel and are just keeping their upstairs lounge open.

### Here and There:

Arki Yavensone is the new booker for the Sheraton-Biltmore, Providence, R. I. Al Banks, who has led bands at Sheraton spots, now takes over booking of organists and trios into all the chain's lounge spots. Banks and Yavensone are splitting booking work formerly done for the Sheraton hotels by Stanley Melba, resigned. . . . Four Dukes Supper Club, Detroit, is slated to be taken over by a corporation of the same name with the addition of Nicholas Sage to the ownership.

Mrs. Clair Noble takes over the Victoria Hotel Lounge, Philly, with the Three Majors week-ending. It's also Fridays and Saturdays for James Gadsen and His Four Aces at the newly opened Club Hacienda, nabe nook. Charley Marano, former actor's agent, is planning to convert the Fawn Club, Philly nabe spot, into the Ebony Showplace. . . . Homo's Restaurant, Camden, N. J., standard dinery, is installing musical entertainment for the first time.

## Miami Beach Nitery-Vs.-Hotel War in Armistice Till Spring

By Barry Gray

MIAMI BEACH, Dec. 24.—The night club-vs.-beach hotel hassle reached an impasse this week as city council agreed to shelve action until the season's end in April, 1950. The fight stemmed from an old city statute that calls for hotel entertainment to be restricted to small dance groups with vocalists and rumba teachers, but no comics, hoofers or singers. It also calls for all music to stop at midnight, ostensibly to allow upper-floor guests to get some shut-eye.

In the past few seasons more and more of the hotels have been ignoring the order, and the cops looked away. The hostels have been booking fairly good acts like the DeCastro Sisters, Milton Ross, Bob Sydney and the like. No one seemed to mind except some night club ops. For according to city regulation the bistros have been paying a much higher license fee than the hotels, supposedly because of their higher quantity liquor sales and because the hotels were originally just spots to sleep or have an occasional quick one at the lower floor bar.

#### Competition Rears Head

As hotels grew in entertainment competition, the nitery circuit became steamed, and while they were at it worked up an anger over the many benefits given at the beach-front patios where, while operating under the guise of charity and attracting top stars, they managed to

sell plenty of bottled bubbles.

Three weeks ago a contingent of nitery owners, led by Danny Davis, made a beeline to the beach city council meeting. He called for immediate enforcement of the old law. A week went by and the hotels continued to operate.

Over a local air show Davis then made an accusation that the Sherry-Frontenac (one of the beach's top skyscrapers) had moved into the entertainment field with stag shows, big-name acts and dancing until 2 and 3 a.m. Returning to the council he insisted that the police pull a raid the next time it happened. A few nights later it happened, and one of the owners, with some members of the staff, were hauled to the clink. Posting bail, they are now awaiting trial on charges of violating the hotel entertainment law.

#### Davis Sees Council

Davis, following the arrest, appeared before the council, which told him it was going to shelve the whole mess until the season is over.

That's where it now stands. Performers are unhappy, for hotels are now fearful of booking them because of retroactive prosecution at the season's end.

Insiders say that if any one hotel ever takes the stand that it can hire anyone it wants, and fights the ordinance thru the courts, it can have the law declared unconstitutional on the

## Mpls. Censors Blow Whistle --On an Oldie

MINNEAPOLIS, Dec. 24.—Minneapolis continues to go blue-nose, with the cops "asking" cancellation of *The Jewel Box* revue of female impersonators at Curly's Night Club.

This move comes on the heels of action by the Radisson Hotel here in keeping Paula Drake, song satirist, from appearing in the hotel's Flame Room because her material was "too suggestive."

James Hegg, manager of Curly's, said the management already had planned replacing the impersonators with another show because the revue had been presented at Curly's for many months, since early in the year. If the stuff isn't "up to" what Minneapolis folk should see, he asked, how come the cops waited until now to ask cancellation?

Meanwhile, Jerry Conway, the Radisson's flack, took issue with Miles Ingalls agency (Miss Drake's agent) that the hotel asked for *la Drake* without rehearsal. Conway insists the agency "informed us that her material was 'clean.'" Miss Drake, incidentally, was paid off in full without appearing once.

To offset any further difficulties, Radisson management has inserted a "no-blue-stuff" clause in its contracts which must be initialed or signed by acts and agents from now on. It reads: "No risque words, music or actions will be used. Employees represent that material they present will meet radio network standards and agree that operator is sole judge of acceptability. Employees agree to meet operator's rehearsal requirements. Failure of employees to fully comply with these provisions shall give operator immediate right to cancel without further obligation under this contract."

NEW YORK, Dec. 24.—The American Guild of Variety Artists (AGVA) has notified the Minneapolis Radisson Hotel management and all agents doing business with it that it will not permit or recognize any riders in employment contracts not previously approved by the talent union.

If the hotel persists in its action, said an AGVA spokesman, "it will be held to the letter of the play-or-pay contract. If it attempts to avoid it, it will be placed on the national unfair list."

## Sam Levenson Hits Big Time

NEW YORK, Dec. 24.—One of the hottest comics to come up in recent years is Sam Levenson, now at Kitty Davis's Miami Beach, where he's getting \$2,000. Business is so good that the op says he's offered the guy \$5,000 to come back next year.

There's one flaw in the offer, the contract has a clause negating the whole deal because it's "for publicity purposes only."

But on the legit side the ex-school teacher has an offer from Bill Miller's Riviera for next April for \$3,500. He's set for the Capitol January 26 and then into the Latin Quarter February 26 for \$2,000.

Before Levenson was taken over by Sol Tepper, his main jobs were club dates at \$150 a shot. After a couple of TV shots his price started up and now his club date fee is \$500. The only thing he and Tepper have to worry about now is available dates to take all the jobs offered him.

There's a deal going for him at the Copa, tho the three shows a night may stymie it.

grounds that Miami Beach may not, legally, restrict performers to any particular type of booking.

# NIGHT CLUB REVIEWS

## Leon and Eddie's, New York (Tuesday, December 20)

Capacity, 350. Prices, \$3.50 minimum. Shows at 9 and 12:30. Operator, Eddie Davis. Booking, non-exclusive; publicity, Jean Sager. Estimated budget this show, \$2,000; Estimated budget last show, \$750.

This cafe, probably the oldest one on 52d Street, has spent a bundle for the current show, representing a departure from nitery custom which calls for a cutdown at this time of the year in the belief that outside of New Year's Eve, biz will be bad no matter what the attraction is.

The major attraction is Myron Cohen. There's little to be said of this master dialectician which hasn't been said before. His stories may no longer be fresh, but the way he sells 'em is still as fresh as ever. He can get more yocks with one piece of biz than many comics get from entire routines.

Fay Carroll (Mrs. Henry Slate), tall, willowy, attractive redhead, does an excellent warbling job. Her choice includes a bright opener, a ballad (which she apparently enjoys doing best), special material and a pop for a sign-off. The customers loved her.

### Lita-Yanni Click

In the new-act department, Lita and Yanni (billed as Greek dancers) were the standout. The two short kids have a youthful sparkle that embellishes their commercial dance routine for added values. The gal is a very cute brunette, who toe dances and moves around with agility plus a projection heightened by a costume that highlights her well-stacked torso. The boy works with her in commendable style in routines devoted to the esoteric rather than the conventional manner. The kids are good enough to make the big time.

Frank Stevens, tenor-emsee, showed a fine pair of pipes in typical Irish melodies, plus a mixture of pops. The boy had his break-in in various musical comedies as a chorus boy. In his first single spot, he showed the natural ability and personality projection that mark him for bigger things.

Lynn Gately, pretty blond hooper, opened the show with a fast routine. While the gal can step, she needs more selling experience. A fast pivot finish was the only piece of flash she showed.

To give impetus for increased audience participation among the visiting firemen, the club has three generously fat girls who come on after a funny intro. They wind up the show with a booms-a-daisy for big laughs.

Bill Smith.

## Chez Paree, Miami Beach, Florida (Tuesday, December 6)

Capacity, 325. Price policy, \$3.50 beverage minimum. Operator, Buzzy Rifkin. Shows at 10, 1, and 3 a.m. Estimated budget this show, \$2,500.

The Chez Paree, shuttered for two seasons, opened to a big house, with original decor changed but little and a flash show that lacked but one thing, comedy.

A wonderful room for performers with its raised, large stage facing a circular bar, it has an intine quality in spite of its seating capacity. The table trade is on raised levels on each side of the bar and behind it.

Pan Merryman, an attractive muscle bender, is the opener and gets par for the course for a fem acro.

Martha King, legit soprano, late of the Chicago Showboat company, gets the nod next, and she sings fine. She warmed 'em up with *Where or When*, moved up with *Over the Rainbow* and wound up a winner with *Thru the Night*. A tall brunette, attractively gowned, she sold with class and warmth.

### Headliners Superlative

Headliners Steve Condos and Jerry Brandow riffed on next. Theirs is a new act, with but five dates behind them since the partnership started. Nothing but superlatives can be used for their terp work. Condos, always a good single, now becomes a smash, dance-wise, with a partner equally (See *Chez Paree* on page 80)

## Blue Angel, New York (Wednesday, December 21)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Operators, Herbert Jacoby-Max Gordon. Booking, non-exclusive; publicity, Curt Weinberg. Estimated budget this show, \$1,500. Estimated budget last show, \$1,025.

The joint is back in the groove with a show that compares favorably with anything it has played before or, for that matter, that anybody else is now playing around town. It has no names to pull 'em in, but what it does have gives solid value and makes for return biz.

Connie Sawyer has been around for some time, thereby escaping recognition from the trade which always claims to look for new faces. The blond Miss Sawyer is one of the funniest clowns around today. Her vocal takes, sly bits of biz and sock material make her nothing short of wonderful. Given a chance and a proper part, she'd be a smash in any man's (See *Blue Angel, New York*, page 80)

## Philly Ops Polish Manners, Use Gimmicks--Anything for a Draw

PHILADELPHIA, Dec. 24.—In an all-out effort to keep the wolf from the door, some of the operators who aim to be around next year are going in for promotions, merchandising and showmanship to keep a customer coming in. You don't tell a customer today to lump it if he doesn't like it. And the money boys who used to make the cash registers ring now haven't the money or they're not around any more.

Lee Guber, operator of the Rendezvous, said, "You have to put out the same welcome mat for the customer who only has a dollar to spend as you used to do for the \$100 spender." Guber, who features the recording names in his center-city room, has instructed all his help to brush up on their etiquette. The importance of the "good evening" and "how are you" sugar for even the little spender has been brought home to many nitery ops as they witness the fast sliding of one of the major spots around town.

The courtesy pitch, which has been the stock-in-trade for Frank Pa-

## New Year's Splurge For Atlantic City

ATLANTIC CITY, Dec. 24.—Cafes here will come to life for the New Year's week end. The hotels report heavy reservations for the holiday season and a sports carnival is being staged this coming week in Convention Hall.

New Year's Eve bills around town show a better array of floor talent than has been found here during the summer season. Kenneth W. Baker started it when he booked in for his beachfront Traymore Hotel a show including Monica Lewis, Larry Brooks and Paul Nolan. Skinny D'Amato went all out for his 500 Supper Club in buying Helen Forrest, Al Fisher and Lou Marks, The Terp Toonsters and Margie Duncan. While small musical units hold forth at the other beachfront hotels and side avenue cabarets, the holiday week-end finds virtually all the operators buying acts for a floor show splurge.

## La Munson Gets Play Or Pay Vacash in Det.

DETROIT, Dec. 24.—Singer Alice Munson is getting vacation with pay at the Stage Door Cafe here. The gal, who was featured at the Railroad Fair in Chicago this summer, is a newcomer to Detroit, and Stage Door Manager Peter Parker decided, after one night's tryout, that she was "unsuitable."

So he offered to give her a week's notice and pay to call it quits. Miss Munson, however, insisted upon the play-or-pay provision, and was accordingly asked by Parker to sit out each evening in the cafe while drawing her salary. Morgan Gareau, pianist, replaced.

## Where They Go

NEW YORK, Dec. 24.—Do you wanna know what happens to ex-cafe ops? Jimmy Versnon is the greeter for Fanchon and Arnold's Park Avenue. He used to be Dario's partner at La Martinique. Freddie Lamb is the maitre de at the China Doll. Lamb's Club 18 used to be the hottest spot in town. And Leon Enken is now greeting them at Jack Goldman's Miami Clover Club. Enken is the famous "Leon" of Leon and Eddie's. The club still operates under that name but Leon's out.

### Fear Price Cutting

Label Spiegel, operator of the Little Rathskeller, took the price bull (See *Philly Ops Polish* on page 80)

Return to the Palace, New York, Dec. 29, 1949

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**VAUDEVILLE REVIEWS**

**Palace, New York**  
(Thursday, December 22)

Capacity, 1,700. Price policy, 55 cents-\$1.20. Number of shows, four daily; five on week-ends. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

In honor of Christmas the house band this week dropped its overture it has used since the theater went back to flesh and gave instead with a series of seasonal tunes. The stuff was dressed up with a little production plus two muted trumpets and got real mitting.

The show stresses speed and is well-balanced between eye and ear appeal. It opened with the Barkleys (Booby Dae and Babs Prince) in a sizzling tap routine, but what brought it out of the rut was the addition of two old-timers, Tom Barrett and Minnie Allen, introduced as the "mother" and "grandfather" of the two kids. The four-person act has been together only a week and a half, but they worked as if they'd been doing the act for years. It's sentimental appeal is obvious—four generations onstage. Showmanship is good and the heel and toe stuff is exciting. The act should be sure-fire on the route.

Jimmy Grosso, a Horace Heidt winner, a good looking lad, did a pleasant job with his vocal take-offs of various ork theme songs. He closed with a novel blacklight "blackface" in the Jolson number for appreciative hands. Harold Parr, another Heidt grad, working in No. 4 position, did a pleasant bary job on pops, ending with *Ave Marie* and aided by some skillful production. The fact that he's blind (he's led on and off stage by his wife) doesn't detract from his ability.

Harold Boyd and Runaways (the

old Runaway Four) lifted the pace with their knockabout acros and bits of biz. Dressed in sailor suits, Boyd, Roland Romas and George Charland pulled solid yocks with their tangle-foot bits, slapstick and comedy acros.

Doris Patts and Mrs. Waterfall (Doris Patson and Nina Olivette), using the old Nan Rae and Mrs. Waterfall routine, have improved considerably since working here some months ago. Their delivery is sharper, work better and bigger laughs result.

**Seal Goes Over**

Sharkey, the seal, working with Mark Huling, is still a solid hit. The fish gobbler's tricks show an amazing feat of training. At one time he missed on a doll juggling bit. His recovery was so good Huling should keep it in the act. It brought bigger hands than if it had been done perfectly.

Herman Timberg, who was a regular here in the old days, is back with the two well-stacked Graham Sisters (they're the daughters of Franklin Graham, of the old Keith-Albee outfit). Timberg with his fiddle and dance bits got the laughs, but it was his work with the sisters, one a blonde, the other a red head, that really rang the bell.

Boginos Troupe, a six-person Risley acro act, consists of four boys and two girls, all good looking young people. They worked fast thru single, double and triple Risleys, with everybody coming in for the ride. Tho some tricks were sensational, the selling needs improvement. The act is basically a circus turn; onstage, however, some of their best ones are almost thrown away.

Pic, *And Baby Makes Three*.  
Bill Smith.

**MH's Terrific 155G Saves Stem--329G; Roxy Only 37**

NEW YORK, Dec. 24.—If it wasn't for the sensational biz at the Music Hall, the over-all takes of the combo houses would make mighty poor reading. But even with the big house playing to terrific business, the takes for the six combo houses were down to \$329,000 against the previous

week's \$357,000. Radio City Music Hall (6,200 seats; average \$134,000) counted \$155,000 for the second week of its annual Christmas show and *On the Town*. The opener was \$150,000.

Roxy (6,000 seats; average \$78,000) hit almost a new low for recent times when it did \$37,000 for its third and last week with Mindy Carson and *Dancing in the Dark*. The show opened to \$60,000, followed by \$46,000. The new bill has Vic Damone, the Arnauts, Buster Shaver and *Prince of Foxes*.

Capitol (4,627 seats; average \$55,000) did an equally dismal \$30,000 for its second and last week with Joey Adams and Shep Fields and *Red Danube*, after opening to \$48,000. The new bill, opening Sunday (25), has the DeMarcos, Eddy Duchin, Mitzi Green and *Adam's Rib*.

**Para Takes 47G**

Paramount (3,654 seats; average \$73,000) wound up its four-weeker of Sarah Vaughan, Red Buttons, Claude Thornhill's ork and *The Great Lover* by getting \$47,000. The bill started with \$82,000 and went to \$66,000 and \$57,000. The new show (reviewed in this issue) has Russ Case's ork and *Samson and Delilah*.

Strand (2,700 seats; average \$22,000) collected \$45,000 for its initial week with Frank Marlowe, Dinah Washington, the Ravens and *The Lady Takes a Sailor*.

Palace (1,700 seats; average \$20,000) slumped way down to \$15,000 for its bill of Roger Ray, Harris and Radcliff, six other acts and *Under-tow*, against \$16,000 for the previous week. The new bill (reviewed in this issue) has Harold Boyd, Herman Timberg, six other act and *Baby Makes Three*.

**Paramount, New York**  
(Wednesday, December 21)

Capacity, 3,654. Price policy, 55 cents-\$1.50. Four shows daily. Paramount chain booker, Harry Levine. Show played by Russ Case's ork.

With the flicker, *Samson and Delilah*, a king-size super-colossal bore running about 160 minutes, the stage-show is of necessity cut to the bone. To meet the handicap the fleshier is limited to Russ Case fronting a 30-piece red-coated ork to give it quantity if not quality.

Case, togged out in white tie and tails, did a spirited job with lighted baton, tho on the talk stuff he was so nervous he couldn't be understood, a condition which will undoubtedly be corrected after a couple of shows. With the band there is a mixed singing group, four boys and four gals, who tried hard. They succeeded on looks, not on sound. But that, too, will improve as the preem butterflies are laid to rest.

The ork opened with *Great Day*, followed by *Jingle Bells*, with snow-flakes projected on the drop; black light outlined the bells handled by various sidemen, with the whole thing winding up with a Santa Claus projected on the drop. It was a good piece of staid showmanship in the accepted manner. Next came *Saturday Night in Central Park* to give the chorus a whack at cavorting and warbling. Some of their antics appeared dangerous on the narrow pit. It's awfully high up there. The show finally ended with the ork going into the theme song of the flicker as the pit went down and the sound track came up. Bill Smith.

**D. C. Faces Dry Eve**

WASHINGTON, Dec. 24.—The local law banning drinks after midnight on a Saturday is expected to cut into the nitery business this New Year's Eve. The Restaurant Beverage Association (RBA) has requested D. C. authorities to permit the consumption after midnight of drinks bought before that hour but is not optimistic about getting an okay. Under present rules, waiters will be saying "Happy New Year" and grabbing the drink off the table at the same time.

**961 Mil in October for Eats**

WASHINGTON, Dec. 24.—The nation's eating and drinking places did a total business of \$961,000,000 in October for a gain of \$3,000,000 over September, the Commerce Department said this week. Compared with the previous October, however, business was off \$111,000,000.

**FINGER ON LEN ROSS**

(Continued from page 32)  
cafe, disciplinary action will be taken." The department requested also that Ross make application "for determination as to his eligibility to be employed on liquor-licensed premises by reason of his conviction in Pennsylvania." Ross has had encounters with law enforcement agencies, but says he resorts to smut only because patrons demand it of him.

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## Counterattack Plans Marches Retraction

NEW YORK, Dec. 24. — Hiram Todd, counsel for Frederic March and Florence Eldridge, announced Thursday (22) that the publication *Counterattack* would immediately print a complete retraction of its published charges, branding the actor and his wife as Communists. The Marches sued the paper for libel in March, 1948, demanding \$250,000.

In part, the retraction, according to Todd, will read: "Up to a couple of years ago they (the Marches) publicly supported a number of organizations, some of which are now included in the lists which the United States attorney general has declared subversive and totalitarian. Because March and his wife were prominent in such groups, *Counterattack* said that they were Communists. This charge the Marches vehemently denied. Their position is best stated in their sworn testimony: 'We are not, never have been and do not intend to become Communists. We condemn the Russian regime and its agent, the Communist party of the United States, as a totalitarian system, and we condemn the practices of their leader Joseph Stalin.' *Counterattack's* information confirms the Marches' testimony that they are no longer active in any organizations now deemed subversive. *Counterattack* therefore withdraws and retracts its previously published statements that Frederic March and Florence Eldridge are Communists."

Expressing personal satisfaction on the settlement of their suit, which involves no financial damages, the actor and his wife said "We are glad that we and our children can walk again in honor and that we are now free to work in our chosen profession without the limitations which these unjust aspersions have imposed on our careers."

### 60 to 75G for Pic Rights to 'Look, Ma'

NEW YORK, Dec. 24.—A buy of the screen rights to *Look, Ma, I'm Dancing!* was confirmed Monday (19) by Paramount's story editor, John Byram. The reported price scaled somewhere between \$60,000 and \$75,000. Betty Hutton will have the fem lead and Fred Astaire may also be drafted for the film chore.

*Dancing* is the song-and-dancer about a ballet troupe which George Abbott produced two seasons ago for a Stem run of 188 performances. Nancy Walker headed the troupe, with support from Harold Lang, Janet Reed, Alice Pearce and Virginia Gorski. The book was based on an idea of balletier Jerome Robbins, written by Jerome Lawrence and Robert E. Lee. Hugh Martin was responsible for the tunes and lyrics.

### Seattle Gets Operatic Org

SEATTLE, Dec. 24.—A new musical org tabbed Thalia, Allied Artists, Inc., has been formed here under the direction of Mikael Scheremetiew, with dramatic and art exec spots handled by Thomas Dargan and John Ashby Conway, respectively. The new outfit, which will preem *Hansel and Gretel* at the Century Theater here tomorrow (25), plans to offer commercial operatic fare within an artistic frame. The gimmick is to use Seattle as the base of operations, with such a technical-talent set-up that packaged air tours in the Western area will be practicable.

Thalia also has in preparation *La Carmencita*, a cut version of Bizet's opera, with Bizet's original sources used—sung in English.

Altho no figures have been quoted, Scheremetiew is said to have healthy backing by a four-man board of directors. Talent will be on a strictly cash basis.

## BROADWAY OPENINGS

### THE RAT RACE

(Opened Thursday, December 22)

#### ETHEL BARRYMORE THEATER

A comedy by Garson Kanin. Staged by Garson Kanin. Setting and lighting by Donald Oenslager. Betty Field's clothes by Lucinda Ballard. Other costumes by Joseph Fretwell III. General manager, Herman Bernstein. Stage manager, David Pardoll. Press representatives, Leo Freedman and Abner Kilpstein. Presented by Leland Hayward.

|                   |                          |
|-------------------|--------------------------|
| Mac               | Joseph Sweeney           |
| Heien Brown       | Betty Field              |
| Soda              | Doro Merande             |
| Artie Bray        | Rex Williams             |
| The Telephone Man | Ray Walston              |
| Gus Hammer        | Barry Nelson             |
| Bo Kerry          | Pat Harrington           |
| Edie Kerry        | Dennie Moore             |
| Frankie Jay       | Joe Bushkin              |
| Tip               | Sherman Kane             |
| Carl              | George Auld              |
| Carl's Girl       | Toni Tucci               |
| Ralph             | Hal Green                |
| Artie's Man       | Lou Oles                 |
| Police Department | David Edelman            |
| Policeman         | Paul Shiers              |
| The Waiter        | Joseph E. Bernard        |
| The Neighbors     | Johnny Dale, Bele Flower |

A reporter has been advised that Garson Kanin selected the title of his newest play on the basis that life is an aimless treadmill when it is sans real meaning, direction and intention. To prove his point, he has set down a somewhat tarnished taxi-dancer in a West Side rooming house. The gal has had little but bad breaks and is pretty close to hitting bottom. Into her completely jaundiced view comes a naive sax player from the open spaces with high hopes for the future and an amazing penchant for being taken to the cleaner by any slicker in the neighborhood. Obviously, comes love to the pair after a certain amount of melo chicanery, and they apparently decide to stop concentrating, respectively, on the past and future and get down to the realities of current living.

Unfortunately, Kanin himself has realized no reality as far as *The Rat Race* is concerned. He has peopled his comedy with a double handful of odd characters which range from acidulously funny, thru amusing and on to just dull. Perhaps their prototypes are around, but certainly not as they come alive on the Barrymore stage. Nor do their involvements pack any believable impact. With a different treatment *Rat Race* might be compellingly impressive, but Kanin has chosen to give it a dreamy projection—as tho it is all seen thru a scrim—with side commentary from an aging professional philosopher and a vitriol-tongued landlady. The net result is far below Kanin scripting standards.

#### Good Performances

However, *Rat Race* has its compensations—chiefly stemming from good performances. Betty Field is excellent as a beaten-down girl whose self-imposed shell is not as thick as it looks. Barry Nelson's sax player gives him a chance at a portrait of equal confusion to that of his young playwright in last year's *Light Up the Sky*. He gives a fine account of himself in his latest assignment and somewhere along the line has developed a fine flair for fingering an alto sax. Doro Merande once more is splendid in one of her more viciously crackling characterizations of a harridan and snares most of the laughs—and it must be admitted that Kanin has written a full quota of chuckle lines into his script. Pat Harrington also contributes some extremely amusing moments as a vaude has-been and Ray Walston registers sharply as a predatory telephone man. Joseph Sweeney has a fairly sticky time in the philosophy department but, fine actor that he is, manages to make the ancient fairly palatable.

For the sort of mood which Kanin is apparently trying to project, Donald Oenslager's outdoor-indoor transformation set of the second story of a dilapidated rooming house is wonderfully effective and the whole production has been prepared with taste and care. It is a pity that it all doesn't come off better. However, Kanin can hardly be expected to come up with a bell-ringer every time.

Bob Francis.

### CAESAR AND CLEOPATRA

(Opened Wednesday, December 21)

#### NATIONAL THEATER

A comedy by George Bernard Shaw. Staged by Cedric Hardwicke. Sets and costumes by Rolf Gerard. Lighting by Jean Rosenthal. Incidental music by Irma Jurist. Company manager, Harold Wise. Stage manager, John Effrat. Press representatives, William Fields, Walter Alford and Arthur Cantor. Presented by Richard Aldrich and Richard Myers in association with Julius Fleischmann.

|                           |                    |
|---------------------------|--------------------|
| Caesar                    | Cedric Hardwicke   |
| Cleopatra                 | Lilli Palmer       |
| Nubian Slave              | Robert Earl Jones  |
| Flataceta                 | Bertha Belmore     |
| Centurion                 | Ronald Telfer      |
| Potholus                  | Nicholas Joy       |
| Theodotus                 | Ivan Simpson       |
| Ptolemy                   | Donny Harris       |
| Achillas                  | Michael Harvey     |
| Belzanor                  | Norman Roland      |
| A Persian                 | Jules Getlin       |
| Rufio                     | Ralph Forbes       |
| Britannus                 | Arthur Treacher    |
| Lucius Septimius          | Si Oakland         |
| Roman Sentinel            | Clifford Carpenter |
| Apollodorus               | John Buckmaster    |
| Porter                    | Robert Earl Jones  |
| First Auxiliary Sentinel  | Andrew George      |
| Second Auxiliary Sentinel | Jules Getlin       |
| Boatman                   | Norman Roland      |
| Harpmaster                | Harry Irvine       |
| Iras                      | Ju'ann Caffrey     |
| Charman                   | Mary Scott         |
| First Palace Official     | Ronald Telfer      |
| Second Palace Official    | John Ware          |
| Major-Domo                | Anthony Randall    |
| Priest                    | Harry Irvine       |

**SOLDIERS, COURTIERS AND PORTERS:** Ralph Browne, Ernest Butler, Clem Egolf, Michael Lipton, Fred Meek, Charles Nolte, Arthur Popwell, George Prescott, Noel Robineau, Donald Symington.

**LADIES-IN-WAITING AND SLAVE GIRLS:** Dolores Jackson, Elnora Jones, Royce Kane, Tanagra Markham, Courtenaye Oiden, Dorothy Partington, Jean Pearson, Marjorie Spencer.

The 24-hour postponement of the unveiling of Bernard Shaw's *Caesar and Cleopatra* necessitated by Sir Cedric Hardwicke's laryngitis evidently worked wonders for the star's voice. At least it seemed exceedingly flexible on opening night. Incidentally, Hardwicke has acquitted himself brilliantly in an onerous double assignment as director and star. His staging skillfully integrates the colorful pageantry of the play's background without even letting it intrude on the tongue-in-cheek implications of its satire. His personal portrait of Caesar is splendid. A reporter would like to have seen him do it 25 years ago in London, but will bet it couldn't have been up to his current aging, balding Julius, who looks and acts as if he'd stepped off a page of a Roman history book—with Shavian overtones, of course. Hardwicke can be justly proud of himself, and the old maestro could be proud, too, could he see and hear him.

In fact, even Shaw would have a hard time picking any flaw in the production of this third American revival of his comedy. Messrs. Aldrich, Myers and Fleischmann have framed it magnificently. There are sets and costumes by Rolf Gerard sparked by real inspiration. Jean Rosenthal has lighted them with eye-filling effectiveness. A half-dozen top players are featured in support—and above and beyond all this there is co-star Lilli Palmer to come really into her own Broadwaywise. She made a highly ingratiating first local appearance a year ago in a frothy little item called *My Name Is Squirrel*, but Shaw's Egyptian menace gives her an assignment of real dimensions to which she responds with marvelous perception. All the conniving, childish petulance, cowardice, selfishness and complete amorality inherent in the character are clearly underscored—and yet her Cleopatra is a wonderfully captivating lass. If Miss Palmer had been around Alexandria, circa 48 B.C., it's unlikely that Caesar ever would have got back to Rome.

#### Buckmaster and Forbes

Top supporting honors go to John Buckmaster and Ralph Forbes. The former's Apollodorus, the spritely merchant who is as handy with a sword as at selling a rug, is a delightful piece of foolery, and Forbes is ruggedly effective as Caesar's forthright comrade-in-arms. Other fine contributions stem from the grim nurse of Bertha Belmore and Arthur Treacher's ultra-British slave, Ivan Simpson score, as a pedant overcome

## Library Theater Review

### LUCKY SAM McCARVER

(Thursday, December 15)

#### LENOX HILL PLAYHOUSE

A drama by Sidney Howard. Staged by Jerome Mayer. Sets by Ben Edwards. Costumes by William Walstrom. Technical director, Richard Martin. Stage manager, Don Kennedy. Presented by Michael Linenthal thru the Equity Library Theater.

|                   |                   |
|-------------------|-------------------|
| George            | Herbert Graham    |
| Dan               | Alan Ward         |
| Oscar             | Michael Linenthal |
| Sam McCarver      | Henry Brandon     |
| Sergeant Horan    | Eric Fleming      |
| Count Lentell     | Don Kennedy       |
| Max               | William Bush      |
| Dolly             | Joyce Randolph    |
| Jimmie            | Anthony Carr      |
| Archie Ellis      | Andrew Duggan     |
| Carlotta Ashe     | Peg Hillias       |
| Burton Burton     | Reese Taylor      |
| Annie             | Stella Cohn       |
| The Princess Stra | Virginia Payne    |
| Pietro            | Eric Fleming      |
| Carter Ashe       | Henry Hart        |
| Tudor Raeburn     | Maryland Messner  |
| Miriam Hale       | Priscilla Amidon  |
| Pudge             | Richard Lederer   |

The Equity Library Theater (ELT) has dusted off Sidney Howard's *Lucky Sam McCarver* and presents it in fine style. Tho the script shows signs of mildew, on the talent side little more could be hoped for.

It's not hard to see why *Lucky Sam* has been forgotten, with its story of a gunman's rise from running drinks in a turkish bath, to operating a speakeasy, marrying into a prominent family and finally achieving success on Wall Street with the family name. Sam manages to marry Carlotta Ashe, socially prominent, because of a speakeasy murder which he pins on himself. Thru corruption of the police he is cleared. With his marriage on a business basis he fails to see Carlotta's love and refuses to admit his own. Thru misunderstandings they finally part. When he is successful Sam comes back to see Carlotta in a rooming house where she lives, and during a quarrel she dies of a heart attack. Sam gives one sob which expresses his love and then goes off to a business appointment.

The tragic ending smacks of melo and seems contrived; Howard has not prepared his audience for it, nor does it seem inevitable. His thesis of frogs in ponds and of the individual vs. his universe is outworn and his quips are old cliches.

Henry Brandon gives a fine performance as Sam, within limitations of maturity and hardness. Peg Hillias achieves a personal triumph as Carlotta, making a part for which she is not entirely suited completely her own. From the best cast ELT has assembled to date, it seems hardly fair to pick out a few, but Herbert Graham, Henry Hart, Richard Lederer and Virginia Payne make particularly strong contributions.

The space staging of the production is neatly done. The show profits by Jerome Mayer's excellent direction, and suffers little thru no attempt at costuming.

By oiling up creaky plays and presenting them well, the ELT achieves two things: It gives its fund of talent a chance to display their fine wares and stimulates interest in plays which otherwise have been long forgotten.

Dennis McDonald.

by the catastrophe of the burning of Alexandria's library. Alone, of the featured players, Nicholas Joy seems not too happily cast as the leader of the opposition. There are half a dozen stand-out bits from the remainder of a huge cast which cannot be mentioned for lack of space.

Since the revival is a happy combination of all these good things, it is probably set for a prolonged stay at the National. While it spotlights a younger Shaw's peculiar fascination with dictators, and 50 years have somewhat blunted the barbs of Shaw's wit, *Caesar* is still a vastly amusing comedy. It will have its audience—and worshippers at the old maestro's shrine will get it with the best sort of showcasing that the theater can afford.

Bob Francis.

## Bisbee Barns In Memphis; Biz Pars '48

### Talent To Winter Pursuits

MEMPHIS, Dec. 24.—Bisbee's Comedians, who closed their season at Colliersville, Tenn., late last month, have moved equipment into local winter quarters. Manager J. C. Bisbee said that the 1949 tour was a good one, with business and attendance holding up to last year's junket. He added that the cast remained the same thruout the tour.

Following the storing of equipment here, Boob Brasfield went to his home in Edinburg, Tex., for the winter. Jess and Dorothy Sund are taking out a circle stock unit to play Missouri territory. Eddie, Jimmie, Kitty and Cille Farren return to Bangs, Tex., where they will play a number of winter dates.

Herbie Roland returned to his home in Galena, Kan., where he will spend the winter playing club dates. Maxine and Leo Lacey went to their home in Pittsburg, Kan., for the holidays and will join the Sund unit after January 1. Trixie Maskew left for her home in Kansas City, Mo., but will make the trek with the Sunds after the holidays.

Ernest Vevea went to Fayetteville, Tenn., for the winter, while Bob Fisher headed for New Mexico to join a dance band. Howard Johnson will winter here, as will Cliff and Mabel Malcolm. Roy Garrett remains in charge of winter quarters. Munde and June left for New York.

Owner-Manager Bisbee is at his home here recuperating from an operation which he underwent at the season's close. Visitors on the show the last few weeks of the season included Neil and Caroline Schaffner, Madge Kinsey, Harry Graf, Virginia and Audrey Hardesty and Billy and Vera Choate.

Show this season was transported on five semis and trailers and carried its own light plant.

## Magic Show Ops' Booking Methods Get Varner Vote

CINCINNATI, Dec. 24.—Henry H. Varner, Akron salesman-demonstrator, in a letter to *The Billboard* this week lauded members of the magic fraternity playing school and hall dates for the manner in which they book and place their shows in Ohio and adjoining States.

Varner says that their method of co-operation does away with heat and saves miles of driving and controversy. "I believe," says Varner, "that there should be a similar standard operational procedure in all show business."

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## REP RIPPLES

DE LISLE FAMILY FOUR, which has been doing flesh bills in French to groups in Connecticut, New York and New Jersey, is planning a school, college sponsor tour which, it is hoped, will be nationwide in scope. Thomas Harriman, who has produced amateur plays in various parts of the country, will handle the advance. A feature will be E. F. Hannan's version of Moliere's "The Imaginary Invalid." Opening is set for a New England location. . . . J. C. Cannon is promoting amateur plays around Sayre, Pa. . . . Frisbee's pic and vaude show has been playing Logan, Utah., to good results. Unit currently is showing religious pix but will go back to regular programs after January 1. . . . Colliver, mesmerist, is playing halls in Central Texas with a merchants' hook-up. He reports good business. . . . Dade Players are playing some sponsor and church dates in Central and Northern Florida, with E. F. Hannan's "Promised Land." . . . Gilborn Players are a new group for the Rochester, N. Y., area. They have set a number of merchants' tie-ups.

## Reade Building 2d Drive-In for A. C.

ATLANTIC CITY, Dec. 24.—Announcement was made this week of plans for a second drive-in theater to be built near this Southern New Jersey resort by next spring. The Walter Reade Theaters, which operates a theater chain, including drive-ins, in Northern New Jersey and in New York, said it is planning a 1,150-car installation on a 20-acre plot between the two traffic circles at the terminus of the Black Horse Pike leading into the resort.

The proposed open-airer will be open during the day free of charge as a community recreation center. Already under construction is a 1,000-car drive-in at the Margate traffic

A. L. RICHARDSON is presenting 16mm. pix around Waterville, Me. . . . Butler's Show, which has been playing North Carolina, moves into Florida after January 1. Org recently took on some religious pix. . . . Paulette Players have been in the Port Angelus, Wash., sector recently. . . . Currier, hypnotist, has been playing sponsored dates in Northern Maine for the past month. . . . Hall-Myers Players are a new group in Indiana, working out of Indianapolis. The four-person unit is mapping plans for a nation-wide tour after the Christmas holidays. . . . Ellis Crane is showing 16mm. and religious pix around Birmingham. . . . Lee L. Craft writes from Buffalo that he'd like to see a roster of the Hi-Henry Minstrels of 1905 in print. . . . K. H. Tidd's pic and vaude show is playing Forest Grove, Ore., school and hall dates following a successful tour of Eastern Oregon with a platform show. . . . Dwight Vernon, operator of Dwight's Novelty Show and old-time repster, advises from Pittsburg, Tex., that his small unit is playing halls and schools to satisfactory returns. Vernon had a good tour with his platform show the past summer and fall. He plans to come out in the spring with a wax show which he will present from a special-built trailer. . . . Jason, hypnotist, is playing to satisfactory returns around Logan, Utah. . . . Chester Players are booking sponsored dates thru New England with E. F. Hannan's "Fools Gold" as a feature.

MIAMI, Dec. 24. — H. L. Mills Construction Company has the contract for construction of a new drive-in theater here. Expected to be complete in 90 days, new spot will accommodate 150 cars.

circle also on the Black Horse Pike which is being built by the Circle Drive-In Theater Corporation headed by Bernard S. Needle, of suburban Ventnor.

## Streator, Ill. Sets Plans for Evans Memorial

STREATOR, ILL., Dec. 24.—Plans to honor George (Honey Boy) Evans, minstrel great of two generations ago, with a memorial of nationwide interest and appeal are being pushed by local Kiwanians. Evans died March 5, 1915 in a Baltimore hospital of cancer. He was buried in the family plot in Riverview Cemetery here.

Original plans for a fitting memorial originated with S. J. Merriner, local realtor and active Kiwanian. Merriner obtained permission from the Santa Fe Railroad to use a park adjacent to the depot as a site for the memorial. Out of the Merriner idea came the movement among fellow Kiwanis to form a Honey Boy Evans Memorial Association to sponsor the project.

A contest is to be conducted for the purpose of having many memorial designs submitted. Evans, composer of *In the Good Old Summer Time*, was a native of Wales. He was brought here as a child by his parents. Local coal miners became familiar with his voice when he was still a youth. He left the mines to learn the printers trade and then sought wider fields in Chicago—finding them there with black face.

Evans made several tours with the Haverly Minstrels and other top names of the period which bridged the 19th and 20th centuries. At the time of his death, he owned his own show and was rated a top money-maker.

Evans would have been 80 years old next summer and it is planned to dedicate the memorial, on his birthday. Dedication will be preceded by a Honey Boy Evans Week in the city and its schools.

General committee chairman is the Rev. Hans Sandrock. Memorial theme will be, *In the Good Old Summer Time*.

## Philly Area Spots Close for Season; Prep '50 Programs

PHILADELPHIA, Dec. 24.—Last week saw all drive-ins in this territory closing for the season. Open-airers extended the season into the winter when blessed with good weather. Some of the drive-ins continued daily operations, while many went on a week-end policy late in the fall. Virtually all of the drive-ins announced an Easter Sunday opening for 1950.

At the same time, work started on the first drive-in to be erected within Philadelphia's city limits. To be known as the South City Drive-In, Mayor Bernard Samuel broke ground at the site. Ben and Charlie Goldfine and Harry Bolover are the owners of the new drive-in, which will also include a miniature amusement park and kiddies center.

### Tri-State Starts Building

FORREST CITY, Ark., Dec. 24.—Tri-State Theaters, Inc., Memphis, has begun construction of a new drive-in theater on Highway 70, a mile west of here. The site was acquired recently by Walter Priddy and Don Montgomery. New drive-in will cost about \$50,000, it was reported.

## EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

"I'm Winning  
Because of You"

**JOIN  
THE MARCH OF  
DIMES**

January 16-31

FIGHT  
INFANTILE  
PARALYSIS

The National Foundation for Infantile Paralysis  
FRANKLIN D. ROOSEVELT, founder

# THE FINAL CURTAIN

**AARONS**—Louis, 59, concessionaire for 41 years, December 20 in Newark, N. J. He had been with carnivals and with numerous parks in New Jersey, including the Olympic Park in Irvington. Burial in King Solomon Cemetery, Clifton, N. J.

**ABBOTT**—Frank, 55, circus agent, recently in Chicago. Burial in Forest Home Cemetery, Chicago.

**BENELLI**—Sem, 72, Italian poet and playwright, December 18 in Genoa. The author of 18 hits, he wrote *La Cena delle Beffe*, *the Jest*, which was translated for John and Lionel Barrymore for a Broadway production. The same work was included in the Metopera repertoire in 1926. Benelli also wrote the librettos for the operas *La Amore Dei Tre Re* and *L'Incantesimo*, likewise presented at the Met. Some of his other successes include *Lassalle*, *La Terra*, *Vita Gaia*, *La Maschera di Bruto*, *Tignola*, *Il Montellucio*, *Rosmunda* and *La Gorzonia*.

**BROWN**—C. Emerson, 81, former director of the Philadelphia Zoological Gardens, December 17 in University of Pennsylvania Hospital, Philadelphia, after a three-month illness. During his 28-year association with the zoo he first served as superintendent and then as director, resigning in 1935. Three grandsons and four great-grandchildren survive. Services December 19, with burial in Fernwood Cemetery, Philadelphia.

**IN MEMORY**  
Of My Beloved Wife and Our Dear Mother  
**EVELYN CHEEK**  
who passed away Dec. 29, 1948.  
We miss you more and more each day.  
BEN CHEEK  
BENA CHEEK  
MRS. EDNA ALCIDO

**DE LUSSAN**—Madame Zelig, 86, American-born opera singer who was a favorite of Queen Victoria, December 18 in London. She sang at Covent Garden and the Met and in 1900 toured the U. S.

**DENNI**—Mrs. Martha Gwynne, 67, actress and lyric writer, December 14 in San Pedro, Calif. She had written lyrics to over 100 songs and her stage appearances included *The Chaperones*, *Happyland* and *The Only Girl*. She was the widow of Lucien Denni, composer and musical director.

In Loving Memory Of  
**JAMES A. DORAN**  
Died December 28, 1948.  
**MONA VAUGHN**

**FUHRMAN**—Abe, 79, father of Clarence Fuhrman, orchestra leader and musical director of KYW, Philadelphia, December 16 in Cooper Hospital, Camden, N. J., after an illness of two months. Survived by his widow, Rose; four sons and a daughter. Services December 18 in Camden, N. J., with burial in Crescent Burial Park there.

**GETZOW**—Sol, 57, many years manager for the Warner Bros. Theaters in Philadelphia, December 16 in University Hospital, Philadelphia, after a long illness. He managed the Colonial Theater at the time of his death. Surviving are his widow, Sarah; two daughters and a son. Services December 18 in Philadelphia, with burial in Montefiore Cemetery, that city.

**GILBERT**—George L., former carnival Side Show manager, recently in Warsaw, N. C. Survived by his mother, Mrs. Alice Sullivan, Oswego, N. Y. Burial in Oakland Cemetery, Waycross, Ga.

**HART**—Francis R. Jr., 47, actor, December 13 in Boston. Formerly with the E. E. Clive legit company in Boston, he was the author of several plays. Lately he operated a model agency with his wife, Muriel Williams, former actress and founder of the Cape Cod Playhouse. Besides his wife he leaves his mother, a son and a daughter.

**KARN**—Edward L., 55, Side Show performer, in Miami December 11. Services and burial in Showmen's Rest, Chicago. (Details in Carnival Section.)

**KOVAR**—May (Mrs. Frank Schaffer), 42, well-known lion trainer, December 20 at Thousand Oaks, Calif., killed instantly when attacked by a lion she was attempting to train. The past two and a half years she had been appearing with the Wirth Circus in Australia. Before the war she was featured with the Ringling circus. Her first husband was the late Harry Kovar, animal trainer. Survived by her husband, Frank (Curly) Schaffer, also an animal trainer, and three children, Michael, May and Sandra. (Further details in General Outdoor Department.)

**LANGDON**—George J., 48, former violinist and orchestra leader, in Bridgeport, Conn., December 14. Survived by his widow, Pauline; a son, Robert; two daughters, Mrs. Irene Condon and Joan; two brothers, John and William, and two sisters, Mrs. Mae Killeen and Mrs. Lillian Ludwig. Burial in St. Michael's Cemetery, Stratford, Conn., December 17.

**LA TOY**—Harry, 62, former juggler, December 1 in St. Louis. He had toured with the Van Arnam Minstrels, in vaude and with tent shows. Survived by his mother, Mrs. B. Shepard, and two sisters, of Framingham, Mass. Burial in St. Louis.

**LINK**—William E., 52, stage and film actor, December 13 in Hollywood.

**MORRIS**—Francis Charles Philip, 56, actor known to stage and screen as Philip Morris, December 18 in Los Angeles.

**NEAMAN**—Henry, stunt man with Joie Chitwood's Death Drivers, December 17 in Pittsburgh of a fractured skull sustained in a head-on crash demonstration. Neaman was employed for two years in the promotion department of *The Pittsburgh Post-Gazette*. He later handled publicity for the Heidelberg Sports Arena, Pittsburgh, and in January, 1948, took a similar position with the Chitwood troupe. While with Chitwood he took up stunt driving and during the past season was one of the featured drivers with the show. His widow, Eleanor Calif Neaman, and his mother, Mrs. Rose Neaman, survive.

**OLCOTT**—Sidney, 76, former actor and stage and film director, December 16 in Hollywood.

In Loving Memory  
Of My Dear Husband  
**BENJAMIN H. PATRICK**  
Who Passed Away Jan. 1, 1945  
"I miss you very much"  
**Bessie A. Patrick**

**PETERS**—Charles E., 67, who founded the Bushkill Falls resort in the Pocono Mountains of Pennsylvania, in 1908 and managed it since that time, December 14 in Fort Lauderdale, Fla. He was also the owner of Peters House, summer vacation resort, at Bushkill, Pa. Surviving are his widow, Mrs. Mildred Peters, and four daughters. Services in Stroudsburg, Pa., with burial there.

**REED**—William A., 80, pioneer motion picture projectionist and the first to show movies on the Atlantic City amusement piers, December 16 of burns sustained accidentally at his home in Atlantic City. He was one of the six original motion picture machine operators and was the first man to run a picture machine for an outdoor show 53 years ago in New Orleans when the novel attraction brought out a crowd of 8,000 people. He originally worked for Thomas Edison in the phonograph department and is credited with snapping the first newsreel picture ever made. A son, Joseph, survives.

**SMITH**—David Stanley, 72, conductor and composer, December 17 in New Haven, Conn. The conductor

of the New Haven Symphony for 26 years, he also was on the Yale University faculty for 43 years. He retired in 1946 as dean of the university's school of music.

**SPENCE**—Ralph, 59, playwright, December 21 in Hollywood. Beginning in showbiz as a writer of silent film sub-titles, he authored *The Gorilla*, one of the most famous thrillers of the 1920s, which he wrote in three nights. Spence wrote many Mack Sennett, Sunshine and Fox comedies and was one of the authors of the first *Ziegfeld Follies*.

**SPENCER**—Charles, 79, former carnival trouper, December 22 in Our Lady of Mercy Hospital, Mariemont, Cincinnati suburb. Spencer was a former Clermont County (Ohio) magistrate and for the past 10 years had been engaged in the real estate business. Survived by his widow, Mary; a brother, Harry, Blanchester, O., and two sisters, Mrs. Francis Reed, Muncie, Ind., and Mrs. Joseph Jackson, Lakeland, Fla. Burial in Greenlawn Cemetery, Milford, O.

**STRONG**—John S. Sr., 85, former vaude headliner for over 15 years, December 9 in Newark, N. J. He toured the country in a song-and-dance act, first as a single and then as a partner with his daughter, the late Mary Strong.

**TAYLOR**—Harry, 56, concessionaire, December 15 of a heart attack at his home in Santa Monica, Calif. He and his wife, Mary, past-president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association (PCSA), Los Angeles, worked the major fairs and celebrations on the Coast. He was a member of the PCSA for the past 25 years. Besides his wife he leaves a brother. Burial in Woodlawn Cemetery, Santa Monica.

**TRESTRAIL**—Burdick A. (Bert), radio merchandiser and former president of the R. S. Williams Company, music publishers, December 10 in Toronto. He was also vice-president of the Rogers Majestic Company, operators of Station CFRB, Toronto, and president of the Canadian Radio Corporation. His widow and a brother survive.

**WALTERS**—Mrs. R. S., wife of the owner of the kiddie rides on the Cettin & Wilson Shows the past 10 years, December 8 in Bullock Hospital, Wilmington, N. C. Besides her husband, she leaves a daughter, Mrs. Ruth R. Woodbury, and a son, Richard. Burial in Greenlawn Memorial Park, Wilmington.

**WEBER**—Fritz, 73, former director of the Connecticut Symphony Orchestra (Bridgeport), December 11 in that city. An organist and choral director for the past 38 years until his retirement in 1947, Weber was known thruout Connecticut as director of several championship musical groups. Survived by a brother, Robert, Fairfield, Conn., and three sisters, Mrs. Louise Kutcher, Mrs. Clarence Winton and Mrs. Norma Kluttig, all of Bridgeport. Burial in St. Michael's Cemetery, Stratford, Conn., December 14.

**WEIDE**—Frank, 70, formerly with the Royal American Shows, December 8 in Englewood, Fla. Survived by his widow, Jessie, and two brothers, Edward, of Cincinnati, and George, Englewood.

**WESTEL**—Charles, 65, founder and director of the Westel Institute of Music, Philadelphia, December 4 at his home in that city. Also known in this country and in Europe as a concert pianist, he founded the institute 40 years ago. Survived by his widow, Rose. Burial in Har Zion Cemetery, Philadelphia, December 6.

**WILLINGHURST**—Charles, 69, former vaude headliner, December 13 in Louisville. Teamed with Herbert Nadal in a blackface team of Herbert and Willing, he played the old Keith circuit and appeared in Carnegie Hall.

**WOLTZ**—Earle, 69, former tent and dramatic show operator thru the South, December 14 in New Orleans. Woltz had also played the calliope on the Russell Bros., Dan

Rice and Wheeler & Almond circuses. Survived by a brother and sister. Burial in New Orleans.

**YANNER**—Joseph Weston, 70, former actor, December 12 in Kansas City, Mo. He debuted as a member of the Woodward Stock Company in Kansas City, played in *Mrs. Wiggs of the Cabbage Patch*, among others, in New York, and toured the Orpheum Circuit in dramatic sketches.

## Marriages

**ALLISTER-DOWLING**—Claud Allister, actor, and Gwendolyn Dowling, December 3 in Carson City, Nev.

**AULD-FARNSWORTH**—Georgie Auld, sax-playing orchestra leader currently appearing in *The Rat Race*, legit production, and Pat Farnsworth, Philadelphia model, December 12 in Elkton, Md.

**BAKER-GARFIELD**—Tom Baker, dancer in the London version of *Oklahoma!* and Constance Garfield, ballerina, December 3 in London.

**BERMAN-EISLER**—Samuel Berman and Miriam Eisler, Lindsay & Crouse secretary-receptionist, December 20 in New York.

**BUZZELL-TAYLOR**—Eddie Buzzell, film director, to Lorraine Taylor, actress, at Palm Springs, Calif., December 10.

**CONTE-McGREER**—Larry Conte, Broadcast Music, Inc., licensing rep, and Dolores McGreer November 19 in Chicago.

**ETGETON-BUCKHOLZ**—Robert J. Etgeton and Evelyn Edith Buckholz, daughter of Mr. and Mrs. Otto Buckholz, of Sunset Amusement Company, November 27 in Paris, Tex.

**FRIDSON - MELNICK**—Ernest Fridson, manager of the Lenox Theater, Highland Park, Mich., and Josephine Melnick, daughter of Morris and Bessie Melnick, operators of the Lenox and the Elliott theaters in River Rouge, Mich., in Detroit recently.

**GANOTT-DUNNE**—Eugene Ganott, assistant manager of the Palace Theater, Albany, N. Y., and Eileen Dunne, formerly with the Dr. Zinbad act, recently in New York.

**GASPER-REGGIANO**—Stephen J. Gasper Jr., symphony orchestra player, and Paula Theresa Reggiano in Stamford, Conn., November 26.

**GORDON-FRANK**—Sam Gordon, concession manager of the Royal American Shows, and Mildred Frank December 3 in Wichita, Kan.

**GROUYA-MEADE**—Ted Grouya, composer of *Flamingo* and Mary Meade, nitery singer, in Paris recently.

**GUITRY-MARCONI**—Sacha Guitry, actor-playwright, and Lana Marconi, actress, November 25 in Paris.

**HAWLEY-BRIDE**—Mark Hawley, National Broadcasting Company tele director, and Mrs. Margaret Gibbins Bride December 5 in Stockton, N. J.

**HENLEY - GUYTON**—Arvil F. (Bob) Henley and Hazel Guyton November 22 in Harlingen, Tex.

**JAMES - CORRELL**—Spencer James, actor and stage manager of touring *Summer and Smoke* company, and Mady Correll, stage and film actress, December 8 in New York.

**LANIER-PONTICO**—Philip Ray Lanier and Mary Louise Pontico, recently in Tampa. Bride is a member of the Ladies' Auxiliary, Greater Tampa Showmen's Association.

**LODER - AUFFMORDT**—John Loder, actor and Mrs. Evelyn Carolan Auffmordt November 23 in New York.

**MAITLAND - CONNER**—Dexter Maitland, singer, and Peggy Conner, chorine at the Grand Theater, St. Louis, November 25 in that city.

**MILLER - SJROTA**—Al Miller, member of Leeds Music staff, New York, and Connie Sirota, formerly of the same office, December 4 in that city.

**MORAN - SZALEN**—Thomas Moran, pianist and orchestra leader, and Irene Szalen in Bridgeport, Conn., November 26.

**NEIBERG-LANTOS**—Bernard H. Neiberg and Carol J. Lantos, daughter of Louis Lantos, veteran Philadelphia night club owner, in that city December 4.

# Truman May Break Sesqui Jam

## Likely To Act Agin Midway Site Squatters

### Brochure Lists New Rides

(Continued from page 4)

present tenants and government property on the site.

#### Good Chance for Action

The problem was brought to the attention of Truman this week during his brief stopover in the capital before the holidays, and strong likelihood is seen that he will issue an executive order to end the stalemate if the problem is still unsolved at the turn of the year.

While this impasse has created a serious obstacle, Chairman Edward Boykin, of the National Sesquicentennial Commission, declared this week that the commission is nevertheless proceeding with appointment of major committees so that this phase of activity will not be held up. Meanwhile, to pave the way for the sale of exhibit space, the commission put in circulation this week thousands of copies of a new brochure describing the fair.

#### New Rides

Devoting two pages to a description of the projected midway, the booklet states:

"Covering an area of more than 20 acres, and designed in the shape of an enormous liberty bell, the Freedom Fair's amusement area will offer the finest type of entertainment in the world today. Children and grown-ups alike will find new and unusual rides and other attractions designed and engineered especially for the Freedom Fair. Here will be offered—in perfect good taste—a spectacular and unforgettable salute to the established American tradition of good, wholesome fun for everyone."

Present plans for the fair's layout envisage a "controlled traffic flow space pattern" aimed to guarantee "maximum viewing" of fair exhibits. The sesqui commission points out that the new pattern is being used instead of an outmoded rectangular shoebox shape which had been the vogue for decades. The new pattern to be used by the Freedom Fair was advanced and approved by the Exhibitors Advisory Council Clinic in 1949, the sesqui commission announced. This method "guarantees involuntary viewing of at least 75 per cent of all exhibits," says the commission.

#### Freedom House

The theme building of the fair will be the Freedom House, in which will be located radio and TV studios, as well as exhibits of Congress, the Supreme Court and the White House. It will also house the fair's administrative offices. Contracts have not yet been issued for construction. (See Truman May Break on page 43)

### EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

## Jamison, in From Scandinavia, Boosts Territory to U. S. Acts

NEW YORK, Dec. 24.—Jimmie Jamison, high diver, arrived here Saturday (17) after his second successive season of performing in the Scandinavian countries and recommended that territory to other American acts seeking a change and pleasant environment.

Jamison cautioned that money wasn't handled as freely in Scandinavia, but added that American acts could afford to work for two-thirds of the money ordinarily earned here due to lower costs there.

Jamison lost approximately one-third of his savings this past season when he decided to hold on to his money and exchange it all at one time. Before this could be accomplished, however, the devaluation of the crown took place and he was stuck.

Jamison said that practically all

of the Danish acts he met while working, and thru his membership in the Danish Actor's Union, expressed a desire to work in the United States. Many of the sight acts are good and would click thruout the United States, he said.

There is a big potential market for American-made rides and other show goods in Scandinavia, according to Jamison, but the matter of currency exchange still is a stumbling block in deals. Jamison said he would inquire into the exportation of American units before his return to Denmark next February.

Jamison, who has been high-diving for 25 years, not counting a three-year stretch in the navy, said the language barrier was not too difficult to overcome. His lack of fluency in the language, despite a G. I. study course, resulted in both embarrassing and ticklish situations. Once while perched on the ninth section of ladder while erecting his rigging, Jamison tried to instruct his Norwegian helpers on how to guy out the rigging. Misunderstanding, they proceeded to loosen the wires supporting the second section of ladder and for a few moments Jamison feared that he would have to make an unscheduled dive without benefit of the tank or its water which were not in place.

#### Dove in Snow

A date at Bergen, Norway, resulted in Jamison diving under the most unusual circumstances he has ever encountered. An hour before his scheduled performance it began to snow and he figured that his act would be canceled. However, a large crowd was on hand. The management informed him that the people had attended just to see his advertised performance and there was no choice but to go on. Jamison said he performed, feeling sure that he would have pneumonia the following day, but the dive went off without a hitch and there were no after effects.

The season in Scandinavia is only 20 or 25 weeks as compared to the 30 weeks he usually played in the United States, Jamison said.

## Rapp Unit Plays Xmas Dates in W. Va., O., Ind.

CINCINNATI, Dec. 24.—Cincinnati kiddies witnessed three free circus performances this week as a result of a 11-day Christmas circus program sponsorship arranged by Barney Rapp, of the Barney Rapp Agency, this city.

Circus unit lined up by Rapp played the 2,500-seat Taft Theater here Sunday at 2 p.m., with the performance sponsored by Aluminum Industries, with company employees and families as guests. A second show was given at 4 p.m. for local orphans, with the Elks and The Cincinnati Post sponsoring. On Wednesday night, at Music Hall here, another performance was given under sponsorship of the Crosley Division, Avco Manufacturing Corporation.

The Rapp circus unit began its Christmas trek with a five-day engagement at Municipal Auditorium, (See Rapp Circus Unit on page 43)

### Kiddieland Christmas:

## Ohio Moppets Get Free Rides On State's Capitol Grounds

COLUMBUS, O., Dec. 24.—Christmas treats, topped by free admission to riding devices in a veritable kiddieland erected for the occasion on the Capitol grounds here, will have been given to an estimated 50,000 Central Ohio school children by tonight.

For the second successive year The Columbus Dispatch and Tent No. 2 of the Variety Club, this city, teamed up with Floyd E. Gooding, ride operator, also of this city, to provide free yuletide entertainment and presents for youngsters over a four-day period, starting Wednesday (21).

Gooding, who serves as general chairman of the event, is providing the rides at no charge. He set up a Merry-Go-Round, a kiddie Auto Ride, miniature train, kiddie Buggy Ride,

kiddie Merry-Go-Round and kiddie Airplane Swings, and furnished the operating personnel.

In addition, Gooding has supplied several light towers and an electrically operated clown band. Other features include a Santa Claus house and entertainment from a temporary stage.

All children of Central Ohio were welcomed to the event. However, special presents were given to underprivileged youngsters of the area. Those from orphanages were provided with transportation to and from the Capitol grounds. Popcorn, hot chocolate and favors were served, all on the house.

Much publicity was given to the event, not only by The Columbus Dispatch but by radio outlets.

## Winter Racing Skedded in L. A.

### Monthly midget auto cards to start January 1 with 100-lap feature at Gilmore

LOS ANGELES, Dec. 24.—Winter auto racing will be held in Gilmore Stadium here for the first time January 1 when a regular monthly program will be inaugurated with a 100-lap midget feature.

Top midget drivers will participate, according to Gene Doyle, stadium manager, and the races will be run under the banner of the American Automobile Association (AAA). The events will be scheduled monthly until regular weekly night racing gets underway late in April.

In another Coast racing development, the managership of the Carrell Speedway in near-by Gardena was taken over by Bill White, long associated with Coast auto racing both as car owner and promoter. According to present plans, Carrell will hold weekly races, alternating between jalopies and AAA sprint cars. White promoted the last meet held at the old Ascot Speedway here which was closed following the deaths of Al Gordon and Spider Matlock as the result of a race crash.

## Mae Kovar Killed When Attacked by Lion on West Coast

THOUSAND OAKS, Calif., Dec. 24.—Mrs. Mae Kovar Schafer, 42-year-old lion trainer, was killed Tuesday (20) in her training cage at the Louis Gobel animal ranch here by an enraged lion while her children and elephant man Rudy Muller attempted her rescue. Sultan, the lion Mrs. Schafer was attempting to break for an act of her own, sprang at her as he was released from a shifting cage. He scratched and mutilated Mrs. Schafer's face and grabbed her by the throat, severing the spine.

The wife of Fred Schafer and the widow of Harry Kovar, both animal trainers, Mrs. Schafer was armed only with a chair and whip when the attack occurred. Her children, Michael Kovar, 18, and May Kovar, 14, armed with short poles, rushed into the arena to lend aid, but the beast, with the trainer's neck in his jaws, ignored their proddings. Screams by the children and their three-year-old half-sister, Sandra Schafer, who was looking on, brought Muller, who stabbed the lion with a pitchfork and struck him on the head with an iron pipe. Momentarily stunned, Sultan dropped Mrs. Schafer and the children escaped. Muller then inched his way from the cage with the woman while holding the revived lion at bay. Mrs. Schafer (Continued on page 43)

## Boston Sports Show Set for February 4-12

BOSTON, Dec. 24.—The New England Sportmen's and Boat Show is skedded for Mechanics' Building, February 4-12, according to Phil Perkins, general manager for Campbell-Fairbanks Exposition, Inc., promoters.

Line-up of entertainment features will include feats of skill in sports, following the trend of last year when 150,000 attendance was chalked up. Products used in outdoor sports and recreation, from hunting to yachting, will be on display.

**Close-Ups:**

# Lifting Plaster Paved the Way For ACA's Founder, Max Cohen

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

**E**NGINEERING the lifting of a plaster that had the Mighty Sheesley Midway tied up in knots and unable to move out of Auburn, N. Y., back in 1932 introduced young Max Cohen, a Rochester, N. Y., attorney to outdoor showbiz. Max first met Captain John earlier in the same year when the Sheesley org played Rochester. At that time Max, then regarded as only a local mouthpiece, was called upon to handle some simple legal work, received his fee and departed.

The Auburn situation was somewhat more involved. Max paid Captain John a courtesy visit while attending the State Moose convention in Auburn. Before the week was out his services were needed to get the shows out from under an attachment resulting from an accident to a patron earlier in the week. The situation was fairly serious, Max recalls. A big bond was required but Max managed to arrange for the continued movement of the shows and later succeeded in getting the attachment dissolved so that the org could leave the State.

**Trade Group Needed**

It was necessary for Max to journey to the New Jersey State Fair, Trenton, to interview witnesses in preparing the case. While there Max met many of the numerous show-folk usually in attendance at the event. The National Recovery Act (NRA) was coming into the picture and carnival execs were wondering out loud why the industry didn't have a trade association.

Despite the warning of skeptics that a carnival association could not be formed, the enterprising Max framed a plan of organization and it became a fairly tangible organizational set-up. After obtaining publicity in *The Billboard*, Max attended the Chicago meetings in 1933 and interested five persons, the minimum necessary for a New York co-operation.

Capt. John M. Sheesley became the first president. Max Linderman, of World of Mirth Shows, was the first secretary. Other members of the initial sponsoring quintet were Fred Beckmann, of Beckmann & Gerety Shows, J. W. (Patty) Conklin, Canadian operator, and Jimmie Guzzy, of Johnny J. Jones Exposition. The American Carnival Association was incorporated in New York in December, 1943. Max has served from the beginning as general counsel and also is secretary-treasurer.

ACA is devoted to the cause of carnival interests and is acknowledged by the federal government to be a non-profit organization and, as such, tax free. About 245 shows and individuals are members.



MAX COHEN

**Legal Background**

Max was born January 14, 1907 in Rochester, N. Y. He attended schools there and in Newark, N. Y., where his father was in business. He attended Albany Law School, a part of Union University, Albany, and was graduated with his LLB degree in 1928. He was admitted to practice in 1929 and opened his office in Rochester that year. In 1936 he formed a partnership with H. G. Gould under the firm name of Cohen & Gould, with offices in the Central Trust Building, Rochester. Max also has been admitted to practice in the U. S. District Court for both the Western and Northern districts. In 1934 he was admitted to practice in the U. S. Supreme Court.

Max obtained his first background knowledge of showbiz from Charles B. Tutty Sr., a former show press agent who became sports editor of the old *Rochester Herald*. Tutty handled publicity for the local Moose lodge of which Max was a member and Max became well versed in the parlance of alfresco biz.

**Kept Shows Moving**

The growth of the ACA has been slow but steady. Max prefers a gradual, normal growth to any "flash-in-the-pan" action. The most successful phase in the life of the organization was its wartime program. Max says that the ACA can take a major share of the credit for keeping railroad shows moving and the securing of necessary gas rationing for truck shows during the war. The association also aided in the procuring of scarce necessary materials.

The War Production Board (WPB) had the ACA make a survey, the conclusions of which indicated the im-

(See *Lifting Plaster* on page 44)

## Five Fairs Ink V-F Ice Show

Unit to open July 1 at Rocky Ford, Colo., have company of 33—Fleckles

CHICAGO, Dec. 24.—*Ice Varieties* of 1950, a newly organized traveling skating production, has been signed to play five fair dates and one July 4th celebration next year, it was announced here this week by L. N. Fleckles, of Voorhees-Fleckles Fair Booking Association, builders of the highly successful ice show at Chicago's 1949 Railroad Fair.

The unit will open July 1 at the July 4th Rocky Ford (Colo.) celebration. Fairs signed are the Interstate Fair Association, La Crosse, Wis.; Ingham County Fair, Mason, Mich.; Central Wisconsin State Fair, Marshfield, Wis.; Dodge County Fair, Beaver Dam, Wis., and the Kalamazoo County Fair, Kalamazoo, Mich.

Show will have a company of 33 people, including 25 skaters and a five-piece orchestra, Fleckles said.



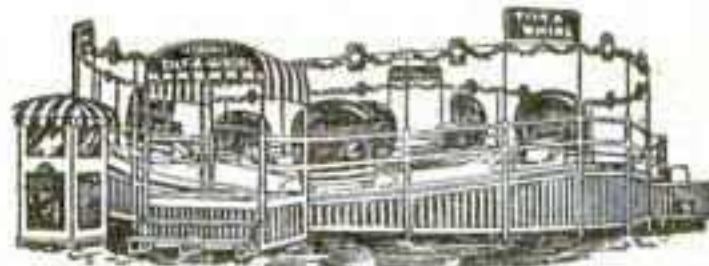
**RIDE OWNERS** are reporting greatly increased grosses on peak capacity stands with Everly rides having the new Everly automatic passenger safety belt now standard equipment on new 1949 models. This speedy positive and self-adjusting fool proof safety development actually decreases passenger loading time from fifty to seventy five per cent. Write for complete information.



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Ferris Wheel. Has 12 steel Seats, 40 ft. high. Has Con-way Clutch. Driven by cable. Pulled by Allis-Chalmers Engine. Price of Wheel is \$4,500 delivered to you.

Mr. Ride Men: I want to call your attention to the fact that these Rides are brand new and up to the minute with all the latest improvements—and they couldn't be bought anywhere for the price I sell them. The gears are bevel steel gears and the horses are made of aluminum, unbreakable. I make my own horses in our plant, and our own gears. I have been in the carnival business since 1900. I claim these rides equal to any ride in the show business.

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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1, size, 5 1/2 x 14 1/2 ..... 10¢ each

### 3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

#### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping Pong Balls, printed 2 sides ..... \$15.00  
 Replacements, Numbered Balls, Ea. . . . .40  
 3,000 Jack Pot Slips (strips of 7 numbers). Per 1,000 ..... 1.25  
 M. W. Cards, 5 1/2 x 7 1/4, White, Green, Red, Salmon, Per 100 ..... 2.00  
 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M ..... 1.50  
 3,000 Leatherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose no pads, M ..... 1.75  
 Adv. Display Posters, size 24x36. Each Cardboard Strip Markers, 10 M for Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for ..... 15.00  
 Thin Transparent Plastic Markers, Brown, 3/4 inch. Per M ..... 1.00  
 Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M ..... 2.00  
 Cork Markers, 1/2 inch diameter, M ..... .75  
 Round White Cardboard Markers, 1800 to Lb. ..... .85  
 Airrite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90#. Send for illustrated circular. For ..... 135.00  
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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## Out in the Open

J. W. (Patty) Conklin, Canadian midway biggie, recently was made an honorary member of the Brantford (Ont.) Rotary Club. In awarding the membership, Club President R. J. Fletcher cited Conklin's "untiring work" in the recent Rotary Frolic Bazaar and numerous other examples of his service to the community. It was reported that the bazaar, of which Conklin served as chairman, raised more than \$15,200 for the club's youth service and crippled children committee. . . . Clem Schmitz has moved his insurance offices to more spacious quarters in 30 Rockefeller Plaza, New York. . . . Elmer J. Kellam was appointed director of harness racing for the 1950 New York State Fair Thursday (22). The appointment was announced by Earl C. Foster, the State's assistant commissioner of agriculture.

Arthur F. Brunner, Providence publicist, is handling the advance for the "Ice Capades" in that city. . . . Norman Y. Chambliss, North Carolina fair op, is mulling the possibility of adding another annual to his string. . . . Jim Witteried, Franco-American booker of circus and vaude talent, arrives in New York from Paris on the Queen Elizabeth December 26 to hunt for some long-stemmed cuties to play resort dates in Europe.

J. C. McCaffery, general agent of Hennies Bros.' Shows and part owner of Dodson Imperial Shows, left Chicago last week to join Mrs. McCaffery in their Florida home. He is expected back in the Windy City January 15. . . . Art Briese, of Thearle-Duffield Fireworks, Inc., returned to Chicago last week after a six-week Florida vacation, following an appendectomy. Briese is still walking with a cane.

Acts playing department stores in St. Louis during the Christmas season included Allie Sandall, organist;

Betty Alvarado, flying trapeze and rolling globe; Tom and Tiny Twist, dog act; Kenney Waite and Gene Lewis, clowns, and Chick Kueser, magician, at Famous-Barr. At Scruggs, Vandervoort & Barney were Proctor's Puppets and Sam Caress, St. Louis, as St. Nick. Caress is also president of the Santa Claus Association of America. At Stix, Baer & Fuller were Kramer's Hollywood Midgets, Sandrina and Eddie Adams and Charles Silvern. Santa's helpers were L. A. Drinkand, Marshall Mayhurst and Ernie Young, pianist.

Bill de L'horbe, sales manager, National Amusement Device Company, passed thru New York last week en route to his Dayton, O., home after visiting a number of funspots in the East. Bill will spend the holidays with his family and then embark on another lengthy sales trip. . . . Ernie Young again is booking talent for the television show, "Super Circus," which originates in Chicago.

Thearle-Duffield Fireworks, Inc., Chicago, was host at a pre-Christmas party held in its offices Thursday (22). In addition to the T-D staff, guests included: Mr. and Mrs. Al Sweeney, Ethel Robinson, Mr. and Mrs. Pat Purcell, Ernie Young, Moms Riendeau, Don Riendeau, Fred H. Kressmann, Sam J. Levy, Buddy Bruce, Earl Gottner, Phil Maxwell, Bess Vydra, E. Cromwell, George Cottenstadt, Jack Cushing Sr. and Jr., Charlie Hass, Ida Cohen, Mr. and Mrs. George Page, Viola MacLeod, Dwight Pepple, Mickey Blue, Frank Taylor, Fred Williams, Sonny Burnet, Jule Barlow, Bob Vaughan, Walter Durza, Ray Traynor, Mr. and Mrs. C. Hutts, Miriam Seabold, Henry White, Harold Cowan and Phil Shepard. Art Briese, of Thearle-Duffield, was skedded to fly to Miami to handle fireworks at the Orange Bowl celebration.

## Talent Topics

Jimmy Rae, acrobat comedian, will emcee Ernie Young's revue on the fair circuit in 1950, in addition to presenting his own act. . . . Billy Barton, cloud swing on Polack Bros.' Circus the past two years, is spending the holidays with his aunt, the former Ruby Larkin, in Norfolk. Prior to her retirement, his aunt was with the balancing act, the Twentieth Century Furniture Movers, with Polack. Barton, who recently took on a new partner, Kenneth Felton, has purchased a new dura-aluminum high rigging from Elly Ardely. . . . Edmondo Zacchini is in Union Memorial Hospital, Baltimore, undergoing an operation on his legs.

Wilson Storey's Pan American Booking Agency recently signed Les Roberts, revolving ladder, and Jacques Cordon, unicycle, with Circo Americano, with both acts leaving Miami, Tuesday (13) for Trinidad via British West Indies Airways. Acts booked by Storey for the Gran Circo Atayde Hermanos, which opens in Mexico City December 30, include the Berosinis, Roland Tiebor Seals, Maximiliano Truzzi and the Delbosq Musical Horse. . . . The Flying Viennas are wintering in Los Angeles. . . . Barbara Hammond and Del Graham are in Los Angeles and will work fairs for the Bert Levey

office. They have their rigging set up at the home of Raynor Lehr. . . . Completing an eight-week engagement at the Famous-Barr department store, St. Louis, last week were Chick, magician; Ollie Sandel, organist; Tiny and Tom Twist, dog act; Betty Alvarado, rolling globe and single trapeze, and Gene Lewis and Kenneth Waite, clowns.

The Juggling Jewels have been held over for an additional week at Frank Palumbo's nitery in Philadelphia. . . . Huling's sea-lion, Sharkey, and the Bogino troupe of teeterboard tumblers from the Ringling show are on the new bill at the Palace, New York. . . . John and Rene Arnaut, musical clowns, and Buster Shaver and his acro midgets are at the Roxy, New York.

The Kanazawas, Oriental melange act, are at the Capitol, New York. . . . Joe Jackson Jr., who has been doing his hobo bike act in British ice revues, was a recent purchaser of a Jeep house-car which he will use as ambulant dressing room on his tour of England. . . . Bert Nelson, of the Abel & Nelson Agency, Hollywood, has completed a month's stint handling lions in the Metro-Goldwyn-Mayer film, "The Reformer and the Redhead," featuring June Allyson and Dick Powell.

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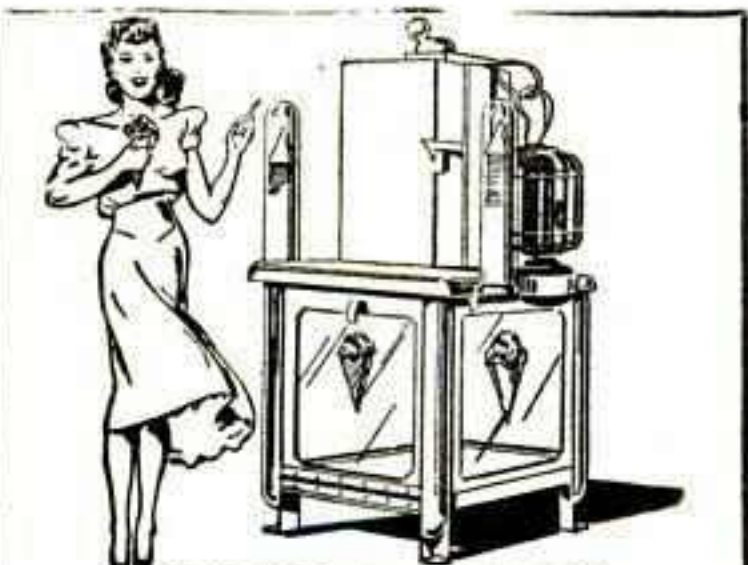
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## Rapp Circus Unit Plays Xmas Dates

(Continued from page 40)

Charleston, W. Va., December 13-17, sponsored by the Union Carbon & Carbide Chemical Company. On Monday (19) the show played Vanity Fair, Huntington, W. Va., sponsored by the United Fuel & Gas Company and Tuesday (20) a performance was given under the same sponsorship at Municipal Auditorium, Charleston.

On Thursday (22), the unit gave two performances in the field house of Earlham College, Richmond, under sponsorship of the Crosley Division, Avco Manufacturing Corporation. The Christmas tour ended at Connersville, Ind., Friday (23) with a single performance under sponsorship of the American Central Manufacturing Company. The Huntington and Charleston engagements were arranged by Ruth Best, local booker. The venture was a huge success, according to Rapp, who says he will continue it as a yearly event.

Acts included the Four Willys, club jugglers; Pansy the Horse; the St. Leons, teeterboard act; Fisher's Dogs and Ponies, with Judy, the elephant, worked by Harry Fisher; Dick Lewis, Brownie and Company, rocking tables and clowning; the Sherman Brothers, dog act and clowning, and Bozo Harrell, juggling and clowning. Seldon Jordan conducted the 10-piece orchestra.

At each of the performances all children were presented with a box of Crackerjacks, a balloon bearing the name of the sponsoring firm, and a photo of Bozo Harrell.

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## Mae Kovar Killed When Attacked by Lion on West Coast

(Continued from page 40)

was dead upon removal from the cage.

Known professionally as Mae Kovar, the trainer came to this country in 1940 from England to perform in one of the Alfred Court acts, then managed by Wilson Storey, of the Pan-American Booking Agency, Sarasota, Fla. She performed for the Ringling-Barnum circus at Sarasota quarters from 1940 to 1944 while her husband worked with the show, and also spent one season with the Hamid-Morton Circus, leaving the States three years ago to fill a two-year contract with the Wirth Bros.' Circus of Australia. She returned to this country in August to build her own act which Storey was preparing to book with Circo Santos y Artigas in Cuba on a six-month contract.

Mrs. Schafer recently completed an animal training sequence in a motion picture. At the time of the attack her husband had gone to Fort Worth to deliver some elephants. He returned immediately by plane. The animal may be destroyed.

## Templeton Continues As Walled Lake Mgr.

DETROIT, Dec. 24.—Robert K. Templeton will continue as manager of Walled Lake Park at Walled Lake, Mich.

John C. Stevens, who is rejoining the park staff, will be superintendent, it was announced this week by the office of Fred W. Pearce & Company, park operators.

## TRUMAN MAY BREAK

(Continued from page 40)

struction of exhibits, altho a letter of intent has been given to Gardner Displays, a New York advertising firm. George H. Rowland, vice-prexy of the firm, resigned this week as director of designs and exhibits for the sesqui fair in the wake of criticism by the Exhibit Builders Association of metropolitan Washington over the commission's handling of construction and space selling. The builders' group had complained to the sesqui commission and the Justice Department. Sesqui Chairman Boykin issued a statement declaring that construction of the exhibits will be on "a free-bid basis" and that "there is, and has been, no intention whatever to exclude any exhibit builder from participation in this program."

## Flashbacks

### 25 Years Ago

Jack Lyle, general agent of Tip Top Shows, took the org South to play fairs, first Southern trek for the org. . . . A report reached The Billboard that properties of the Con T. Kennedy Shows were seized by the U. S. government at Gretna, La.

Circus license was doubled in Minneapolis, the city charging \$1,200 for the first day and \$600 for each day thereafter. . . . Clyde H. Willard, who managed the Walter L. Main advertising car, was put in charge of the 101 Ranch Wild West Show car for the 1925 season.

It was announced that Seils-Sterling Circus would be three-ring show in 1925. . . . Joe Coyle, for many years with Hagenbeck-Wallace, was in advance of George E. Wintz's musical comedy, "Models of 1925." . . . A cut of 50 per cent was made in circus licenses in Shreveport, La. . . . Profit of Reading (Pa.) Fair was more than \$50,000.

W. M. Menefee was re-elected to head the Harrisonburg (Va.) Fair. . . . An amusement park company known as Blue Goose, Inc., was formed at Fayetteville, Ark., with capitalization of \$40,000 and was granted a permit by city council to operate. . . . Harry Burton was re-named special agent with Miller Bros.' Shows for 1925.

Walter F. Stanley was engaged by the J. George Loos amusement interests as general representative. . . . A new amusement organization, headed by Roy Belanger and known as Eastern States Attractions, was announced for spring launching. . . . Col. J. C. Miller, of Miller Bros.' 101 Ranch, Marland, Okla., bought a carload of baggage stock at Galesburg, Ill.

Deaths: George Conners, equestrian director; Henry C. Heckert, fair secretary.

### 10 Years Ago

Capt. Albert Spiller, with a truckload of performing seals, had a smash-up near Bellingham, Minn. Seals were uninjured but the truck was demolished when it ran into a ditch and turned over. . . . James Faucett had been an officer of the Bath (N. Y.) Fair for 50 years.

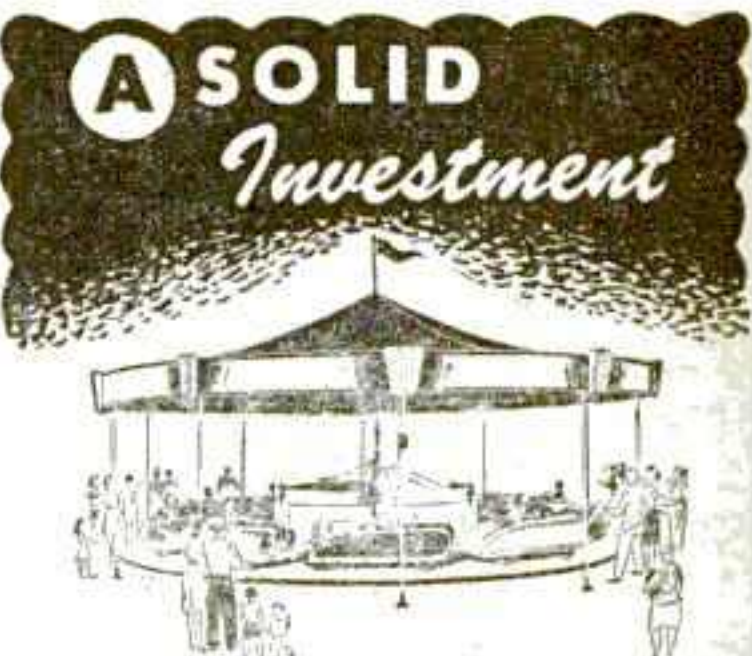
Frank Chicarelli and W. H. Matlock, producers of Ham and Egg Circus in 1939, were planning to use their Matrello Bros.' Circus title in 1940. . . . P. S. McLaughlin announced the formation of a new carnival org for 1940, the P. S. Laughlin Shows. Ross Manning had been en-

gaged as business manager and general representative.

J. A. Schneck signed as general agent of Frank Burke Shows. . . . B. Cooper McDonald was the new secretary of Lane's Parade of Shows. . . . Great Eastern Circus was set to begin indoor dates in Atlanta December 21-23 at City Auditorium. . . . London was to have a Christmas circus after all, George Sax having decided to put one on in Empress Hall Ice Rink at Earls Court after the proposition was turned down by Stanley Wathon. Show was to be all-British, supported by a fun fair.

Profit of Regina (Sask.) Exhibition was \$18,400. . . . Capitol Beach, Lincoln, Neb., owned by Robert Ferguson and the only amusement park there, resumed full control of the dance concession, known as King's Ballroom.

Deaths: Joseph Conroy, billposter; Wilbur Joseph Croddy, concessionaire; Mrs. L. H. Hardin, carnival attraction; John C. Kulic, carnival man; James F. McGlynn, Joe Henry Mack and Isaac H. Murphy, concessionaires; Bruce Noll, fair man; Shorty Price, carnival man; Leland (Rip) Statzell, outdoor showman; David E. Wesselman, park secretary.

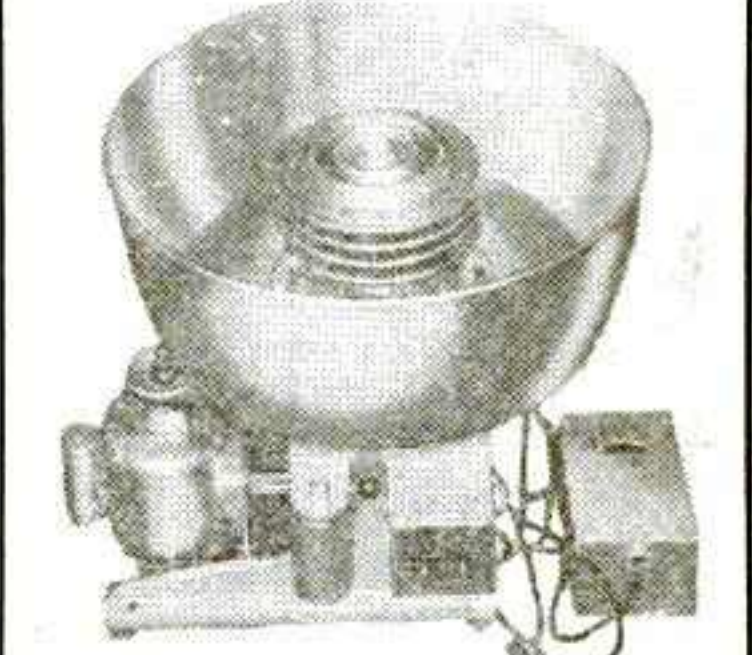


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3916 SECOR RD. TOLEDO 6, OHIO  
TERMS: 25% with order, balance on delivery, F. O. B. Toledo.

**Lifting Plaster Paved the Way For ACA's Founder, Max Cohen**

(Continued from page 40)

portance of the industry to morale. Also, the association was able to convince the NRA administrator that the industry was unique and so the burden of a code was escaped.

**Fair Board Member**

As an off-shoot of his interest in outdoor showbiz, Max became interested in and joined the Rochester Professional Entertainer's Club. He served a term as president and is now a trustee. In 1948 he was elected to the board of the Monroe County Fair and Recreational Association.

In 1935-'38 Max was president of

the Rochester Moose, the fifth largest lodge in the United States. In 1937-'38 he was New York State president. Next year he is slated to head the Knights of Pythias in Rochester. He is also a member of the Elks and the Masons.

Max is also a member of the American Bar Association, the New York State Bar Association and the Rochester Bar Association. He is also one of only a handful of outsiders holding membership in the Decalogue Society of Chicago.

**On NSA Board**

Showmen's organizations to which Max belongs include, the National Showmen's Association, of which he is a member of the board of governors; Michigan Showmen's Association and Showmen's League of America.

Max's interest in and work for the ACA has been real in that it has contributed little to his income. He is always in attendance at the major showmen's conclaves in Chicago and New York, attends several important State fair meetings annually and visits all shows that play within striking distance of his Rochester headquarters. Thru his work for the association he has made a great many friends and from these a few worthwhile clients have resulted.

Max is married to the former Marcella J. Davis, of Albany. They have two children, Carol Jane, 14 and Arthur Davis, 11.

**PEANUTS POPCORN SUPPLIES**

**TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE**

Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. Send for Free Catalogue!

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| One Roll    | \$ 1.00 |
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| 30,000    | 14.60  |
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| 100,000   | 30.00  |
| 500,000   | 118.00 |
| 1,000,000 | 229.00 |

Roll or Machine  
Double Coupons. Double Prices.

**R-B Star To Shine Over Broadway**

NEW YORK, Dec. 24.—New Year's Eve on Broadway, in the Times Square whoopee sector, will be greeted with a whiff of circus tannery as Antoinette Concello, Ringling-Barnum's queen of the flying trapeze, fills the star role in the inauguration of a huge, spectacular sign being erected over the southeast corner of Broadway and 46th Street.

Union Carbide is putting up the sign, which will feature the biggest flashlight in the world. Antoinette, wife of Art Concello, general manager of the Big Show, is being brought up from winter quarters at Sarasota, Fla., Wednesday (28) for news reel shots and television preview, but the main event will be reserved for New Year's Eve when Antoinette will swing high over Broadway and push the button that will light the new beacon.

**Carnival Routes**

Send to

2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Midwestern Expo.: Robstown, Tex., 28-Jan. 7.  
Migrathy, Curly: Darrow, La., 26-Jan. 2.  
Miller's, Ralph R., Attrs.: Edgard, La.

**Misc. Routes**

Send to

2160 Patterson St. Cincinnati 22, O.

Henle, Sonja, Ice Show (Chicago Stadium) Chicago, Ill., thru Jan. 17.  
Ice Capades (Boston Garden) Boston, Mass., 26-Jan. 10.  
Ice Follies of 1950 (The Arena) Philadelphia, Pa., thru Jan. 17.  
Miller's, Irvin C., Brown-Skin Models (Globe) Cleveland, O., 26-Jan. 2; (Ritz) Akron, 3; (Gem) Knoxville, Tenn., 5; (Liberty) Chattanooga 6-7.  
Roller Skating Vanities of 1950 (Auditorium) Denver, Colo., 26-Jan. 2; (Fairgrounds) Salt Lake City, Utah, 4-8.

**SHOW TENTS**

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Best in Workmanship and Plenty of Flash

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**SERVING SHOWMEN OF THE SOUTHEAST SINCE 1919 WITH**

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3916 SECOR RD. TOLEDO 6, OHIO

**GIVE TO THE RUNYON CANCER FUND**



# P.R. Program Year - Around Job, Kodinsky

## Keep Public Informed

CHICAGO, Dec. 24.—Public relations, admittedly an important item in the park industry, is far from a seasonal department. Rather it is one which should operate on a year-round basis.

That was the message delivered by Harry Kodinsky, public relations director for George M. Harton at West View Park, Pittsburgh, to members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), at the org's recent convention here.

Kodinsky gave this definition of public relations: It is something that goes, or should go, to the core and heart of the public."

## Keep Public Informed

Explaining why public relations is a year-round affair, Kodinsky said:

"You've got to do a job of public relations on a year-round basis, keeping your public constantly informed, not only of the physical things, but also the enjoyable things that are offered by your park. You've got to tell them about the park itself and the people behind it. Tell them what the park does besides collect money for admission tickets and tickets for rides. You've got to let them know what makes a park tick. Tell them about the people behind the park. Are they fly-by-nighters? Are they substantial citizens, taxpayers and leaders in the community?"

"Tell them the human interest stories about the park, the little heart-breaking incidents which go into making the park as real and as human as the people who run it.

## Must Be Honest

"You've got to be honest, whether it's public relations, advertising or exploitation. Simplicity and honesty in your promotion will do more for building good will and prestige for the park and your operation than anything else. You're in show business and you want to exaggerate the 'Great Ylandes' or some other act. There's no harm in that. The public expects colossal adjectives connected with show business. But be careful when it comes to using the adjectives about the park and the park's attitude toward the public.

"The second objective of good relations should be the enhancement of prestige and good will of the park officials. You men who head these parks are the officers of an important business, just as the industrialist, the banker, the department store owner. As such you must take your rightful place in the community and civic projects. Such leadership is vital to your business. Don't take it too lightly. It doesn't only mean giving money to charitable institutions, such as the Community Chest, Red Cross or to political campaigns. It means taking an active part.

## Use Your Org

"You will have a voice in many matters that are important to you. Matters of taxes and ordinances and laws that affect your business. Yes, use your organization for such matters. Your organization is as strong as you are.

"We at West View have this kind of project well under way. George (See P. R. Program on page 60)

## EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

# Court Ousts Action To End Food Sales On A. C. Fun Piers

ATLANTIC CITY, Dec. 24.—Finis was written this week to the nine-year-old suit in Federal Court which was brought to determine the legality of food sales on the local amusement piers. The case was dropped from the court's docket and prospects are that a court decision will never be obtained on a question which aroused this resort for many years.

The City Commission was notified that Judge Thomas M. Madden, of the U. S. District Court, had signed an order dismissing the action brought by the then Attorney General Walter Van Ripper against Frank P. Gravatt and the Steel Pier, which he owned at the time. The action was taken by Judge Madden under statute General II, providing for the dismissal of any action upon which neither party has made a move within six months.

The action was originally started in 1940 when controversy raged over the sale of food and bathing rights from the amusement piers. The Attorney General was brought into the litigation because the city administration had failed to act against the piers for violation of the city's park act. A similar action brought against the Steel Pier by the Atlantic City Restaurant Association is also slated to be tossed out of Federal Court under the same rule.

# Army Okays Mil. \$ Revere Beach Plan

BOSTON, Dec. 24.—Mayor Peter Jordan, of Revere, has been notified of the approval of a million-dollar recreation beach for Revere by United States Army engineers, who promised contribution of one-third of the cost by the federal government.

Colonel B. M. Harloe, division chief of army engineers, said the project, including measures to prevent erosion, protect shore line structures and to spread sand to a width of 125 feet to raise the level of the beach 18 feet above high tide, had been studied and approved by his division.

Site of the improvement will be on the shore line between Northern and Eliot circles, which had been eroding at the rate of a foot a year. Without improvement there would be no beach in 50 years, it was said.

Ride and concession owners declared the project will place Revere in an enviable position.

# George Whitney's "Last Supper" Exhibit in S. F. Draws Raves

SAN FRANCISCO, Dec. 24.—Because George K. Whitey, owner of Whitney's Playland-at-the-Beach, has a strong desire to help the underprivileged youngster, San Francisco now, as one newspaper put it, "has an exhibit that bids fair to become a 'must' for San Franciscans and visitors to our city."

In an editorial, the paper set forth: "George's latest thought-put-into-action on behalf of the Boys' Club demands special attention and publicity, not for George but for the honor of San Francisco.

"Some time ago George met here in our midst an aged (84) Serbian sculptor who had produced a remarkable tour de force, a 'Last Supper' inspired by the immortal mural by Leonardo Da Vinci.

"This sculptor, John Michael Schliesser, had carved the 13 figures of the 'Last Supper' in life size, costumed them with Biblical accuracy,

# Gotham's Coney Thumping For Bigger Crowds in '50

NEW YORK, Dec. 24. — Coney Island's Chamber of Commerce prexy, George C. McCullough, has announced numerous projects for next season and has pledged an all-out campaign to break all attendance records, with sights set for hitting a mark of 50,000,000 visitors next summer.

Most important announcement discloses the sale of the burnt-out site of Luna Park to a syndicate, represented by Leon Rosenberg, of Brooklyn, which intends installing a drive-in movie and parking lot on the spot. Movie would seat 600 spectators and accommodate 600 cars, and a separate parking lot would hold 1,000 autos.

On the agenda of the Chamber of Commerce is a general face-lifting of the facades of buildings in the amusement area of Coney Island, including a new color scheme and decorations for utility line poles along Surf Avenue and the ripping out of obso-

lete trolley tracks along the resort's main stem.

Perennial objective slated for high-pressure campaign is the establishment (See Gotham's Coney on page 62)


# Marlowe Named Mgr. of Phenix City Idle Hour

PHENIX CITY, Ala., Dec. 24.—Jesse L. Marlowe, former general manager of Idle Hour Park here, has been re-engaged in that capacity under a five-year contract tendered him by city officials who purchased the park recently from the estate of the late Roy E. Martin. Marlowe assumes his new duties January 15, with the city taking over the park January 1.

Valued at \$3,000,000, the funspot covers 350 acres and its properties include a stadium seating 10,000, baseball park, bowling alleys, skating rink, swim pool, ballroom and dance halls, 15 major rides, a kiddieland and about 50 concession stands, paved midway, private airport, riding academy, plus a stable of ponies for the children, zoo and large picnic area, with numerous barbecue pits.

Columbus, Ga., provides bus transportation direct to the park and also operates busses from near-by Fort Benning. Marlowe says that the park will continue year-round operations and a number of improvements have been planned. Free acts will be featured during the summer, he said.

It will be a  
**HAPPY  
NEW  
YEAR**  
for everyone  
who ordered a  
**MINIATURE  
TRAIN**  
for  
Spring Delivery



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**Mangels Shooting GALLERY**  
Now in action. With duck pond. Very cheap. Come look or phone  
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Boston, Mass.

**FOR SALE**  
**FASCINATION**  
52 Units  
A-1 Condition, in operation at 3006 Ocean Front, Ocean Park, Calif., or write  
**BOX A**  
Ocean Park, Calif.

## Extend Run At Syracuse To 8 Days

### Horse, Auto Racing Set

SYRACUSE, Dec. 24.—The New York State Fair will operate eight days in 1950, two more than in 1949. C. Chester DuMond, commissioner of the State Department of Agriculture and Markets, announced in Albany this week. It is believed that the extended run will enable the annual to handle bigger crowds and also provide a measure of rain insurance.

Announcement of the dates (September 2-9) of the State annual was made unusually early—nearly two months in advance of the February 15 deadline fixed by law—as a public convenience. A number of the 50 or more county and town fairs gauge the State fair dates in selecting their own. The early announcement is also expected to aid prospective exhibitors in all divisions, particularly those planning a circuit of fairs.

DuMond said the 1950 program will include harness horse races, a mammoth interdenominational religious service on Sunday, agricultural and industrial shows, championship automobile races September 9, auto stunt performances and many additional new features.

## Caledonia Sold To Farm Group

CALEDONIA, N. Y., Dec. 24.—A group of local farmers and livestock breeders representing county farm organizations have purchased the Caledonia fairgrounds, Harrison M. Brown, president of the fairs association, announces. The new owners will take possession of the plant on Saturday (31). Plans are already under way for the staging of the annual in 1950.

L. G. Sipperley, temporary chairman of the finance committee, said the project is being financed thru the sale of \$10 shares of stock to all interested persons and that over half the amount has already been subscribed.

The Caledonia Fair has operated for 35 years. Approximately \$3,000 in premiums were distributed at the 1949 event.

### Earl E. Howe Re-Elected Murray, Utah, President

MURRAY, Utah, Dec. 24.—Earl E. Howe, Murray, was re-elected president of the Salt Lake County Fair board, here, with Chester L. Bello, Magna, named first vice-president; Mrs. Everett Wood, Bennion, second vice-president, and Mrs. C. L. Bello, Magna, secretary-treasurer.

Dates for the 1950 exposition were tentatively set for the first week in August.

Chairman named were R. L. Cranmer, budget and finance; Ray P. Greenwood, buildings and grounds; J. M. Peterson, entertainment; L. W. Hilton, advertising and publicity; George W. Moran, rodeo; Vaughn Souffe, parade, and Bello, concessions and rentals.



MRS. NEELY (JACKIE) HUFFHINES, president, Texas Association of Fairs and Expositions, will preside at the group's convention in the Baker Hotel, Dallas, January 5-7. She is the only woman ever elected as the head of a State fair association. A veteran of 20 years in the business, she has been connected with the Texas Agriculture Department and the State Fair of Texas, Dallas, for 12 years. Prior to that she was secretary-manager of the Richardson (Tex.) Fair.

## Sked Free Gate For Rochester

ROCHESTER, N. Y., Dec. 24.—In an effort to hike attendance and put the annual on a paying basis, the Monroe County Fair will operate with a free gate in 1950, it was decided at the annual meeting of the fairs association here last week.

It also was decided to stage the fair earlier, about the beginning of August and to limit the engagement to four days instead of a week.

It is believed that the new policy will appeal to more people and result in bigger crowds. The fair's income will be dependent on the sale of concessions and exhibit space and grandstand revenue. Lowered management cost also are contemplated, Gaylord Whitaker, fair association spokesman, said. The 1949 fair chalked up a \$9,000 deficit.

Four new directors were named at the meeting. They are Earl Chapman, farmer; Armin Bender, promotion manager of WHAM; Harland M. Evans, commercial manager of WARC and Henri P. Projansky, president of Projansky, Inc. Officers will be elected January 10. John C. Malloch heads the nominating committee.

## Hughes Signs Dates In U. S. and Canada

FREDERICTON, N. B., Dec. 24.—Joe Hughes, field representative of George A. Hamid & Son, last week clinched the sale of a grandstand show to the Fredericton Exhibition for Labor Day week in 1950. The bill will not include a revue but will run to straight acts.

The talent package includes Scotty Burbank, musical novelties; Al Gordon's dogs; Edna & Leon, acrobats; Coco, Steve & Eddy comedy act; Francis Volante, aerialist; Wilfred Mae & Company, hoops; Shirley Lavelle, contortionist and Bobby Whaling & Yvette, cyclists.

Hughes came to Fredericton from St. Stephen where he sold a Hamid show for the week of August 21. In the latter are Saso, clown; Green & Dooley, ventriloquists; Kirk Adams, dogs and ponies, and Paul Kohler & Jenni, xylophonists.

On his current jaunt Hughes also signed grandstand contracts at Malone, N. Y., and Ormstown and Valleyfield, Que.

## Allentown Tabs \$21,000, Lowest Net in 11 Years

ALLENTOWN, Pa., Dec. 24.—The Great Allentown Fair, operated by the Lehigh County Agricultural Society, ended its 1949 fiscal year with a profit of \$21,780.01. Altho it chalked up the fourth highest gross in 18 years of operation, increased expenditures resulted in the lowest operating profit recorded by the fair in 11 years.

Gross operating income, including fair week receipts which were affected this year by considerable rain, was \$190,724 as compared to \$219,855 in 1948. Operating expenses soared to \$168,944, or \$10,125 more than the expenditures in 1948, the previous high.

Gate receipts at the 1949 fair, after taxes, totaled \$50,210, compared to \$62,809 in 1948; \$62,234 in 1947; \$59,447 in 1946 and \$54,766 in 1945. The grandstand take this year was \$43,968, compared to \$55,655 in 1948.

### Concessions Steady

Concessions were off only slightly from 1948. This year's income from the midway zone was \$55,826 while the figures for the year before were \$56,913. Premiums paid to exhibitors totaled \$18,000, an increase of \$1,500.

Outside of fair week, the society earned \$29,732 in rentals from a barbecue stand, hotel, gasoline station, stables and storage.

The fiscal year was ended with a cash balance of \$25,170 plus U. S. Treasury certificates valued at \$70,050. The society's land, buildings and equipment were appraised at \$825,001 with improvements, renovations and additions adding \$53,849 to the value.

## Free Enterprise System Is Theme At San Diego Expo

SAN DIEGO, Calif., Dec. 24.—The free enterprise system will be the theme of the California World Progress Exposition here in 1953, it was announced recently by Edward Goodwin, exposition's advisory committee chairman.

Goodwin said: "We hope to meet the challenge of socialism by showing that our American way of doing things is infinitely better. Instead of dull rows of product exhibits, we hope to have a fair filled with motion and color."

The exposition will show how people live, work, play and generally improve themselves, he said.

### Bentley Heads Harwinton; 1949 Event Set Records

HARWINTON, Conn., Dec. 24.—Raymond Bentley has been re-elected president of the Harwinton Agricultural Society and has disclosed that the Society's 1949 Harwinton Fair had more individual entries and exhibits than any other in the society's history.

Other officers named were vice-presidents, Henry Delay Sr., Arthur W. Poole and Robert W. Reynolds; Robert Eselby, treasurer; Merle Plaskett, secretary; John Considine, superintendent of concessions, and an executive committee of Fred Barber, Andrew Kasznay and Norman Barber.

### Marshalltown, Ia., Adds Day for 5-Day Run in '50

MARSHALLTOWN, Ia., Dec. 24.—Central Iowa Fair will be extended to five days in 1950 with an earlier opening announced by George Price, association secretary. Dates will be September 1-5 which will give the fair both Labor Day and a Sunday date. The Farm Bureau had urged directors to set the earlier dates. Last year's ran four days.

## All But Two WFA Members Set Dates

LOS ANGELES, Dec. 24.—State, county and district fairs represented in the Western Fairs Association, Inc. (WFA), will play 494 days in 1950, according to dates set at the 27th annual convention here. Meeting was attended by fair representatives from eight Western States and Canada.

### Dates set are as follows:

February 17-22, Riverside County Fair and National Date Festival, Indio; February 25-March 5, California Mid-Winter Fair, Imperial; April 1-6, Grand National Junior Livestock Show, Cow Palace, San Francisco; April 21-28, California Spring Garden Show, Oakland; April 28-May 1, Salinas Valley Fair, King City; May 4-7, Merced County Spring Fair, Los Banos; May 5-7, Solano District Fair, Dixon; May 11-14, Chowchilla Junior Fair, Chowchilla; May 19-21, Calaveras County Fair, Angels Camp; May 25-28, Third District Fair, Chico; May 25-28, Mother Lode Fair, Sonora; June 6-11, Los Angeles National Horse Show, Los Angeles; June 10-11, Livermore Rodeo, Livermore; June 14-18, 9th District Fair, Eureka; June 15-18, Solano County Fair, Vallejo; June 22-25, California Rodeo, Salinas; June 30-July 9, San Diego County Fair, Del Mar; July 2-4, Napa County Fair and Horse Show, Calistoga; July 11-16, Santa Barbara Fair and Horse Show, Santa Barbara; July 14-23, Sacramento County Fair, Galt; July 19-24, Santa Barbara County Fair, Santa Maria.

August 7-12, Stanislaus District Fair, Turlock; August 8-13, Humboldt County Fair, Ferndale; August 10-13, Plumas County Fair, Quincy; August 10-13, Napa District Fair, Napa; August 10-13, Placer County Fair, Roseville; August 16-20, Orange County Fair, Santa Ana; August 17-20, Yolo County Fair, Woodland; August 18-20, Yolo County Fair, Crescent City; August 19-27, San Joaquin County Fair, Stockton; August 22-27, Lassen County Fair and Livestock Show, Susanville; August 23-September 4, Pacific National Exhibition, Canada; August 24-26, Tehama County Fair, Red Bluff; August 24-27, San Luis Obispo County Fair, Paso Robles; August 24-27, Nevada County Fair, Grass Valley; August 24-27, Butte County Fair, Gridley; August 25-27, Amador County Fair, Plymouth; August 25-27, 12th District Fair, Ukiah; August 25-27, Trinity County Fair, Hayfork; August 25-27, Siskiyou County Fair, Yreka; August 28-September 3, Multnomah County Fair, Gresham, Ore.; August 30-September 21, San Francisco Flower Show, San Francisco; August 31-September 2, Washington County Fair, Hillsboro, Ore.; August 31-September 4, San Fernando Valley Fair, Northridge, and August 31-September 10, California State Fair, Sacramento.

September 1-4, Lake County Fair, Lakeport; September 1-4, Nevada State Fair, Fallon, Nev.; September 2-4, Mariposa County Fair, Mariposa; September 2-4, Inter-Mountain Fair of Shasta County, McArthur; September 4-10, Oregon State Fair, Salem; September 7-10, Antelope Valley Fair, Lancaster; September 7-10, Shasta District Fair, Anderson; September 8-10, El Dorado County Fair, Placerville; September 8-10, Modoc County Fair, Cedarville; September 8-12, San Mateo County Fair, San Mateo; September 11-17, Santa Clara County Fair, San Jose; September 13-17, Merced County Fair, Merced; September 13-17, Glenn County Fair, Orland; September 14-17, Contra Costa County Fair, Antioch; September 15-17, Lodi Grape Festival and National Wine Show, Lodi; September 15-23, Utah State Fair, Salt Lake City; September 15-October 1, Los Angeles County Fair, Pomona; September 16-24, Western Washington Fair, Puyallup, Wash.; September 19-24, Tulare County Fair, Tulare; September 21-24, Santa Cruz County Fair, Watsonville; September 21-24, Colusa County Harvest Festival, Colusa; September 22-24, 20th District Agricultural Fair, Auburn; September 26-October 1, Kern County Fair and Livestock Show, Bakersfield; September 27-October 1, Central Washington Fair, Yakima; September 28-October 1, Madera County Fair, Madera; September 28-October 1, Monterey County Fair, Monterey; September 29-October 1, Mendocino County Fair and Apple Show, Boonville; September 29-October 1, Peach Bowl Festival, Yuba City; September 30-October 3, Fresno District Fair, Fresno, and October 4-8, Farmers' Fair and Festival, Hemet.

October 4-8, Ventura County Fair, Ventura; October 6-14, Pacific International Livestock Exposition, Portland, Ore.; October 12-15, Kings County Fair, Hanford; October 27-November 5, Grand National Livestock Exposition, Cow Palace, San Francisco, and November 3-12, Arizona State Fair, Phoenix.

Dates not set: Great Western Livestock Show, Los Angeles, and Far West Turkey Show, Turlock.

### Drumheller, Alta., Elects William MacDonald Prexy

DRUMHELLER, Alta., Dec. 24.—William D. MacDonald was elected president of the Drumheller And District Agricultural Society at its third annual meeting, succeeding A. C. B. Grenville, president since its inception.

Vice-presidents are C. H. Borwick, P. J. Rock and George Carter. W. H. Acton is treasurer.

## EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

# Ohio Planning Well-Rounded Convention Bill

COLUMBUS, O., Dec. 24.—A well-rounded program of speakers will be presented at the 25th annual convention of the Ohio Fair Managers' Association in the Deshler-Wallick Hotel here, January 11-12.

Topics to be discussed on the first day's program include *Recent Legislation Benefiting County Fairs, Essential Public Improvements Necessary to the Progress of Junior Fairs, The Need of Co-Operation Between County Commissioners and Agricultural Societies, A Strong Youth Program Insures Future Fairs, Publicizing the Fair Before Gates Open and While in Progress, and What Percentage of the Total Receipts Can the Fairs Afford to Put Into Their Race Program?*

The second day's session will include: *What Constitutes an Educational Fair?, Why the State Grange Is Definitely Interested in the Stimulating of County Fairs?, Does Ohio Want a New State Fairground Adequate to Portray the Greatness of Ohio Agriculture, Education and Industry?* Lawrence P. Lake, president, will preside at all meetings.

Meet's highspot will be the annual banquet, the night of January 12, with Myers Y. Cooper as toastmaster.

## Estevan, Sask., Re-Elects E. P. Rae to Fourth Term

ESTEVAN, Sask., Dec. 24.—E. P. Rae has been re-elected for his fourth consecutive term as president of the Estevan Agricultural Society. Vice-presidents are W. Gates, H. Carlberg and Nat Davidson. Mrs. Ethel Dean is secretary.

Rae reported that main gate attendance at the 1949 fair was down but the grandstand attendance was up. Actual receipts were \$1,000 above 1948 but expenditures were higher because of the society's 10-year plan to beautify and modernize the fairgrounds. Membership was up by 184 members.

## Valentine, Other Officers Re-Elected at Mineola

MINEOLA, N. Y., Dec. 24.—J. Alfred Valentine was re-elected president of the Mineola Fair for the 12th consecutive time at the annual meeting of the Queens-Nassau Agricultural Society. Other officers are Harold Van Sise, vice-president; Samuel S. Underhill, secretary, and Raymond G. Fish, treasurer.

Charles Bochart was re-elected as manager. Charles Barvels was named to serve as auditor, a new post.

Dates for the 108th annual to be staged in 1950 are September 12-16.

## Alameda, Sask., Election

ALAMEDA, Sask., Dec. 24.—W. E. McNeil was elected president of the Alameda agricultural society at a recent meeting. Vice-presidents are J. W. Ewan and Mrs. G. Young. A. W. Young is secretary-treasurer. Financial report showed a balance of \$81. Livestock facilities possibly will be enlarged for 1950.

## Eldora, Ia., Names Scott

ELDORA, Ia., Dec. 24.—R. A. Scott was re-elected president of the Hardin County Fair at the annual meeting here. Other officers named were James G. Bales, vice-president, and C. W. Haase, secretary.

## Centerville, Ia., Elects

CENTERVILLE, Ia., Dec. 24.—Appanoose County Fair has selected Dick Johnson as secretary; R. O. Duree, president; Karl Fischer, vice-president, and Chester L. Barbee, treasurer.



# 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, Glade-water, 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, Jan-

uary 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-treasurer.

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, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 22-24. Charles B. Ralston, Staunton, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., 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.

Association of Connecticut Fairs, Home Building Institute, 10 Prospect Street, Hartford, April 29, at 2 p.m.

## Programing Theme Of Tenn. Conclave

KNOXVILLE, Dec. 24.—"Developing a program for Tennessee fairs built upon the community and county fair as basic" will be the theme of the convention of the Association of Tennessee Fairs to be held January 10 and 11 in the Andrew Johnson Hotel here, it was announced by Pat W. Kerr, manager of Tennessee Valley Fair here, convention host.

About 250 fairmen and their wives are expected to attend the meeting, the first to be held anywhere except Nashville. At noon, January 10, the women will be guests of the host fair at a luncheon, with entertainment in the hotel's Johnson Hall, to be followed by a tour of Oak Ridge and the University of Tennessee.

The annual banquet will be held in the hotel the night of January 10 with Dr. C. E. Brehm, president of University of Tennessee, principal speaker. Also on hand will be Mayor J. W. Elmore Jr., and Judge C. Howard Bozeman to deliver welcomes, and Glenn Vineyard to emcee the affair. A 45-minute floorshow will conclude the turkey banquet.

## Canora Elects Strelloff

CANORA, Sask., Dec. 24.—Nick W. Strelloff was re-elected president of the Canora Agricultural Society. Vice-presidents are Peter Hoehn and Peter Fernetz.

## Hillsdale, Mich., Elects Frank Clark President

HILLSDALE, Mich., Dec. 24.—Frank Clark, Reading, was elected president of the Hillsdale County Fair Board and Bert Payne, Hillsdale, vice-president, at a recent meeting of the group here. J. I. Post, Hillsdale, and Harry B. Kelley, were re-elected treasurer and secretary, respectively, for their 21st year.

Kenneth Clark, Woodbridge, son of the new president, was named to the board of directors to succeed his father.

The 1950 annual netted \$2,439.87, according to the treasurer's report, receipts totaling \$77,860 and disbursements, \$75,420.13. Balance on hand was reported as \$40,071.47.

Dates for the 1950 exposition, which will celebrate the centennial year, are September 24-30.

## City To Pay Lethbridge Exhibition \$8,800 Annually

LETHBRIDGE, Alta., Dec. 24.—Under terms of the Lethbridge Exhibition's new lease on the fairgrounds and buildings, the city will pay \$8,800 annually for three years.

At least \$6,500 of the grant each year must be spent on maintenance of the grounds and buildings and the remainder will pay the salary of the caretaker. Exhibition grounds and buildings are valued at about \$500,000.

## Yorkton, Sask., Re-Elects Bill Wilkinson President

YORKTON, Sask., Dec. 24.—W. H. (Bill) Wilkinson was re-elected president of the Yorkton Agricultural and Industrial Exhibition Association, Ltd., at its annual meeting here. Vice-presidents are Norman Roebuck and Ernie Lamson. Tonu Draftenza is secretary, and C. W. McBride, treasurer.

Charles R. Bull and S. N. Wynn were given life memberships for their work as directors over several years.

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ALL NEW THIS YEAR

## Animals and New Equipment Added for K-M's 1950 Tour

HUGO, Okla., Dec. 24.—Plans are under way to expand the Al G. Kelly & Miller Bros.' Circus in practically every department for the 1950 tour, show officials announce. Many animals are being added to the menagerie and big show performance, plus an entire outlay of new canvas and considerable equipment, rolling and otherwise.

Already a number of personnel have been re-signed for 1950, including Ira M. Watts, general superintendent; James Hamiter, assistant superintendent; Whitey Thorn, electrical superintendent; John Narfski, menagerie superintendent; Henry Johnson, transportation superintendent; John (Red) Farragher, superintendent of ring stock; Robert Snodgrass, purchasing agent; Mel Lewis, Side Show manager, and his assistant, Harry Rooks; Frank Francois, steward, and William Woodcock, superintendent of elephants, and his assistant, Lonze Dover. Ione Stevens will again have the concession department.

Always noted for its strong menagerie, the show will expand that department still further with the addition of 4 elephants, 2 polar bears, 1 hippo, 1 ostrich, 2 kangaroos, 2 black leopards, 1 wart hog, 1 gnu, 1 hyena, 2 antelope, 2 llamas and 4 seals. The

45 cages of animals will travel on nine 37-foot semi trailers. In addition, there will be five cars carrying zebras, camels and elephants. The show will again have its 83 head of horses, ponies and mules, including two, four and six-draft-horse hitchers.

All new canvas is being built. The big top will be a 100 with four 30's and three 40-foot middles, the first eight-pole top in use by the show in several years. The menagerie top, housing all horses, ponies, mules and elephants plus three cage units of monkeys, chimps and working animals, will be a six-pole 60 with five 20-foot middles. For the Side Show a six-pole 70 with three 20 and two 30-foot middles will be used. This will also house animal dens. Larger marquees for both the big top and Side Show have been ordered, as well as a new double-deck banner line. Three pit shows with new fronts will be carried. All new stands are being prepared by the concession department, and the steel concession car is getting a new lighting system and a repainting. Three 35-kw. Diesel generators have been added to the electrical department.

In the big show next year will be 3 trained seal numbers, 3 chimp acts, 3 bear acts, 3 boxing horse numbers, 3 six-horse Liberty acts and 19 menage riders, in addition to Miss Oklahoma, trained hippo on the track, plus a steel-caged rhino on the track, drawn by a four-horse hitch. The daily parade of elephants to local Chevrolet dealers will be resumed in 1950.

Other equipment to be added in 1950 will be several tractors and a maintenance car equipped with double-duty power winch.

The dining department is also getting an overhauling. In addition to a 37-foot semi built for it, the show is adding a deep freeze unit, built on a vehicle that will also pull an office car.

## Artigas, Razzore Vie For Cuban \$\$ With Ex-Big Show Talent

HAVANA, Dec. 24.—Circo Santos & Artigas, which opened here early this month, and the Circo Razzore, which debuted December 16, are both featuring former Ringling center ring acts and splurging on publicity in an effort to compete with Ringling-Barnum circ in for a run at the Sports Palace.

Former Ringling features in the Santos & Artigas line-up are the Walendas, high wire, and the Loyal-Repensky, bare-back riders, who double in a teeterboard number as the Bradonocs. Remainder of the bill is made up of standard circus talent, including Miss Rieta, high thrill act, used as a free attraction; the Kerrels, fem gymnasts; the Brunets, mental telepathists; Moreno Bros., Spanish clowns, and Miss Frida, presenting dogs, monkeys and a midget pony.

Circo Razzore features such former Ringling performers as the riding Hanneford Family, the cycling Cathalas and the acro Ming Sing Stars. Others in the Razzore line-up are the Trio Ivanov, good high bar act; Patricia Scott, elephants; Williams, horses, camels, zebras and other trained animals; Nico, popular Chilean clown, and the Kri Kri orchestra.

## Name Harry Sperry Sparton Bros. Mgr.

LOS ANGELES, Dec. 24.—Harry C. Sperry has been appointed manager of Sparton Bros.' Circus, in addition to handling all interests of Charles E. (Buddy) Sparton V, 17, probably the youngest circus owner in the business.

John C. Toy has been signed as producing clown, Sperry said, heading a company of six.

The show will travel on 10 trucks and 10 trailers and two in advance with a special line of paper featuring prewar prices.

### EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

## Harlacker Skeds First B'nai B'rith Promotion in Hub

BOSTON, Dec. 24.—A charity circus sponsored by the B'nai B'rith, first of its kind in the United States, is scheduled to be held in Mechanics Building, January 9-12. Circus will be a J. C. Harlacker production. Tom Packs's baby elephants will be featured and circus acts, to be announced, will be booked thru the Al Martin office.

Bob Robinson, general manager of J. C. Harlacker productions, and Mrs. Robinson are in charge of the promotion, which is expected to develop into an annual event.

General admission will be 75 cents and kiddie matinees have been skedded for Tuesday, Wednesday and Thursday. An industrial midway, featuring Boston concerns, will be set up and attendance will be sparked by the giveaway of six automobiles and a giant jackpot of an auto, television set, refrigerator, oil-burner and a home in Florida for 10 weeks.

Proceeds from the circus will go to B'nai B'rith's vocational guidance, youth organization, Hillel Foundation in Boston. J. C. Harlacker has presented the Palestine Shrine Circus in Providence for the past 27 years; Aletheia Grotto Circus, Worcester, Mass., past 13 years; Lions' Circus, Convention Hall, Philadelphia, two years; Kaaba Shrine Circus, Davenport, Ia., three years, and is going back to Pittsburgh for the second Lions' Circus. Mr. and Mrs. Robinson are residing in Worcester, Mass.

## Belgium Unit Preems

BRUSSELS, Dec. 24.—Strassburger Circus, of Holland, opened its Belgian winter season here at the big Cirque Royal indoor arena Thursday (15). Carl Strassburger, general director of the circus, is presenting a good bill, featuring his horse and animal acts.

## Court Okays Sale of L. A. Show Lot to Furniture Org for 500G

LOS ANGELES, Dec. 24.—The famed Los Angeles circus lot at Washington and Hill streets, for 35 years the stand for such orgs as Clyde Beatty, Barnum & Bailey, Ringling Bros., Sells Floto and Al G. Barnes, is no more. Following court approval the grounds were sold for \$500,000 to the Los Angeles Furniture Mart Building Company, Inc. Sale of the property was to settle the estate of David H. McCartney, who annually leased the grounds to traveling shows.

The honor of playing the lot for the last time goes to the Clyde Beatty Circus, which showed on the grounds in the spring of 1949 and will play the site once more in 1950 before ground is broken for a \$10,000,000 Los Angeles Furniture Mart Building. The property has a 267-foot frontage between Broadway and Hill and has a depth of 645 feet.

### Formerly Was Park

Long a center of the amusement business in Los Angeles, the grounds formerly housed Prager Park, owned by Snow and Clark. One of the city's first motion picture studios was also located on the grounds of what was later known as Chutes Park. When the amusement park was finally abandoned in 1910, the Los Angeles ball club leased the property and erected a stadium which stood until the '20s when the club was moved to Wrigley Field.

In those days most of the downtown streets were not cut thru as far as Washington which made the entire area ideal for circuses. In the early '20s, however, Hill Street was put thru and this necessitated some smart maneuvering on the part of Al

Butler, now with Ringling-Barnum. In order to get the org on the divided property, a bridge was built over Hill Street from the main lot to gain access to the menagerie and Side Show.

During the '30s, part of the lot was taken by the Mode O'Day Building, which forced R-B to show on Crenshaw Boulevard in 1941 due to lack of space on the old lot. In 1948 the org played Gilmore Field but was forced to seek new grounds in 1949, showing on La Brea Avenue.

### 75G in Rental Fees

During the years the Washington and Hill lot was used for circuses it is estimated more than 2,000,000 paid admissions were garnered at the front gate. More than \$75,000 was paid out in rental fees by circuses to owners of the property. Originally the rental was \$1,700 but it has now jumped to \$5,000 per single engagement.

Continued expansion of the Los Angeles area has made it increasingly difficult to find suitable grounds for circuses. The problem may be permanently solved, however, with erection of a long-planned downtown auditorium which would be of sufficient size to accommodate any large org. The building, slated for 1952 construction, will be bounded by Third Street on the north, Fremont on the west and Fifth Street on the south.

According to present plans the 15,000 seating capacity can be augmented to 18,000 thru the use of removable seats located on the arena floor. In addition to housing circuses the auditorium would also be used for sporting events.

## Polack Show Nets Chicago Shrine 50G

### Check to Hospital

CHICAGO, Dec. 24.—The Medinah Temple Shrine netted \$50,000 in sponsoring Polack Bros.' Western Unit in Medinah Temple last spring. That became known this week when the Shrine presented a check for that amount to the Shrine Crippled Children's Hospital at the annual Christmas party here. Hospital is located at 2211 North Oak Park Avenue.

Check was presented by Potentate George H. Vann and Arthur Gullickson, circus committee chairman.

At the same time, Shrine officials announced that Polack org would show here March 3-19. The 1950 show will be the eighth annual under the Polack banner. First year, in 1942, the Shrine netted \$26,000. Best year was 1947 when the Shrine's share of the receipts was \$52,000.

The hospital party this year attracted reporters and photogs from five Chicago newspapers, two wire services and one TV station. As a result, the Shrine and Polack orgs received plenty of local and national publicity.

Al Sweeney again was named by the Polack org to handle newspaper publicity for the 1950 Shrine Circus here. Justus Edwards, regular Polack press chief on the Western Unit, will handle radio flack.

## Mills Features Boff Program in London

LONDON, Dec. 24.—Bertram Mills Circus and Fun Fair opened its annual Christmas season in the Grand Hall of the Olympia Exhibition Hall Tuesday (20), with a big program that is set to run thru February 2.

American swaying pole act, the Sensational Ortons, was replaced by Miss Luxem, sway pole, as Doris Orton was unable to appear as result of having fractured an arm while helping dismantle the act's rigging.

In addition to the Mills animal acts, horses and clowns, several well-known continental European acts are on the bill, among them being Jack Lupescu, juggler on the wire, and Miss Helia, with her sea-lions, both from the Knie Bros.' Circus of Switzerland; John Steinhoff with Rhodine's Polar Bears, from Sweden; Maurice & May, comedy bike act, and Maryse Begary, trapezist, from France, and the Three Ghezzis, comedy ladder act, from Belgium.

Also in the line-up are the Seven Ashtons, Risley act from Australia, and the Four Great Arturos, high wire.

Fun Fair section in the big hall is filled with the usual set-up of rides and concessions. Advance sale, which started in mid-summer, is reported to have been very good.

## Circus Program Booked For Philly Music Academy

PHILADELPHIA, Dec. 24.—The Women's International League, which sponsors the Children's Theater series during the year, makes a switch in production for the holiday season and stages an indoor circus at the Academy of Music Tuesday (27), the first time that an animal act or a clown will have graced the stage of this concert hall.

Geared for the kiddie trade, the line-up of acts will include Joe Gangler's Circus dogs, ponies and monkeys; Munro and Adams, comedy jugglers; Martin and Petro, musical clowns; the Proud Family, trampoline, and George Frame's orchestra.

## UNDER THE MARQUEE

Clyde Wixom, owner Mat Wixom Great Show title, carried on an old family tradition this year with a multi-colored Christmas card, featuring a circus-type train of seasonal good wishes on the front, and bearing the great drum insignia of the old Wixom show on the inside. . . . **Father Ed Sullivan**, circus priest, spoke on circus life and personnel at a recent meeting of the Holy Name Society in Hartford, Conn.

First of Mays are raw material essentials to making finished products.

**Jake J. Disch**, billed as Clown Cop Corrigan, reports that when he attended the Chicago outdoor convention he visited with **Doc Waddell**,

## Winter Quarters

### Ayres and Kathryn Davies

DIXON, ILL., Dec. 24.—Workmen are getting equipment ready for the 1950 season. Org closed Monday (12) and will reopen January 12.

Ayres Davies, Walter Raudenbush and Roy Hershberger are in quarters. Mr. and Mrs. Ollie Heerdink and William Kelley are in Evansville, Ind., for the holidays. Mr. and Mrs. Harry Rawls went to Missouri; Tom Questell to Carmi, Ill.; Capt. Eugene Christy to Clinton, Ia.; Robert Castle to Indiana, Mr. Stowell to Wheaton, Ill.; Raymond Duke and Harry Villeponteaux to Ora, Ind.

Mary Rawls suffered torn ligaments in her leg when she slipped while doing web in Wapakoneta, O.

Visitors at Wapakoneta included Ralph Beckdolt, Jack Raum, Mr. and Mrs. Al Jones and Mr. and Mrs. Buck Steele. The Christys, Dukes and the writer motored to Peru, Ind., to visit Terrell Jacobs. — HARRY VILLEPONTEAUX.

their first meeting in 10 years; **Fred Stoddard**, **Jack Mills** and **Larry Benner**. Disch also reports that **Jack LeClair**, Big Show clown for some years, is at his home in Milwaukee, as is **Cecil Eddington**, clown.

"Circus Day in Our Town," a new 15-minute 16mm. sound film, has been released by Encyclopedia Britannica Films, Wilmette, Ill. The pic, featuring Cole Bros.' Circus, the Cole press staff, as consultants, shows the circus from the time it started work in winter quarters last spring in Louisville and follows it thru most of the season. Film may be purchased outright or rented from most film libraries. . . . **Mrs. Irving J. Polack**, **Art Stern** and **Sam Polack**, all of Polack Bros.' Circus, were in Chicago last week. They left for their respective homes in California for the holidays.

Easiest way to silence the chatter in the gals' dressing room is to ask, "Which one is the oldest?"

**Emil Mobius** formerly with the Ringling circus band, is in Lutheran Hospital, Fort Dodge, Ia., with a broken leg. . . . **Dee Aldrich** reports that he again will be Side Show manager on King Bros.' Circus next season. . . . **Willie**, the Clown, has been busy since closing the season with Biller Bros.' Circus. He appeared in Macon, Ga., for the Shriners and at Burton's Shoe Store and the Grand Theater, that city. In Tifton, Ga., he clowned three days for Dick Clements' Circus and in Athens, Ga., played the Palace Theater.

"Just as I predicted," beefed an old-timer, "the wave of prosperity died young."

**Jo Jo Lewis**, clown cop, advises from Sarasota, Fla., winter quarters (See Under the Marquee on page 62)

## Pan-American Plans February Bow in La.

CINCINNATI, Dec. 24.—W. F. Duggan, owner, Pan-American Exhibit, visited The Billboard offices here Thursday (22), while in the Queen City on a buying junket and announced that he has framed plans for an enlarged org for 1950. He plans to open the season February 1 in lower Louisiana.

Duggan left here for Chicago and then goes to Mason City, Ia., before returning to Mobile, Ala., from his 10-day tour. Duggan said he plans to purchase a new Side Show top from U. S. Tent & Awning Company and that a number of new acts have been lined-up for next season. Swede Johnson is breaking an elephant, pony drill and dog act in quarters.

S. L. May, who is accompanying Duggan on the trip, will have the exclusive on concessions.

## Dressing Room Gossip

### Gran Circo Americano

Excellent biz continues in Port of Spain, Trinidad, despite frequent rain. Jimmy Harrington is much in evidence on the front gate; ditto Sydney Gilmore. Mrs. Wilson kept the show running smoothly while Mr. Wilson was away on business.

Eddie Pedrero is resplendent in tails and white tie. Earl Dean is back in the Razell teeterboard act after an arm injury. Scene: the entire male personnel running like mad to make the spec after looking at tourist photos until the last minute. Julie Allen and Steve Jacyna were on a Christmas buying spree. The writer purchased some yuletide records for intermission playing. Others were noted buying yule spirits to be mixed with Coca-Cola. The Casbah was the scene of a delightful party which included Steven Monoz, Tony Buitrage, the Pascuales, Razells and Hodgins. Les Rosettis and Jacques Gordon arrived from Miami to open Christmas week. —JOE HODGES HODGINI.

## ATTENTION ACTS!

Am now contracting Acts for my 1950

Fairs and Circuses

**ERNE YOUNG**

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## SEASON'S GREETINGS

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GRAN CIRCO RAZZORE HAVANA, CUBA NOW



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Almost every one of the Eastern amusement family is a member. Are you?

Write for Information  
Initiation .....\$10.00  
Dues .....\$10.00 Yearly

## WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Gumbo Flats, Tex.  
December 24, 1949.

Dear Editor:

The show made its first week-stand of the season here. With the city beautifully decorated for the occasion, all city and county officials in toppers and tails lined up by the depot and the entire population of the burg, numbering 300, dressed in their Sunday

best, the Won, Horse & Upp Circus's gold-leafed and neonized train of five railroad cars roared into the home town of the show's owners and managers.

Out two blocks from the edge of the city limits is the vast plantation of the Won, Horse and Upp families. Here is the their beautiful colonial home and 100 cabins that are occupied by their sharecroppers. The 40-acre pasture was used as a lot, having been well covered with sawdust from the show owners' sawmill, which also provides lumber used in building and rebuilding new and old equipment. There was much rejoicing among the women in our share cropper colony. The wives of our canvasmen had carried on the farming while their husbands were on tour. Only the aged men, most of them pastured in 1936, are left behind to do light chores. Only night performances were advertised for here and we jammed the big top to the rings curbs on Monday with passes. However, at 7 p.m. on Monday, Mike Upp called a meeting of all employees and informed them that the "generally useful" clause in all contracts would hold good here. At 7 a.m. cane patch call was issued for Tuesday. The boss further stated that if they made a big crop this year the show would stay out all winter and wound up with, "It is now molasses making time in Dixie." The day was spent cutting and gathering cane. The night house was again capacity with long and short passes. On Wednesday morning the cane grinder and the big iron cook pots were going full blast. Barrel after barrel of golden brown molasses was turned out and stored for our winter hot-cake route. That day more debts were squared with long and short ducats and we turned (See Won, Horse & Upp on page 62)

## SIX PHONE MEN

For Birmingham, Ala. Strong auspices on stage show, ball, City Auditorium, February 23. Two months solid work, top commissions. Banners, Book, Tickets, U.P.C. Office ready.

**TERRELL and FERRELL**  
EMPIRE HOTEL BIRMINGHAM, ALA.

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## WANTED AGENT

who can contract strong auspices; Bob Cows, answer. Acts doing 3 or more, also good Boss Canvasman and Light Plant Man. Responsible Truck Circus. Reply:

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Frank Vaughn, get in touch with us.

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Small enough to be easily transported by rail or truck—\$3500.00.

Also Kangaroos, Antelopes, Chimpanzees, Monkeys, Elephants, Cheetahs, Birds, Reptiles. Send for our free price lists regularly.

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**JULIEN WEST OR R. W. BRANDON**

General Delivery, Galveston, Texas, or care Western Union. Ordering here January 16-17-18.

## Prell Contracts 10 Annuals, Preps for Jan. Bow in Florida

NEW YORK, Dec. 24.—With 10 fall fairs already booked, Sam E. Prell, president and general manager of Prell's Broadway Shows, is optimistically predicting a banner 1950 season for his org, starting with the Punta Gorda (Fla.) Fair January 23 after only a six-week hiatus.

The Prell unit shuttered December 10 at Ruskin, Fla., and moved into winter quarters at Kissimmee, Fla., where an accelerated program of rebuilding and renovating is now underway. Three new tractors and trailers have been added for a total of 51 mobile units, Prell said. An Allan Herschell Little Dipper has been added to the ride line-up. Prell said he would add the Herschell Company's new Whiz Bang before spring.

### Travers Joins Marks

Prell also announced that his son, Joe, would replace Allan A. Travers, the org's general agent for the past several years. Simultaneously from Washington Travers announced his resignation from the Prell organization and said that he would join the John H. Marks Shows January 2 in a similar capacity.

Annuals inked by Prell include those at Bedford, Butler, Carlisle and Indiana, Pa.; South Boston, Va.; Greenwood and Greenville, S. C., and Rocky Mount, Greenville and Elizabeth City, operated by Norman Y. Chambliss, in North Carolina.

Prell reported the 1949 season had exceeded his expectations and that his organization had fared better generally than in 1948. The early still dates were spotty as the result of bad weather. The fair season was exceptionally good, altho the final dates in Florida were marred by unseasonable cold.

### Second Unit Clicks

The Prell's World's Fair Unit, the Vivona Bros.' org operating under the Prell banner at fairs, also clicked, Prell said. The operation will be continued in 1950, with the org being augmented by the addition of a Motordrome and two new fronts, which are being constructed in quarters, and new canvas which is already on order.

Prell said the good season was reflected in the addition of 15 new Spartan trailers by the shows' personnel.

The staff for 1950 will include Sam E. Prell, president and general manager; Joe Prell, general agent and treasurer; Ben Prell, secretary and purchasing agent; Abe Prell, trans-

portation manager; Charles Guttermouth, assistant; Charlie Powell, contracting agent; Pat J. Finnerty, business manager; Alice Buck, secretary, Louis (Red) Russell, concessions secretary; Joe Serabe, Diesel superintendent and chief electrician; Bob Proctor, mechanic, and John Hoffman, lot superintendent. Ira T. Knight, billposter, closed with the org at the end of the 1949 season, Prell said.

## SLA Legion Post Gives Christmas Cheer to Vets

CHICAGO, Dec. 24.—Veterans in suburban Hines Hospital and Downey Hospital at near-by Great Lakes will benefit in Christmas gifts from a \$100 donation made by the Al Sopenar Showmen's League of America Post 1008, American Legion, to the Gift for Yanks Fund, it was announced this week.

The post's contribution is in line with its policy of giving assistance to hospitalized vets. The policy was given added impetus lately by a \$1,275 gift to the post by the Showmen's League of America. The sum represents the balance in the SLA's Mustering Out Fund after payments had been made to SLA members who served in World War II.

A total of \$50,000 had been raised by the SLA's Mustering Out Committee, headed by Floyd E. Gooding. Distribution to members in service had been made on the basis of the number of months served and whether such service had been made in the U. S. or overseas.

Part of the \$1,275 turned over to the Legion post by the Showmen's League is to be converted into bonds, earmarked for charitable or other worthwhile purposes. Such money not converted into bonds is to be used for like purposes, it was announced this week by the post's publicity committee, which consists of Past Commander Bernie Mendelson, chairman; Past Commander Charlie Owens and Ray Oakes Sr.

John Wulf, post commander, announced a drive will be launched soon for new members. Eligible for service are all SLA members who served in the armed forces.

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

P-Pool, Ark.  
December 31, 1949.

Dear Editor:

In order to give his people a real Christmas eve dinner, Manager Pete Ballyhoo ordered the show loaded Friday night. The only equipment left in the air was the cookhouse, which alongside of was erected a rented big top. The top was put up over a large evergreen tree, as cutting it down and moving it into the big top was forbidden by the lot owner. All stage platforms from the sitdown shows were moved under the top where our carpenters soon nailed together a dance floor and they built long tables around the floor to give it a night club appearance. The show's sign painter put up a sign that read "Jungle Club."

Promptly at 8 p.m. our Minstrel Show's three-piece band hit up Jingle Bells and our 425 people rushed in. The tree was decorated with 200 small lights of different colors. Bad business during the last few weeks kept the office from giving

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Dec. 24.—The usual bulletins issued by the association will be resumed early in 1950, depending upon developments justifying their issuance. The 1950 membership campaign also will be starting early in the year, following the fair meetings, with letters from President Merle A. Beam to all interested non-members, inviting their participation in the association's activities.

In accordance with the action taken at its annual meeting, the association has affiliated with the National Fire Protection Association (NFPA) and holds an associate membership in the NFPA.

Additional government reports relative to the sale and purchase of commodities are on file.

## Cavalcade Signs Repeat M'w'kee Lake Front Date

MILWAUKEE, Dec. 24.—Cavalcade of Amusements have been signed to show on the lake front here in July next year, with the Milwaukee Firefighters as the sponsoring organization. Announcement of the signing was made by Louie Berger, Cavalcade general agent. Stand will run 10 days, Berger announced.

Engagement is a repeat for Cavalcade, which last year enjoyed excellent business here under the same auspices.

## Nick's United Goes Back to Road in '50

INDIANAPOLIS, Dec. 24.—Following a two-year layoff, Nick's United Shows will return to the road in 1950, S. W. (Nick) Nickerson, owner-manager, announced from local headquarters this week. Nickerson was associated with Pan American Shows for eight years and spent one season with the Johnny J. Jones Exposition before hitting the road with his own org which was known as the Allen-Nickerson Shows until the title was changed to its present tag.

Nickerson said that current plans call for the org to carry 6 rides, 4 shows, about 30 concessions and a free attraction.

## Michigan Club Hosts 380 Kids

Detroit clubrooms prove too small for annual Christmas party

DETROIT, Dec. 24.—The Michigan Showmen's Association (MSA) Sunday night (18), hosted 380 underprivileged children at the club's annual Christmas party. Event was held in the clubrooms, which proved too small for the event, leading to plans to hire a larger hall for next year's party. Despite careful planning, there was an overflow, and a total of 16 children, who exceeded the maximum provided for, came back Tuesday (20) to receive their gifts.

Police co-operated in rounding up the youngsters, making sure that the guests were really deserving. Police also aided in transporting the children to and from the party.

Entertainment included the participation of a Santa Claus, music by Mickey Woolf's ork, the Three Dudes, a clown act, and clowns from the local amusement parks. Each child was given a large marketbag full of gifts, with each girl receiving in addition a large doll. The boys were given a pair of roller skates or a basketball.

General chairman for the event was Sam (Pork Chops) Ginsberg, who was assisted by Max Berkowitz, Irving Borker and Eddie Bennett. The Ladies' Auxiliary was active in handling arrangements and taking care of children, thru the work of Nan Borker, Clara Balog, Pat Crognale, Mrs. Herbert Pence, Grace Ziegler, Charlotte Richardson and Marion Dickstein.

## Edward Karn, 55, Succumbs in Miami

MIAMI, Dec. 24.—Edward L. Karn, 55, veteran carnival Side Show performer, died in a local hospital Sunday (11) of a heart ailment. Memorial services were held here Friday (16) and the body, accompanied by his brother, Clifford, was taken to Chicago. Funeral services were held in Chicago Tuesday (20). Burial was in Showmen's Rest, Woodlawn Cemetery.

Surviving, in addition to Clifford are four brothers, Raymond, California; Bud, Gloucester, N. J.; Wallace and Alex, Philadelphia, and a sister, Mrs. Beatrice Alliston, Wildwood, N. J.

Born in Philadelphia January 28, 1895, Karn had been in show business most of his life. He was with Beckmann & Gerety, Rubin & Cherry Exposition, Sheesley Mighty Midway, Con T. Kennedy, among others.

## 4-Man Combo Sets New Carnival Org

ROCHESTER, N. Y., Dec. 24.—John Woods, Tony Canzineri, Nathan Smith and Angelo Desire, all of Rochester, have incorporated in New York State for the operation of Greater Amusement Exposition Shows, with Woods as general manager; Desire, concession manager; Smith, legal adjuster, and Canzineri, advance agent.

Officials plan to play New York, Pennsylvania, Ohio and West Virginia with six major rides, three kiddie rides and four shows carried on eight semis. Included in the line-up are a major ride and two girl shows of Simon (Blackie) Geffen, also of Rochester.

Woods reports that six New York and Pennsylvania celebrations, along with three fairs already have been signed by Canzineri. Smith will return from Miami about March 1.

## SFA Installation Ceremony Set Jan. 2

SAN FRANCISCO, Dec. 24.—The annual installation of officers of Show Folks of America will be held January 2. Fred Weidman will be installing officer.

New officers are Mike Krekos, president; Marie Burke, first vice-president; Bill Coes, second vice-president; Art Craner, third vice-president; Edna Raiford, recording secretary; Albert Roche, corresponding secretary; Adam McBride, financial secretary, and Dwight Kane, treasurer.

Also to be installed are 30 members of the board of directors. Following the installation ceremony a buffet supper will be served.

## EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

## MIDWAY CONFAB

Midwayites are "up town" spenders who don't mind paying \$1 for a 35-cent cook-house stew.

Carl H. Barlow, manager of Deluxe Concession Company and formerly a carnival concession manager, underwent major surgery in Doctors Hospital, Washington, December 14. He expects to remain there thru the holidays and would like to hear from friends. Mail will reach him at his home, 2126 36th Place, S. E., Washington 20.

Ticket sellers know how to handle money all right but emphasis should be put on accuracy instead of speed.

J. George Loos's Greater United Shows are passing out a handbill announcing the org's 1950 debut date at the Washington Birthday Celebration, Laredo, Tex., February 11-26, which also bears a tribute from James T. Ballard, columnist of The Beeville Picayune. . . . After spending three weeks in El Paso, Tex., Melvin Burkhardt rambled into

Louisville last week for a visit with his parents and son. Burkhardt, who has been playing a few club dates with his magic and anatomical wonder turn, opens in Indio, Calif., in February with Art Converse.

Retired after 35 years of booking worries, a general agent set a new record by having his hair cut sans any expense account.

James Thompson, Side Show operator, and daughter, Edith, are playing night clubs in Pittsburgh with their mental act since closing with King Reid Shows. Thompson says he plans to have the Side Show as well as a Girl Show on the org in 1950. . . . Mr. and Mrs. Lee (Diggers) Moss have returned to Hot Springs after a three-week trip to Mexico with Tom and Rachel Wells. . . . While en route to Aransas Pass, Tex., E. T. (Red) Thompson stopped off in Hot Springs for a few days of fishing.

Midway career is one wherein a trouper with moderate habits can easily leave his next of kin 100 glowing accounts of his accomplishments.

Charles J. Roach infos that he is making his winter headquarters at Arizona Showman's Club, Phoenix. He resides at the home of Don and Mary Davis, formerly of Mills Bros.' Circus, who recently purchased a home there. . . . Charles (Ringling) Davis is undergoing medical treatment at Veterans' Hospital, Fort Benning, Ga. . . . Sam E. Prell after a short visit at his Newark, N. J., home, left to attend the January 3 banquet and ball of the Miami Showmen's Association.

Announcing the booking of the same fair week after week means that needling, as is a showman's custom, is continuing at a normal rate.

S. C. Loudon reported that Gust Karras has purchased the Gaunotte Shows and that he will handle bookings for Karras in 1950. . . . J. T. McClellan, former owner of McClellan Shows, is in Shannon Hospital, San Angelo, Tex., where he is being treated prior to undergoing an operation. He would like to read letters from friends. . . . Mr. and Mrs. Mack Hoge and Hoge's brother, Paris Hoge, of Dale Bros.' Circus, recently purchased a new house trailer from Roger's Trailer Ranch, Rantoul, Ill. They are en route to Lake City, Fla., where they will winter.

Veteran observers of show history are the ones who can remember the early day Car Owners and Managers Association and what it was supposed to settle.

Tex Conroy, veteran talker and emcee for Carl J. Lauther's Side Show, is portraying the role of Santa Claus in the toyland of the Sears-Roebuck, Camden, N. J., store during Christmas. Also seen there was Scotty Sheldon, former Water Show clown with Sol Solomon. . . . Al Pollock, Girl Show operator, has the balloon concession in the Gimbel Store, Philadelphia. . . . Walter A. Schafer, W. G. Wade Shows' press agent, sent his Christmas cards from Rochester N. Y., where he is wintering, but didn't forget to include the shows' emblem on them. . . . The Michigan Showmen's Association sent greetings with a picture of their two-story clubhouse in Detroit. . . . D. Wade, general agent, W. G. Wade Shows, sent out a hand-written style Christmas greeting card to his many friends, frankly admitting he had been "cussed and discussed for the written messages," but that he was sending another "without any further hostilities."

Reported Christmas casualties would have been heavier if they included all the winter quarter chefs who cut themselves with can openers.

### WHEELS OF ALL KINDS PADDLES—LAYDOWNS

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### NOTICE Veterans' Memorial Park

Wants Interested Shows to contact them on or before January 20, 1950, for Greater Mt. Airy Fair for 1950. Rather sell complete midway, gate, etc. Address: O. R. BOYLES, Secretary, Veterans' Memorial Park, Inc., P. O. Box 367, Mt. Airy, N. C.

### WANT TO LEASE

With Option To Buy  
Small organized Carnival, complete with transportation. Ample references furnished upon request.  
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From all of us . . .  
Sam, Joe, Abe, Ben  
**PRELL**  
To all of you . . .  
A Happy and Prosperous New Year  
**PRELL'S BROADWAY SHOWS**

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LAREDO, TEX. WASHINGTON BIRTHDAY CELEBRATION  
16 DAYS 3 SATS. AND SUNDAYS FEB. 11 TO 26

**SHOWS** WANT SIDE SHOW (no half and half): Pete Korte, Ray Cramer and Milo Anthony write, also C. C. McClure (big snakes). Opening for Fun House, Fat Show or any other non-conflicting attraction.  
**RIDES** WANT TILT-A-WHIGL, LOOPER, CATERPILLAR, FLYOPLANES, MINIATURE WHIP and C-CRUISER. Mr. Moser, let me hear from you. Also Pony and Cart Ride.  
**CONCESSIONS** All concessions open EXCEPT Custard, Snow and Candy Floss, Apples, Bingo, Peanuts and Popcorn, Ice Cream and Eats and Drinks, and Scales already sold exclusively.  
Can place Ball Games, Hanky Panks, Long and Short Range Galleries, Photos and Novelties. NO RACKETS—NO GYPSIES—NO FOOLIN'—Start your season right at LAREDO'S CELEBRATION—while most other shows are still in winter quarters. NOTE—SAM CALDWELL (MOTORDROME) get in touch with City Lumber Co.  
**DON'T FORGET TO REMEMBER—"YOU CAN'T LOSE WITH LOOS"**  
Write or Wire: **J. GEORGE LOOS, Box 455, Laredo, Tex.**

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\$15,000.00 custom-built Private Coach of former president of Greyhound Bus Co.; Pullman car construction, all steel; 4 rooms, completely furnished; living room and office combination, dining room and bedroom combination, 1 Pullman berth (lower), stainless steel kitchen, complete bath (chemical toilet), Caucasian walnut paneling, wall-to-wall carpeting, intercom phone, hot and cold water system, hot water heat, air conditioning, separate a.c. water supply. Air brakes, 2-ton tractor with 5th wheel. All this for \$6750.00. Will sell with or without tractor. Call or write

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**Merry Xmas and Happy New Year**  
Bess, Jack and Jim Gallagher  
Ed Parker Harry Taylor

## NICK'S UNITED SHOWS, Inc.

Back on the Road for Season of 1950

Want the following Help for all Rides. Will sell exclusive on the following for the season: 2 Ball Games, 2 Mitt Camps, Cook House, Bingo, 4 Percentage Games, also 6 Flat Stores. All other Concessions first come, first served. Bill Perry, contact me; also all others who have worked for me in the past. Want to hear from sensational Free Act. Show will carry 6 Rides, 4 Shows, 30 Concessions and Free Act. You know I usually work in every spot. Will buy or lease any Rides that do not conflict with what I have. All address: S. W. NICKERSON, 127 E. St. Joseph St., Indianapolis, Ind., or see me at the Indiana Convention, Jan. 1 to 5, Indianapolis, Ind.

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Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

**100,000 \$27.00**

10,000 . . . . . \$ 9.00  
20,000 . . . . . 11.00  
50,000 . . . . . 17.00

### National Showmen's Association 1564 Broadway, New York

NEW YORK, Dec. 24.—A swell treat was tendered the NSA members by the Ladies' Auxiliary, with a supper party Wednesday (21) night, with a smorgasbord table loaded with food.

The shut-in committee outdid themselves this year and sent a generous gift to each shut-in member. A pleasant surprise was given Mack Harris when Mrs. Bess Hamid visited him recently.

Our apologies to the Cetlin & Wilson Shows for omitting to mention the fact that a generous donation was received from their jamboree for the club.

The club was saddened by the death of Louis Aarons, early Tuesday (20) morning after a long illness. Funeral services were held Tuesday (20) afternoon from the Philip Apter & Son Funeral Home in Newark, N. J., with interment in the family plot in King Solomon Cemetery, Clifton, N. J. Attending the funeral services were Morris Glass, Ike Weinberg and Ethel Weinberg.

Out-of-town visitors to the club were Issy Cetlin, Sam Prell, Edward Rouch, Max Tubis and Vice-President Bucky Allen. Other recent visitors were Edward Cohen, Paul Miller, Max Miller, Joseph Amico, Edward Nacht, Frank Rosenberg, Morris Gustow, Ralph Edson, Sam Weisser, Jack Owen and Sam Levy. Next regular meeting Wednesday (28).

### Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 24.—Regular weekly meeting drew attendance of 40. F. W. (Boxie) Warfield, third vice-president, was in the chair. Also present were Al C. Wilson, secretary; George Carpenter, treasurer; George Elser, warden, and George Sargent, conductor. Edward (Slim) Johnson, who has been absent for sometime, was present. Committeemen made satisfactory reports for the past year's activities.

Sam Benjiman, chairman of the banquet and ball committee, stated that he had completed his line-up of entertainers for the annual New Year's Eve event in the Georgian Room at the Hotel Continental and that sale of banquet tickets was going well.

The auxiliary tacky party will be held Friday evening (30), in the banquet room at the Coates House.

Memorial services will be held at the clubrooms Monday (26) at 2 p.m. Chaplain Wilson will officiate.

Lunch was served after the meeting.

### W. G. WADE SHOWS

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RIDES—SHOWS—CONCESSIONS

Fair Secretaries

Show Men and

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We invite you to visit us at the  
INDIANA FAIR MEETING  
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### ROYAL EXPOSITION SHOWS

Now booking Hardee County Strawberry Festival, Bowling Green, Fla., Jan. 16-21; Mulberry Phosphate Fair, Mulberry, Fla., Jan. 23-28; Lake Wales Veterans' Fair, Lake Wales, Fla., Jan. 30-Feb. 4. Followed by five more weeks of fairs to be announced later

Want worth-while Shows, Rides, Motordrome and any Concessions except Bingo, Cookhouse, Novelties, Popcorn and Apples, which are sold exclusive.

All address J. P. BOLT, Mgr.,

Palamar Trailer Park, Orlando, Fla.

P.S.: No gypsies. American Palmist o.k.

## CLUB ACTIVITIES

### Show Folks of America 1191 Market Street San Francisco

SAN FRANCISCO, Dec. 24.—The December 12 meeting was called to order by President Eddie Burke. Ted Teixeira and Phil Sapira, conductor of the San Francisco Municipal Band, were called to the rostrum to fill in for the absent Charles Albright and Teddy Levitt, vice-presidents.

Bills were presented and ordered paid. The treasurer's report and financial report were read and accepted. Albert Roche, corresponding secretary, reported receipts of Christmas cards from the club's first president, Mary Ragan Kanthe, and R. Jack Brooke. Roche also read letters he had written to Clarence Allton, president of the Regular Associated Troupers, thanking that club for flowers sent to this club's ball at the Palace Hotel; Earl Douglas, president of Pacific Coast Showmen's Association; Margaret Farmer, president of the Ladies' Auxiliary, PCSA, and to the Arizona Showmen's Association, Phoenix.

The president presented the following new members, guests and members who had been absent for some time: Billie Hodges, Sam Haberman, Phil Sapira, Mary and Teddy Texira; Mrs. Teixeira's sister, Marie Nordstrum, Calgary, Alta.; Gertrude Weber; Jean Porter, new owner of the Morrison Funeral Home; Tillie Cramer, Mr. and Mrs. Russell Jeffers, Samuel Cole, William Hall and Mr. and Mrs. Kohler.

Recess was called for the pot of gold. Phil Sapira, winner, received \$21, the remainder going to the refreshment fund. Sapira also donated \$10 to the Christmas dinner fund.

Nate Cohn, chairman of the banquet and ball committee, said that as soon as all accounts are balanced he will give a complete report. A rising vote of thanks was given Cohn and Phil Sapira, who provided music for the ball.

Following the meeting Marie Burke acted as emcee for the following line-up of talent supplied thru courtesy of the Mason-Kahn Studio: Joe and Diane Bondaza, song and dance; Ruthie Olafson, tap routine; Lindsey Quillette, song and dance; Joe and Diane, Gay '90s routine, and McConnell and Moore, juggling. Refreshments were served.

### Lone Star Show Women's Club of Texas Campbell Hotel, Dallas

DALLAS, Dec. 24.—Newly elected President Louise Hickman presided at the December 19 meeting. With Margaret Pugh as chairman, a board of directors meeting was held to discuss several important matters.

The Christmas party and dinner was held the night of December 21 in the clubrooms. Members brought packages for five needy families, to which the club was referred by the Salvation Army.

President Hickman presented Margaret Pugh with a gift and complimented her for her fine handling of the installation and 10th anniversary party at the Town and Country Restaurant December 14. Lucille Delaport, head of entertainment, outlined plans for the coming year.

Katie Little is on the sick list. Honey Vaughn has improved and attended the installation party.

### Greater Tampa Showmen's Association Tampa, Fla.

TAMPA, Dec. 24.—Slate of officers for 1950 is the same as last year with the exception that Harry B. Julius was elected to serve as treasurer. The complete slate is: C. J. Sedlmayr Jr., president; Eddie Young, first vice-president; James E. Strates, second vice-president; Nat D. Rodgers, third vice-president; Gean Berni, executive secretary; Harry Julius, treasurer; H. A. (Hal) Hall, recording secretary; George Ringlin, chaplain; Harry (Irish) Gaughn and Earl Maddox, sergeants at arms. President Sedlmayr announced that formal opening of the new clubhouse would be held January 8, the second anniversary of the association. A barbecue will be held on this date at the barbecue pit which is nearing completion on the club grounds.

It was announced that the first annual banquet and ball will be held February 5, the Sunday during Florida State Fair. A definite site has not been announced, but tentative plans are being worked on by committeemen Paul Sprague and Gean Berni.

The following members are ill: William O. Perrot, Edmondo Zucchini and Gordon Cameron.

One of the biggest indoor events in the Tampa area will be held at Fort Homer Hesterly Armory New Year's Eve. It will be a Circus Jubilee, with outstanding circus, vaudeville and night club acts putting on a two-hour show. Dancing will follow. Profits will be turned over to the GTSA Building Fund.

Harry (Irish) Gaughn's Christmas tree committee made plans to entertain approximately 350 children at the second annual Christmas tree party. Over 150 of these children will be underprivileged. The clubrooms are decorated.

A tacky party held recently drew over 250 members and friends. The judges awarded Joe Pontico first prize.

Membership continues to increase. New members are Harry Hopkins, Johnnie O'Rourke, Felix Charneski, Louis Weigand, P. J. Finnerty, Ben Hankin, Maxie Herman, William Purchase, James E. Shaffer, Frank Luptow, Walter Vallance, Van L. Jeter, Aubrey R. Major, Ronald A. Radford and Albert Carsky.

### Ladies' Auxiliary

New officers installed at the December 14 meeting were Lois Sedlmayr, president; Evelyn Kleider, first vice-president; Dottie Carrell, second vice-president, and Grace Fillingham, secretary. Chaplain Dolly Wise was installing officer. The board of directors held a special meeting and appointed Dolly Young, third vice-president, and Elsie Owens, treasurer. Added to the board were Kay Yennie, E. Zucchini, Gertie Miller, Betty Rodgers, Laura Sedlmayr and June Boyles.

In addition to these five new members and Past-President Jerri Ringlin the 1950 board of governors will include Clover Fogle, Irene Beatty, Dena Berni, Evelyn Blakely, Evelyn Clain, Arlene Cooper, Ruby Hall, Rosie Hunter, Helen Julius, Pearl Keys, Vera Larkin, Blanche Lemesh, Hazel Maddox, Betty Lee Morgan, Bertie Perrot, Fl. Pontico, Mabel Reed, Kathleen Sutton, Gertrude Weiss and Esther Young.

At the regular meeting President Ringlin invited Past President Clover Fogle and Dolly Young to the rostrum. Testimonial dinner for President Ringlin was set for January 11 at Larry Ford's Supper Club. Jean (Mom) Whitman was reported on the sick list.

A collection of \$38.35 was given to Harry (Irish) Gaughn to purchase gifts for the children's Christmas party.

### International Showmen's Association 415A Chestnut St., St. Louis

ST. LOUIS, Mo., Dec. 24.—First Vice-President Euby L. Cobb presided at the December 15 meeting, with Leo Lang and Acting-Secretary E. P. (Heavy) Waughn assisting. Plans were completed to take care of 800 children at the club's Christmas party, Chairman William (Red) McCoy announced.

Entertainment Committee Chairman Mort Silvers reports that he has a 30-act show set for the party and that he is going ahead with plans for the New Year's Eve banquet. George Regan and Dave Prevost report the advance ticket sales for the event is big.

Correspondence was read from the Lutheran Orphan Home. Tony Silvestri donated a 200-pound bag of pecans. Arlene Sidenberg and Edith Maxville formed the committee from the women's club to report on its end of the Christmas party. A 24-foot opening was cut in the wall between the ladies' and men's clubrooms to afford more space for special events. Waughn, George Regan and Meyer Kotz did the work.

Bill Snyder make a lengthy talk on retiring the club's bonds and Chairman John Francis called a special meeting December 29 to act on Snyder's motion. Visitors included Harry Alkorn, David Merritt and James Reece. Cards of thanks were received from Virginia Laughlin and the Maher family.

### Pacific Coast

### Showmen's Association 1235 S. Hope St., Los Angeles 16

LOS ANGELES, Dec. 24.—More than 200 members turned out for the Monday (19) meeting, presided over by Vice-President Joe Krug, president-elect for 1950. Assisting on the rostrum were Vice-Presidents Larry Ferris, Mike Doolan and Joe Steinberg; Jack Hughes, chaplain; Al Weber, treasurer, and Louis Manley, treasurer.

A moment of silence was observed in tribute to Harry Taylor, who died Thursday (15).

Entertainment and refreshments for the New Year's Eve party were discussed by Al Cohn and Natt Herman, co-chairmen of the event. Ann Doolan and Nina Rogers, representing the Ladies' Auxiliary, donated \$50 to the party fund.

### Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, Dec. 24.—Nell Robideau was elected president at the December 15 meeting. Other 1950 officers are Louis Cecchini, first vice-president; Mora Bagby, second vice-president; Larry Nathan, third vice-president; Maxine Ellison, fourth vice-president; M. H. Ellison, treasurer, and Helen Brainerd Smith, secretary.

Elsie Suker, Jenny Perry, Dora Carlson and Virginia Kline were seated on the rostrum at the invitation of outgoing President Allton.

A letter from the Children's Hospital, this city, expressing thanks for cakes and cookies sent to it by the club, was read. The sum of \$100 was raised to buy gifts for children in the Barcelona Homes for GIs after a committee reported a need for aid in providing cheer for the youngsters living in the government project.

### FOR SALE OR TRADE

Roll-o-Plane, \$1,000; Whip, \$750. Several almost new 20x40 Tops and Sidewall. Will trade the above mentioned for Fun House, Kiddie Rides, small Merry-Go-Round or any other valuable show property No Junk.

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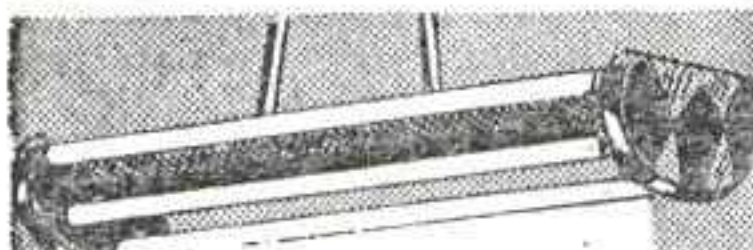
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Booking for entire week. Contact  
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AGENTS FOR HANKY PANKS, WATER GAMES, BALL GAMES, PITCH-TILL-YOU-WIN, SIX CATS, GLASS PITCH, CIGARETTE GALLERY, AGENTS FOR P.C. CONCESSION, BINGO CALLER, COUNTER MEN, AGE AND SCALES, HUCKLE BUCK, DART BALLOON, STRING GAME, SINGLE AND MARRIED COUPLES. CAN PLACE MAN TO HANDLE STOCK AND CONCESSIONS. ALL WRITE  
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**FOR SALE**  
32-Ft. Parker Merry-Go-Round, 1948, completely repainted, ready for road, best organ in business, \$8500.00; set up for inspection. Complete set Side Show Banners (9), \$200.00, used one season; set Girl Show Banners (2), 8x10—one center, 8x20, \$125.00, used 5 days, as new. 8-Car Streamlined WHIP, with or without transportation. Not a cut-down affair. Trade for Rolloplane or Kid Rides. Address:  
**Crescent Amusement Co.**  
Box 769, Jacksonville, Texas  
P.S.: Roy Dixon, Midget Show, write immediately.

**WANTED CARNIVAL**  
Consisting of Rides and Concessions to play second or third week in July at a good small town, Colfax, Illinois. Carnival sponsored by American Legion Post. Contact  
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**WANT TO PLACE FOR 1950 SEASON**  
Corn Game, Long Range Gallery and 1949 Model Ten-Car Allan Herschell Auto Ride.  
Address: R. E. (BOB) JACOBS  
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**FOR SALE**  
Lead Galleries, Short, \$295.00; Long, \$325.00; both on separate trailers; '39 Chev. Tractor and Van Type Trailer, ideal for anything in show business, \$450.00; Ride-O at a give away price. Also various other show equipment.  
**FRED LE GRAND**  
Green Cove Springs, Fla.

**Page Shows**  
SPRINGFIELD, Tenn., Dec. 24. — Five men are at work rebuilding rides and show fronts. Manager W. E. Paul and Paul Pittman returned recently from a Northern booking trip.  
Abe Frank, who has the bingo, writes from Pascagoula, Miss., that the fishing has been excellent.  
Two Chevrolet tractors have been ordered from Ashland Chevrolet Company, Ashland City, Tenn., delivery to be made in April.  
Recent visitors included Pete Hendrix, Bill Williams, Mr. and Mrs. Glenn Hockett; Mr. and Mrs. T. J. Apple and daughter, Judy; Fred Lambert, and Mr. and Mrs. Troy Scruggs.

**Floyd O. Kile**  
BATON ROUGE, La., Dec. 24.— Shows closed a successful 38-week tour of Louisiana December 11 and went into local quarters. Plans to enlarge the org for 1950 are under way.  
Shows' officials plan to play new territory in Arkansas and Texas next season, as well as making a number of Louisiana spots. Mr. and Mrs. Kile will spend the holidays in Illinois with relatives. They also will attend the various fair meetings.— I. M. HOLMAN.

**Hiawatha**  
JACKSON, Mich., Dec. 24.—Org in quarters here on the fairgrounds. Owner Glen D. Wyble has returned here with a new 60-kw. light plant purchased in New York. He also bought a two-abreast Merry-Go-Round, which will give the show six office-owned rides. Contracted for next season are Jackie Raffler acts and the writer as general agent. After spending Thanksgiving Day with their daughter in Dayton, O., Mr. and Mrs. Wyble attended the Chicago meetings along with the writer. Activities will start at quarters the middle of March and org will take to the road May 1.—JOE RACKLEY.

**BALLYHOO BROS.**  
(Continued from page 50)  
operator claimed that he recognized the chicken he was eating as pheasant. He rushed to the train to inspect his cages and found only a few monkeys in them. So help me, Sachs, the heat was on. He examined the roast suckling pigs and pronounced them beaver and raccoon, but failed to identify the roast ducks as owl and hawk. To squash the beef Santa Claus, who in private life is the shows' fixer, was rushed in. He finally squared the animals' owner by saying that if the show hadn't decided to stay out all winter the animals' owner would have either eaten them himself or starved. Furthermore, he promised him that each of the guests, when they got lucky again, would compensate him with \$2 per man, woman and child, and as there were over 400 guests present the amount would run over \$800 which was more than the animals were worth. He further had it understood that if and when they pay he was entitled to his usual 10 per cent for doing the mending.  
We then returned to our festivities, which were short lived. The tree suddenly became a mass of flames caused by a short in the wiring. The fire was extinguished before the platforms caught on fire. It could have been more disastrous as none of our people were injured and the only things damaged were the tree and the tent. Neither belonged to the show. What the hell, Sachs, what the hell, Christmas comes only once a year. Wish that you could have been there. You don't know what you have missed in life if you have never tasted tenderized braised breast of deodorized skunk with cookhouse gyp-sauce gravy.



**NOW BOOKING RIDES, SHOWS AND CONCESSIONS FOR THE NEW SAN ANTONIO, TEXAS, LIVESTOCK EXPOSITION**  
10 full days and nights, two full week-ends, Feb. 17th through 26th. New Coliseum Grounds. Midway on hard surface.  
CONCESSIONS—Can place legitimate Concessions of all kinds at reasonable rates. We have exclusive on entire grounds. Have choice independent midway locations for Pitchmen, Gadget Workers. Direct sales of all kinds. Openings for Cookhouses, Grab, Eats of all kinds.  
SHOWS—Place Monkey, big Snakes (McClung contact), Glass House, Mechanical Farm, Midget Cattle Show (Cecil Meyers, contact). Any worth-while Grind Show. No Girl Shows.  
RIDES—Can place Fly-o-Plane, Roll-o-Plane and Dark Ride.  
RIDE HELP—Can place Foreman on late Caterpillar, Tilt, Spitfire, new Little Dipper, general Ride Help for ten rides; all must drive semis. Help for Gate, Towers, Searchlight, Tickets, etc. Two additional Stock Shows in March. Not going back to the barn. Everett Morris is Ride Supt. All replies (Please Write Only) to Winterquarters, Boerne, Texas.  
**DON FRANKLIN, Owner-Mgr.**

**WANT—For Our 1950 Tour of Florida Fairs—WANT ORANGE STATE SHOWS**  
OPENING—JAN. 2, THE GREAT PAHOKEE COUNTY FAIR, PAHOKEE, FLORIDA.  
WEEK—JAN. 9, WEST PALM BEACH FAIR.  
JAN. 16 TO 28, MIAMI, FLORIDA, CHAMBER OF COMMERCE FAIR AND EXPOSITION IN THE HEART OF THE CITY.  
WEEK—JAN. 30, POMPANO, FLORIDA, FAIR.  
WEEK—FEB. 6, VERO BEACH FAIR.  
WEEK—FEB. 13, STEWART, FLORIDA, FAIR.  
WEEK—FEB. 20, KEY WEST, FLORIDA FAIR.  
WEEK—MAR. 6, DANIA TOMATO FESTIVAL.  
RIDES—Can place one or two more Kiddie Rides, Caterpillar, Chairplane or any other MAJOR RIDES.  
SHOWS—Can place Monkey Show, Glass House, Side Show, Motordrome, Fun House or any show with their own outfit.  
CONCESSIONS—Of all kinds. FEW CHOICE WHEELS AND GRIND STORES OPEN. WILL SELL EX. ON SAME TO RIGHT PARTY. Also can place all other legitimate Concessions open.  
Would like to hear from High Sensational Free Act. Teeter Sisters, wire me. Wire or write as time is short.  
**LEO BISTANY, 79th Street Hotel, Miami, Florida**

**LEGION AMUSEMENT PARK**  
**10 YEARS' LEASE—CONTRACT**  
No gate, grift, gyms or competition. 7 days' action, March 1-Dec. 15. WANT Little Dipper, 3-Abreast Jenny, Scooter, Funhouse, Tilt, Train, Rockoplane, Arcade, Monkey Show, Spitfire. Concessions all OPEN except: Ex. Cafe, Lead Gallery and Jones Bingo. \$4,000,000 per month CASH pay roll HERE. Happy New Year to all. Have grounds for Ex. Skating Rink, Ballroom, Bowling Alleys. Replies  
**T. L. DEDRICK, Gen. Mgr.**  
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**DRAGO AMUSEMENTS**  
Now booking Shows and Concessions for season 1950. Unbeatable proposition to Shows and small Cookhouse; Operators of same must understand show people. Can use few more choice Concessions. No drunks, chasers, gypsies and positively no grift.  
Get with the show that has spots for 1950 and is financially able to play them.  
**ATTENTION, MR. COMMITTEEMAN**  
Have few open dates for Fairs and Street Celebrations. If you want the best, see me at Indiana Fair meeting, Claypool Hotel, January 2-3-4. Merry Christmas to all our friends.  
**PAUL DRAGO**  
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**INTERSTATE SHOWS**  
—NOW BOOKING FOR 1950, OPENING MARCH 15—  
Will place Side Show, Girl and Posing Show or any worth-while Grind Show with or without equipment. Have Tops and Fronts for reliable show folks. Want Ride Help for seven major Rides who can drive semis. State experience and references. Will place Hanky Panks, Custard, Long and Short Range Gallery, Diggers Will attend Indiana, Kentucky, Tennessee and Georgia meetings. All replies to  
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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.  
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**Want 1950—Palmetto Exposition Shows—Want 1950**  
Rides, Shows and Concessions Agents and Show People Will sell X on Grab, Mitt Camp and Custard. Want Fish Pond, Bowling Alley Duck Pond, Pitch Till You Win, Glass Pitch, Penny Pitch, Ball Game, Pan Game, String Game, Guess Your Age, Dart, Swinger and spot that work for Stock or any Grind Outfit Also Candy Apples and Popcorn. Agents—Can use Slum Store Agents and P.C. Agents. Also have brand new Bingo complete with blower will turn over to responsible party for the season. Rides—Can place Merry-Go-Round, Kiddie Rides and one or two more major rides. Shows—Can place good organized Minstrel Show, Snake Show or any Grind-Show. Want Man to handle good Geek, have two Tops and Fronts available. This show will open around the middle of February and will play a good route of still and Fair dates in South Carolina, North Carolina, Georgia, Alabama and Louisiana. All replies to  
**MILTON N. McNEACE, CHESNEE, S. C.**

**GIVE TO THE DAMON RUNYON CANCER FUND**

## Meyer Sets New Cincy Rollery; Cap Sefferino Named Its Pilot

CINCINNATI, Dec. 24.—Lou Meyer, prominent local contractor, this week announced the January 3 opening of his Price Hill Roller Rink here. Taking over a Knights of Columbus hall at Fairbanks and Warsaw avenues some months ago, Meyer spent an estimated \$40,000 in remodeling the building for roller skating. Price Hill is Cincinnati's largest suburb, in the Southwestern section, and the rink will be able to draw from a large segment of population surrounding it.

Veteran rink man C. V. (Cap) Sefferino has been appointed manager of the new establishment. For years he was connected with his brother, William F. Sefferino, in the operation of Sefferino's Rollerdom here, and

later put in a successful term as manager of Carl C. Johnson's Skateland, Denver.

The latest addition to local rollery ranks, along with ice skating which debuted in early 1949 at the Cincinnati Garden, heightens competition for established rinks in the city—Sefferino's Rollerdom and Ed. J. Von Hagen's Norwood (O.) Roller Rink. It also emphasizes the necessity for intensive cultivation of the local field, via promotional activities, if each operator is to get his share of the roller skating dollar.

While the 70 by 120-foot maple floor in Meyer's rink is considered modest, it is believed he will enlarge the building if the operation proves successful. Meyer reported that he has an additional 80 feet of ground on which he can add to the rink's length. For the opening, the rink has been stocked with 400 sets of shoe and clamp skates, plus accessories, refreshment stand and other modern facilities. Temporarily, it will use recorded music.

"While the capacity of the building is limited," said Sefferino, "Meyer has spared no expense in making it one of the finest rinks of its size I have ever seen. Being located in the city's largest suburb, I contemplate no trouble in making the rink a popular community center."

"I do not feel discouraged over bad business reports from the East. I have seen most of these rinks in operation, and I am convinced that with proper promotional work based on audience participation, a sensible program arrangement and better music, most of them could be placed on a prosperous basis within a few months. I believe I proved this point while I was in the West."

## 12 Del Monte Clubsters Pass Figure, Dance Tests

MONTEREY, Calif., Dec. 24.—Twelve members of Del Monte Skating Club, Del Monte Gardens here, passed dance and figure tests November 26 and 27, reported Pro-Manager Paul J. Gilbert. The tests were held in conjunction with exhibitions given by Barbara Ziem as a farewell gesture to Gilbert, who recently took over management of Stockton (Calif.) Rollerium, in which he has bought an interest.

Results: Bronze dance, Barbara Marshall, Norma Hartsock, Marlene and Gary Bradley, Myrtle Espy, Alice Daniels; first figure, Barbara Marshall, Alice Daniels, Marlene and Gary Bradley, Myrtle Espy, Marjorie Tomasini, Barbara Flory, Don Search, Dennis Earl; second figure, Barbara Marshall, Norma Hartsock, Rixford Murraay, Dolores Cummings; third figure, Barbara Marshall, Dolores Cummings; fourth (silver) figure, Dolores Cummings. Edith Harris passed the junior bar figure test.

Judges were Howel Janes, San Francisco; Jack Harris, Berkeley, and Barbara Ziem, Martinez. Rose Marinello was referee.

## Hawkins Day at Hartford

HARTFORD, Conn., Dec. 24.—Hartford Skating Palace observed Sadie Hawkins Day recently with a special session from 7:30 to midnight. Operator Irving Richland advertised the event in area newspapers. Program included the traditional "marriages" and the Dogpatch hoosegow.

## Skateland Plan Of Contact Aid In Biz Building

AMES, Ia., Dec. 24.—Skateland Roller Rink, opened in September as the newest unit in the Penkhus chain, under the management of Robert Penkhus, is engaged in a business-building program thru a series of planned contacts with local groups. Working on a systematic basis, the community is being made aware that the new rink offers an important recreational opportunity in this college town.

The rink has a skating floor 60 by 140 feet, with a structure 90 by 140. A wide aisle down one side gives ample space for skaters and others not on the floor proper. Ceiling lighting is in multi-colored neon on an elaborate decorative pattern. Music is supplied by a new type Seeburg unit.

COLORADO SPRINGS, Colo., Dec. 24.—Business at Skateland here is holding up equal to that of a year ago despite reports of slumps from many rinks, according to Jerry Penkhus, of the Penkhus brothers, who operate the rink as a major unit in their chain of amusement enterprises. The rink was opened a year ago, and is centrally located in the downtown district.

Emphasis upon both physical facilities and personnel, illustrated in the use of a large neon sign and selection of a strong teaching staff, has helped build business.

## Leiser Sidelined At Chicago Planet

CHICAGO, Dec. 24.—Frank J. Moser has been carrying on single-handed with operation of Planet Roller Rink here because of the serious illness of his partner, Fred Leiser. The latter, now convalescent at his home at 5822 Winthrop Avenue, is looking forward to visits and letters from rink men.

Business at the Planet is reported holding up satisfactorily. An important factor has been recent installation of a new 80 by 220-foot floor.

Special features at Planet are Sunday matinees, featuring Joe Kopiz on the Hammond, with patrons adding a songfest.

## W. Palm Beach Gayety Sets Show; Kids' Class Built Up

WEST PALM BEACH, Fla., Dec. 24.—Gayety Roller Rink here, operated by Reba Chalfonte and her sister and brother-in-law, Mr. and Mrs. W. D. Keeter, will stage another amateur skating show after the holidays. One of the feature spots will go to 14-month-old Linda Sue Deakin, now a veteran skater at Gayety, who was the subject of a feature article in *The Palm Beach Post-Times* of December 4. The tot holds an amateur card from the Roller Skating Rink Operators' Association.

Gayety operators report huge growth of their Saturday afternoon children's skating class. It has become so large that it has been necessary to split it, one class for beginners and one for advanced children. Gayety draws nightly from Palm Beach, Lake Worth, Delray Beach and Boynton Beach. Two-hour Sunday afternoon sessions are also held.

## Pueblo Skateland Biz Has Big Slump; Pick-Up Expected

PUEBLO, Colo., Dec. 24.—Business is off to a marked degree at Skateland Roller Rink here, operated by G. A. Sallee, J. W. Norcross and Fred J. Bergin, because of the recent steel strike. The steel business is a major employer in Pueblo, and the strike was responsible for a serious general drop in local business. The rink operators, however, are counting on a big improvement in local conditions by mid-January.

Skateland is laid out with a wide side aisle where all service facilities are located, plus two rows of spectator seats running the length of the 190-foot building.

Bergin, who recently returned to rink operation, has spotted the Hammond in the center of the skating floor, where he is able to take requests for special numbers from skaters directly. This layout has proved popular with skaters.

## Jones Celebrating Its 11th Birthday

PITTSBURGH, Dec. 24.—This month the Johnny Jones Jr. roller skate supply firm here celebrates its 11th anniversary.

In speaking of the firm's progress, Milton Aranson, an official, said, "This has been the greatest business year in our history. In the first 11 months we were 30 per cent ahead of the same period in 1948, and December is showing a 65 per cent gain." Commenting on this, David Rothman, another official, said, "This is the first time since the war that we have been so back-logged that we are not able to make spot deliveries. It's a good sign as far as business is concerned." The Jones company has written 45 per cent of 1949's total business in the first three months of 1950.

To the list of items distributed by Jones have been added B. & M. lines of basketball goals and striking bag platforms. These will be carried in addition to skates, shoes and rink accessories now handled.

## Centralia, Chehalis Kids At Redondo Skating Party

CENTRALIA, Wash., Dec. 24.—Thirty-five members of the Walter Anderson Dance and Figure Club of Mr. and Mrs. Walter Anderson's Centralia Rollerdom motored to Redondo Beach, Wash., November 28 to attend a skating party given by members of Redondo Dance and Figure Club, Chehalis, Wash., skaters also attended.

Attending were the Andersons, Darlene Messenger, Patricia Rudig, Roberta Faithfull, Shirley Ann Rudig, Carol Miller, Jean Blkre, Penny Knoff, Shirley Chastain, Inez Damme, Roberta Williams, Mary Tibbs, Florence Lindeman, Mr. and Mrs. Herbert Miller, Mr. and Mrs. Harold Gibson; Joy Miller, Centralia pro; Nell Brundidge, Vern Dicky, Ray Jacobus, Teddy Miller, Eddie Johnson, Jerry Wenger, John O'Laque and Richard Ferrell.

From Chehalis were Mr. and Mrs. Walter Ziebell, Rita Hobbs, Claudette Coleman, Mary Ziebell, Lynn Matheson, Don Duey, Howard Ziebell and the following parents: Mr. and Mrs. Clyde Faithfull, Mr. and Mrs. E. G. Rudig, Mr. and Mrs. Coleman and Mrs. M. Messenger.

## ARSA Competition Under Way in N. E.; Prep for Nationals

BRIDGEPORT, Conn., Dec. 24.—Elizabeth Honey and her partner, Charles Dannenberg, representing Long Beach Skating Club, Stratford, Conn., placed second in senior dance finals in a recent New England amateur roller skating inter-club competition in Worcester, Mass.

The following week, with sanction of the U. S. Amateur Roller Skating Association, the team appeared at Ernie's Skating Rink, Lordship Beach, for an exhibition. Also appearing were Theresa Lioci and Robert Benn. Miss Lioci is 1948 New England novice figure champion and Benn holds the 1948 junior dance title.

Participating clubs are: Danceland Figure Skating Club, Worcester; Roller Skating Club, Hartford, Conn.; Holland Skating Club, Bridgeport, and Long Branch Skating Club, Stratford, Conn.

BRIDGEPORT, Conn., Dec. 24.—Another in a series of New England inter-club roller skating dance competitions took place at Ruth Holland's Skateland here Saturday (17).

Competitions are held monthly in a different city, beginning in November and running to February. Finalists will be eligible to compete in national contests of the United States Amateur Roller Skating Association next year in California.

Winners: Intermediate dance, Nina Marino and Billy Jones, Bridgeport; Phyllis Decker and Steve Hoffman, Bridgeport; Nancy and Freddy Bartalamay, Bridgeport. Junior dance, Virginia Bognar and James Lavery, Bridgeport; Edy Angelo and Alan Meyer, Bridgeport; Abble Mazgelis and John Bluz, Worcester, Mass. Senior dance, Charles Denner and Elizabeth Honey, Stratford, Conn.; Mary Ann Kogerius and Ralph Page, Hartford, Conn.; Jean Crejaski and Silvia Serra, Bridgeport. Juvenile dance, Beverly Serra and Peter Senosh, Worcester. Straight waltz, Paul Emmens and Jean Latola, Worcester. Novice, Shirley La Montaine and Arnold Record, Worcester; Ronald Speed and Constance Auger, Worcester; Ronald Fitzgerald and Beverly Pellitier, Worcester.

Judges were Ozzie Nelson, secretary-treasurer, U. S. A. R. S. A.; Alfred Dahl Elizabeth, N. J., and William Weicker, New Jersey.

Crosstown Roller Rink, Omaha, managed by Ralph Fox, has observed its 18th anniversary. Irene Seifert is instructor and Bill Goodrich is organist at the rink.

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January 7 Issue

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### Roller Rumbblings

Several amateurs of the Jim and Millie Ferris-coached Bay Ridge Dance and Figure Club, Brooklyn, performed November 30 between halves of a paraplegic basketball game at New Utrecht High School, Brooklyn.

Gerald Whitlock has been granted a building permit to erect a skating rink at Council Bluffs, Ia., across from Playland Park. The rink will have cinder block walls and be covered with canvas. Whitlock's home is at Tekamah, Neb.

Roller Dome Rink, Chicago, has acquired the services of Edward V. Bollin as pro, reports Manager Joseph Wolak. Bollin comes from the Windy City's Armory Roller Rink, now closed. His classes are reportedly increasing in size.

A tune quiz at Hartford (Conn.) Skating Palace offered a year's supply of bubble gum as the prize. The Palace invited area school football teams and cheerleaders to its annual festival recently. The session featured free refreshments.

At a recent meeting of the New England chapter, Roller Skating Operators' Association, Edward LaVenture, national RSROA president and recently retired prexy of the chapter, was presented with a chapter plaque as a token of appreciation for his work in advancing roller skating.

Girl Scout Day (November 30) at Fred H. Freeman's Bal-A-Roue Rollerway, Medford, Mass., produced two capacity crowds. From 9:30 a.m. until 12:30 the rink entertained Medford girls, followed by an afternoon session for girls of Somerville, Mass.

Sheryl A. and B. Louise Nicholas are discontinuing operation of American Legion Roller Rink at North Platte, Neb., because of Nicholas's new duties with the U. S. Conservation Department, which require his full time.

Mrs. Lill Erdman, former professional at Ed J. Von Hagen's Norwood (O.) Roller Rink, and her husband, Edwin, amateur roller skater who has won Ohio and regional senior dance titles, report they have switched to ice skating.

### N. Y. Dance Meets Aid B. O.

NEW YORK, Dec. 24.—The first two skate-dance contests, open to all RSROA amateurs at Gay Blades Rollerdrome in Manhattan, have proved mild bromides to box office, reports rink pro Herb Wilson. Both ran over a four-week period, with eliminations on three successive Monday nights and finals on the fourth. Results of the most recent, a Style-B event which drew over 50 teams, follow: (1) Henry Eberhardt and Florence Eberhardt, Wal-Cliffe; (2) Chris Anderson and Evelyn Nelson, Bay Ridge; (3) J. W. Pellinen and Muriel Heinlein, unattached.

### Muskegon Contests Postponed

MUSKEGON, Mich., Dec. 24.—Annual city skating championship at Perry B. Gile's Curvecrest Roller Rink here, usually held in December, has been postponed until January 22 owing to a conflict with the staging of the second Michigan Skaters' Round-Up at Fieldview Rink, Allegan. The latter event is sponsored by operators of Southern Michigan and surrounding territory. Name of the January operator-host will be drawn at the Allegan meet.

### Aurora Skateland Biz Gains

AURORA, Ill., Dec. 24.—Recent enlargement and improvement of Skateland here has brought a marked increase in business, according to Joseph Meier, operator. The length of the building has been increased an additional 30 feet, giving a considerable increase in floor space, and a new shell for the organist has been installed.

### Capilano Rollercade Opens in Vancouver

VANCOUVER, B. C., Dec. 24.—Capilano Rollercade, largest roller rink in Western Canada and modern in every respect, opened Thursday (15) here.

Unique laminated roof trusses make possible 13,000 square feet of unobstructed skating area. Floors are maple. The rink features popular recordings transcribed to skating tempo. A lighting-effect system operates by remote control.

The \$75,000 unit is a member of the Roller Skating Rink Operators' Association.

Portable seats provide seating capacity for 1,200 spectators. Operators will intensively promote roller skating as a healthful, well-organized sport. At the opening session Doreon Horne and Joe Stewart, 1949 intermediate roller dancing champions of British Columbia, put on an act.

Skating is from 7:45 to 10:30 p.m. weekdays and to 11 p.m. Saturdays and holidays with a 50-cent admission. Saturday and holiday matinees are from 2 to 4:30 p.m. with a 60-cent admission.

### Business Picks Up For Helling's Gem

DUBUQUE, Ia., Dec. 24.—Plans for expanded skating instruction with the addition of a professional to handle class work and a large number of children's groups are being made by George Helling, operator of the Gem Rink here. This rink, which operates seven nights weekly along with two week-end matinees, is featuring the sale of popular-priced skates and building a steady clientele.

Unusual feature of Gem Rink is construction of a snack bar at the front of the structure, located to serve drive-in automobile trade as well as rink patrons.

Business has been off, but is now showing improvement, according to Helling, who is assisted by William Bernhart in operating the rink and by Charles Gibson in the equipment department. A weekly mystery melody contest on Thursday nights is proving a neat business stimulant.

### Greensb'g Coliseum Has 25G Fire Loss

GREENSBURG, Pa., Dec. 24.—Fire caused by an overheated furnace struck Coliseum Roller Rink here at 1 a.m., December 6, doing damage estimated at \$25,000 before firemen brought the blaze under control. The remaining portion of the building is to be razed, and it is doubtful whether the operator, Catherine Weakland, widow of H. A. (Pete) Weakland, who died November 24, will rebuild.

The fire was confined to the center of the building, burning out the floor and roof. The frame structure also housed three stores and an apartment. Efficient work by fire fighters prevented the blaze from spreading to near-by homes.

### Dances a Crosstown Click

OMAHA, Neb., Dec. 24.—Skate dancing is being featured for younger skaters at Crosstown Roller Rink. Dance specialties form a regular part of the skating program, and appear to be popular with skaters, according to Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, a recent visitor. Crosstown is operated by Mr. and Mrs. Lloyd Fox and their son, Ralph, the son taking over active management. Dance work is under the direction of Irene Seifert.

Older skaters were in the limelight recently as regular Wednesday old-timer parties were revived at Empire Rollerdrome, Brooklyn.

### Western Skating Art Seen Threat To Other Areas

GREELEY, Colo., Dec. 24.—Unexpectedly high standards of skating are widespread in the West, according to observations of Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association (RSROA), who visited here during his Denver trek to attend the RSROA board meeting.

"The high caliber of skating teachers in this section is a threat and a challenge to the rest of the country with the development of top-notch amateur competitive skaters," Martin said.

He cited Warnoco rink here, operated by J. W. Norcross, as an outstanding example of the type of skating operation found in this section. Skating Follies, now an annual production at this rink, drew crowds of 1,500 people each night for three nights—a remarkable record in a town of 15,995 population. Martin called it "an efficient and well-balanced program."

Warnoco currently has a distinguished guest in the person of Pat Carroll, world champion in the senior ladies' class, from Queen's Rink, Long Island, who is attending Colorado State College of Education and majoring in physical education. Another visitor at Warnoco during Martin's stay was Arthur Russell, former national senior men's champion, who with Mrs. Russell is teaching at RSROA rinks in this section.

### Holiday Nights Set At Flint Rollercade

FLINT, Mich., Dec. 24.—Two special nights are being used by Mr. and Mrs. N. Earl King to make the holiday season memorable at Flint Park Rollercade—a pre-Christmas party and a new Year's Eve event.

Thursday (22), the Junior Figure and Dance Club presented a Christmas play in two parts. Session opened with regular skating, with the play going on at 10 p.m. First scene was a pageant, *The Birth of Christ*, followed by *The Night Before Christmas*. Proceeds of the evening were donated to the March of Dimes. New Year's Eve a program of skating until an indefinite hour is scheduled. Favors will be passed out.

### Boydston Operation Big At Lincoln's Fairgrounds

LINCOLN, Neb., Dec. 24.—Thomas S. Boydston, operator of Lincoln-rink, has moved to Nebraska State Fairgrounds here, opening a new rink with a 58-by-150-floor. Use of a portable floor made possible this move, which has resulted in a heavy increase in business.

The new location, with a floor that visiting skate authorities say is probably one of the best-maintained portable units in the country, has clicked with the people of Lincoln and resulted in a real skating boom, according to Boydston.

### Promotions Boost Gould Biz

DES MOINES, Dec. 24.—Promotion is paying off satisfactorily at Robert Yale Gould's Midtown Rink. A continuous series of promotional stunts and contests is an important part of rink policy, currently concentrating on a roller skating beauty queen contest, which is attracting lively interest. Direct result has been good business. The rink registered its best October in history.

Earl Van Horn's Mineola (N. Y.) Roller Rink held a voo-doo number December 7, \$60 in cash going to the three winning couples.

### Capitol Arena's 1,800 a Record For AOW Racing

TRENTON, N. J., Dec. 24.—Attendance nudged the fire regulations at the America on Wheels (AOW) Capitol Arena here Saturday (17) when 1,800 people clicked the turnstiles to see competitions between the Northern and Southern divisions of the AOW racing league, said Jack Edwards, AOW director of speed. It was the largest crowd ever to attend a Capitol speed event in the four years of AOW racing.

Three other records were also hung up, said Edwards. The 23-event meet drew 110 of 147 contestants listed by AOW, and the turnouts of boys and girls for juvenile and midget class races represented a new high.

Edwards reports that the five-mile relay is becoming a featured attraction. It has appeal and appears to be a definite box-office draw.

The league begins its second round January 6 at Mount Vernon (N. Y.) Arena. Racing competition closes next spring.

League standing at the halfway mark: National Arena, Washington, 429 points; Hackensack (N. J.) Arena, 299; Twin City Arena, Elizabeth, N. J., 254; Florham Park (N. J.) Rink, 144; Alexandria (Va.) Arena, 97; Paterson (N. J.) Recreation Center, 70; Capitol Arena, Trenton, 67; Boulevard Arena, Bayonne, N. J., 47; Bladensburg (Md.) Arena, 0; Mount Vernon (N. Y.) Arena, 0.

Members of Highland Rhythm Rollers, Torrington, Conn., traveled to New Britain, Conn., recently to skate at Bowl-O-Rink.

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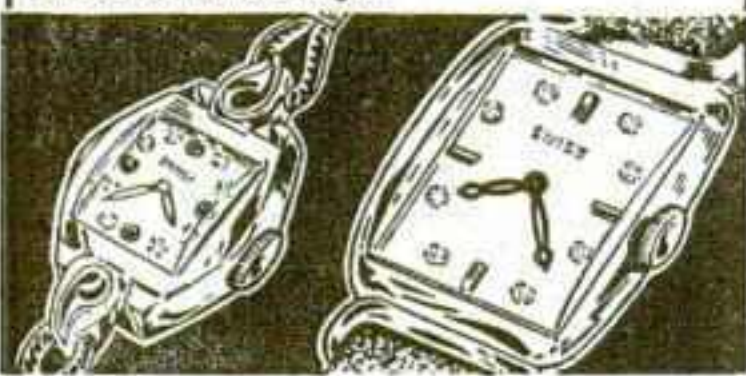
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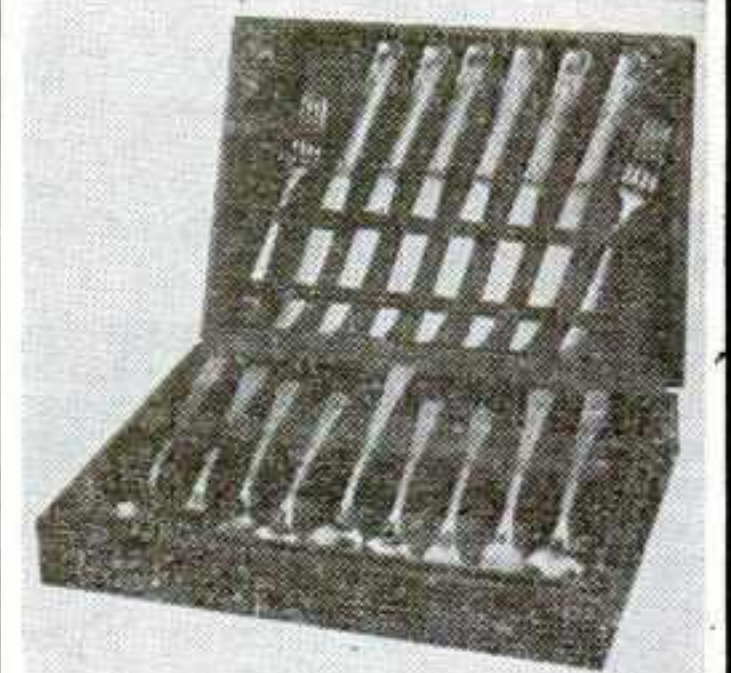
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LEADING SELLERS IN FUR COATS JACKETS CAPES • SCARFS. Our Lowest Prices in Years. ALL GENUINE FURS. Our new 1950 Sure Fire Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries. H.M.J. FUR CO. 150-B W. 28th St., New York

PORTABLE TYPE BINGO EQUIPMENT Flashboards and Blowers—"Priced so low you can own both!" Jobbers and Agents invited. LIPKA MFG. CO. 617 N. 11th St. New York 9, N. Y. Spring 7-2327

**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 list! Assortments, \$5. "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. Ja7

**HEADQUARTERS FOR SANTA CLAUS COSTUMES AND Accessories.** Circulars free. The Costumer, 238 State St., Schenectady, N. Y. de31

**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

**WARDROBE & FIBER PACKING TRUNKS—** Several sizes, \$20 each; like new, with banners. Lesser, Paw Paw, Mich. No C.O.D.

**FOR SALE SECONDHAND GOODS**

**ABOUT ALL MAKES POPPERS AVAILABLE—** 50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. ma4

**CRETORS, STAR, LONG-EAKINS POPPERS,** peanut roasters, geared kettles, copper caramel, candy kettles, gasoline, bottled gas equipment. Northside Co., Indianola, Iowa. ma4

**UNIVERSAL 16MM. SOUND MOVIE PRO-** jector, in good running condition, \$100. L. D. Speak, Commerce, Tex.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**BARGAINS GALORE—THEATER AND SOUND** Projectors, 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L. 602 W. 52d St., New York 19. np de31

**COMPLETE EQUIPMENT FOR 500 SEAT** Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. de31

**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. Philadelphia. George Britton, 6619 Sylvester St., Philadelphia, Pa. de31

**FOR SALE — NEW HOLMES PROJECTORS.** Sixteen and Thirty-five MM. Also Film. Lyric Theater, Norfolk, Ark.

**JENKINS CELESTE WITH RESONATORS,** only 5 months old, perfect condition; price new, \$800, sell for \$600. Monroe Wheeler, 133 Onondago St., Corning, N. Y. Ja7

**MINIATURE TRAIN — ENGINE, TWO** Coaches, two adults to seat, 50 feet portable track, \$1,000; will trade. Wilson Operating Co., Box 1271, Tulsa, Okla.

**OCTOPUS RIDE & CARS, COMPLETELY RE-** built and painted, with the latest style seats; one National Floss machine complete with stand and new spinner head; one House of Mirrors mounted on trailer panels opens to 36 ft. front. Write Thompson Bros. Amusement Co., Altoona, Pa. de31

**ONE 500-WATT KATO PORTABLE A.C.** plant, Briggs Stratton motor. Address Helen Clements, 2160 Barksdale Blvd., Bossier City, La. Phone 3-4860. Ja7

**FIN STORE OR CORK—COMPLETE WITH** truck; bargain. Now in operation; carnival. Kingsville, Tex. Pete Schuch.

**SURPLUS GENERATOR SETS—1 TO 25 KW.** Gas and Diesel; bargains. Oldham & Sutherland, Junction City, Ky. ma25

**THEATRE SEATS, FOLDING CHAIRS,** Screens, Tents, Projectors, Sidewalk, Stadium Seats, Film. Lone Star Film Co., Dallas, Tex. Jr31

**36X42 TENT—LIKE NEW WITH OR WITHOUT** seats or complete 16MM show ready to go. M & E Pictures, Blessing, Tex.

**INSTRUCTIONS BOOKS & CARTOONS**

**EARNING PROFITS—SEND \$1 FOR TWENTY** different fast-selling books, postpaid; Recitations, Jokes, Entertainment, Reference, Fiction, Magic, Astrology, Health, Athletics, Minstrel, etc.; big variety; write your business. Stein Publishing House, 821 S. State St., Chicago, Ill.

**LEARN MAIL ORDER BUSINESS — EARN** more money, easy home work. Free details. Edw. A. Medved, Box 369, Yukon, Pa.

**YOU CAN ENTERTAIN WITH TRICK CHALK** Stunts and Rag Pictures; catalog 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. Ja14

**MAGICAL APPARATUS**

**AAAAA WHOLESALE TRICK CATALOG, 10¢—** "World's largest line" (pitchmen's headquarters); fast selling specialties! Ariane Mfg. Co., 4462-B Germantown, Philadelphia. Ja14

**EARLIER CLOSING**

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

**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. Sioux City 7, Iowa



**A NEW SUB MINIATURE RADIOPHONE FOR** mentalists, mindreaders, horoscope, pitch; each unit less than pound, easily concealed; brochure, specifications, price. Write Nelson Enterprises, 336-B, S. High, Columbus, O. Ja28

**BLUEPRINTS, CHEMICALS, ESCAPES, PUB-** licity, Books, String Instruments; large list, 30¢. Genoves, G. P. O. 217 (Dept. B), New York 1. de31

**NEW #22 CATALOG MINDREADING, MEN-** talism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology Books; 164-page illustrated catalog 30¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. Ja28

**VENTRILOQUIAL (#45 UP); PUNCH FIGURES** \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbus 7, Minneapolis, Minn. de31

**MISCELLANEOUS**

**AT LIBERTY — FIVE THOUSAND DOLLARS** for early American Coins, from half cents to silver dollars. Cambridge Coins, 252 Divisadero, San Francisco 17, Calif. Ja7

**FOR HEALTH AND PLEASURE EAT TREE** ripened delicious Indian River Oranges; bushel \$8, half bushel \$4; express prepaid; add 10 per cent west of Mississippi and Canada. Casa Elsassier, Hollywood, Fla. de31

**OLD WATCH MOVEMENTS \$1 EACH; SIX AS-** sorted for \$5. Field Bros., 39 South State, Chicago 3. de31

**MUSICAL INSTRUMENTS, ACCESSORIES**

**BAND AND STRING INSTRUMENTS—STAND-** ard makes; mail 25 cents for complete catalogue. Buy from ex-trooping musician. Alois Slovacek, 610 Franklin, Waco, Tex. Ja7

**PARTNERS WANTED**

**MAN OR WOMAN — MANUFACTURE OF** metal awnings, umbrellas, yard canopies; good future for expansion. H. C. Bridges, Decatur, Ala.

**PERSONALS**

**PHOTO-STAMPS—PERSONALIZE YOUR STA-** tionery, announcements; 100 stamps in book form, only \$2 cash or m.o.; send picture or negative. Algee, 808 44th St., Brooklyn 20, N. Y. Ja14

**WOULD LIKE TO GET IN TOUCH WITH TED** L. Terry; communicate with Godwin Davis Jr., 201 14 St., Phenix City, Ala. de31

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**AMATEUR PHOTOGRAPHERS — SELL YOUR** personally made pinup photos through the Perriotts. Send samples to Perriotts, 75 Henry St., Brooklyn 2, N. Y. de31

**COMIC FOREGROUNDS, BACKGROUNDS —** Photo Rings, Photo Comic Cards, etc.; Photo Supplies. Miller Supplies, 1535 Franklin St. Louis 6, Mo. Ja21

**DIME PHOTO OUTFITS CHEAP—ALL SIZES;** drop in and see them; latest improvements. real bargains P D Q Camera Co 1161 N Cleveland Ave. Chicago. Ill. np de31

**DIRECT POSITIVE PHOTOGRAPHERS — WE** supply everything you need; reasonable prices; Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds; Cameras for indoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903 P D Q Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. np de31

**SPECIAL 2X3 FOLDERS, \$1.80 100—WRITE** for circular, other sizes. Penn Photomounds, 335 Woodland Ave., Glenoiden, Pa. Ja28

**THE NEW EASTMAN DOUBLE WEIGHT DI-** rect Positive Paper now available in all sizes. Marks & Fuller, Inc., 70 Sclo St., Rochester 4, N. Y. de31

**PRINTING**

**ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS AND** 6 3/4 Envelopes, Hammermill Bond, five lines copy, \$2 postpaid; samples, Dickover Printing, 3233 Cleveland, Kansas City 4, Mo. Ja14

**BUSINESS CARDS—SIZE 2x3 1/4, PLAIN PRINT,** \$3.95 per thousand. Raised print, \$4.50 per thousand. List free. E. Horvath, 2112 Willey Avenue, Cleveland 13, O. Ja7

**FOR SALE — MIMEOGRAPH PAPER, 6¢** ream; request samples. Brookman Paper Co., 56-F West 24th, New York 10. de31

**LOWER WINDOW CARD PRICES!—FLASHY** three-color 14x22 heavy cardboard posters, \$6.50 hundred. Tribune Press, Earl Park, Ind. Ja28

**NEARGRAVURE EMBOSSO LETTERHEADS—** Sparkling! Dynamic! Flashy colors, outstanding designs in silver, copper, gold; samples 10¢; state your profession; you'll be surprised! Solidays Colorprint, Knox, Ind.

**RUBBER STAMPS—3 OR 4 LINE \$1 POSTPAID;** stamp pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati, O. Ja21

**250 6 1/2 ENVELOPES AND 250 WHITEBOND** Letterheads, 8 1/2 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. de31

**1,000 ADVERTISING, NAME, ADDRESS BLUE-** print Stickers, \$1 postpaid. Samples, free. National Ad-Agency, 15 East 3rd, Cincinnati 2, Ohio. Ja28

**SALESMEN WANTED**

**A-1 MEN OVER 40—MAKE A FORTUNE; NO** investment; sell sales promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open. Requirements: Car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7, N. Y. (Mention Billboard) de31

**"Acres and Acres of 'Em!"**

The greatest laugh item of them all . . . a Bachelor's Bath Mat of life sized, flesh colored, sponge rubber falsies. Ideal as a gift, raffle item, premium or for use on den or bath room floor. A BIG PROFIT ITEM . . . these mats sell themselves in bars, barber shops, fraternity houses . . . any place men gather.

**National Territories Open**

Our company is in the process of appointing sales distributors and dealers to handle big demand created by national advertising. Write for details! Order your sample bath mat and colorful brochure today!! **SEND JUST \$5.00 FOR SALESMAN'S SAMPLE.** If not completely satisfied after 15 days' trial return mat for full refund. Mats are available in assorted sizes and each is sealed in a dust-proof plastic envelope and mailed in a plain package.

**Bachelor's Bath Mat Co.**  
Box 202, Dept. BB-1, Los Angeles 34, Calif.

**Complete Assortment of Jewelry**

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS 11001 Different Numbers!
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

**JEWELRY—That's Our Business**

We have everything for

- JEWELERS • ENGRAVERS
- DEMONSTRATORS

**BIELER-LEVINE** 5 NO. WABASH AVE. CHICAGO, ILL.

**NEW ENGRAVING JEWELRY CATALOG**  
Newest Styles  
**NOW READY**  
Write for Yours Now!  
State Your Business

All Orders Shipped Same Day Received  
All Phones: CE 6-7966

**POT OF GOLD**

**NEW BEACON LEOPARD DESIGN BLANKET**

54x72 Packed 30 to Case

**Ea. \$2.90**

Less Than Case Lots, \$3.00 Each  
Include 25¢ Postage for Sample Order

**1949 No. 59 Catalog**

**NOW READY—WRITE**

State Nature Your Business in First Letter.

**WISCONSIN DELUXE CO.** 1902 N. THIRD ST. MILWAUKEE, WIS.

**a Catalog CHUCK FULL OF VALUES!**

Send for Your FREE Copy Today!

Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Salesboard Operators, Premium Users, etc.

**GELLMAN BROS. Inc.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**Punch Work Demonstrators!**

You can make MORE money selling our PERFECTED ART NEEDLES

Set consisting of holder and 4 points, \$23.00 per 100. All nickel plated steel. Other size points also obtainable. Sample set \$1, cash with order. Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes, Eyes and other accessories

**HOME ART and NOVELTY CO.**  
1160 Farwell Ave. CHICAGO 26, ILL.

**WRITE FOR OUR NEW CATALOG—JUST OUT**

Be sure and mention line of business

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.



**PEEK-A-BOOS**  
Peek-a-Boos with Key Chains, with all the new and latest sensational pictures. All assorted beautiful models in EACH dozen with gorgeous looking girls.

Minimum Order, 4 Dozen—\$4.00.  
One Gross—\$8.50.

Nature Boy's Squirt Ash Tray, complete with boy, ash tray and rubber hose and tube. Dozen—\$5.00.

All these items have the newest and latest pictures. They are terrific. Immediate delivery. 25% deposit—Money Order, Cash or Certified Check, Bal. C. O. D. Jobbers or Distributors, write or phone us.

Two-Piece Sliding Telescope Key Chain with gorgeous, beautiful girls. Gross—\$10.00.  
Cutie Viewers with 6 Pictures.  
Minimum Order, 2 Dozen—\$5.00.  
One Gross—\$24.00.

**SPECIAL**  
Farmer's Daughter Booklet.  
Minimum Order, 6 Doz.—\$10.00.  
One Gross—\$18.00.

Snappy Suzie in the Shower, terrific number.  
Minimum Order, 6 Dozen—\$10.00.  
One Gross—\$18.00.

**HARRIS NOVELTY CO.**  
1102 Arch St. Philadelphia 7, Pa.  
Phone No.: Market 7-9848

**SCENERY AND BANNERS**

NIEMAN CARNIVAL-CIRCUS BANNERS THE best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halstead St., Chicago, CA 6-2544 de31

**TATTOOING SUPPLIES**

EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits, illustrated catalog free. Milt Zeis, 728 Lesley, Rockford, Ill. mail

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; genuine German Pelican Ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3. fe11

**WANTED TO BUY**

KID BOAT RIDE, SMALL WOOD PONIES, Tilt, Octopus, Chicago Coin Pistol & Basketball Game. E. Shafer, Washington, Ind.

OLD PHOTOGRAPHS OR ORIGINAL NEGATIVES of circus, carnival, old cars, racers, fire equipment, trains, ships, airplanes. Sams, 2745 Bu-h Blvd., Ensley 8, Ala.

WANTED TO BUY—WHOLESALE LOTS ART and Glamour Films and photos of all kinds. Send samples and prices. J. R. Clayton, Box 6, Dawson Springs, Ky.

WE BUY FOR CASH—SURPLUS, CLOSE-OUT Merchandise, Materials, Parts in quantities. The Bell Co. 3742 "B" Montrose, Chicago. de31

**HELP WANTED—ADVERTISEMENTS**

RATE—12c a Word Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

ADVANCE AGENT—MUST KNOW SOUTHERN and Midwestern territories; must have car and own contacts; give full information first letter. Box 439, Billboard, N.Y.C. ja7

BASS MAN FOR HOTEL TENOR BAND PLAYING locations only. Good salary; vocalist preferred. Also tenor sax doubling vocals. Contact Orchestra Leader, Mayo Hotel, Tulsa, Okla.

GIRLS, GOOD LOOKING; ASSIST MAGICIAN; tour, send photo. Dr. Nelson Sabin, 115 Lyons Ave., Newark, N. J.

MUSICIANS FOR WELL KNOWN DANCE band re-organizing after holidays; salary, no layoffs. Box C-6, Billboard, Cincinnati, O. ja7

TENOR SAXOPHONE SINGING GOOD BALLAD—Also strong Lead Tenor; state age, if single, previous bands. Box C-3, Billboard, Cincinnati, O. de31

UNION MUSICIANS FOR RADIO—DRAMATIC show, dance unit; those doubling stage or vocals preferred. Teams or singles; piano, accordion, sax, guitar, read or fake, others write. Guaranteed salary; wire immediately. Pappy Kleber, W.M.A.M., Marinette, Wis.

**AT LIBERTY—ADVERTISEMENTS**

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

**BANDS AND ORCHESTRAS**

ALL GIRL TRIO AVAILABLE SOON—DINNER, dance experience. Also Hammond Organ-Vibraharp duo with vocals. Write Box 454, Kalamazoo, Mich.

DEE RAY WILLIAMS AND HIS "OKLAHOMA Trail Riders" available for personal appearances; steady radio work, A-1 Western group with fine vocals by Dee Ray Williams; most promising of all the young folk singers. Available after Jan. 10th. Contact Leonard Williams, 208 N. Penn, Bartlesville, Oklahoma. Pictures and recordings sent anyone interested.

**MAGICIANS**

MAGICIAN—STORE, SIDE, ILLUSION, STATE all first letter. If you don't have it, don't write. Box 51, Sheffield, Ala. de31

**MISCELLANEOUS**

TALKER—FAMALIAR MAGIC AND MENTALISM would like to assist hypnotist, mentalist, etc.; also interested demonstrating or radio announcing; experienced motion picture operator; young (22), neat appearing, good voice; go anywhere, have car, single. Bob Torson, R.F.D. 2, Vergas, Minn.

VERNON HOFF, FEMALE IMPERSONATOR—AGVA television bookings accepted; available April. "America's most beautiful male in female attire," state critics unanimously. Photographs free. Vernon Hoff, care Billboard, New York.

**MUSICIANS**

A-1 PIANIST WANTS LOCATION JOB ONLY; prefer Western territory; sober, dependable, married; available after two weeks' notice. Write Musician, 409 North Davis, Wichita, Kan.

AVAILABLE JAN. 4—TENOR SAX, DOUBLING Bass Clarinet; experienced hotel musician, sight transposition, also arrange and have libraries of standards and Latin music. Musician, Room 707, Henry Grady Hotel, Atlanta, Ga. de31

AVAILABLE JANUARY 7, 1950—LEAD TENOR, alto sax; also combo. Name, jump and micky band experience. No one nighter territory bands. Minimum salary \$75. Wire or write Jack Schell, 103 Pierre St., Pierre, S. D.

BASS—RECORDING TUBA DOUBLING STRING bass; fine equipment, fine tone; plenty name band experience; formerly Art Kassel. Don Reid, Johnny Gilbert, others; have station wagon; available immediately. Bob Beatly, 2040 West "O" St., Lincoln, Neb. ja7

BOOKING AGENCIES—FOUR PIECE WESTERN Combo available; three boys and girl, all union; highest Western dress; travel anywhere; past experience in night clubs, theatres, parks, radio, etc.; Western and popular music and singing; have traveled with movie stars. Address Box A-86, Billboard, 6000 Sunset Blvd., Hollywood 28, Calif. de31

DRUMMER — 802; DO VOCALS, COMEDY, commercial two or four beat; read, cut shows; available immediately, travel anywhere. Norman Cogan, 45-17 43d St., Sunnyside, L. I., N. Y. ja7

EXPERIENCED GIRL HILLBILLY AND FOLK Singer. Own guitar; give full details in first letter; union; will travel. Box C-5, Billboard, Cincinnati, O.

EXPERIENCED DRUMMER — JOIN IMMEDIATELY; any proposition considered; dance or shows; new equipment, plenty rhythm, reliable. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ja7

HAMMOND ORGANIST WITH ORGAN—MALE, fine equipment, wide repertoire, good appearance, experienced all lines; prefer club or cocktail lounge but will consider all offers; location or travel. Address Organist, Box C-7, Billboard, Cincinnati, O. ja7

LEAD TRUMPET DOUBLING VALVE TROMBONE and some piano. Arrange and play jazz, cut shows, semi-name experience; all styles combos also answer. Available January 9, 1950. Claude Perry, care Doran Music Shop, Pierre, S. D.

PIANIST-ARRANGER—PREFER COMBO; EXPERIENCED semi-name. Telephone 2123W. Bob Andrews, 417 Smith, R. 1, Dodge City, Kan.

PIANO—AVAILABLE JANUARY 2ND; UNION, experienced, desire steady work; small band or combo preferred; good ear, versatile. Phone 2406, Pink Cooper, 1608 So. 3rd Ave., Columbus, Miss.

PIANO MAN—AVAILABLE JAN. 9TH, 1950—Experienced, band, combo or single; union; reliable, sober; read, fake, chord symbols. Wire or write Ed Trimble, Music Shop, Pierre, S. D.

TENOR, ARRANGER — RELIABLE, SOBER, single; commercially inclined, excellent section experience; prefer locations but will travel. Musician, 101 Union St., Doylestown, Pa. Phone 4717. de31

TENOR, CLARINET, VOCALS—EXPERIENCED all style bands and combos; modern phrasing and solos. Herb Waddell, Box 94, Amboy, Ill.

TRUMPET, ARRANGER—YOUNG, SOBER, RELIABLE, union; 7 years lead and jazz in large bands; brilliant tone, range, consistent; sweet solos, sensible bop ride; vaudeville experience; travel for \$90 minimum; want name, semi-name or modern young band with a future; no tenor or micky; cut or no notice. Orvis Knarr, 235 1/2 W. Cherry Ave., Washington, Pa.

TRUMPET-VOCALS — BIG NAME, SHOW, combo exp.; single, sober, reliable; appearance, experience. Like warm weather but consider. Room #8, White House Apt's, Baylen at Belmont, Pensacola, Fla.

VIBES MAN—EMSEE; FRONT, GAGS, SOME vocals; excellent appearance, personality; all essentials, new Deagan vibes, car; prefer Florida, Gulf Coast or New York area; available two weeks' notice; absolutely dependable. Box C-8, Billboard, Cincinnati, O. ja7

VOCALIST AND SAX TENOR—WELL EXPERIENCED for solo and quartette vocal work; desire vocal work mainly; photos on request. Dick Booe, 419 Hennepin, Dixon, Ill.

**CLEAN UP WITH PLASTIC RAYON TOWELS**

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.

**SUNBEAM PRODUCTS**  
701 3d Street S. St. Petersburg, Fla.

**CATALOG READY**

STATE YOUR BUSINESS  
NEW YEAR PARTY GOODS

- MA83—Serpentine Confetti. 800 Rolls for ..... \$2.50
- MA84—Flake Confetti. 100 Packages for ..... 3.50
- MA85—New Year Balloons, 9". Gross for ..... 5.90
- MA81—Assorted Paper Hats. Gross for ..... 8.00
- MA86—Loud Horns. Gross for ..... 5.75
- MA87—Metal Noisemakers. 50 Assorted for ..... 3.00

**LEVIN BROTHERS**  
Established 1886  
TERRE HAUTE, INDIANA



**QUICK PHOTO INVENTION!**  
PDQ CHAMPION  
Photomaster

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER.

Dept. BH  
**PDQ CAMERA CO.**  
1161 N. Cleveland Ave. Chicago 10, Ill.

**FOR IMMEDIATE DELIVERY**

- HIGHLY POLISHED • ELECTRO PLATED
  - IDENTIFICATION BRACELETS •  
from \$14.40 Gross and Up
  - PINS • GUARD PINS • FOBETTES •  
from \$9.00 Gross and Up
- WRITE FOR CATALOG NOW  
(STATE BUSINESS)  
25% Deposit With Order, Balance C. O. D.  
SEND \$5.00 FOR SAMPLE ASSORTMENT
- 'Frisco Pete' 604 W. LAKE ST.  
CHICAGO 6, ILL.

**START 1950 RIGHT!**  
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.

**Men's Guaranteed Watch**

- ELGIN —BENRUS
- GRUEN —BULOVA

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.

**JOSEPH BROS.** 5 S. Washab Ave. Dept. B-31 Chicago 3, Ill. \$8.75

**DISTRIBUTORS • PITCHMEN STORES • AUCTIONEERS**



**EUREKA S S**  
Est. 1916

Rebuilt Like New  
**EUREKA CLEANER**  
Order Today!  
1 Year Guarantee. 25% Deposit. Balance C.O.D. \$9.00  
F.O.B. Detroit. Immediate delivery — individually boxed — other makes available.

**RE-NEW SWEEPER CO.**  
9591 Grand River Dept. 205  
Detroit 4, Mich. WE.3-1400

**WRITE FOR OUR NEW FREE CATALOG**

Daring values in watches, rings and other JEWELRY

**Cel-Max**  
WHOLESALE JEWELERS

IMPORTERS • EXPORTERS  
182 S. Main St. • Memphis, Tenn.

**MECHANICAL TOYS**

|                              | Doz.   | Gross   |
|------------------------------|--------|---------|
| ITCHY DOG .....              | \$3.15 | \$36.00 |
| BETLES .....                 | 2.50   | 27.00   |
| FROGS .....                  | 2.50   | 27.00   |
| ROBOT MAN .....              | 4.80   | 54.00   |
| COMBING HAIR MONK ..         | 4.00   | 45.00   |
| SWISS WARBLERS. PER GROSS .. | 79c    |         |
| JAP WARBLERS. PER GROSS ..   | \$1.00 |         |

Prices do not include shipping charges. 25% Deposit on C. O. D. Orders.

**KIPP BROS.**  
Established 1880  
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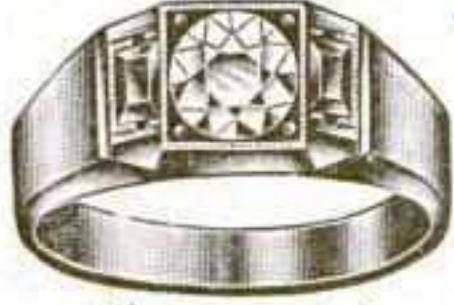
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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

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Gowdy, Hank M. A. Graham, B. L. Grande, Pat Grauer, Allen Grauer, J. C. Gratiot, Merle J. Green, Don & Gloria Greth, John H. Grey, Howard Griffith, Arnold J Gueldner, Paul Guertin, Jack Gunn, Red Grunstein, S. E. Hall, Red & Bonnie Halsted, Jack Hamilton, D. Hance, Frank P. Hand, Johnny (Hest Drivers) Hance, Charlie Hance, Ott & Ruby Hanson, Carl L. Hanson, Dale Hanson, Johnny & Hardin, L. H. Hartley, Helen & Don Hartman, Edwin Hartzell, Bones Harvey, Al Hanson, Bill Hanson, Bobby Hatfield, Howard Hazelwood, Alma L. Heaton, Arthur P. Heck, Robt. A. Heib, Heinie Hendricks, Eddie Henley, Arvil F. Henry, Mell Herington, Bill Herrick, Linda Hippie, Eva Hirsch, Leo Hoeye, H. E. Hogen, Jake Holder, Henry P. Holman, T. C. Hollinghead, Tex Hollis, Wendell O. Holmes, Lillie Holmes, Mrs. Peggy Hood, Hollis F. Hooper, Frank Hoets, Eddie Horton, Miss Mindie Hos, Mrs. Leland Houston, Lee Howard, Johnny Howard, John E. (Jack) Howard, Mrs. Mollie Howells, John Howey, Henry Hoy, Doc Hunt, Mrs. Betty Leo Hunt, Doc Hunt, R. C. Hunter, Leroy L. Hunter, Lillian & Lillie Hunter, Marjorie Hunting, Lynn Hurd, Jimmy Hutchens, Wm Hutt, Myrtle Ingle, Fred E. Jack's Greater Show Jackson, Thelma Jean Jenkins, Brownie Jenkins, Russ Allen Jenkins, R. A. (Doc) Jernigan, Alfred L. Jett, C. C. C. John, Miller F. Johnson, Alfred L. Johnson, Emmett Johnson, Harry Lee Johnson, H. B. "Whitie" Johnson, John Johnson, Stanley Johnson, Swede Johnson, Wm. T. Jones, Blackie Jones, James F. Jordan, Mrs. Peggy Julius, Harry Kahntroff, Maurice Kates, Bob Kearns, Marie Kaffer, Mrs. Donna Keith, Kitty Ruth Kelihelema, Maile Kelly, Geo. Kelly, John Kelly, Kathryn K. Killinger, Dick Kilpatrick, Wylie King, R. H. (Whitie) Kirby, E. N. Kirby, Elaine Kirkland, Phillip Kirschman, Bill Kish, Lew Klein, John E. Klima, Bernard Kling, Emile Knight, Paul Knoblauch, Art Knobel, Emil Knox, Clifford R. Kominski, Pete Korie, Jack Koury, Francis Kruschner, S. D. Kumalae, Howard Kurtz, Elwood Kyes, Henry Lacey, Margaret LaMaze, Monte Lamarr, John & Jeannie Lane, Al Lane, Geo. Langford, Bob Langley, Mrs. Lillie Belle Langway, Walter Lanko, Eunice LaPage, Bertie LaRouech, Dannie P. LaRoy, Harry

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Multi-Color**

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Workers Available  
See your Jobber

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Fluorescent Non-Electric Signs  
Are the Latest Scientific Marvel

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Exclusive Territory open, no investment required.  
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Free Price List and Catalog  
Ask for the NEO-LITE story. Act NOW. Be the first to introduce this most fascinating product ever produced in your town or city.

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**IT'S DIFFERENT!**

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Hula Beauties ... \$1.80  
Beauty Strippers .. 1.80  
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438 Rantoul St.  
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**RUG BRAIDING SETS**

Stores welcome this item after Xmas

Regular Set, 8c — 7 Piece Set, 14c  
Send \$1.00 for 2 Sample Sets  
Complete Flash — Beautiful Rugs, etc.

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Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

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Dept. K

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We have 81 Exclusive Styles in Expensive Looking, flashy 14K Gold Plate and Silver Plate **MEN'S and LADIES' SOLITAIREs — BRIDAL SETS — CAMEOs — SIGNETS — BIRTH STONES — COCKTAIL RINGS**—Set with brilliant White Stones and Red Baguette Combinations.

They are just what you need for Department and Drug Store Dollar Ring Sales. Don't wait—cash in on these money makers!

Prices from \$1.00 dozen up.

**HARRY MAHREN RING CO.** Red and White Stone  
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Engagement . . \$2.63 Doz.  
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**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.

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**IMPORTANT** To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

## Pipes for Pitchmen

By Bill Baker

How did the holiday business treat you?  
**BOB ROACH . . .** is working Chicago department stores with the wonder mouse to good returns.

Why not make the new year one of inexhaustive effort?

**GLENN BAGGERLY . . .** is headquartering in Columbus, O., where he's working cards and white mice.

Everything considered, was your year such a bad one?

**LILLIAN LENTZ . . .** who worked for Gene Gunn with everlasting flowers on the fair circuits the past season, has teamed up with Carl Holdorf, vitamin worker. Lillian is a J. C. L. to the pitch game, but reports hitting the pipes desk indicate that she's learning the business rapidly.

Many are the pitch lads who create their own opportunities.

**RED GUNN . . .** is working his wonder mouse layout in a Chicago department store.

The pitchman patiently waits, plans and then pitches.

**ED GAFFNEY . . .** coin worker of note, rambled into Jensen Beach, Fla., last week from Texas and a tour of the Rio Grande Valley. Ed worked New England territory during the past summer to good results.

Best way to kill a successful pitch is to work it to death.

**THEY TELL US . . .** that sidewalks in Philadelphia were devoid of pitchmen during the

Christmas shopping days as the result of a recent crackdown by the city fathers, who enforced an old city ordinance prohibiting sidewalk sales. The sale of Christmas trees was permitted around City Hall, however.

Individualism is the chief difference between a pitchman and a salesman.

**THE STOEFFELS . . .** Walter and Mary, well known in pitch circles, have their wildlife exhibit set to play Stuart, Fla., during the Christmas holidays.

All most of us know about money is that we like it.

**"OUR STORE . . .** looks like a convention spot," cards Sonia Giroud from Jensen Beach, Fla. "Cutting up jackpots last week were Ed Gaffney; Slim Wolf, who is working his donkey baseball games nightly thru Florida; Fred and Jean Webster, who have leased the Marine Room and front bar in Victory Hotel, Stuart, Fla., and Walter and Mary Stoeffel."

Get with the construction club and forget the knockers' section?

**"A MAN . . .** in earnest," pens V. L. Torres from Chicago, "finds the means to a livelihood. If he cannot find them, he creates them."

Failure many times can be attributed to the lack of effort one puts into his pitch.

**"WHAT THIS LOCALITY . . .** needs most is a complete combination of demonstrators aligned in one large store on our business streets," blasts Henry H. Varner from Akron. "The people here are in a buying mood and we have the fourth largest pay roll

in the Buckeye State. The weather has been cold, but it is leveling off now. We are looking forward to our first indoor circus at the armory and it should prove a good spot for pitchmen. Let's have more pipes from Dave Rose and Paul Houck."

Fulfill all the promises you make and success won't be long in coming your way.

**JACK (BOTTLES) STOVER . . .** pens from Harrisonburg, Va., that he's taking his coffee and at Hobe's Place there. Other pitchfolk on the scene are Whitey Dovel, Harry Coffman and Blacky Shifflet and all report that the latch string at Hobe's is ever out.

The pitchman's ability to influence others goes a long way toward making him successful.

**C. E. McCOLLUM . . .** better known to the pitch fraternity as Paddles Mack, is wintering at his home in Terrell, Tex.

### P. R. PROGRAM

(Continued from page 45)

Harton is becoming increasingly active in civic and community affairs. A few weeks ago he donated one of his candy floss machines for a party at a crippled children's hospital. This may not seem much at first glance. The park benefited from the publicity, to be sure, but it benefited even more from the civic standpoint.

"People are getting to know Harton and other park executives for their civic work. Too, they are getting to know the park for something more than just a place to have a good time and a place to spend their money."



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Order Direct From Manufacturer

\$10.00 per gross

Discounts on larger quantities. Dealers & Jobbers, write for special prices.

**ELKTON MFG. CO.**

Elkton, Md.

### JOBBERS-DISTRIBUTORS

ORDER EASTER STUFFED TOYS NOW!

Our New 1950 Line is now ready. Exclusive sure-selling numbers in fur and plush toys.

#### SPECIAL EASTER OFFER!

#84—12"x6" Running Rabbit, white real rabbit skin, mouton ears, packed 6 dz. to carton.  
\$11.40 a dozen. SAMPLE \$1.35 Ppd. 25% dep. req., bal. C. O. D., if not rated.

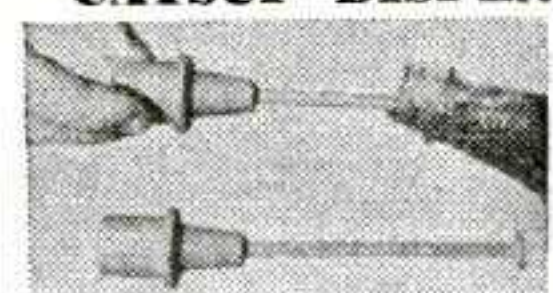
Send for FREE illustrations and price list of our Easter line, and Jumbo Concession and Carnival numbers!

Special Jobbers' Set-Up!  
Salesmen: Choice territories open!  
Liberal commission.

### ACE TOY MFG.

122 West 27th St. New York 1, N. Y.

### CATSUP DISPENSER



Women & Cafes Buy on Sight! 150% PROFIT!

Now—an all-plastic catsup dispenser that really works. No more hammering or shaking—just draw out! List—50¢; 1 dozen—\$4.80; 100—\$38.00; 1000—\$240. Prepaid—25% with order. Send 50¢ for sample.

**PHELPS CO.,** Box 7116c, Portland 19, Ore.

### NEW, SENSATIONAL POCKET PISTOL LIGHTER

Received by plane from occupied Japan. Chrome plated, individually boxed. Limited quantities.

Priced \$18.90 doz. postpaid. List \$3.50. Send money order for sample doz.

**M. MORRIS**

1472 Broadway, Rm. 612, New York 18, N. Y.



# BEST WISHES

for a

# HAPPY NEW YEAR

**STERLING JEWELERS**  
44 E. LONG ST. COLUMBUS 15, OHIO

## MERRY XMAS

and

## A HAPPY NEW YEAR

**CUTTLER & COMPANY, INC.**  
928 Broadway... New York 10, N. Y.



### RHINESTONE DIAL WATCH

In 14K Gold Plated Case

**\$4.25**

- Brand New
- Written 1-Year Service Guarantee
- 8 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
- Individually Gift Boxed
- Genuine Leather Strap

(Matching Gold Plated Link Expansion Band, \$1.00 Add'l.)  
Above price for orders of 6 or more watches, \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

**DUNHALL Imports Co.**  
101 Cedar St. New York 6, N. Y.

### GORGEOUS! VALENTINE RED HEARTS

Packed With Hand Dipped CHOCOLATES

Direct From Factory. Jobbers Prices. Beautiful Cellophaned 1 Lb. Boxes, 65¢. 24 to Case. Case Lots Only. No C.O.D.'s at this low price. Sample \$1.

**BARBARA FRITCHIE CHOCOLATES**  
Frederick, Md.



### The Newest Sensation IT'S TERRIFIC! IT SELLS!

**"BAIT for MALE FISH"**

Always Good for a Laugh  
Samples 4 for \$1

**\$1.80** per dozen  
MAIL SALES MART 773 Willoughby Ave. Brooklyn 6, N. Y.



### BIG PROFITS

Own your own business stamping key checks, name plates, social security plates. Sample with name and address, 25¢.

**Bart Mfg. Co.**  
303 Degraw St. Brooklyn 2, N. Y.

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WITH IT SINCE 1907

Originators of the All-Aluminum Idents, Men's Idents, Ladies Idents, Double Heart Idents (All Aluminum), \$14.40 gross. Men's massive large Aluminum Idents, \$2.00 doz. Day and night service. Phone: 8Aypport 1-5338.

**MILLER CREATIONS**  
6628 Kenwood Ave. Chicago 37, Ill.

### LETTER LIST

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Soloman, Sam  
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Speks, Clarence  
Spencer, Art  
(Motor Drome)  
Sping, Frank  
Spitzengel, Wm. C.  
Sprague, Jim Pin  
Store  
Stachowiak, John  
Stafford, Cleo  
Stanford, Clemen D.  
Stanford, Ivan & Eva  
Stanley John H.  
Stanley Mrs. Mary  
Starbuck, R. M.  
Starks H. Roland  
Starr, Hedy Jo  
Steele, Eddie  
Stein, Jack  
Stein, Louie  
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Stern, Al  
Stern, E. E.  
Stevens, Arthur  
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Stewart, Harry L.  
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Stokes, Leonard J.  
Storey, Bill (Bam)  
Stratton, Lou  
Striet, Phil  
Strother, Chester W.

Walker, Mrs. John A.  
Walsh, Earl B.  
Warren, Gene  
Warren, Jess  
Waters, Tom & Betty  
Watkins, John  
Watson, Mrs. Eddie  
Watson, Oakley D.  
Watts, James G.  
Weaver, Carl  
Webb, Mary  
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Weber, John H.  
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Wenick, Mary  
West, Allen  
West, Amber  
West, Geo. & Ted  
West, Harry  
West, Julian  
West, Willie  
Westcott, Ed.  
Westover, W. E.  
Wheelock, R. C.  
Whitehurst, Russ  
Whiteside, Mrs.  
Wilder, Leonard  
Williams, Arthur  
Williams, Chas.  
Williams, Fred L.  
Williamson, Mrs. C. L.  
Wilson, Bill  
Wilson, Bud  
Wilson, Woodrow  
Wilson, Geo.  
Wilson, Jack & Emily  
Wilson, Red  
Wilson, Ted  
Winslow, Jim  
Winters, Claire  
Wise, Geo.  
Witzel, Alex  
Woytasek, Ben J.  
Wolf, Vernon  
Wolfe, N. C.  
Wolfe, Ralph  
Womack, Douglas & Jewell C.  
Wong, Jim  
Wood, Henry G.  
Woods, Eddie  
Woods, J. C.  
Wozniak, Frank  
Wright, Chas. A.  
Yates, Clyde (Tex)  
Yates, Roy E.  
Yates, T. B.  
York, Eddie  
Young, Frank  
Young, John (Red)  
Zachick, Bob  
Zern, Charlie

### MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway  
New York 19, N. Y.

Anderson, Ernest  
Armstrong, Jimmy  
Bennett, B. S.  
Birdman, Fred  
Browne, Whitey  
Buchanan, James A. (Buck)  
Butler, Howard  
Carde, Mr. & Mrs. Ted  
Cenane, Edward  
Clifford, Mrs. Roy  
Commo, L. E.  
Corrigan, Charles  
David, Jack  
Davis, Eddie  
Dean, Gaynell  
Donahue, Ruth  
Drew, Marion  
Duane, Victoria  
Evans, Mr. & Mrs. Edward H.  
Fransley, Slim  
Freeman, Larry  
Freeman, Cecil  
Gardner, Mr. & Mrs. Cheerful  
Gardner, Sol  
Gatto, Rox  
Glazer, Jack  
Gold, Harry  
Gordon, Roy  
Green, Willie  
Hammer, Bill  
Hutchins, William  
Hydoski, Mr. & Mrs. Ben  
Jacobs, Ralph  
Jackson, Dixie  
Jackson, Ben  
Kovar, Madame  
La Marche, Henry

Lawton, Danny  
Le Ola  
Lewis, Stan  
Lindsay, Fred  
Lutz, Jim (Joe)  
Mann, William Lee  
McConnell & Moore  
Miller, Bee  
Ming Toy, Princess  
Muller, Mildred & George  
Myers, Mr. & Mrs. Earl  
Oliver, Jack  
O'Rourke, Tex  
Owens, Billy  
Pennington, Ann  
Pennington, Charlie  
Powers, Cippo  
Rice, Billy  
Ristine, Louis  
Schenek, Juanita B.  
Scott, Jay R.  
Silva, Betty  
Simmens, Miss  
Stanley, Frank  
Supa, Mr. Antone P. (Jr.)  
Syddell, Mr. & Mrs. Paul  
Thompson, Robert  
Thorne, G. R.  
Thurston, Bill  
Utter, Mr. & Mrs. Fred E.  
Vagre, Milo  
White, William  
Whitely, William L.  
Wicker, Ed  
York, Lynn  
Zachinski, Hugo  
Zero, George

### MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.  
Chicago 1, Ill.

Adaire, Arlette  
Anderson, Harry  
Atwell, Norman  
Badali, Salvatore  
Baker, Eddie  
Barnett, Chester (Mr. & Mrs.)  
Barrows, Harold L.  
Bartlett, Harry  
Beard, A. J.  
Bell, Jack (Mr. & Mrs.)  
Benies, Walter  
Bergen, Harry  
Blasco, Manuel  
Bogle, Margaret  
Bott, Harriet  
Boyer, Chick  
Bruckner, John  
Burkitt, Wm. C.  
Burr, Clarence E.  
Butler, Frank T.  
Carter, June  
Clancy, Fred M. (Jr.)  
Clayton & Phillips  
Colvar, L. E. (Mr. & Mrs.)  
Cross, Skeet  
Curtis, Edna

Darrah, Audrey  
DeCobb, Jimmie  
Doyle, Frankie  
Eagle, Nate  
Eldridge, Art  
Foss, John D.  
Fox, Benny & Betty  
Francisco & Delores  
Freeman, Cecil  
Friedman, Larry  
Geddes, Adam  
Geddis, Geo. (Mr. & Mrs.)  
Gordon, Dave  
Harrington, Bill (Mr. & Mrs.)  
Harris, Whitey (Mr. & Mrs.)  
Hartley, Helen & Jerry  
Hiburn, J. L.  
Jones, John R. (Mr. & Mrs.)  
Kearns, Red  
Kinko (Mr. & Mrs.)  
Landrus, Jack & Ruby  
Layton, Frank  
Leberman, Robert  
LeMare, Monty  
Linderman, Carl

Littlefield, Harvey (Mr. & Mrs.)  
Mackintosh, G. W.  
Marks, Jerry  
Marks, Joe  
Marks, Carl  
Marquita, Princess  
Mathison, Grace  
Mayfield, N.  
McDonald, Mickey  
McLaughlin, W. H. (Mr. & Mrs.)  
Miller, Thomas R.  
Mitchell, Herman  
Palmer, Helene  
Peavy, L. W. (Mr. & Mrs.)  
Phelan, Pete  
Platt, J. J.  
Powers, Babe  
Patricia

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Aldorf, James  
Alexander, Mr. & Mrs. Al  
Alkerman, Mr. & Mrs. William  
Allen, Charlie & Junita  
Allen, Norman K.  
Allen, Roy  
Allen, William H.  
Anderson, Edward Lee  
Apple, Mrs. Samie  
Arnette, James B.  
Backman, Mr. & Mrs. William  
Baird, Myrtle & Jack  
Ballbarker, Mr. & Mrs. Luke  
Barbay, Stanley  
Barr, Estil E.  
Baysinger, Al  
Beam, Merle A.  
Beckner, Cecil  
Belly, Mr. & Mrs. Billy  
Bell, Mrs. Martha  
Bell, Mr. & Mrs. W. C.  
Belknap, Bill  
Bentley, Claude  
Best, Mr. & Mrs. Dick  
Blair, Pape  
Boone, Virgil W.  
Bozwick, Grover & Jean  
Bozwell, Bill & Mae  
Bradburn, Robert  
Brown, Ann W.  
Brown, Irvin F.  
Brown, Mr. & Mrs. Royal T.  
Browning, James J.  
Brunette, Sally  
Buck, Mr. & Mrs. Buddy  
Bud, A. J.  
Bumgardner, Lee  
Burd, Jessie  
Burge, Mr. & Mrs. Lloyd  
Butters, Ed  
Byington, Robert  
Cada, Mr. & Mrs. James  
Campbell, Mr. & Mrs. Geo.  
Campbell, J. D.  
Cantipe, Walter  
Clark, John R.  
Carner, Mr. & Mrs. Bill  
Carper, Chas. & Leona  
Carrigan, Chief James  
Carter, Bill  
Chaffee, Miss Mary Helen  
Chapman, Mr. & Mrs. Keith  
Chevez, Phillip & Bonnie  
Claybrook, Miss Marie  
Clemmons, Mr. & Mrs. A. B.  
Cobb, Miss Fredia  
Collins, Mr. & Mrs. Jimmy  
Conley, Wallace Harris  
Cooper, Cecil  
Cooper, Fletcher E.  
Cooper, John W.  
Cotter, Ernest L.  
Cowan, "Tiny"  
Craig, Richard  
Crawford, George  
Dailey, M. C.  
Dale, Jackie  
Dannenber, Danny  
Davenport, Bert  
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Davidson, B. E.  
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Deshon, Doral  
Dickerson, Harry G.  
Dillon, Virgil  
Dion, Ted & Anne  
Donovan, Forest O.  
Dorrell, James V.  
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Emio, Johnny  
Erkhard, Don  
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Faulkner, J. D.  
Fauland, John  
Fink, Harry  
Fitchett, A. L.  
Forster, Mr. & Mrs. John  
Foss, John

Prudden, Tony  
Rand, Sally  
Sharkey, Thomas F.  
Stark, Mabel  
Taylor, Thomas John  
Teeter, Jacqueline (Jeanne)  
Teichner, Charles  
Teodora, Leona  
Vaughan, Aline  
Voisine, Hugh  
Wanus, Walter  
Weintraub, S. B.  
Wicks, Robert  
Wideman, Ed (Mr. & Mrs.)  
Wilson, Dime  
Wilson, Wilbert  
Zazzara, Frank (Mr. & Mrs.)

Moorehead, Buddy  
Morgan, Miss Jackie  
Morrison, Frank  
Mosley, Tex  
Moss, Chuck  
Neil, James & Versie  
Neil, Mr. & Mrs. Leonard  
Nelson, Pete  
Nielsen, Mr. & Mrs. Whitey  
Nifong, Dee  
O'Donnells, The Three  
Ogle, Mr. & Mrs. Jack  
O'Leary, Mr. & Mrs. Dennis  
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Paris, Forrest O.  
Patrick, T. W.  
Paul, Ben  
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Pitler, Jim & Betty  
Pitre, Allen  
Posey, Mr. & Mrs. Bailey

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Priddy, Lloyd  
Punch, Mr. & Mrs. Dick  
Puritt, Mrs. Joe  
Rambo, Wesley P.  
Ramsey, G. J.  
Randall, Archie  
Reed, Charlie  
Reinhardt, Mr. & Mrs. Geo.  
Renee, Cleo  
Renee, Gene  
Renton, Mr. & Mrs. Al  
Reynolds, Herman  
Rich, Arthur  
Richards, J. T.  
Robbins, Harry W.  
Robinson, Ralph & Lona R.  
Robinson, Robert & Evelyn  
Robison, Lillian H.  
Rogers, Mrs. Pearl  
Rose, E. H.  
Ross, Johnnie  
Roth, Fred Wendell  
Runce, Mr. & Mrs. H. E. (Whitey)  
Rushton, Jack  
Russell, Mrs. Fred  
Russell, Jack  
Saffer, Harold Joseph  
Sargo, Geno  
Sager, Mr. & Mrs. W. R.  
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Schmidt, Stanley Arthur  
Scheneckloth, Harry  
Schenul, Mrs. Lloyd  
Servis, Ed  
Sewell, Dave  
Sharar, Homer R.  
Shelby, Hank  
Shelpton, Clarence K.  
Shubert, Clyde  
Shubert, Fred  
Shumway, Zeke  
Silva, E. (Portugese)  
Sims, Joe  
Smith, Mr. & Mrs. James G.  
Smith, William D.  
Sneek, Jean & Orvil  
Stafford, Cleo  
Steffen, John O.  
Steffin, Jack  
Stern, Miss Connie  
Stern, Mr. & Mrs. E. E.  
Stevens, Dave  
Stevens, Jackie  
Steinfeldt, Mr. & Mrs. W. J.  
Stont, Mr. & Mrs. Jim  
Suggs, J.  
Tabbert, Henry C.  
Tankersley, Van  
Taylor, Mr. & Mrs. Lee  
Taylor, Jimmie  
Taylor, R. C. & Alice J.  
Taylor, J. Barton & R. C.  
Taylor, Tiny Bill  
Teska, Mr. & Mrs. Joe  
Thacker, James  
Thomas, H. W.  
Thomas, K. B.  
Tiffin, Alfonso Edger  
Umrod, E. L.  
Valier, Bud  
Van, Freda-Fred  
Vasulka, Charles  
Vinson, Jack  
Walbers, Miss Althea  
Walker, Mrs. Ann  
Ward, Mr. & Mrs. Doc  
Ward, Harry C.  
Ward, Mr. & Mrs. J. Robert  
Watson, Henry Wallace  
Wecker, Mr. & Mrs. W. B.  
Wells, Mr. & Mrs. Sam  
Werner, George  
West, George  
West, Mr. & Mrs. Mac  
West, Ralph & E.  
West, W. C.  
Westmoreland, Melvin  
Weston, Harry  
Wetherbee, Geneva  
Wilckrick, Elmer  
Wilkinson, Mr. & Mrs. Al  
Williams, Barney George  
Williams, Mark  
Williams, Mr. & Mrs. Orvel  
Wills, Mr. & Mrs. Paul  
Wiltse, Cash  
Wiltse, Mrs. Myron  
Wingert, Mr. & Mrs. Billie  
Winters, Mr. & Mrs. Clare  
Wolf, Fred M.  
Wood, Mr. & Mrs. C. T. (Smoker)  
Womack, Mrs. Jewel  
Wray, Mr. & Mrs. Ross  
Wright, Jack  
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Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed.

**55¢** Per Set  
Sample Set, \$1.00.



**These Pens Sell Like Wildfire!**  
Combination ball pen and lighter.

**35¢** Ea.  
Two-color pen writes in red and blue.

**25¢** Ea.  
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

**ORDER NOW!**  
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27 East 22nd St. New York 10, N. Y.

### SURE SHOT DICE BOX

Sold Only for Amusement Purposes  
Attractive plastic box containing 2 ordinary dice. When you know secret you can predict top numbers after box is covered and shaken. An amazing trick.

Sample, \$1.00  
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**BASEBALLS**

## SALESBOARD SIDELIGHTS

Mort and Irwin Secore, Secore & Secore, Chicago, are telling of the "hit parade" order proportions the new More or Less, dime play, definite payout board, is garnering. Boys say the operators and players are enthusing over the number introduced a month ago, because of its "flash face." "The listing of payouts in the \$20, \$10, \$5 and \$1 categories is a sure-lure, punch-wise," Mort states. "It is by far the top demand item in the firm's current line," he adds, "with the volume of repeat orders telling their own tale of acceptance." Mort returned last week from a successful New York business trip.

Universal Manufacturing Company, Kansas City, Mo., sums up its volume of Jar-o-Do ticket sales during 1949 with the word that the shipping department found little time to rest between orders. President Joseph Berkowitz looks for a continuation of the same for 1950. Firm's special Chicago stock room, set up last May to facilitate pickups and delivery, is working out well under the direction of Bernard Kite, according to Berkowitz. Bee-Jay Products, Inc., Chicago, also under Prexy Berkowitz, has a second display of its salesboard line at the Universal Chicago stock room. Reuben Berkowitz, general manager, credits extra sales from this source also.

Gardner & Company, Chicago, reports more challengers for the top spot in its rising sales chart are

Color Natural, 25-cent play; High Hits, 10-cent punch, and Fun & Fives, nickel play. Firm's while-you-wait service, with customers spending the waiting time in the salesroom bar, continues to draw a brisk business, Joe Robinson announces.

Capt. Charles H. Gay, Gayco, Derry, N. H., says operators in the New England area now have a 24-hour service on all orders thru his firm. Spotted almost in the center of New England, he is in a position to offer quick ship-outs in all directions. Gay states that New England is fast becoming "ticket conscious" as a result of the rapid delivery and wider placement of such items. He expects to introduce a number of surprises for New England ops during 1950.

Sam Feldman, sales manager for Harlich Corporation, Chicago, reports a remarkable pick-up in business over the past two weeks. He attributes it in part to the outstanding come-back of merchandise type boards. Reintroduction of this type number, following availability of a complete line of merchandise premiums, has brought back hundreds of operators to the field, Sam points out. Harlich offers a full line of approximately 20 merchandise boards. Firm's money numbers, too, are garnering a good rate of orders.

### GOTHAM'S CONEY

(Continued from page 45)  
of berthing space for excursion boats at the end of the reconstructed Steeplechase Pier so that water trips from Manhattan and New Jersey points can be resumed, and elaborate program of special events and attractions is being mapped out.

Definite assets will be the completion of a huge apartment project, housing 8,000 families, within a few minutes walk of Coney's Boardwalk, and drastic amelioration of subway and auto routes serving the resort, all skedded to be completed before the season opens.

### 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. fe18

CIGARETTE MACHINES—WINTER SPECIALS; write for prices; complete parts department and mirror stock; Quarter Conversion and Kingsize Kits. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

CONSOLES, SLOTS—2 KEENEY PASTIMES, 9 coin, \$99.50 ea.; Evans Bangtails, two-tone, \$89.50, clean; Keene Super Bell, 5¢-5¢, \$69.50; 2 Columbia D.J.P. clean, \$49.50 ea.; Wurliitzer 412, \$24.50; Wurliitzer 616, \$39.50; small deposit. Seashore Music Co., Wilmington, N. C.

ERIE DIGGERS—HAND OPERATED; POKER-inos; Merchantmen, Iron Claws, Mutoscopes, Rotary Merchandisers; we buy Diggers, Rotaries, National, 4243 Sanson, Philadelphia, Pa.

FOR SALE—USED PHONOGRAPHS, PINBALLS and Counter Games; cash or terms. Ralph Alexander, Seneca, S. C. ja28

FOR SALE—20 PISTOL TARGET GUMBALL Machines; no reasonable offer refused. Box 309, Billboard, Chicago.

FOR SALE—\$20 EACH, F.O.B. PRACTICALLY new 50 Silver King Hunter Gumball Venders; 50 Popcorn Sez Warmers, 19 Nab Diners Venders. Snack Sandwich Co., Winston-Salem, N. C.

SACRIFICING MILLS MACHINES—GOOD CONDITION. Some late models. Send for list. J. H. Wagner, 258 Highland Drive, Cedar Rapids, Ia.

STAMP MACHINES—(5¢) SLOT, \$2.95 EA.; sanitary napkin machines, \$7; Popcorn, Gum, Candy, Peanut machines. U.S.P., Waterbury 5, Conn. ja7

USED BALL GUM MACHINES — ADVANCE Model "D" just off location with one filling of ball gum; machine takes in \$8. costs you only \$5.50 ea.; limited quantity available. Logan Dist. Co., 2320 N. Milwaukee Ave., Chicago 47, Ill.

VOICE-O-GRAPH, \$225; RED BALL, \$50; Hi-Score Bowling Alley, \$50; Challengers, Gottlieb Grippers, Skill Thrills, \$10; Fuben Mirrocle Cabinets, new, \$100. Wilson Operating Co., Box 1271, Tulsa, Okla.

WANT TERRITORY TO OPERATE SHUFFLE-boards; will operate on percentage or any other arrangement. Reliable Shuffleboard Co., 2512 Irving Park, Chicago, Ill.

### WON, HORSE & UPP

(Continued from page 49)  
'em away at night. The bosses told their weary performers, musicians and workingmen that the black strap cooking should be wound up by 6 p.m. on Thursday with the proper co-operation of all concerned. At daylight the show's personnel was again doubling in rube maneuvers. A sudden cloud-burst hit at 5 a.m., which sent the showfolks back to the lot with the work yet unfinished. The rain canceled the night show, which was for free anyhow. At 9 p.m. the weather cleared, and as our people are used to night work, they were rushed back to the farm.

On Friday, at daybreak, only a few hands went to t' cane patch. The rest were put on a fence repair detail, our painter whitewashed pens, the ballet gals went to the cotton patch, and our cookhouse chefs again to the sirup cooking pots. The performance that night was a turnaway.

As a grand pay-off, the boss prom 'ed a husking bee in the corn cribs following the night show on Friday. As many of the share cropper wives had lost their husbands because they junked the show during the season, the event was well attended by the show's single men and the left-behind women. A few jealous swinging, la' der gals attended for self-protection. Because no red ears were found by 5 a.m., in desperation our boys and girls wo 'ed with fever heat and didn't give up until parade call. The date here topped last year's big take by 40 barrels of molasses. The husking bee, attended by some neighbor gals, gave us four extra annex dancers.

### UNDER THE MARQUEE

(Continued from page 49)  
that he has signed with Orrin Davenport to play dates in Toledo, Detroit and Cleveland. . . Bee Starr Braden, former aerialist, visited the Polack Bros.' Eastern Unit when the org played Kingston, N. Y., recently. . . Billy Downing, formerly with Ringling-Barnum circus, is reported to be regaining his health at East-lawn Sanitarium, Northville, Mich.

Winter quarter cooks think up lots of dishes without improving on steak and spuds.

Benny F. Gibson, after closing at the Shrine Circus, New Orleans, is wintering in that city. He's a stage-hand at Municipal Auditorium and is making his headquarters at the Basin Street Lounge, owned and operated by Tom Rizzuto, friend of showfolk. . . Doc Warner visited Rogers Bros.' Circus quarters, Naples, Fla., recently and reports that the org is preparing for its opening in that city January 30. The show is building new blues and the big top will be enlarged. Two baby elephants have been added, making a total of four.

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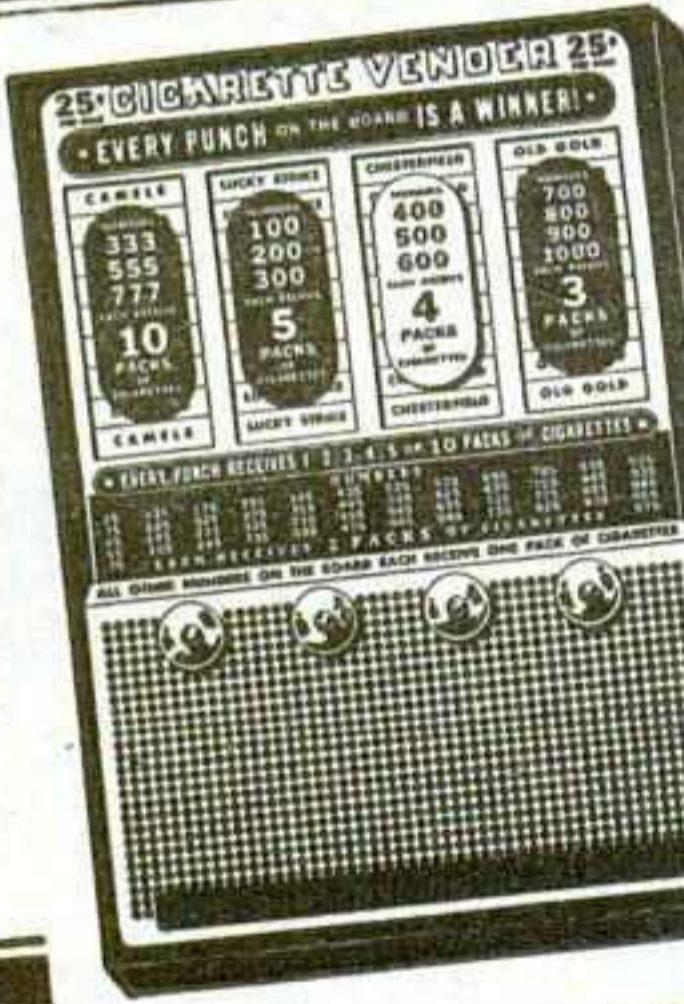
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FIRST QUALITY SALES BOARDS  
1000 to 1300 HOLE GIRLIE BOARDS . . . \$1.75  
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1000 CHARLEY BOARDS, THICK . . . .75  
5¢, 10¢, 25¢ BOARDS, profit up to \$115.00. 1.50  
RWB 2170 SINGLE or FIVES . . . 1.00  
1000 PLAIN BOARDS, 50¢ 20¢ Deposit  
**B. F. PRODUCTS** 1910 Piedmont Road  
Phone 25-771 Charleston, W. Va.

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**CIGARETTE VENDER EVERY PUNCH IS A WINNER!**  
EACH HOLE WINS FROM 1 TO 10 PACKS OF CIGARETTES.

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25¢ PLAY—THIN  
Takes in . . . . . \$300.00  
Pays out in cigs. . . . . 261.20  
DEF. PROFIT . . . . . \$ 38.80  
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|------------|---------------------------------------|--------------|--------|
| 400 5¢     | LUCKY BUCKS, THICK                    | Def. \$ 7.00 | \$ .60 |
| 300 25¢    | QUARTER KOLORS THICK                  | Def. 15.00   | .60    |
| 1000 5¢    | J.P. CHARLEY, THIN                    | Def. 17.00   | .90    |
| 1000 25¢   | 5¢ CHARLEY, THICK                     | Avg. 52.00   | 1.15   |
| 1200 25¢   | TEXAS CHARLEY THICK                   | Avg. 102.98  | 1.60   |
| 1000 5¢    | SWING IT THICK GIRL BOARD             | Avg. 24.65   | 2.25   |
| 1040 5¢    | TAKE A CHANCE THICK GIRL BOARD        | Avg. 29.40   | 2.25   |
| 1040 5¢    | TIGHT SQUEEZE THICK GIRL BOARD        | Avg. 30.25   | 2.25   |
| 500 25¢    | FULL O' TENS, THICK, 6 Nos. to Ticket | Avg. 49.33   | 2.50   |
| 500 25¢    | TEN TENS, THICK, 6 Nos. to Ticket     | Avg. 61.42   | 2.50   |

**JAR TICKETS**  
RED, WHITE AND BLUE  
LUCKY SEVEN  
BINGO TICKETS  
on Sticks—Sizes 1000-1200-1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST  
Stating your requirements Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes 25% deposit with all orders—Balance C. O. D.

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10th year giving immediate delivery on finest boards  
**LEGALSHARE SALES**  
P. O. BOX 86-E 222 2nd St. HUNTINGTON BEACH, CALIF.  
Ph.: Lexington 6-3218

Communications to 188 W. Randolph St., Chicago 1, Ill.

## SHUFFLE GAMES KEY TO 1950

### Novelty Games Sweeping NE; Set Up Leagues

#### May Help Shuffleboard

BOSTON, Dec. 24.—Coin-operated shuffleboard games are hitting the jackpot for ops in New England, according to a survey made this week. Biz has been so stimulated by the new craze that location owners have been tearing out partitions, rearranging booths and busting out walls to make room for the boards.

United's Shuffle-Alley and Chicago Coin's Bowling Alley are the leaders in the territory, with United's novelty bowling game outselling other types of the new games which combine the features of shuffleboard and bowling. So great is the demand that United's distributor in the Hub, Harry Poole, says he can't even keep floor samples.

#### Helps Shuffleboard

The sudden flare-up of interest in the game augers well for shuffleboard, ops and distributors say. They feel that the interest aroused by the bowling-type game and the skill that will be required will bring regular shuffleboard home in front in 1950. Shuffleboard itself had been off in New England, and hope for its acceptance was dim until a few weeks ago when players began falling all over themselves to try out the bowling-type boards.

With samplings showing returns of \$21, \$19 and \$23 for a day in the area, ops began buying in lots of 10. Leagues sprang up in Brockton, Quincy, Framingham and many other small cities in Massachusetts.

#### Form Leagues

Setting a hard-driving pace in pushing out United's Shuffle-Alley, Poole sets up leagues for ops and donates prizes. First step taken is to place a machine in one location and invite all other location owners to see it in operation. Following this initial meeting, at which announcement is made of \$50 in prizes for league play per week, installations are made in other locations, and representative teams from each location chosen. In the play-offs the first team receives \$25; second, \$15, and the third, \$10.

"Will it kill shuffleboard?" was the first question shuffleboard distributors and ops had on their minds, but after looking into the situation, they are now laying plans to move in before next fall. Dan Collins, veepee of Speedbird Shuffleboard, feels that the psychological peak will be reached about September, but that acceptance of shuffleboard should begin much sooner.

It is felt that the novelty of the bowling-type game will wear off in time, and then players will have the skill and the appetite for shuffleboard, which should be a more permanent skill game.

### Shuffle Novelty Pool Game Bows At Nation-Wide

CHICAGO, Dec. 24.—Shuffle Pool, novelty game built around the action of straight pool and its variations, is in production at the Nation-Wide Novelty plant here, President Charles Gillard announced Monday (19). A puck is used in the game, which has an interior return chute, may be played by one or two players and has an automatic scoreboard.

Approximately the same size as related shuffle novelty games, Shuffle Pool's playfield is finished in two shades of green. Sensitive electrically controlled roll-over buttons when energized by puck contact (See *Shuffle Novelty* on page 78)

### Sparked by Trade Leaders ACMMA Expected To Shape Assn. Picture in New Year

#### Spirit of Optimism Prevails Thruout Industry

By Tom McDonough

CHICAGO, Dec. 24.—The year 1949 long will be remembered in the amusement game business as one of solid progress in a field which has been traditionally known for its uncertainties based on general business conditions—top games which draw high play for comparatively long periods and fair games which have shorter success spans. The one thing which changed the entire picture of the trade happened in September when shuffle-bowling novelty games were introduced in quantity and proved so popular that all but two major manufacturers are now concentrating on variations of this type of game. Of equal importance was the formation of the American Coin Machine Manufacturers' Association (ACMMA) last week (*The Billboard*, December 17) by a group of pioneer manufacturers for the expressed purpose of advancing all phases of the coin machine industry and returning to the trade a unified front at the manufacturers' level.

#### Slow Period

Tho 1949 was launched with the usual fanfare of predicted prosperity, by spring it was evident that the amusement trade was slowly moving into a leveling-off cycle but at the lowest point in the postwar era. While the operator was still making money, his profits were a poor comparison with those of 1945, '46, '47 and '48, and he was beginning to wonder how much more of a drop was in the off- (See *Shuffle Games* on page 78)

### South Carolina Ops Report Business Holding Up Strong

COLUMBIA, S. C., Dec. 24.—Operators in this area have reported a surprise boost in business during the past 30 days despite the usual holiday slow-up.

The current popularity for novelty games is catching on in South Carolina too. F.A.B. Distributors here find the California shuffle bowl and Chicago Coin's bowl game both going well. Ops here also hint of a new machine to come which they predict will outdo others in total grosses.

New drink venders reaching Columbia have been doing good business

in their debut, owners report, but nothing big has developed as yet.

Cigarette trade has dropped slightly in the past month, according to local dealers, who said they can't explain the dip.

Distributors here report brisk business in both new and used equipment and are especially impressed by the volume of sales on used merchandise. They believe ops are finding new business in the area but are having less to spend, due to a poor summer, and are looking for bargains.

## COIN MCH. EXPORTS CLIMB

### Spokane Ops Prepare New Legal Action

#### To Petition High Court

SPOKANE, Dec. 24.—Spokane pinball operators are preparing a petition to the U. S. Supreme Court for a review of a Washington State Supreme Court decision Wednesday (14).

The State Supreme Court denied the operators' petition for a rehearing by the entire court of a November 9 decision handed down by five of its judges. The judges had ruled unanimously that pinball machines are prohibited by State law.

The court also denied a request that the ruling be stayed pending an appeal to the highest court. Counsel for the pinball operators said he hoped a stay of execution would be granted by the U. S. Supreme Court.

The November 9 ruling was on the legality of a Spokane city ordinance banning operation of the machines (See *SPOKANE OPS* on page 78)

#### Twin Shuffle

CHICAGO, Dec. 24. — Due to an error the name of Williams Manufacturing Company's new straight novelty game was referred to as "Twin Bowl" in a review of the unit in the December 24 issue of *The Billboard*. The correct name of the game is Twin Shuffle.

The name *Twin Bowl* applies to the bowling type arcade game manufactured by International Mutoscope Corporation.

### Rock-Ola Names Brown Distrib

CHICAGO, Dec. 24. — Amusement Sales Corporation has been appointed a distributor of Shuffle-Lane in the Chicago territory, President Harry Brown announced this week.

A straight novelty game combining the action of bowling and shuffleboard, Shuffle Lane is in full production at the Rock-Ola Manufacturing plant here. It is available in two lengths—eight feet and nine and a half feet. It has a raised playfield and gutters. Both the scoreboard and puck return are fully automatic.

### Vender Sales Make Largest Gain in Sept.

#### Venezuela, Top Customer

WASHINGTON, Dec. 24.—Led by a sharp surge in vender sales, the dollar total for coin machine exports in September amounted to \$130,704, a slight gain over the previous month, according to official figures released by the Department of Commerce. For the first nine months of 1949 the figure was \$1,431,076, indicating the export total for the year would be in the neighborhood of \$2,000,000.

As has been the rule in almost every previous month, Venezuelan operators accounted for the largest portion of the export coin equipment trade. In all, they spent \$33,732 for 74 machines, including \$31,417 spent for 55 music machines. Meanwhile Philippine coinmen, concentrating on venders, purchased 50 machines, 19 juke and 40 venders (See *VENDER SALES* on page 70)

#### EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

# Biz Continues Growth in 1949

## Operators Step Up Activity as Many Mfrs. and Suppliers Intro Lower-Priced Lines

Year-End Optimism Seen Heralding Gains in 1950

By Fred Amann

CHICAGO, Dec. 24.—Equipment and supply-wise, 1949 totaled up to a favorable year for vending machine operators, with the major "fly in the business ointment" being the much-publicized "recession" which held down route-expansion during the early months of the year. With machine manufacturers and supplier firms offering lower-priced lines, generally, than in 1948 and the buying slump entering a reverse trend during the latter part of the year, the three segments of the vending machine industry (manufacturer, wholesaler or distributor, and operator) are predicting a satisfactory level of activity and profits for 1950.

While old-line phases of vending, such as candy, cigarette, nut and gum operations, continued in strong positions, newer automatic merchandising fields in the form of hot coffee and ice cream operations entered the picture as important parts of the over-all vending industry. Cup-type soft drink machines, too, altho not new in the same sense as coffee and ice cream units, saw new high sales potentials unfold as more equipment, offering greater selectivity at lower prices, appeared on the market. In the popcorn machine field, however, (See *Biz Continues* on page 68)

### Macke Corp. Holds Annual Xmas Party

WASHINGTON, Dec. 24. — About 160 employees, their wives, husbands and friends attended the 16th annual Christmas party of the G. B. Macke Corporation at the Mayflower Hotel December 17. A total of \$12,500 in bonuses was distributed as well as service pins and safe-driving awards. Cocktails, dinner, dancing and accordion playing were all part of the event.

Ten-year service medals went to Daniel H. Rollins and Raymond C. Cooper. Adolph H. Lippard and Delbert Young were given five-year awards. Employees honored for three years' service included A. Rowlings, Edwin Isard, Raymond P. Sullivan, Edwin H. Lansdale, George W. St. Clair, Wilbur E. Wenger, Robert L. Fritts, Howard L. Frye, Helen Ershler and James S. Tolson.

The 22 one-year employees given pins were Susy Blanche, Lillian Friedman, John T. Hudson Jr., Clarence Duckett, Hobert Dilman, Andrew Dilman, Charles McLelland, Robert Smith, Martin Shephard, Benny Aquilino, James Cambas, William Kligman, Everett McPherson, Norman Schalonsky, Frank Dormio, Clarence Flick, Wendell Philips, Anthony Thomas, Haskell Flowers, Willie Hubbard, Joseph Hawkins and Jacqueline Fennell.

First prize for safe driving during the year, \$30, went to Francis Morris. Benny Aquilino won second place, \$25. Awards of \$15 each went to Carl Picone, Wilbur Wenger and George Chipouras. Charles McLelland, Clayton Hollen, William Kligman, Howard Frye and Paul Courtney each received \$10.

### EARLIER CLOSING

January 7 Issue

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Get your NEWS and ADVERTISING in Early.

### Sparky in Foundry

NEW YORK, Dec. 24.—The installation of a cup vender in a foundry as an illustration of good employee-management relations was featured in a picture story in *Life* magazine this week. The story profiled Fred Maytag II, president of the Maytag Company, washing machine manufacturer, of Newton, Ia.

One of the photos showed a shirtless worker lifting a cup from a Spacarb three-drinker. The Sparky emblem was prominently displayed. The text explained that the vender was installed after a request by foundry employees.

## Vender Mfrs. Rated Okay by Better Biz B.

Eligible for Membership

NEW YORK, Dec. 24.—The files of the National Better Business Bureau (NBBB), to which complaints against manufacturers and national advertisers are funneled, are almost entirely free of beefs against established vending machine producers, it was disclosed this week.

At the same time, the NBBB announced it was opening its membership rolls to the automatic merchandising industry. It is the first time in the 38-year history of the organization that participation of coin machine concerns is to be solicited.

Mail Campaign

At NBBB headquarters here in the Chrysler Building it was learned that a national mail campaign to vending manufacturers will be launched after the first of the year. Meanwhile, a field representative of the organization has made preliminary contact with several Eastern companies.

(See *Business Bureau* on page 66)

## CTA Reports Gross Profit From Venders for 1948-'49

CHICAGO, Dec. 24. — Chicago Transit Authority (CTA), which asked for bids on four vender contracts in November (*The Billboard*, November 12) and awarded three of the contracts earlier this month (*The Billboard*, December 24) has listed its gross earnings from penny candy, gum and nut machines during 1948 and six months of 1949. Released by Ralph Budd, CTA board chairman, earnings were broken down for the two periods and for the different types of venders.

CTA as its share of gross vender profits averaged 33 cents per thousand revenue passengers during 1948, when 178,058,141 fares were collected, and 28 cents per thousand fares up to June 30, 1949, when 84,572,992 persons were revenue passengers. Total CTA income from 673 penny and

nickel machines in public and employee locations was \$59,369 for 1948 and \$24,540 for the first six months of 1949.

From the 482 penny units on El and subway platforms, CTA realized \$53,469 during 1948 and \$21,790 for the first half of 1949. This income was derived from 223 gum venders in 71 locations, of which 58 were in Loop El stations, 54 in the subway and 111 in metropolitan El stations; 143 penny chocolate machines in 58 locations, of which 49 were in Loop El stations, 25 in the subway and 69 in metropolitan El stations; 116 peanut venders in 25 locations, of which 51 were in Loop El stations, 43 in the subway and 22 in outlying El stations.

Commissions from 191 venders in (See *CTA REPORTS* on page 66)

## Brief and Important

Late Digest of Coin Machine News

### Black Light for Venders

The Glowspare Company, Los Angeles, is making a pitch for coin machine business by playing up the possible uses of the application of black light and media in the industry, according to Clyde C. Laws, consulting engineer for the firm. Coins can now be marked or coded with Glowspare invisible permanent fluids, Laws said, and the marking is only visible under black light. The system can also be used for cellophane or paper wrapped goods in vending machines to check thefts, overdate of fresh foods, etc. Tracers can be used to check machine theft or tampering, with almost positive results, Laws claimed.

### Weinberg Buys Scott-Crosse Company

Bernard Weinberg, in buying out the partners in the Scott-Crosse Company, becomes the sole owner in the distributing company. One of the largest distributing firms in Philadelphia, Scott-Crosse handles many lines of vending machines, including the Uneeda cigarette machine, as well as distribution for a number of independent record labels. Weinberg entered the field only a few years ago. He was formerly treasurer and a partner in the chain of Sun Ray Drug Stores.

### Yale & Towne Modernizes

As part of its modernization program in the Stamford (Conn.) division, the Yale & Towne Manufacturing Company, manufacturers of locks for postage meter machines, is installing the latest type of dust collectors, which permits cleaning and returning heated air to buildings. The new dust control also will provide for more cleanliness in the polishing and grinding rooms where the early finish is applied to products.

### Automatic Canteen Profit Dips

Automatic Canteen Company of America, Chicago, last week reported a profit of \$582,460, or \$1.29 a share, for the fiscal year ended October 1, 1949. Figure is a \$105,357 drop from earnings of \$687,817, or \$1.53 a share, for the previous fiscal year. Sales totaled \$20,148,244 this year against \$20,605,226 in the preceding year.

Three months' profit for the quarter ended October 1 amounted to \$138,240, compared to \$203,761 for the same period in 1948. Sales declined to \$5,181,229 from \$6,067,266 a year ago

## To Increase Use Of Cup Machines On Army Vessels

NEW YORK, Dec. 24.—Success of a unique shipboard operation of cup venders has led to a decision to expand the service to military freighters, it was disclosed this week by vessels exchange officers of the New York Port of Embarkation (NYPOE). A military-run operation since May of this year, the venders to date have been limited to use on ships transporting troops, dependents and displaced persons to and from overseas posts.

The NYPOE now owns 19, 1,000-cup Westinghouse units, with that manufacturer's machine standardized for the service to ease maintenance and spare parts requirements. Venders to go on freighters will be 400-cup Westinghouse machines, it was said.

The machines, vending a six-ounce cup of Pepsi-Cola at a nickel, returned profit used to provide recreational facilities for military personnel. Ingredient costs are said to be held to less than 2 cents a cup. As many as four machines are operated on a single vessel. Service aboard ship is the responsibility of the exchange officer. Venders are overhauled when the ship is in port here.

## New Oak Distributors Named by Abelson

NEW YORK, Dec. 24.—Meyer Abelson, sales manager of the Oak Manufacturing Company, has named four new distributors to handle the firm's line of bulk venders.

Here this week on a business trip, he listed the additional outlets as T. B. Holliday & Company, Charlotte, for North Carolina; Mountain State Distributors, Cameron, for West Virginia; Rake Coin Machine Exchange, Philadelphia, and Acorn Sales & Service, Brooklyn. The last named, a recently-organized company, has offices at 190 East 52d Street.

**Merchandising Clinic:**

# Making It the Hard Way Is No Handicap to Indianapolis Ops Who Have Run the Entire Gamut

By Howard Rudeaux

INDIANAPOLIS, Dec. 24.—Indiana Vendors, owned and operated by Earl H. and Edward D. Siler, came up the hard and rough way. The firm started in the vending business here in 1942, operating cigarette and candy machines. In the beginning the Silers encountered the usual hardships, but, thru tireless efforts and sacrifices and despite the difficulty of securing merchandise during the war years, they succeeded. In the beginning they started with about 40 spots and have increased the number steadily until today the firm operates approximately 300 locations within an area of 50 miles to the west of Indianapolis.

Edward D. Siler is in charge of the maintenance and warehouse, does the buying and takes care of the stock of merchandise. Earl H. Siler looks after the locations and office work, seeks new locations and takes care of the outdoor business. The company employs three truck drivers and uses an emergency truck. A complete stock is carried on each of the regular trucks, including a large supply of cigarettes. While the cigarette shortage has been relieved, the cigarette business is good, and since the fair price law is in effect, there is a wider margin of profit in handling cigarettes.

**Locations**

Earl D. Siler in discussing the firm's location said: "We do not go in for industrial plants. The constant lay-offs and the strikes in some plants make these spots too uncertain, and we have found these locations are hard on equipment. Machines are destroyed in some cases and damaged to no little extent in others because the employees are too rough on the equipment."

The most desired locations and the most profitable spots, according to

Earl, are eating places, service stations, taverns and public places like the railroad station, bus station and lobbies in public and office buildings. Here little destruction occurs and the equipment is not molested to any great extent.

This progressive company maintains a complete set-up for all kinds of replacements and repair work. While more than 50 per cent of the equipment is of the new type and style, there are necessary repairs and changes to be made at all times. The company is also gradually branching into the wholesale business. While the venture is not being rushed, it is gradually being developed.

School locations are excellent outlets and spots for candy. However, these spots are only open at a set time, and there are no chewing gum venders in any of the schools. Because students will spend their money for candy instead of food, the school venders are strictly regulated.

According to Earl, "An operator to be successful must be on the lookout for more and new locations at all times, apply himself diligently and keep close account of things if he desires to stay in the business. Alertness is the watchword."

**Steady Increases**

The company has shown a gradual increase in volume every year since its inception. The cigarette sales have increased rapidly and the volume is tremendous, while candy machines are holding their own and showing a steady volume of increased sales. "The coming year is shaping up well, with prospects for good business and an increased output, but it's hard work and little play if you want to succeed," is Earl's advice.

## Vender Mrs. Offer Special Units for Giant Leaf Ball Gum

CHICAGO, Dec. 24. — Leaf Gum Company announced this week special venders are now in production to accommodate its new giant-size Jumbo bubble ball gum in the 15/16-inch size. The new line, price-wise, follows the same 25 cents per pound peg of firm's other ball gum offerings.

Ralph Lobell, sales manager, reports that among the bulk vender manufacturers now offering, or soon to offer, equipment to handle the large-size ball gum are Atlas Manufacturing & Sales Corporation, Cleveland; Columbus Vending Company, Columbus, O.; Silver-King Corporation, Chicago, and Victor Vending Corporation, Chicago. Other firms are expected to offer units for the new size.

## Dad's Bottlers Hear Sales Plans at Meet

CHICAGO, Dec. 24.—Dad's Root Beer bottlers, during a three-day sales convention held at firm's general offices here last week, were told of a larger advertising allowance and discussed pricing policy problems, both merchandise and bottle and case deposit-wise.

A new program of national advertising was unfolded, stressing campaigns in markets that heretofore have not been covered by the firm. The new 7-ounce bottle will receive special promotion.

Firm continues to be one of the few franchise companies that permits its own bottlers to retain sirup sales rights in their bottling franchise areas.



"The Magazine of Automatic Merchandising"

"I wish to take this opportunity to express my appreciation for the great help your magazine VEND has given us in getting started into the Automatic Merchandising field. We look forward to every issue."

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## VICTOR'S NEW SINGLE UNIT TOPPER



The single unit Topper is "TOPS" in its field. Vends all types of candy, nuts, charms, and ball gum. The usual VICTOR dependability makes the TOPPER the greatest money maker of them all.

**\$10.75** each. All orders promptly filled.  
Packed 4 to a case.

## VICTOR'S NEW DOUBLE UNIT TOPPER



Featuring VICTOR'S new plastic globe. Attractive TOPPER bulk vendors offer the advantages of greater selectivity. Vends all types of merchandise and features the interchangeable refill. GET TO THE TOP WITH THE TOPPER.

**\$22.50** per unit. All orders promptly filled. Packed 2 units per case.

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"Serving the West With the Vending Best"

LEADING DISTRIBUTORS FOR VICTOR BULK VENDORS IN THE NORTHWEST

**MYSTERIOUS FACES FROM FAR-AWAY PLACES**

6 Assorted Faces in Gleaming Gold-Finish ONLY **\$7.50** PER M  
May be used as lapel ornaments

Send for free price list of our complete line of charms

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TO ALL OUR FRIENDS

**Happy New Year To All! Make '50 a Big Year With ACORN**

1c or 5c All-Purpose Bulk Merchandisers  
Order Yours Today!

Look at These **OUTSTANDING Service Head Features**

- 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.
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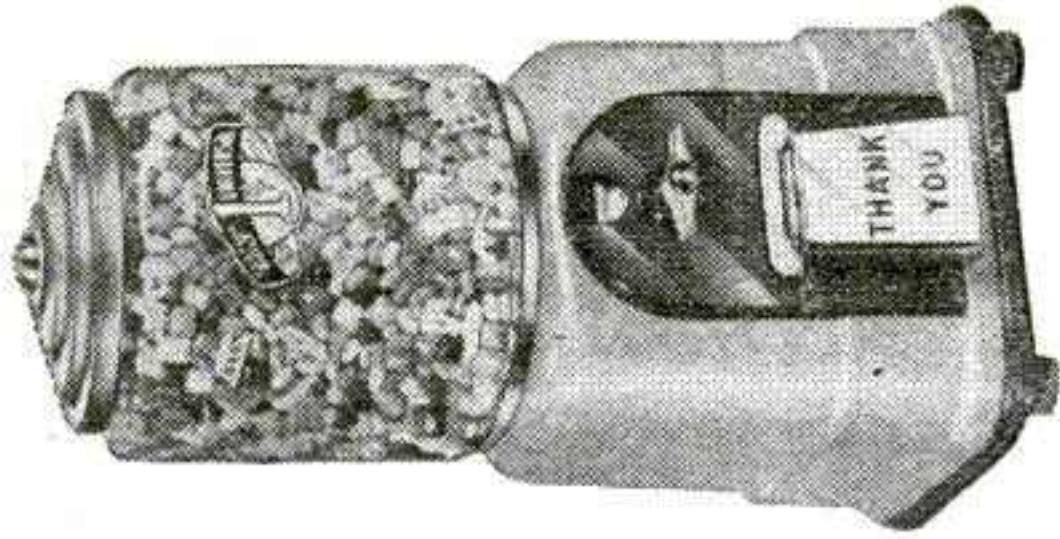
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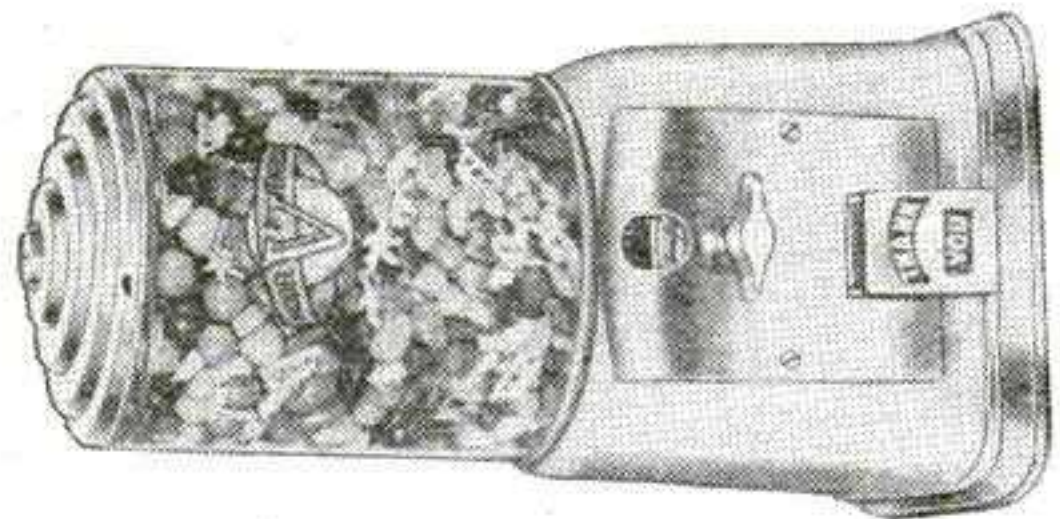
**M. J. Abelson**  
Gen. Sales Mgr.  
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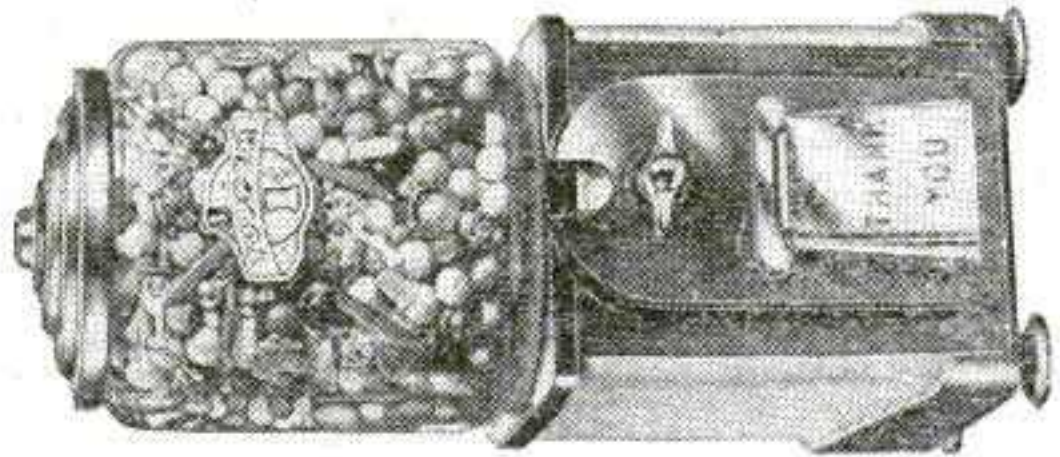
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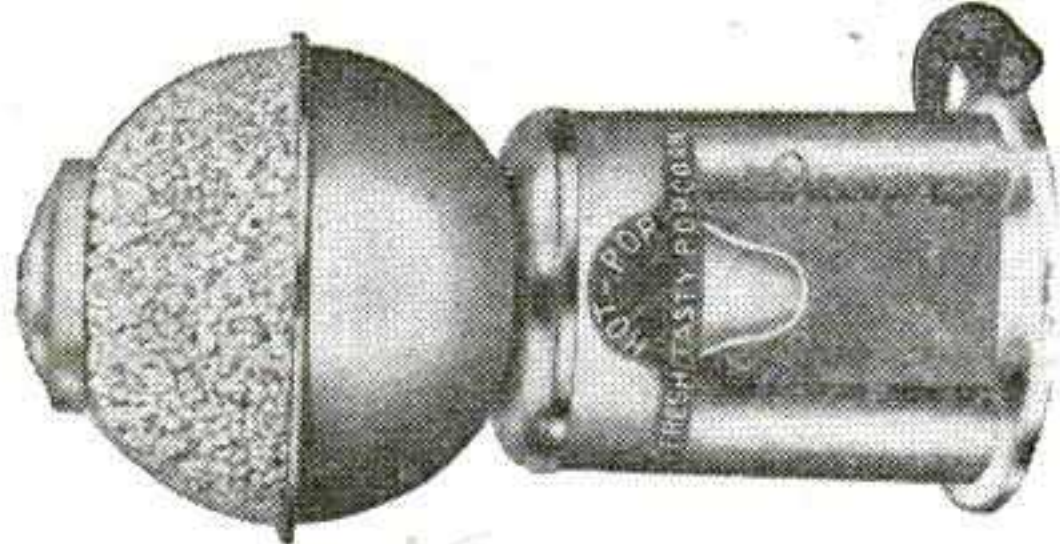
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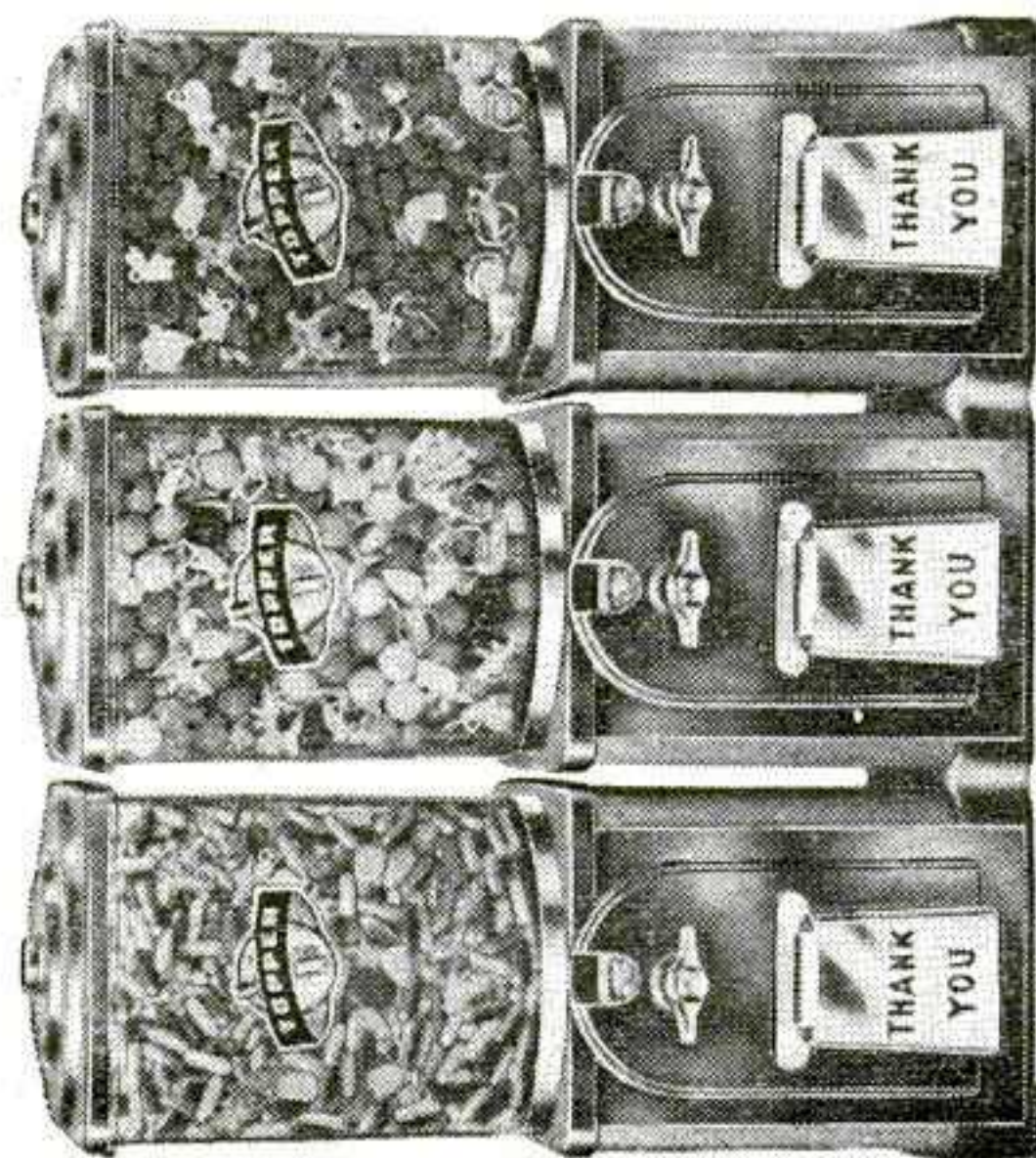
MODEL V



TOPPER



HOT-POP



TRIPLE UNIT TOPPER

**VICTOR OFFERS THE ONLY COMPLETE BULK VENDING LINE**

When new, successful innovations and improvements are built into bulk vending equipment . . . features that increase the operators' earnings and decrease his servicing costs . . . **YOU WILL FIND THEM ALWAYS FIRST** in VICTORS . . . originators of the Plastic Globe . . . the new Ball Gum and Charm Vending Wheel . . . the interchangeable refill (the fastest changeover ever built into a bulk vender).

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**TRIPLE UNIT TOPPER WITH PLASTIC GLOBES**

Our response to the operator's demand for compactness . . . Space Saving Attractive battery of Bulk Venders. Enjoy maximum sales with increased selectivity. Plastic Globe is standard equipment on VICTOR'S Double and Triple Unit TOPPER—8% increase in capacity—saves operators thousands of dollars a year in breakage, loss of merchandise and repairs. The Plastic Globe is available on other VICTOR models at small additional cost at time of machine purchase.

**PRICED AS LOW AS \$31.50 PER TRIPLE UNIT**

**NCA Girds To Hype Candy Sales in 1950**

CHICAGO, Dec. 24. — National Confectioners' Association's (NCA) board of directors has announced approval of a program of association activities "geared to protect the candy industry's position as one of the leading U. S. food industries." The move was made during the NCA mid-year meeting earlier this month.

"While our activities in 1950 will aim to protect our industry's interests, we will also continue to serve the interests of the American public," Philip P. Gott, NCA president, declared. He pointed out last year the association was awarded a grand prize by American Trade Association Executives (ATAE) for the sanitation program which aided the public as well as the industry.

During the meeting a 10-point program was presented for 1950. Some of the points emphasized were opposition to discriminatory taxation and regulation; maintenance of high sanitation standards thru sanitary advisory service; continued product and technical research; co-operation with the wholesale segment of the candy industry to bring about greater consumption thru continued joint sponsorship of the Balanced Selling Program, and to increase consumption of candy thru educational advertising and publicity.

Plans were also laid for a Southern regional meeting to be held in Atlanta in January and a Western meeting in California in the spring.

**Business Bureau Okays Venders**

(Continued from page 64) While almost all vender manufacturers rate a clean bill of health at the bureau, a few, notably makers of smaller equipment, have been subject to numerous complaints. The squawks have been mostly against "promoters" of peanut and stamp machines. The relatively low cost of such machines has made them particularly suited for "promotions by unscrupulous persons," an NBBB spokesman declared. He stressed, however, that only a small percentage of manufacturers of low-cost units had been found to engage in unethical business practices.

**Complaints Vary**  
In order of frequency, complaints received by the bureau against vending machine "promoters" were given as: Violating exclusive operating or distributing territory agreements, misrepresenting "normal earnings" of machines, not fulfilling promises to place units in paying locations, and putting out vending mechanisms which are faulty.

It was said at the bureau that NBBB could better aid in exposing unscrupulous equipment promoters if reputable manufacturers would contribute to its support.

**CTA REPORTS**

(Continued from page 64) 28 employee installations, such as car and bus barns, shops, general offices, amounted to \$5,900 for 1948 and \$2,750 for the first half of 1949. Employee-customer potential was 21,000.

With 75 of the total employee-only venders nickel candy units, CTA reported that 40 were in 17 car and bus barns, 25 in two shops of the Surface Division, six in the Rapid Transit Division's six car-storage and shop locations and 25 machines in two general offices.

Remaining 116 employee venders consisted of 63 penny gum units and 53 peanut venders. Of the latter, 28 were in surface car-bus barns, 16 in surface division shops, six in El shops and three in the general offices. The 63 gum machines were placed as follows: 35 were in surface division barns, 18 in same division's shops, six in El division shops and four in two general offices.

**VICTOR'S AMAZING NEW 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 copper and silver plated charms. ALL FOR ONLY \$61.00  
ALSO AVAILABLE — TRIPLE UNIT TOPPER.

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| <b>RAIN-BLO GUM</b><br>140, 170 or 210 count, in 25¢ cartons<br><b>27c lb.</b><br>In lots of 150¢ or more with freight prepaid<br><b>25c lb.</b> less 2%<br><b>FULL CASH WITH ORDER</b> | <b>PISTACHIOS</b><br>25 lb. carton<br>Large 48¢ lb.<br>Small 45¢ lb.<br>Full Cash With Order.<br>Autographed Football Charms \$3.75 per 1000<br>Write for our <b>FREE Complete Charm List.</b> |
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Complete, Separate Service Heads on **ACORN**

1¢ or 5¢ All Purpose Bulk Merchandiser  
Fast to service and exchange on location. Extra heads—removed simply by unlocking—give you many more Acorn Venders at minimum investment.  
Write today!

**CALIFORNIA TINEY ALMONDS**  
VACUUM PACKED IN 5 LB. TINS  
SPECIAL, 77c LB. F.O.B. L. A.  
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**CHARMS** CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDERS  
Write now for detail and price list on our Gold, Copper and Plastic Charms, Basketballs, Stone Rings and Novelties.  
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**SPECIAL!**  
100 ASCO  
HOT NUT VENDORS  
Lots of 10... Ea. \$9.50—Sample \$12.50



**Rush Your Order Today**

**VICTOR'S AMAZING NEW TOPPER**

1 to 5 Cases \$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.

**VEEDCO SALES COMPANY**

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# Biz Continues Growth in '49; Operators Step Up Activity

(Continued from page 64)

activity was not so favorable, with operators waiting for the working-off of equipment placed during hit-or-miss placement-sales policy of some firms during 1947-'48. In 1950, it was indicated, established operators might feel it wise to venture into the popcorn venter field in earnest.

### Lower Prices

Pressure for lower-priced candy equipment by operators resulted in some price concessions on the part of the manufacturer. A trend for 1950 might be read into the move by one firm, Stoner Manufacturing Company, which in June introduced a de-glorified, full capacity model for under \$100. Eliminating de luxe trim, machine employs same functional mechanism as more elaborate models and was the first unit in firm's line to be so priced since 1942. And in December another company, Alkuno & Company, saw the handwriting on the wall and announced a modest reduction in venter prices.

On the candy bar front operators

saw prices definitely down from \$3 levels for 100-count vend packs to \$2.80 averages. Paired with the price declines were increases in bar size, which resulted in a 100 per cent increase over 1948 in availability of one and one-fourth-ounce bars and one and one-half-ounce bars and a 200 per cent increase in the two-ounce size. The one and three-fourth-ounce bar held its own. Too, vend counts, ranging from 72 to 288 packs, were up 15 per cent over 1948. Candy-makers themselves, ending over-production and over-expansion talk, rife earlier in the year, launched plant expansion and upped output figures in early October and girded their sales staffs to greater efforts. National candy consumption for 1950 is expected to increase over previous years and the candy operator is planning to get his share of the plus business indicated.

In contrast to the pronounced trend toward electric equipment in the cigarette venter field in 1948, late 1949 saw a re-emphasizing of manual units. Latter was particularly noticeable when production figures of manufacturers producing both manual and electric models were noted. Such firms increased attention to manual models, tho the electric machine was by no means left at the post. Both manufacturers and operators agree that there is a definite place for both types of cigarette equipment in the field.

### Cig Supplies

The cigarette operator's supply costs are not subject to frequent changes as in most other lines, but merchandise news in 1949 revolved around a drive inaugurated by at least two companies and involved attaching premium coupons to all brands of cigarette packs sold thru venders. Designed as a sales promotion, it has not as yet received sufficient test on the route to evaluate its merit.

Cup-type soft drink equipment, especially in the last half of 1949, became available in "under \$1,000" models to a marked degree, thus opening a wider location potential and inviting more intensive development of lower volume stops formerly bypassed. Also, selectivity and use of hot-cold conversion units for chocolate, soups, received major attention from leading manufacturers. Where single flavor machines had predominated cup vending during previous years, 1949 saw dual and three and four flavor units offered in greater numbers. Prices ranged between the \$495 and \$1,175 brackets, with the largest number of single, two and three flavor units offered in the \$800-\$900 bracket. The three-figure price machines were, in the main, high capacity selective units, such as Spacarb's dual flavor 1,000-cup model for \$895, one model of same firm's four-flavor model at \$985, Bradley-Edlund Corporation's two-flavor, 1,000-cup machine for \$895, and Lymo Industries' single flavor unit at \$945 and its dual flavor job at \$1,045.

Other cup machines bidding for popular favor as the year ends include Hupp's 300-cup model at \$495, its 400-cup unit at \$539.50, and Mills Industries' 400-cup single flavor model at \$650.

Sirup makers, too, indicated they

**New! Improved!**

**"HUNTER"**

**BALL GUM VENDER**

Keeps Cash Pouring In



ONLY

**\$45.00**

F. O. B. Aurora, Ill.

Fortunes being made with Vending Machines. Thousands of choice locations waiting. Chance for big daily profits. Machines work day and night. FREE literature tells you how you can start Big Pay Business in your locality. Post card brings amazing facts. No obligation. Old reliable company backs you. Write

**RAKE COIN MACHINE EXCHANGE**

609 Spring Garden Street Phila. 23, Pa. Lombard 3-2676

**RAKE COIN MACHINE AGENCY**

2120 Fifth Avenue Pittsburgh, Pa.

## 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 SHOE-STRING POTATOES
- HOT ROASTED PEANUTS



**NO SERVICE PROBLEMS**

- NO SLUGS
- NO MESS
- NO JAMMING

**WRITE TODAY!**

OPERATOR'S PRICE . . .

**... \$47.50**

**A & B DISTRIBUTING CORPORATION**

1537 N. E. UNION AVE.

PORTLAND, ORE.

"Serving The West With The Vending Best"

LEADING DISTRIBUTORS FOR VICTOR BULK VENDORS IN THE NORTHWEST

Follow the leaders  
They have  
Chosen Wisely



### HAVE YOU NOTICED

the increasing number of large, successful operators who are placing Custom Built "Universal" venders on location? It is eye appealing in design and a real profit maker in catching pennies. It uses the same dependable trouble-free mechanism as used in other Victor venders.

### PROMPT SHIPMENT!

Only \$13.50 each (24 or more)

**R. H. Adair Company**  
6926 W. Roosevelt Rd., Oak Park, Illinois

Send for free leaflets showing Custom Built "Universal" and other Victor profit-producing venders.

### 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
- U-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 Cois.—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

### DO YOU KNOW?

You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. T. Corp.
- Silver King Corp.
- Hamilton Scale Co.
- Marion Scale Co.

on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

**ROY TORR** LANSDOWNE, PENNA.

### FOR THE HOTTEST LINE 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.



*Now delivering*

The **NEW** Electro  
**10 COLUMN MODEL**  
with the **BIG 400**  
Pack Capacity  
as well as  
Electro's Standard  
**8 COLUMN MODEL**

Now in the 5th year  
of proven leadership



**AMERICA'S  
FINEST  
ALL-  
ELECTRIC  
CIGARETTE  
VENDING  
MACHINES**

**EASTERN ELECTRIC  
VENDING MACHINE CORP**  
GENERAL MOTORS BLDG. NEW YORK 19, N.Y.  
PRODUCTS OF C-B LABORATORIES

were placing greater stress on sales to cup machine operators. Several firms, such as the Charles E. Hires Company, Victor Syrup Corporation, Canada Dry, Dr. Pepper, Pepsi-Cola, the Bev Company of America, and the Squirt Company, became more active in programing sales to venders. Prices, tho, remained largely unchanged, with sirup makers looking for no change, either way, for the immediate future.

On the hot coffee vender front, rapid strides were made during 1949 by manufacturers and operators in getting the new type of equipment on location. Starting the year as a comparatively unknown and untried phase of vending, it wound up as an established and accepted phase of automatic merchandising. Six manufacturers, led by Rudd-Melikian and the Bert Mills Corporation, entered the field and produced or were about to produce equipment. The big operator-question, which will be continued into 1950, is the respective merits of powdered and liquid ingredient machines.

**Java Jumps**

Supply costs for coffee operators took a sharp upward jump during November, with no let-downs seen for months to come, according to java makers. Countering their upped supply costs, operators, aided by vender manufacturers, turned to use of lower-priced dual purpose and cold-type cups, enriched cream, etc., to keep their per drink cost down. At year-end it is a touch-an-go question as to whether the vended cup of coffee will remain at a nickel.

Another new phase of vending began to show promise during the past year as machine manufacturers sought to overcome price and distribution problems. By far the majority of ice cream machine makers settled on bar-type equipment, and this form of vending gained increasing representation in the field. With machine prices moved down to "buying" levels, more operators came into the field, prompted by such pegs as Arctic Vendor's \$595 tab on its large model and Revco's cup-type unit at \$390. A further boost for '50 is seen in introduction of such low-price, small-capacity bar units as Arctic Vendor's new Model 75 at \$393. With new units introduced by Badger Vending Machine Company, Atlas Tool & Manufacturing and Afco Products, the price picture is now in better focus, ranging from a low of \$390 up to \$992.

Supply-wise, ice cream operators are still not certain of definite price patterns. It still depended, thru 1949 and as the year ends, on where the operation is located, what competition the local ice cream manufacturers has from other firms, etc., on what price is asked. Where there is no competition for the operator's business, he invariably pays more for his product. This is a situation that will bear ironing out in the months to come, and should be solved as more ice cream venders get into the field.

Popcorn venders, after their first big "splurge" in 1947-'48, saw little new activity during 1949. Established vender operators largely continued to by-pass popcorn units as they waited for the field to stabilize itself and work off the hit-or-miss placement of machines that were "promotion placed" earlier. In 1950 the looked-for stabilization may take place and popcorn equipment find its correct niche in the vending picture, operators feel.

A good deal of interest was dis-

played during the latter part of 1949 in the Wrigley Jr. Company's five-column nickel pack gum vender. The unit, electrically operated, was seen as heralding an era of more intensive merchandising of the nickel gum pack via vender. The Wrigley Company itself declared that the machine was offered with the idea of promoting sales of gum. During the closing weeks of the year Wrigley introduced a manual four-column unit and a two-column unit, also manual. While not definitely set, it appeared as tho the four-column manual machine would bear the brunt of the promotion program for 1950.

Other gum vender makers, in the penny field, had nothing new to add to this phase of gum merchandising over previous years. Stoner promised early delivery on its new penny tab, candy-coated, stick gum vender, introduced a year earlier, but in the main, gum machine makers were watching results of the Wrigley move before initiating any changes in their own lines.

Price-wise there were no changes in the stick gum field.

Bulk vender manufacturers, seeking to keep production lines moving and sales up, engineered some new features in their respective lines during 1949. Following earlier price breaks by one or two firms, such as Northwestern's decrease last summer, the accent was placed on multiple mounting of single units. Latter, evidenced by Northwestern's year-end triple and dual model debuts, Victor Vending's Topper offerings in double and triple models, and Columbus Vending Company's dual and triple units, signified a trend to hit

hard, with space saving designs, in good sales locations. Greater use of "refill at headquarters" exchange type merchandise compartments and plastic globes were other time and cost saving moves during the course of the year.

**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.

**HAPPY NEW YEAR**

**KOFFEE KING**

National Distributing Corp.

20 E. 35th St., New York 16, N. Y.

Murray Hill 9-3424

KOFFEE KING IS A PRODUCT OF FUTURAMIC MACHINES, INC.

**New Low Price**

**SILVER KING CHARM KING**

**2 GREAT VENDORS**



Sample, \$13.95.  
2 to 3, \$12.50.  
1 to 5 Cases \$42.00 Case.  
6 Cases or More \$40.00 Case.  
Packed 4 to Case.

**CAMEO VENDING SERVICE**  
432 West 42nd Street New York 18, N. Y.

**Steady-Steady Profits**

**ALKUNO**  
5c GUM VENDOR  
MODEL 200

Can be attached to other Larger Machines.  
Metal Cabinet and Base.  
CAPACITY: 200 PACKS.  
Ht. on Base, 5'x14".  
Wt. on Base, 48 Lbs.

**WRITE FOR NEW REDUCED PRICES**

Immediate Delivery on Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum & Candy Vendors.

**ALKUNO & CO.**  
408 Concord Ave.  
NEW YORK 54, N. Y.  
Melrose 5-7757

**Attention, Manufacturers CASH NEEDED!**

We have an electrical conversion for cigarette machines which is actually a new cigarette machine. We want to sell it, including all dies, parts, patents, complete coin mechanisms, etc. Machines on location have been giving satisfactory service for over a year.

**We will accept a reasonable offer**

**Write for complete details**

**BOX NO. 484**  
The Billboard New York 19, N. Y.

**ATTENTION —25c & 30c CONVERSIONS**  
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

**CIGARETTE MACHINES**

|  |          |
|--|----------|
| UNEEDA, 8 Cols. ....                         | \$110.00 |
| UNEEDA, 6 Cols. ....                         | 100.00   |
| Uneeda Model 500, 9 Col., 350 Pack Cap. .... | 100.00   |
| ROWE PRESIDENT, 10 Col. ...                  | 100.00   |
| Royal, 10 Col., 400 Pack Cap. ....           | 95.00    |
| Royal, 8 Col., 320 Pack Cap. ....            | 85.00    |
| Rowe Imperial, 8 Col., 240 Pack Cap. ..      | 70.00    |
| National 9-30 .....                          | 75.00    |
| DuGrenier, 6 Col. ....                       | 32.50    |
| Special! 8 Col. Cig. VENDOR .....            | 39.50    |
| Special! 4 Col., 100 Pack Cap. ....          | 27.50    |

**CANDY MACHINES**

|  |          |
|--|----------|
| NATIONAL 9-18, 9 COL., 162 BAR CAP. .... | \$100.00 |
| NATIONAL, 6 COL., 108 BAR CAP. .         | 80.00    |
| ROWE, 120 Bar Cap. ....                  | 85.00    |
| VENDIT, 150 Bar Cap. ....                | 57.50    |
| U-Select-It .....                        | 35.00    |

**SALE \$62.50**

**DuGrenier**  
MODEL W, 9 col., 300 pack cap., also WD Model.

**SALE \$65.00**

**Candyman**  
72 bar cap. Enclosed base.

**TOP EQUIPMENT — UNCONDITIONALLY GUARANTEED**  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

**UNEEDA VENDING SERVICE**  
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET EVergeen 7-4568 BROOKLYN 11, NEW YORK

**HOT-POP POPCORN VENDOR**  
Non-Coin Operated  
**\$47.50**

Makes big profit at small cost. It will pay you big dividends to investigate. Write for circular.



**VICTOR VENDORS ...**  
**The Operator's Choice**

New Improvements . . . Modern Features  
. . . Easier Servicing . . . Always FIRST with VICTOR.

**PLASTIC GLOBES**

are standard equipment on Double and Triple-Unit Toppers . . . 50¢ extra per machine on ANY New order for ANY VICTOR VENDOR.

We also carry Victor's Topper, Double-Unit Topper, Triple-Unit Topper, Model V and Universal.

**Write for Prices and Descriptive Circulars TODAY!**

**Devices Novelty Sales Co.**  
467 N. Milwaukee CHICAGO, ILL.  
Phone: MO 6-7533

**TOPPER**  
\$10.00 EA.  
IN LOTS OF 100

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.



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  
Plastic 4.00  
Metal-Plated 6.50

EPKY MIX  
Super-Charm Mix  
400 Ass't'd in Bag 2.00  
Fortune Ball Mix  
1 Gross Ass't in Bag 1.75

FAMOUS #1 CHARMS PER M  
Plastic—52 ass't charms \$ 2.50  
Metal-Plated—52 ass't charms 4.50

BIG FAMOUS #2 CHARMS  
Plastic—another 52 ass't 3.00  
Metal-Plated—another 52 ass't 5.75

BOXING GLOVE CHARMS  
Plastic—30 Engraved Champs 5.00  
Metal-Plated—30 Engraved Champs 7.50

FOOTBALL CHARMS  
Plastic—30 Engraved Colleges 3.75  
Metal-Plated—30 Engraved Colleges 6.00

BASEBALL CHARMS  
Plastic—30 Engraved Names 6.00  
Metal-Plated—30 Engraved Names 10.00

A-to-Z ALPHABET CHARMS  
Plastic—Scientific ass't 2.00

FUNNY FACE CHARMS  
(Indians, Devil, Skull, Cannibal, Clown & Pirate)  
Plastic 4.00  
Metal-Plated 7.50  
Plastic—with Rhinestone Eyes 8.50  
Metal-Plated—with Rhinestone Eyes 12.50

RINGS  
Plastic—20 Styles 2.50  
Metal-Plated—20 Styles 6.00

JINGLE BELLS  
1/2"—Ass't Colors 5.00  
3/8"—Ass't Colors 6.00

FORTUNE BALL PRIZES  
With Picture Buttons 10.00  
With Lucky Elephants 10.00  
With Skill Balls 10.00  
With Jewels 10.00  
With Gold Pearls 10.00  
With Dice 12.50  
With Balloons 14.00  
With Key Chains, Undrilled 16.50  
With Bracelets, per gross 5.50

METAL PICTURE BUTTONS  
60 Ass't Subjects 4.50

COLOR PLATED CHARMS  
Series #1 4.75  
Series #2 5.75

24-K GOLD-PLATED AND  
100% SILVER-PLATED CHARMS  
Series #1 5.75  
Series #2 6.75

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New Ideas Monthly from  
America's Largest Charm Mfr.

**EPPY**  
Samuel Eppy & Co., Inc.  
113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

Coin Machine Exports

September, 1949

| Country          | Total      |                  | Phonograph |                 | Av. Venders |            | Amusement       |                |
|------------------|------------|------------------|------------|-----------------|-------------|------------|-----------------|----------------|
|                  | No.        | Value            | No.        | Value           | Price       | No.        | Value           | Price          |
| Venezuela        | 74         | \$33,732         | 55         | \$31,417        | \$571       | 10         | \$ 1,125        | \$112          |
| Philippine Rep.  | 50         | 19,845           | 10         | 3,445           | 344         | 40         | 16,400          | 410            |
| Canal Zone       | 47         | 13,103           | —          | —               | —           | 47         | 13,103          | 279            |
| Cuba             | 68         | 12,069           | 34         | 11,010          | 325         | 9          | 534             | 59             |
| Switzerland      | 35         | 8,706            | 10         | 7,756           | 775         | —          | —               | —              |
| Japan            | 51         | 6,354            | 3          | 1,418           | 473         | 27         | 3,851           | 143            |
| Nethl'ds Antiles | 14         | 6,084            | 10         | 5,233           | 523         | —          | —               | —              |
| Panama           | 8          | 5,424            | 8          | 5,424           | 678         | —          | —               | —              |
| Salvador         | 10         | 4,835            | 10         | 4,835           | 483         | —          | —               | —              |
| Mexico           | 17         | 3,217            | 2          | 1,550           | 775         | 15         | 1,567           | 104            |
| Hong Kong        | 3          | 3,003            | —          | —               | —           | 3          | 3,003           | 1,001          |
| Argentina        | 4          | 1,736            | 2          | 1,130           | 565         | —          | —               | —              |
| Belgium          | 2          | 1,506            | 2          | 1,506           | 753         | —          | —               | —              |
| Guatemala        | 3          | 1,461            | 3          | 1,461           | 487         | —          | —               | —              |
| Indonesia        | 1          | 1,294            | 1          | 1,294           | 1,294       | —          | —               | —              |
| Honduras         | 2          | 1,260            | 2          | 1,260           | 630         | —          | —               | —              |
| Haiti            | 3          | 1,120            | 3          | 1,120           | 973         | —          | —               | —              |
| Un. of S. Africa | 114        | 1,114            | —          | —               | —           | —          | —               | 114            |
| Newfoundland     | 1          | 678              | 1          | 678             | 678         | —          | —               | —              |
| Brazil           | 1          | 650              | 1          | 650             | 650         | —          | —               | —              |
| Other Countries  | 183        | 3,523            | 3          | 781             | 260         | 14         | 961             | 69             |
| <b>TOTALS</b>    | <b>691</b> | <b>\$130,704</b> | <b>160</b> | <b>\$81,968</b> |             | <b>165</b> | <b>\$40,634</b> | <b>366</b>     |
|                  |            |                  |            |                 |             |            |                 | <b>\$8,102</b> |

Vender Sales  
Make Largest  
Gain in Sept.

Venezuela Top Customer

(Continued from page 63)

for a total of \$19,845. Other volume buyers of U. S. coin machine products in September included operators with locations in the Canal Zone and Cuba.

Venezuela Tops

The music end of the trade, traditional leader in the export field, accounted for 160 of the 691 units shipped overseas in September. These had a total sale price of \$81,968. In addition to Venezuela, the other leading coin-phonograph buyers in September were Cuba (34 units for \$11,010), Switzerland (10 jukeboxes for \$7,756) and Panama (eight music boxes for \$5,424). Sole newcomer to the music list was Indonesia which accounted for one new music machine valued at \$1,294.

High point in the latest complete export returns was the vending dollar total of \$40,634 which brought in return 165 automatic merchandisers of all types. The August total, considered to be better than average, was \$25,950. Main reasons for the increase was the \$16,400 spent by Philippine operators and \$13,103 by Canal Zone coinmen. Hong Kong, seldom found on the vending export list, purchased three large automatic merchandisers for a total of \$3,003.

Games sales declined sharply from the month before, totaling \$8,102 in valuation. Obvious reason for this sales decline was that American game plants have been hard pressed beginning in September to match the demand for new five-ball and straight novelty games and therefore had few products for the export market.

Coffee-Cocoa Imports

PHILADELPHIA, Dec. 24.—Imports of coffee and cocoa beans in the Port of Philadelphia during November were the lowest in a year, according to figures released this week by the Delaware River Navigation Commission. Imports of coffee last month totaled 7,700 bags and cocoa beans 16,470 bags. In November of last year imports of these two commodities were slightly lower, but during that month the Port was tied up for 16 days by a longshoremen's strike.

Ops Find King-Size  
Cigs Draw Fem Biz;  
Demand Up 50%

NEW YORK, Dec. 24.—With the present demand for king-size cigarettes increased by over 50 per cent compared to 1946 sales, cigarette operators looking for ways in which to increase feminine patronage are turning to stocking heavier ratios of the longer smokes. Women, who make up over one-third of all smokers, purchase more than their proportionate share of king-size cigarettes. More and more venders are seen with at least one, sometimes two, columns of the "longies," and operators point to the trend as a sign of the feminine influence on automatic merchandising of cigarettes.

Turning to the manufacturers, operators cite one maker of the king-size smoke as reporting a 548 per cent jump in sales of this type in St. Louis alone during the first half of this year (Liggett & Myers' Fatima). And the importance of satisfying this still-increasing market is evidenced by the king-size offerings of such cigarette makers as American Tobacco, which thru a subsidiary has Pall Mall and Herbert Tareyton; R. J. Reynolds' Cavalier; P. Lorillard's Embassy; Philip Morris's Fleetwood and Dunhill Majors, and Brown & Williamson's Life, Riggio and Regent.

Altho manufacturers' profit margins on the biggies is smaller, their reasoning parallels that of the operator—give the smoker what he wants.

While the big demand today is still for the standard size pack, the hypoed interest in the long style is changing the picture. And because women make up the bigger portion of king-size customers, the operator is scratching his head over another possibility; besides stocking more columns with the large size, will he find it necessary to court the feminine trade with glamorized venders?

Sugar Hearings

WASHINGTON, Dec. 24.—Agriculture Department announced this week that in accordance with the Sugar Act of 1948 four public hearings on wage rates and prices for the 1950 crop of sugar beets will be held between January 3 and 11 in cities within the major producing regions of the sugar beet area. Hearings will be held as follows: Detroit, January 3; Billings, Mont., January 6; Salt Lake City, January 9, and Greeley, Colo., January 11.

"GREATEST ADVANCEMENT  
EVER MADE IN BULK VENDERS"



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 penny! Write for complete details today.

KNOW WHAT'S GOING ON  
IN BULK VENDING

Read The Northwestern . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION  
829 E. Armstrong St. Morris, Illinois

YOURS FOR A  
PROSPEROUS NEW YEAR  
NEW 1950 CHARMS

Be first! Write at once for FREE illustrated material and prices on world's most unusual charms and novelties. Revolutionary profit boosters for operators and distributors. Write one! Write all! But write NOW!



LA RUE INTERNATIONAL, INC.  
540 Hayes  
San Francisco, Calif.

GIVE TO THE  
RUNYON CANCER FUND

# OPS LOOK TO 1950 WITH HOPE

## Hartford Op Keeps on the Ball Giving Patrons Music They Want

HARTFORD, Conn., Dec. 24.—Marking his 10th year as a coin operator, A. J. Berube, owner of Ajay Service, Hartford, believes that "there should be less grumbling in the trade over current business conditions and more aggressive showmanship to convince customers that the coin industry still has plenty on the ball."

Berube says he has discovered more business coming his way as a result of his consistent checking of record quality and service. "You've got to give the customer what he wants, and not what you think he might want," he notes.

### Top Service

Berube, as a coin machine operator in this area, poses this question: "What's the use of trying to sell soda water in a place where the customers want beer?" "Too many operators," he says, "just don't count on top service and better quality of records for their customers at all times. You have to give the public what it wants, when it wants it. Operating on any

other idea of service is poor public relations."

He says that he checks his accounts regularly to make sure that his staff is providing the right service on coin machines. He also notes what is popular in records and makes sure (thru *The Billboard* listings) that his customers are using said items consistently.

"It all adds up to better business relationships," he observes. "It's just a matter of common sense."

His concern, which has juke boxes and stamp vending machines, has a bookkeeper Mrs. Berube. Joe Clarke is service manager.

## See New Year Bringing New Era to Biz; 1949 Important For Stabilization Program

### New Models, Lower Costs, Sounder Practices Loom

By Norman Weiser

CHICAGO, Dec. 24.—Violent ups and downs, all leading toward a stabilization of the industry, featured the music machine phase of the coin machine industry in 1949. While not approaching immediate postwar levels, business this year, taken on an average, was generally improved over the latter part of 1948. And as 1949 drew to a close, indications of a new prosperity loomed for 1950, a prosperity in which a buyer's market, improved business conditions in general and a stabilization of the field at the operator level were expected to play major roles. The picture is far different from

the one a year ago. At that time there was an optimistic note at all levels, but it was a synthetic optimism, generated by the condition of the industry at the time. Grosses were down, operators were fighting to pay off debts incurred in 1946 and 1947 when they bought new equipment to replace those machines worn out during the war years; distributors were loaded with paper and their sales had dropped, and manufacturers, due to the plight of the operator and the distributor, found themselves with inventories which had to be liquidated. The picture appeared so gloomy everyone felt 1949 would find a leveling-off period taking place and a resultant increase in business all down the line.

The year 1949 started auspiciously. AMI, with its Model B; Aireon, with a slightly modified unit which included a gimmick known as Tonar; (See OPS LOOK on page 78)

## 250 Attend Record Review Party Held in Los Angeles

LOS ANGELES, Dec. 24.—Most successful in the series of record preview parties sponsored by record firms and the W. H. Leuenhagen Company was held in Rodger Young Auditorium last week, drawing an estimated 250 disk representatives, operators and performers.

Featured were Margaret Whiting, Hank Penny, Texas Tyler, Artie Wayne, Russ Scott, Ted Fio Rito, Ben Light, Joyce Bryant and Goon Bones. George Sanders emceed, with Ted Mossman at the piano.

### Disks Previewed

Records previewed in alphabetical order included Artie Wayne's *Black Lace* on Superb; Herb Kern's *Chicago*, Tempo; Hank Penny's *Don't Roll Those Blood-Shot Eyes*, King; Little Willie Littlefield's *Frightened*, Modern; Ken Griffin's *My Blue Heaven*, Rondo; Vic Damone's *Nice To Know You*, Mercury; Roy Rogers and Sons of the Pioneers on *Stampede*, Victor; Ralph Ford's *Sugar Blues*, Crystalette; Margaret Whiting's *Sun Is Always Shining*, Capitol; Anton Karas's *The Third Man*, London; Bill Pannell's *Two Kids*, Fanfare; Eddie Smith on *When the Clock Strikes Two*, Specialty; Andrews Sisters and Dick Haymes with Jerry Gray's orchestra on *Wonderbar*, Decca; Hank Locklin on *You Burned a Hole in My Heart*, Four Star, and Little Miss Cornshucks on *You Turned Your Back on Me*, Aladdin.

Electric clocks as door prizes were won by Cecil Watson and Mrs. Penny Penhall.

Operators attending the three-

hour party included Robert Prueitt, Orville Kindig, Ralph Norton, Cecil Wilson, William Muchnick, Eileen Bloome, Jack Goodman, James Reagan, Mario Iriarte, Frank Gill, H. A. Buchart, W. H. Hunt, Mel Eades, Ralph Cragan, Pete Pellegrino, Ray Powers, Rusty Jones and Penny Penhall.

Disk representatives included Richard Smith, Superb; Al Sherman, King; Jack Allison and Mike Kurlan, Modern; V. Gilmore, Capitol; Gil Meffan, Tempo; Bill Jones and Dottie Vance, London, and Ted Mossman, Fanfare.

A new series of preview parties will be planned for 1950, Bill Leuenhagen said this week.

## SDPA To Hold Yankton Meet January 8-10

### Elect Officers for 1950

YANKTON, S. D., Dec. 24.—The South Dakota Phonograph Association (SDPA) will convene in this city January 8 for its first meeting of 1950 and will elect association officers for the coming year, it was announced by Mike Imig, president. Members will gather at the Charles Gurney Hotel Sunday afternoon (8) and that evening there will be a social for those in attendance.

Actual business sessions will start Monday morning (9), and will run thru the day, climaxing with the election and a banquet. Tuesday morning will be turned over to clearing up unfinished business.

### Exhibits

A special room has been reserved at the hotel for exhibits. Distributors will set up their displays in this room and admittance will be possible only via registrations tags.

A door prize will be awarded at the banquet, Imig said, and a special speaker will be lined up to address the meeting on Monday afternoon.

One of the items on the agenda is the Music Operators of America (MOA) meeting which will be held in Chicago March 6-8. Imig is chairman of the reception committee for this convention and has indicated a heavy turnout of South Dakota ops will be on hand for the national meet.

Also to be discussed is the annual Five-State Convention which will be held in Minneapolis next spring.

## Wurlitzer Names Robert Baer Rep For Field Sales

NORTH TONAWANDA, N. Y., Dec. 24.—Ed Wurgler, general sales manager of the Rudolph Wurlitzer Company here, this week announced the appointment of Robert H. Baer as field sales representative of the phonograph division of the firm. Augmenting the sales end of the firm, Baer, who joined Wurlitzer in 1939 and has been active in the factory and distributor departments since that time, will work with distributors thruout the country, assisting them in applying the sales aids which will be used in a new selling program by the firm's reps.

Baer, after working on the administrative division of Wurlitzer, where he was in close contact with distributors, left Wurlitzer to join the Reed Distributing Company (a Wurlitzer rep) in 1945. He served as a sales representative with this firm for three years, rejoining Wurlitzer in 1948 as a special representative for the sales department, contracting distributors and operators.

## Cap Sets Warncke As Texas Distrib

SAN ANTONIO, Dec. 24.—Warncke Distributing Company, which handles AMI phonos as well as record lines in parts of Texas, will add the Capitol line in this area beginning January 1. Richard Warncke, firm head, announced this week.

Transfer of stock to the Warncke concern will be completed as of that date.

## Music Ups Output

BRIDGEPORT, Conn., Dec. 24.—Music is described as a valuable aid to production by D. Albert Dresser, manager of the Muzak Corporation Bridgeport branch, because, he says, employees listening to music while working are more effective and make fewer mistakes. Dresser, who spoke this week at a luncheon meeting of the Exchange Club in the Stratfield Hotel here, described the psychology of music and pointed to studies made by the "canned music" company in various plants, banks and offices where Muzak is used.

## 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:

"CINDERELLA" PIC CONTAINS SOCK TUNES. The new picture contains four tunes of big commercial potential (General Department).

RECORD BIZ WINDS UP YEAR IN FINE SHAPE. After earlier storms, the industry reports biz terrific, with the 1950 outlook good (Music Department).

LONDON JOINING 45 PARADE. The diskery plans early releases on 45 r.p.m.; Mercury makes plans to follow suit (Music Department).

NATHAN-BRAUNS FUSS AT DELUXE ERUPTS IN COURT. Litigation is starting in the courts and the record company may be dissolved (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.

## EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Ear.

### Asheville Company Loses Stock in Fire

ASHEVILLE, N. C., Dec. 24.—The Underwood Vending Company here suffered a \$35,000 loss Tuesday (13) when fire broke out in the basement of its headquarters.

Dave Underwood, president, reported that while the office was damaged slightly, principal loss occurred thru destruction of juke boxes, amplifying equipment and miscellaneous parts.

### Eastern Ops Get New Slug Service

NEW YORK, Dec. 24.—A new service was offered Eastern juke box operators this week as the National Rejectors Service Company of New York placed in operation a department to "modernize" old anti-slug mechanisms. The department will rebuild and replate National phonograph rejector units "at moderate cost," according to Charles Lipton, executive.

The complete service includes stripping the rejectors, cleaning and plating the parts and adding to the older units National's No. 260 series scavenger for "easier wiper action," Lipton declared. Newer units will also be serviced, he added.

### AMI Names New Georgia Distrib

GRAND RAPIDS, Mich., Dec. 24.—AMI has appointed Friedman Amusement Company, Atlanta, as distributor for its line thru all but a few Southern counties of Georgia. Appointment, which becomes effective immediately, was set up by Jack Mitnick, Eastern representative for the manufacturing firm.

Friedman Amusement Company is owned by Jake Friedman, who has been associated with the coin machine field as a distributor and operator for 20 years.

**South Wind TONE ARM**  
Especially designed for WURLITZER AND SEEBURG PHONOGRAPHS "light as a Southern breeze"



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**No Record Wear, No Scratch, Long Life PERFECT REPRODUCTION**

WURLITZERS (except counter models and P-12) ..... \$11.95

SEEBURG Hi-Tones ..... 9.95

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**PHILLIPS MFG. CO.**  
281 1/2 Aldrich Ave., So., Minneapolis 8, Minn.



**THE ROAD TO BIGGER PROFITS IS SMOOTHER AND SHORTER WHEN YOU OPERATE EVANS' 20 RECORD 40 SELECTION CONSTELLATION**

You won't meet any hazards or take expensive detours on the way to profitable operating if you rely on Evans' Constellation. Evans trouble-free performance smooths the road, while 40 Selections shorten the distance between Constellation purchase and a clear operating profit! It's in the record . . . thorough investigation proves that Evans' 40 Selection Constellation consistently outearns ordinary 20 selection phonographs! Make your own investigation now, at your Evans Distributor, or write Factory direct.

AVAILABLE NOW—Record Popularity Meter for Original Constellation

GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation

**H. C. EVANS & CO.** 1528 W. ADAMS ST. CHICAGO 7, ILLINOIS  
SEE OUR COIN MACHINE AD ON PAGE 91

**ATTENTION, OPERATORS**

Man, 34, now employed in music machine business, desires connection with operator in different locality. Applicant can go anywhere. Has new car, is honest, reliable, sober, expert repair man and financially solvent. 10 years' experience in management and administration. Can furnish best of references. If interested or for further information, please write.

**BOX D-2831, c/o THE BILLBOARD Cincinnati 22, Ohio**

### ADVANCE RECORD RELEASES

#### POPULAR

(Continued from page 27)

The Wedding Samba  
G. Lombardo (There's a) Dec 24838  
There's a Lovely Lake in Loveland  
G. Lombardo (The Wedding) Dec 24838  
They Talk a Different Language  
J. Stafford-J. Mercer (It's Great) Cap 793  
Today, Tomorrow, Forever  
T. Shelton & His Melody Kings (You're Walking) Challenge CG 1002  
Too-Whit! Too-Whoo!  
V. Lynn (It's the) London 581  
University of North Carolina Medley  
J. Long Ork (All the) King 15030  
We'll Build a Bungalow  
L. Green Ork (Sunshine) V(78)20-3624; (45) 47-3130

Viviano  
M. Alexander (Waitin' on) Col 12436  
Waitin' on Your Doorstep  
M. Alexander (Viviano) Col 12436  
We'll Build a Bungalow  
S. Oliver Ork (Nashville Blues) Dec 24840  
Wedding Dolls  
D. Shore-G. Morgan (The Shoe) Col 38663  
You Stole My Wife-You Horse Thief  
D. Gillespie (Say When) Cap 797  
Young Girl  
The Flames (Please Tell) Selective 113  
You're Walking on My Heart  
D. Genesis-T. Shelton's Melody Kings (Today, Tomorrow) Challenge CG 1002

#### CLASSIC & SEMI-CLASSICAL

Bach: Mass in B Minor Album, Vol. 1—RCA Victor Choral & Ork, R. Shaw, Dir. (9-7") V(45)WDM 1145  
Bach: Mass in B Minor, Vol. II—RCA Victor Choral & Ork, R. Shaw, Dir. (8-7") V(45)WDM 1146  
Beethoven: Piano Concerto No. 2 Album—W. Kapell-NBC Symphony Ork, V. Golschmann, Dir. (4-7") V(45)WDM 1132  
Beethoven Settings of Irish and Scotch Songs Album (1-10")  
H. Traubel . . . Col(33)ML2085, (78)MM-869  
Berlioz: Reverie and Caprice, Op. 8.—J. Szigetli (1 & 2) Col 72869-D  
Claudia Muzio Eight Operatic Arias Album—C. Muzio (1-12") Esoteric (33) ES 500  
Chopin: Les Sylphides Album—Philharmonic Symphony Ork of N. Y., E. Kurtz, Cond. Col MM-874  
Cilea: Io Son L'Umile Ancella—L. Albanese-RCA Victor Ork, D. Marzollo, Dir. (Mozart: Batti) V(45)49-0672, (78)12-0658  
Dohnanyi: Suite en Valse, Op. 39 Album (3-12") E. Dohnanyi-E. Kilenyi . . . Col MM-868  
Donizetti: O Mio Fernando, Parts I & II—N. Merriam-RCA Victor Ork, F. Weissmann, Dir. V(45)49-0664, (78)11-9793  
Florence George Sings Album—F. George (3-10") Dec A-743  
Blue Danube . . . 24775  
Je T'Aime . . . 24777  
Merry Wlwo Waltz . . . 24776  
My Hero . . . 24777  
Villa . . . 24776  
Voice of Spring . . . 24775  
Friml: The Donkey Serenade—J. Melton-RCA Victor Ork, F. Black, Dir. (Herbert: Gypsy) V(45)49-0678, (78)10-1424  
Granada  
C. Ramirez (Rossini: Barbieri Di) V38-5000  
Grieg: Concerto in A Minor, Op. 16 Album—A. Rubinstein (3-1") V(78)DM 1343; (45)WDM 1343  
Handel: Christmas Music  
L. Stokowski & His Symphony Ork (Russian Christmas) V(45)49-0794; (78)11-9837  
Great Tenor Arias Album (1-12")  
R. Tucker . . . Col(33)ML-4248  
Handel: Chorus: Hallelujah  
Sir Thomas Beecham-The Royal Philharmonic Ork (Handel: Pastoral) V(45)49-0819; (78) 12-0584  
Handel: Pastoral Symphony  
Royal Philharmonic Ork (Handel: Chorus: Hallelujah) V(45)49-0819; (78)12-0584  
Jose Iturbi Plays "That Midnight Kiss" Music Album—J. Iturbi (2-12") V(78)DM 1344; (45)WDM 1344  
Saint-Saens: Allegro Appassionata, Op. 70  
Chopin: Etude in C Minor, Op. 10, No. 12  
Albeniz: Malaguena  
Haydn "Surprise" Symphony Album—Boston Symphony Ork, S. Koussevitzky, Dir. (3-7") V(45)WDM 1155  
Herbert: Gypsy Love Song—J. Melton-RCA Victor Ork, F. Black, Dir. (Friml: The Donkey) V(45)49-0678, (78)10-1424  
Ives: Sonata No. 2 Album—J. Kirkpatrick (1-12") Col(33)ML-4250, (78)MM-749  
Ives: String Quartet No. 2 Album—Walden String Quartet (1-12")  
Period (33) SPLP 501  
Izler Solomon Conducts Album—Cloumbus Philharmonic-I. Solomon, Cond. (1-12")  
Discovery (33) DL 4004  
Bartok: Roumanian Dances  
Dunlap: Tequila  
Gluck-Mot: Suite  
Jingle Bells Fantasy  
RCA Victor Salon Ork-R. Bourdon, Dir. (The Night) V(45)47-2974; (78)26399  
Erich Korngold: Garden Scene  
J. Helfetz-E. Bay (William Kroll: Banjo) V(45)49-0668, (78)12-0430  
Kreisler: Music of Fritz Kreisler Album (1-12") A. Kostelanetz Ork . . . Col(33)ML-4253  
William Kroll: Banjo and Fiddle  
J. Helfetz-E. Bay (Erich Korngold: Garden) V(45)49-0668, (78)12-0430  
Leoncavallo: Paggiacci-Bird Song—B. Sayao-Metropolitan Opera Ork, Pietracimara, Cond. (Massenet: Manon—"Voyons, Manon") Col(78)72899-D, (33)3-403  
Mahler: Symphony No. 1 in D Major Album—Minneapolis Symphony Ork, D. Mitropoulos, Cond. (1-12") Col(33)4251, (78)MM-469  
Massenet: Adieu, Notre Petite Table  
L. Albanese (Massenet: II) V(45)49-0670, (78)12-0525  
Massenet: II Est Doux, II Est Bon  
L. Albanese (Massenet: Adieu) V(45)49-0670, (78)12-0525  
Massenet: Manon—"Voyons, Manon"—B. Sayao, Metropolitan Opera Ork, Pietracimara, Cond. (Leoncavallo: Paggiacci) Col(78)72899-D, (33)3-403  
Massenet: Mort De Thais—D. Kirsten-R. Merrill-RCA Victor Ork, J. P. Morel, Dir. (Puccini: In) V(45)49-0663, (78)11-9792  
Milhaud: Symphony No. 1 Album—Columbia Broadcasting Symphony-D. Milhaud, Cond. (1-10") Col(33)ML-2082  
Music of Fritz Kreisler Album—A. Kostelanetz Ork (Romberg: Music of) (1-10") Col(33)ML-4253  
Musical Comedy Favorites Album—A. Kostelanetz Ork (1-12") Col (33)ML 4241  
Mozart: Batti, Batti, O Bel Masetto—L. Albanese-RCA Victor Ork, D. Marzollo, Dir. Cilea: Io) V(45)49-0672, (78)120658  
O, Come, All Ye Faithful  
L. Lehmann-RCA Victor Chamber Ork-R. Lert, Dir. (Stille Nacht) V(78)10-1367; (45) 49-0793  
Pleasure Dome Album—T. S. Eliot-E. Cummings-W. Carlos-O. Nash-W. H. Auden-D. Thomas-E. Bishop (1-12") Col(33)ML-4259  
Lily Pons in Seven Coloratura Arias—L. Pons (1-10") Col(33)ML-2084, (78)MM-876  
Prokofiev: Alexander Nevsky Cantata, Op. 78 Album—Philadelphia Ork-E. Ormandy, Cond.-J. Tourel (1-12") Col(33)ML-4247  
Prokofiev: Sonata in F Minor for Violin and Piano, Op. 80 Album—J. Szigetli-J. Levine (3-12") Col(78)MM-875; (33)ML4257  
Prokofieff "Classical" Symphony Album—Boston Symphony Ork, S. Koussevitzky, Dir. (2-7") V(45)WDM 1241  
Puccini: In Quelle Trine Morbide—D. Kirsten-R. Merrill-RCA Victor Ork, J. P. Morel, Dir. (Massenet: Mort) V(45)49-0663, (78)11-9792  
Alfred Purcell Playing List & Chopin Album  
A. Purcell . . . Crystal (No number given)  
Ravel: Mother Goose Suite Album—Boston Symphony Ork, S. Koussevitzky, Dir. (2-7") V(45)WDM1268  
Romberg: Wanting You—D. Kirsten-R. Merrill-R. Case Ork (Romberg: When) V(45)49-0677, (78)10-1423  
Romberg: When I Grow Too Old To Dream—D. Kirsten-R. Merrill-R. Case Ork (Romberg: Wanting) V(45)49-0677, (78)10-1423  
Romberg: Music of Sigmund Romberg Album—A. Kostelanetz Ork (Kreisler: Music of) (1-10") Col(33)ML-4253  
Rossini: Semramide "Bel Raggio Lusinghier" (1 & 2)—E. Nikolaidi-Columbia Symphony Ork F. Cleva, Cond. Col 3-400  
Rossini: Barbieri Di Siviglia-Largo Al Factotum  
C. Ramirez (Granada) V38-5000  
Russian Christmas Music  
L. Stokowski & His Symphony Ork (Handel: Christmas) V(45)49-0794; (78)11-9837  
Saint-Saens: Concerto No. 4 in C Minor for Piano and Ork, Op. 44, Album—R. Casadesus-Philharmonic Symphony Ork of New York, A. Rodzinski, Cond. (Satie: Trois Morceaux) (1-12") Col(33)ML-4246  
Satie: Trois Morceaux En Forme De Poire Album—R. & G. Casadesus (Saint-Saens: Concerto) (1-12") Col(33)ML-4246  
Schumann: Quintet in E-Flat Major for Piano and Strings, Op. 44 Album—R. Serkin-Busch Quartet (1-10") Col(33)ML-2081  
Shotakovich: Symphony No. 6, Op. 53 Album—Pittsburgh Symphony Ork, F. Reiner, Cond. (1-12") Col(33)ML-4249, (78)MM-585  
Smetana: The Bartered Bride Overture, Parts I & II  
Chicago Symphony Ork, D. Defauw, Dir. V(45)49-0667, (78)12-0018  
Richard Strauss: Befreit, Op. 39, No. 4—M. Anderson-F. Rupp (Richard Strauss: Morgen) V(45)49-0675, (78)12-0734  
Richard Strauss: Morgen: Op. 27, No. 4—M. Anderson-F. Rupp (Richard Strauss: Befreit) V(45)49-0675, (78)12-0734  
Rudolf Friml Melodies Album—J. Crawford (1-10") Dec (33) DL-5049  
Allah's Holiday  
Chansnette  
Gianna Mia  
Indian Love Call  
L'Amour Toujours L'Amour  
Only a Rose  
Rose Marie  
Sympathy

**ADVANCE RECORD RELEASES**

**CLASSIC & SEMI-CLASSICAL**

Stille Nacht, Heilige Nacht  
L. Lehmann-RCA Victor Chamber Ork-R. Lert, Dir. (O, Come) V(45)490793, (78)10-1367

The Night Before Christmas  
M. Cross-RCA Victor Salon Ork (Jingle Bells) V(45)47-2974; (78)26399

Tchaikovsky: Symphony No. 2 In C Minor Album—Minneapolis Symphony Ork-D. Mitropoulos (1-12'')  
Col(33)ML-4252

Wagner: Die Walkure-Duet (Act I, Scene 3) Album—H. Traubel-H. Janssen-A. Rodzinski, Con., Philharmonic Symphony Ork of N. Y. (Wagner: Die Walkure Album (Act III) (2-12''))  
Col(33)SL-105

Wagner: Die Walkure Album (Act III)—H. Traubel-H. Janssen-R. Rodzinski, Con., Philharmonic Symphony Ork of N. Y. (Wagner: Die Walkure) (2-12'')  
Col(33)SL-105

Wagner: Hochstes Vertrau'—S. Svanholm-RCA Victor Ork, F. Weissman, Dir. (Wagner: In) V(45)49-0673, (78)12-0691

Wagner: In Fernem Land—S. Svanholm-RCA Victor Ork, F. Weissman, Dir. (Wagner: Hochstes) V(45)49-0673, (78)12-0691

Weber: Overture—Boston Symphony Ork-S. Koussevitzky, Dir. (Parts I & II) V(45)49-0706, (78)11-9951

Werner Janssen Conducts W. F. Bach, R. Strauss, W. Denny Album—Jassen Symphony of Los Angeles, W. Janssen, Cond. (3-12'')  
Artist JS-15

**HOT JAZZ**

A Knight In the Village, Parts 3 & 4  
C. Jackson & His Knights Century 1506

A Knight in the Village, Parts 1 & 2  
C. Jackson & His Knights Century 1505

All of Me  
E. Garner (I Don't) Savoy 724

Blue, Brown & Beige  
E. Garner Trio (Sherry Lynn) Arco 1223

Blues, Part 1  
Jazz at the Philharmonic (Lester Leaps) Mer 11028

Blues, Part 3 & 4  
Jazz at the Philharmonic Mer 11029

Blues for Norman (1 & 2)  
Jazz at the Philharmonic Ensemble Arco 1216

Cool Blues  
C. Parker Quartet-E. Garner (Quasimado) Dial 1015

Crazy Rhythm (1 & 2)  
Jazz at the Philharmonic All-Star Ensemble Arco 1218

Don't Blame Me  
E. Garner (How High) Arco 1214

Four A.M.  
Bunky Redding-R. Saunders All Stars (Take It) Score 4009

Gaslight, Parts I & II  
E. Garner . . . Dial (33) 902

G & B Jump  
B. Hinkson Quartet (I Cried) Solo 10-017

Hold My Baby Tight  
L. Lucie (Riff, Romp) Solo 10-017

I Cried for You  
B. Hinkson Quartet (G & B) Solo 10-016

Lady be Good (Part 1 & 2)  
Jazz at the Philharmonic Arco 1226

How High the Moon  
E. Garner (Don't Blame) Arco 1214

I Can't Believe That You're in Love With Me  
E. Garner (I Only) Savoy 723

I Can't Get Started (1 & 2)  
Jazz at the Philharmonic Ensemble Arco 1217

I Don't Stand a Ghost of a Chance  
E. Garner (All of) Savoy 724

I Only Have Eyes for You  
E. Garner (I Can't) Savoy 723

Pastel  
E. Garner Trio (Trio) Dial 1016

Quasimado  
C. Parker Sextet (Cool Blues) Dial 1015

Riff, Romp & Stomp  
L. Lucie (Hold My) Solo 10-017

Reverie  
E. Garner (Impressions) Atlantic 665

Sweet Georgia Brown (1 & 2)  
Jazz at the Philharmonic All-Star Ensemble Arco 1219

Take It Upstairs  
Bunky Redding-R. Saunders All Stars (Four A.M.) Score 4009

The Black and Tan Fantasy  
D. Ellington Ork . . . Jay 4

The Bird Blows the Blues, Parts I & II  
C. Parker & His Bebop Groups . . . Dial (33) 901

Trio  
E. Garner Trio (Pastel) Dial 1016

**CHILDREN**

Lester Leaps In, Part 3  
Jazz at the Philharmonic (Blues, Part 1) Mer 11028

Old Woman Who Lived in a Shoe  
The Lincoln Singers-E. Light Ork (There Was) Lincoln 505

Parade of the Wooden Soldiers  
Song Spinners (The Toymaker's) MGM 50032

Sherry Lynn Flip  
E. Garner Trio (Blue, Brown) Arco 1223

The Gingerbread Man  
The Lincoln Singers-E. Light Ork (To Market) Lincoln 506

The Toymaker's Dream  
Song Spinners (Parade of) MGM 50032

There Was a Crooked Man  
R. Haillee-E. Light Ork (Old Woman) Lincoln 505

**RELIGIOUS**

Brighten the Corner Where You Are  
Revival Meeting Quartet (Tell Me) Bibletone 5501

Did You Ever Go Sailing  
The Le Fevre Trio-Big Jim Walts (Little Pine) Bibletone 7016

Didn't It Rain  
Starlight Gospel Singers (I Got) Solo 10-018

Fonder, Fonder Grows My Heart  
L. Stamps Quartet (I Heard) Bibletone LS 4002

Glad News  
The Bibletone Jubileers (Rock My) Bibletone S 2006

God Don't Change  
Jubilee Boys (God Don't) Abbey 7004

God Don't Like It  
Jubilee Boys (God Don't) Abbey 7004

Great Camp Meeting in the Promised Land  
Richmond's Harmonizing Four (Keep Inchin') Dec 48121

Hallelujah  
The Charming Bells (Jesus Hits) Selective S-109

I Got Trust in Jesus  
Starlight Gospel Singers (Didn't It) Solo 10-018

I Heard Hallelujahs Ring  
L. Stamps Quartet (Fonder, Fonder) Bibletone LS 4003

I'll be a Sunbeam (Jesus Wants Me for a Sunbeam)  
R. Foley (Jesus Loves) Dec 24823

I'll Search Heaven for You  
Syke's Gospel Singers (Prayer Changes) Selective S-115

I'm Free Again  
Homeland Harmony Quartet (Led Out) Bibletone 6016

I've Gotta Lot of Heaven in My Soul  
The Stamps Quartet (Wonderful Savior) Bibletone SW 3003

Jesus Hits the Atom Bomb  
The Charming Bells (Hallelujah) Selective S-109

Jesus Loves Me  
R. Foley (I'll be) Dec 24823

Just a Closer Walk With Thee  
The Le Fevre Trio-Big Jim Walts (Looking for) Bibletone 7009

Keep Inchin' Along  
Richmond's Harmonizing Four (Great Camp) Dec 48121

Lead Me to That Rock  
O. L. McCoy-The Daniel Sisters (When God) Col 20658

Led Out of Bondage  
Homeland Harmony Quartet (I'm Free) Bibletone 6016

Little Pine Log Cabin  
The Le Fevre Trio-Big Jim Walts (Did You) Bibletone 7016

Looking for a City  
The Le Fevre Trio-Big Jim Walts (Just a) Bibletone 7009

Lookin' for My Jesus  
The Bibletone Jubileers (Wake Up) Bibletone S 2005

My Life Is in His Hands  
Norfolk Four (The Beautiful) Abbey 7005

My Friend  
The R. Martin Singers (What a) Apollo 218

O, Come All Ye Faithful  
F. Mendelsohn (Silent Night) Standard T-151

Prayer Changes Things  
Syke's Gospel Singers (I'll Search) Selective S-115

Rock My Soul  
The Bibletone Jubileers (Glad News) Bibletone S 2006

Silent Night  
F. Mendelsohn (O, Come) Standard T-151

Sorrow Valley  
The Bibletone Jubileers (Take Your) Bibletone S 2015

Take Your Burden to the Lord  
The Bibletone Jubileers (Sorrow Valley) Bibletone S 2015

Tell Me the Old, Old Story & Church in the Wildwood  
Revival Meeting Quartet (Brighten the) Bibletone 5501

The Beautiful City  
Norfolk Four (My Life) Abbey 7005

Wake Up, Nicodemus  
The Bibletone Jubileers (Lookin' for) Bibletone S 2005

When God Dips His Love in My Heart  
O. L. McCoy-The Daniel Sisters (Lead Me) Col 20658

What a Blessing  
The R. Martin Singers (My Friend) Apollo 218

Wonderful Savior  
The Stamps Quartet (I've Gotta) Bibletone SW 3003

**INTERNATIONAL**

Ayi Kay Sarap  
R. Allinsod (Selosa) V26-3001

Balut  
K. De La Cruz (Magtanim Hindi) V26-300

Be Mine, Be Mine  
J. Pringle (Daisy Polka) Dec 45088

Chico  
R. Allinsod (Palaka) V26-3002

Daisy Polka  
J. Pringle (Be Mine) Dec 45088

Dakota Polka  
Six Fat Dutchman (The Dutch) V(78)25-1146; (45)51-0046

Magtanim Hindi Biro  
B. Danao (Balut) V26-300

Maiz  
R. Allinsod (Mami) V26-3003

Mami  
R. Allinsod (Maiz) V26-3003

Palaka  
R. Allinsod (Chico) V26-3002

Selosa  
R. Allinsod (Ayi Kay) V26-3001

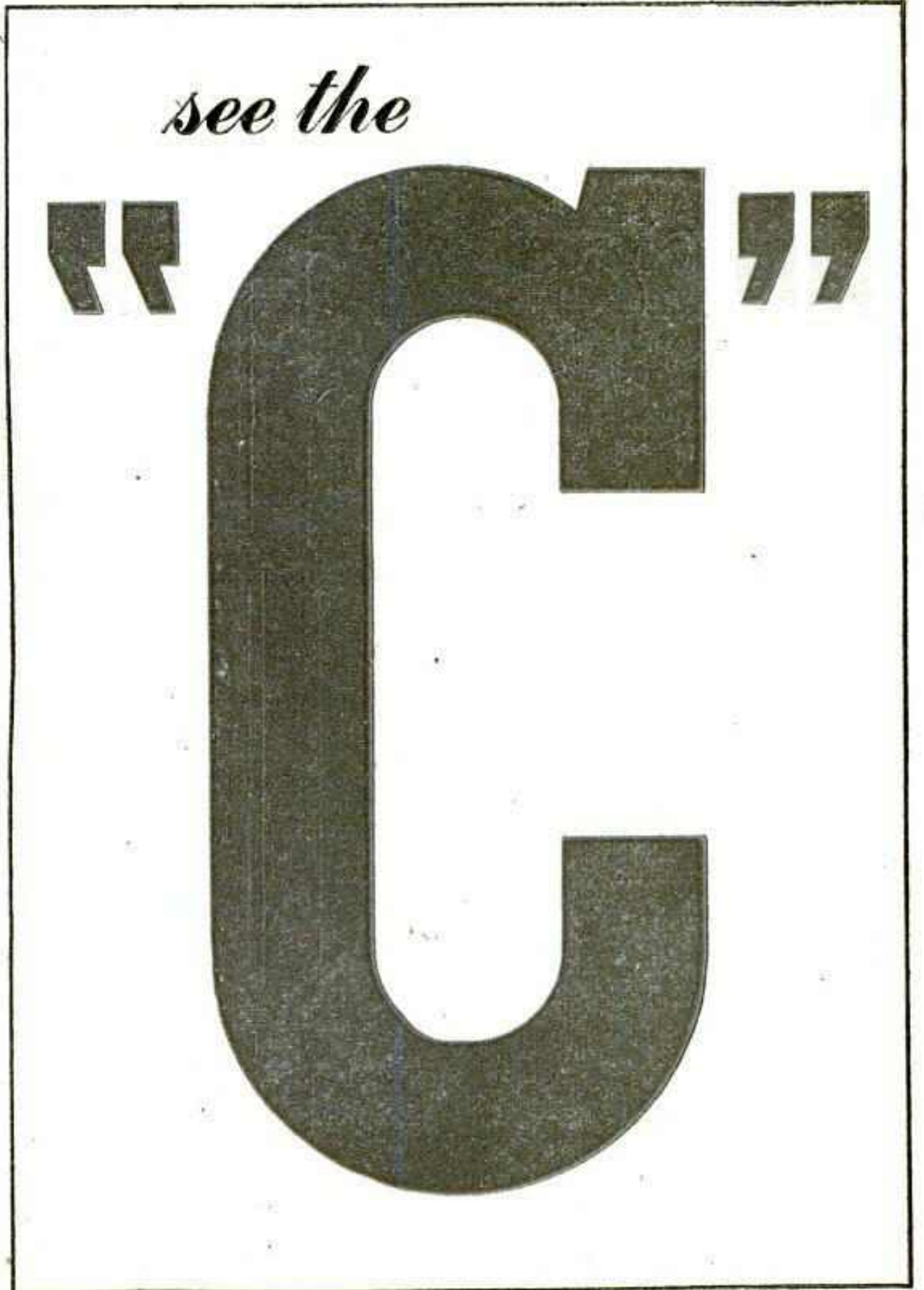
**Okay Street Juke When Toned Down**

PHILADELPHIA, Dec. 24.—It's all right for a store to pour juke box tunes into the ears of passing crowds at a busy intersection, provided the volume is reasonably controlled, Magistrate Vincent A. Dean ruled this week. He discharged David Jaffe, owner of the See-Mor surplus goods store in the center of the city, who was accused of violating the anti-noise ordinance. The charge was brought by the corner traffic policemen, who said the din emanating from a juke box in the

**Trans-Vue Adds Space at Plant**

CHICAGO, Dec. 24.—Rudy Greenbaum, president of the Trans-Vue Corporation, manufacturer of commercial and home tele receivers, this week announced the firm had acquired 12,000 additional square feet of floor space in its factory. With the addition of the space, firm will up its production by approximately 25 per cent.

See-Mor store had been incessant. The store owner's attorney promised that the juke box music would be toned down.



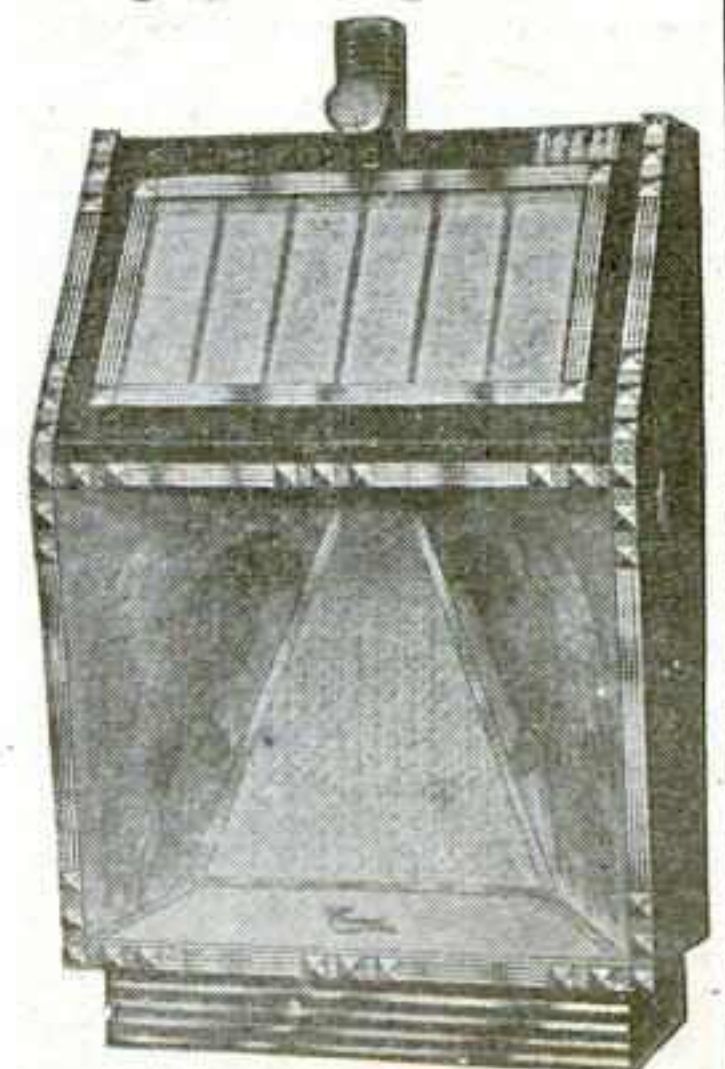
**THE NEW HOSTESS!**

**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**

# IS SHUFFLE LION OR LAMB?

## Initial Impetus Fails To Hold as Ops Find Boards Require Strong Play Hypos

Still See Long-Term Profits in Planned Operation

CHICAGO, Dec. 24.—Shuffleboard, which arrived like a lion in 1949, was as docile as the proverbial lamb as the year drew to a close, thereby chalking up one of the most interesting chapters in the coin machine industry this year. Altho comparatively new to the coin machine business, the game has a history dating back several centuries and, no matter what its future in the industry, undoubtedly will continue for many years to come. At the start of 1949 shuffleboard was making its initial impact on the coin machine field. Over 100 new manufacturing firms had sprung up, and operators, looking for an item that would bring in some income to bolster lagging grosses in the music and amusement field, immediately moved into this new phase of the business.

### Promotion

Unlike most items in the coin machine field, shuffleboard lent itself to organized promotion, and operators, with the aid of manufacturers, learned early in the year that formation of leagues and tournaments was a must if sustained income was to be forthcoming. Player interest had to be built up, and this could best be accomplished via organized play.

National, Rock-Ola, American, Penn and several other firms poured thousands of dollars into their promotion departments. Old-line firms, like National, American and Penn, had long been active in the league phase of the industry, but their efforts had been more or less localized. The coin machine operator offered these, and other firms, the opportunity of opening up countless locations in the shortest span of time. And as these new locations increased, (See IS SHUFFLE on page 88)

## Amer. Shuffle Has New Model In Production

Adjusters Now Standard

UNION CITY, N. J., Dec. 24. — The American Shuffleboard Company has placed its new Custom Deluxe board in production, following six months of development and testing. Paul Cusano, president, announced this week. Initial orders of the new units have already gone out to distributors.

At the same time it was announced that American's climatic adjuster will now be issued as standard equipment with all boards sold. A dispute over patent claims on adjusters has led to court action between American and the Rock-Ola Manufacturing Company (The Billboard, December 24).

### Smoother Lines

American's Custom Deluxe board is the end result of a new design said to stress "smoother and more graceful lines." Despite the emphasis on "eye appeal," the legs are larger and sturdier than on American's earlier boards. New features include chrome protective bracelets on legs to prevent scuffing of wood; longer mahogany end sections, now in one unit, and hand-tooled and chrome connection shields. The boards are available in all standard sizes from 18 feet upward.

Cusano said that the new features of the larger boards have also been made standard on American's 12-foot cushion rebound unit.

## PUCK PATTER

### Chicago:

M & T Sales has increased its production schedules on automatic overhead scoreboards to a point where orders are shipped on an immediate basis. Firm is also appointing a few additional distributors to step up service on the local level.

Roy Bazon, Monarch Shuffleboard, says his firm's new policy of shipping tops to operators and having cabinets made in their own areas is working out well. Monarch tops are 22 feet and come pre-drilled for adjusters.

At the Keeney plant President Pete McGinnis reports several out-

of-townners were in for repeat orders on the firm's latest model scoreboard, which was designed for easy installation and shipment. . . . Charlie Gillard, Nation-Wide Novelty, returned from a brief Eastern trip Monday (19). He reports that he found plenty of evidence for optimism on shuffleboards. Nick Wurtz, Nation-Wide plant chief, has streamlined production lines.

### Philadelphia:

Martin's Tavern on Porter Street in South Philadelphia added a shuffleboard to the television set attraction, and according to Joe and Jim Martin, brother team operating the tavern, "shuffleboard helps entertain the elbow-benders" with lively competition among the patrons to become the spot's "shuffleboard kingpins." . . . Marking their second anniversary in business, Tom Michplek and Chester Heniar placed a shuffleboard in their Tom and Chester's taverns where, according to the co-proprietors, "the shuffleboard keeps the imbibers busy between drinks. . . . Shuffleboard gets a big play at John's Cafe, according to proprietor Jack Bedrzinski, and the experts seem to be the two bartenders.

## Sturgeon Bay Shows Larger Communities How To Parlay Shuffleboards Into Winner

Local Manufacturer Hits Promotion Jackpot With Idea

STURGEON BAY, Wis., Dec. 24.—This community of 5,000 has developed into one of the outstanding shuffleboard centers (among smaller cities) in the country, with 16 shuffleboards now going into their second year on location, and two leagues keeping play at a high level.

Home of the Cherryland Shuffleboard Company, manufacturers of boards, city locations feature, in addition to that brand, Rock-Ola and Standard boards. However, the Cherryland concern has been the motivating factor in building interest in the game here, and this has been accomplished mainly thru a special promotion called "Pot-O-Do," which is played every Wednesday night.

### New Idea

This promotion, developed by the manufacturing firm, has been conducted in addition to regular league play, and offers a new and novel way of not only building player interest but sustaining interest thruout a season.

League play consists of 24 four-man teams and 24 four-women teams. The former meet every Monday night at the various locations in town, while the latter conduct their play Tuesday nights. "Pot-O-Do" promotion is conducted Wednesday nights.

### "Pot-O-Do" Rules

1. This contest shall be open only to the following locations or sponsors.
2. Location or sponsor shall have the

privilege of appointing team members to represent him at all times.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
3. A team shall consist of any six people, men or women.
4. A player is allowed to play for only one sponsor.
5. If a player participates in any match with any of the above sponsors he may not until "Pot-O-Do" is broken, play with any other team in this contest.
6. If a player participates in any match with any team other than his original sponsor, that match shall be null and void and neither team shall receive a credit for victory.
7. A scheduled match will take place every Wednesday.
8. Matches are to be held between 8 and 10 p.m. or whatever time both teams shall agree upon.
9. Either team not being present by 10 p.m. shall result in a forfeit.
10. "Pot-O-Do" cannot be won on a forfeit, therefore sixth credit must be a legal match.

### Forfeits

11. If challenger next in line cannot produce team, night of scheduled (See Sturgeon Bay on page 76)

## Taran Sets First Tourney In Miami; To Award \$7,000

MIAMI, Dec. 24.—One of the most ambitious promotional programs ever undertaken by a distributor to push shuffleboard is getting under way here. Developed by Sam Taran, who heads Taran Distributing, the tournament is open to all locations and players in the vicinity and features weekly and final prizes totaling more than \$7,000. It will be tied in with two regular radio shows and a television series, all to be heard and seen during the course of the eliminations and play-offs.

Taran in announcing the area-wide tournament said all locations

are welcome to enter the tourney no matter what type of board is in use in the spot. Only requirement is a \$1 location entry fee and \$1 per player entry fee. Taran has, however, guaranteed \$7,000 in prize money (and will also underwrite the radio and television coverage) and will award \$50 in prizes to players each week during the 13-week elimination period.

Actual play is scheduled to start the first week in January, Taran said, and will wind up with the play-off at the conclusion of the 13-week elimination competition.

## Texas Solons Study Shuffle Scorer Taxes

Law Poses Problem

AUSTIN, Tex., Dec. 24.—Is a coin-operated scoreboard for a shuffleboard game subject to the "coin-operated vending machine tax" in Texas? That is the question put to Atty. Gen. Price Daniel, of Texas, by State Comptroller Robert S. Calvert.

Calvert referred particularly to a scoreboard put out by Brummett Enterprises, of Long Beach, Calif., the Regal electric scoreboard. Since the scoreboard operates separate from the shuffleboard game, it poses a problem for the Texas tax collector.

The Texas law levies a tax on each "coin-operated vending machine." The definition includes "every machine or device of whatsoever kind or character, which dispenses, or vends, or which is used or operated for dispensing or vending, merchandise, commodities, confections, amusement, or pleasure, and which is operated by or with coins, or metal slugs, tokens of checks."

But is a machine which keeps a score, but doesn't actually dispense or vend anything, taxable? That's what the attorney general must decide.

Texas levies a tax of \$10 per year on nickel machines and \$20 on machines taking larger coins.

### EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms for this issue will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.



MEET THE NEW *American*  
**CUSTOM DELUXE**  
**SHUFFLEBOARD**

*the finest and  
 most beautiful American  
 of them all*



Every American  
 Shuffleboard  
 Carries a  
**UNIFORM  
 WARRANTY  
 AND  
 GUARANTY**

Cash in on American experience, American pioneering, American "know-how." Start or expand your shuffleboard operation with the most beautiful American of them all—the CUSTOM DELUXE. One glance at its smooth, graceful lines and natural laminated maple playing field and rich mahogany finish table and you'll see why it will enhance the interior of any tavern or club. Players appreciate its inherent American features. Locations want its beauty. It embodies all the outstanding qualities that have made American Shuffleboards famous the world over—plus all these new and exciting features—SMOOTHER, GRACEFUL LINES THROUGHOUT—HAND TOOLED CHROME CONNECTION SHIELDS—DEEPER, RICHER PROTECTIVE FINISH—LARGER, STURDIER, STREAMLINED LEGS—LONGER MAHOGANY END SECTIONS, IN ONE UNIT—CHROME PROTECTIVE LEG BRACELETS—THE MOST BEAUTIFUL AMERICAN EVER CONSTRUCTED!

American Shuffleboards have been producing profits for over two decades. They are the "World's Finest"—they are played from coast to coast—they are steady, long term, solid money-makers. Heavy play is always maintained on Americans not only because they give the smoothest performance and have earned player preference; but, also because American backs up its Shuffleboards with expertly scheduled tournaments, leagues and exhibitions. That is why operating a route of American Shuffleboards is a going enterprise that produces lucrative returns year-in, year-out!

Ideal equipment combines big profit power with long life play. Too often, however, that combination is hard to find. Games come along that do make the big money, but they fade after a few weeks or months. That's why it's important that you get the facts on the new CUSTOM DELUXE.

**AMERICAN'S EXCLUSIVE CLIMATIC ADJUSTER**  
 (U.S. Pat. No. 2479477)  
 Enables anyone to true up the playing surface in minutes with one simple wrench. Now the STANDARD EQUIPMENT on the AMERICAN CUSTOM DELUXE!

12-31.

AMERICAN SHUFFLEBOARD CO.      THINK OF TOMORROW'S PROFITS!  
 UNION CITY, N. J.                      MAIL THIS COUPON TODAY!

Gentlemen:  
 I want to know how I, too, can increase my profits with the new  
**AMERICAN CUSTOM DELUXE SHUFFLEBOARD**

Please send illustrated circular and full information  
 Have district representative see me

See me on ..... at .....

My Name .....

Name of Business .....

Address ..... City ..... State .....

Business Phone ..... Home Phone .....

**GET THE FACTS ALSO ON AMERICAN'S CUSHION AND REBOUND SHUFFLEBOARD—**

Ideal for the location with limited space—more fine games with more thrills and tests of skill than can be found in any other game of popular appeal. CHECK HERE



210 PATERSON PLANK ROAD, UNION CITY, N. J. PHONE: UNION 5-6633

**\$950 FOR \$599**

The Trailer Buy of the Year—

**ROCK-OLA TRAILERS**

While They Last—

**NOW! \$599** f.o.b Chicago Formerly **\$950**



FULLY EQUIPPED including WARNER ELECTRIC BRAKES

While They Last (Car Hitches available for slight additional cost)

**CUT YOUR MOVING AND DELIVERY COSTS TO THE BONE!**

Rock-Ola Trailers are safe, economical transportation for

**JUKE BOXES—SHUFFLEBOARDS SHUFFLE GAMES AND OTHER DEVICES**



The Rock-Ola Trailer safely carries a capacity load of four complete shuffleboards, fourteen juke boxes or a similar number of amusement games.

Only Limited Quantities Available

**FIRST COME—FIRST SERVED ORDER NOW!**

FILL OUT AND MAIL THIS COUPON TODAY

Rock-Ola Manufacturing Corporation  
800 North Kedzie Avenue  
Chicago 51, Illinois

Gentlemen:

Please reserve a Rock-Ola Trailer for me. Enclosed is my check for \$200.00 covering deposit.

Name .....  
Address .....  
City ..... State .....

**Sturgeon Bay Parlays Winners**

(Continued from page 74)

play, it shall constitute a forfeit and challenger shall be omitted from further participation in this contest until "Pot-O-Do" has been broken. This shall also result in team awaiting challenge to receive one extra credit towards breaking "Pot-O-Do."

12. Team or sponsor receiving six credits in a row shall break "Pot-O-Do". Prize money in "Pot-O-Do" shall be equally divided among players who have participated for the winning sponsor, according to matches player has participated in. Prize money shall be awarded only to players who have participated in last 6 matches which result in breaking "Pot-O-Do."

13. Each sponsor must keep a record as to players and how many matches each has played.

(See Sturgeon Bay on page 88)

**NEW YEAR BARGAINS!**

JUST OFF LOCATION

22 FT. MAPLE TOP SHUFFLEBOARDS **\$150.00**

GOOD CONDITION

PURVEYOR SHUFFLEBOARD CO.  
4322-24 N. WESTERN AVENUE  
Phone: JUniper 8-1814  
CHICAGO 18, ILLINOIS

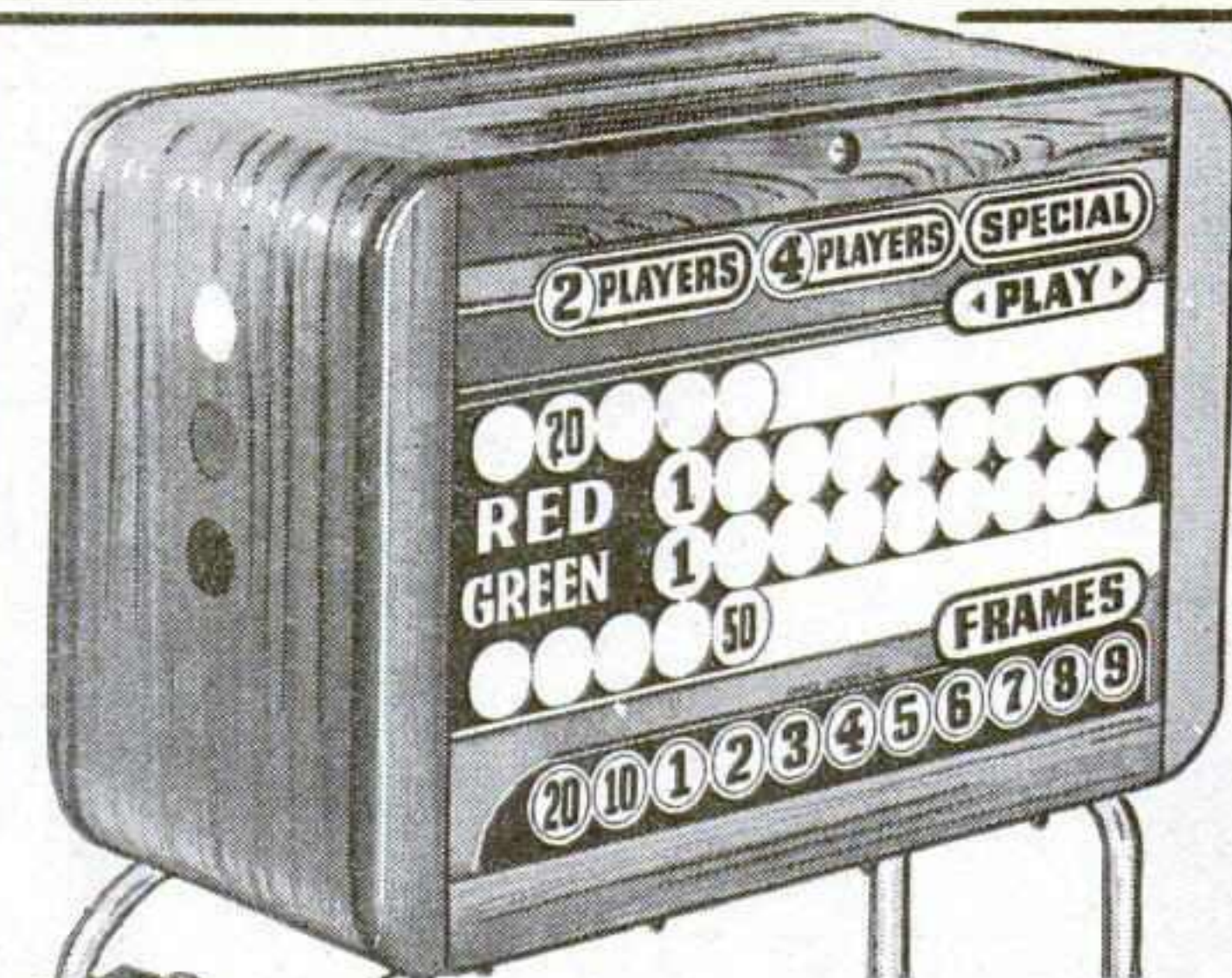
**SHUFFLEBOARD TOPS**

REFINISHED—RESURFACED

BEST MATERIAL AND WORKMANSHIP **\$25.00**

RELIABLE SHUFFLEBOARD CO.

2512 Irving Park Rd., Chicago 18, Illinois  
Phone: IRving 8-4600



More Play... More Pay IMPROVED

**GENCO DeLuxe SHUFFLEBOARD SCOREBOARD**

ALL PURPOSE • ALL ELECTRIC • COIN CONTROLLED

With CHEATPROOF BOX

Double-Faced Cabinet Available With or Without Frames

- Deluxe Design
- Deluxe Construction
- Deluxe Materials

Call your Nearest Distributor TODAY!

**GENCO**

2621 NORTH ASHLAND AVE. CHICAGO 14, ILL.

**\$200.00** 18' WITH MASONITE TOP BEST QUALITY  
22' with Maple Top ...\$250 LOWEST PRICES  
NEW DELUXE SHUFFLEBOARD



BEST ELECTRIC SCOREBOARDS, \$95  
Pucks, Wax, Scoresheets, Climatic Adjusters

Best Maple Tops, \$125  
Used Shuffleboards with New Tops, \$175  
100% Hard Wood Hand-Rubbed Cabinets with finest Maple or Masonite Tops. 14' to 22'.

**SHUFFLEBOARD Specialists**  
1114 S. Michigan Ave. CHICAGO 5, ILL.



# COINMEN YOU KNOW

## New York:

**Charlie Lipton**, partner in the National Rejectors Service Company of New York with Harry Russ, was in Boston last week on biz. The firm recently started a new service for music ops—modernizing old slug mechanisms. . . . **Doc Shapiro**, local music op, was handing out cigars last week. The new baby is the second addition to the Shapiro family this year, the first arriving in January.

**Jack Mitnick**, AMI Eastern regional rep, left Tuesday (20) for a vacation in Hot Springs. After a short stay in the resort he leaves on a biz trip that will carry him to Birmingham, Miami and Cuba before returning here. . . . **Abe Stept**, large cigarette op of Johnstown, Pa., here on a visit last week, reported low grosses in his area continue to reflect unsettled labor conditions in the coal industry. With **Jim Kennedy**, Stept operates shoeshiners and movie machines in several Eastern railroad stations.

**Mike Munves** sent the first truckload of arcade equipment last week to the building he is now remodeling on 10th Avenue. Mike said the move from his temporary headquarters on 11th Avenue will take seven to eight weeks. . . . **Lester Smith**, of Newburg, N. Y., shopped at coinrow jobbers last week. . . . **Bernie Braun**, formerly with Pepsi-Cola's vending division, has joined the executive (See *New York* on page 78)

## Indianapolis:

Operators here have turned to other fields since the decline in the coin-operated phonograph business. Today they operate Shuffle Alley, Shuffle Bowler and other novelties to help defray the overhead. Many distributors, as well as operators, are eager to hold their servicemen, and the amusement games solved their problem.

Indianapolis city council met Monday night (19) to decide whether or not to abolish the \$6-a-year license fee on all coin-operated equipment. Councilmen agree that the cost of checking the machines is greater and more costly the present way than it would be to abolish the yearly fee. A decision is expected soon.

Live amusement in many spots here, especially taverns, has played havoc with the coin-operated phonograph. Where live entertainment is in use on Saturday night, the take has declined 25 to 35 per cent. . . . **Joe Flynn**, manager at the Shaffer Music Company here, reports satisfactory business with the Seeburg phonograph. . . . **Janes Music Company** reports hillbilly records moving better than ever, due to extensive advertising and radio broadcasting programs which are heard every Saturday morning. Mail orders are far in excess of a year ago for popular records from many parts of the State. . . . **S. Medcalf**, Huntington, Ind., operator, was in buying new parts during the week. . . . **Jack Jaques**, operator at Thornstown, Ind., was in on business. . . . **Russell Pennington**, Pennington & Son, Columbus, Ind., was a coinrow visitor during the week.

## Twin Cities:

**Jonas Bessler**, of Lieberman Music Company, reports that Chicago Coin's Bowling Alley game is getting "terrific" attention from coinmen and that the firm "just can't get enough" units from the factory to meet the demand. . . . Coin machine operators who came to the Twin Cities recently to buy merchandise or shop around were **O. Cofield**, of Annandale, Minn.; **Charles Bohlen**, St. Cloud, Minn.; **James Stansfield**, Winona, Minn.; **Harry Gallop**, Menominee, Wis.; **Barney Corbin**, Faribault, Minn.; **Eddie Lepage**, International Falls, Minn.; **Kaiser Sivard**, of Red Lake Falls, Minn., and **Mayo Priebe** of Rochester, Minn. . . . **George Codrington**, Minneapolis operator, is expanding his business and buying new machines for his route.

**Phil Sreedon**, local vender, has sold off most of his old machines and is purchasing new equipment so as to give locations a showcase for merchandise. He recently returned from a six-week visit with his family in New York. . . . **Phil White**, bell coinman, was in town for a visit.

Payment of the Minnesota World War II veterans' bonus of \$84,000,000 has served as a stimulant to general business conditions, with operators reporting they are getting their share of the activity. Another business impetus is bank savings, up over a year ago, coming out of hiding for the Christmas buying season which, merchants report, is off to one of the fastest starts in many years.

**Con Kaluza**, of Browerville, Minn., was in the Twin Cities recently buying pin games for his route. . . . Up on one of his regular visits to this market was **Stan Woznak**, of Little Falls, Minn., buying pin games and reporting business in his area as holding up in fair shape. . . . Music was the principal interest of **Charles Bohnen**, Waite Park, Minn., operator, who visited the jobbers last week in St. Paul and Minneapolis. . . . **Roy Foster**, of Sioux Falls, S. D., spent the Thanksgiving holiday in Minneapolis. . . . **Van Middlemas**, of Bismarck, N. D., and his son-in-law, **Bob Westrum**, also of (See *TWIN CITIES* on page 84)

## Detroit:

**Nino Garofalo**, operator of Nino's Music, is closing his store on East Forest Avenue and moving to Wilford Avenue. . . . **Robert D. Rounds**, of Blake Industries, reports some changes being planned in the distribution of the Levelmatic, which is being used to level off pin tables and other coin machines on uneven floors.

**J. J. Goodwin**, sales manager, advises that the Tem-Rite Products Corporation is developing a new carbonator-cooler unit for beverage venders. Unit is expected to be ready for production this spring. . . . **Irving B. Ackerman**, of the Detroit Tradio Company, has returned from a 10-day rest at Kellogg Sanitarium, Battle Creek, Mich. . . . **Ben Okum**, of Alben Records, will join Ackerman in the annual sale of newspapers for the Goodfellows' Old Newsboys' Fund at Griswold and Grand River avenues.

**Fred Mitchell**, operator of the U. S. Postage Stamp Machine Sales, one of the largest firms in its field, has moved from his old location on Grand River Avenue to new headquarters on Strathmoor Avenue. . . . **Milton C. Fisher**, Detroit attorney, who has been checking the coffee-vending machine field, advises his client may make an active move into the field within the next few months.

## Washington:

**Spacarb** of Washington, Inc., held its annual Christmas party December 14 at the Lotus. About 18 employees with their wives, husbands and friends attended the dinner dance. Bonuses were distributed.

. . . **Bayne Phipps**, of Spacarb, recently returned from a deep-sea fishing trip in Florida. He said he caught over 700 pounds in one day. As his fishing partner he had **Jack Josephson**, the stage partner for 15 years of Hollywood comedian **Billy Gilbert**. Josephson lives in Miami.

Business II Unit of the Community Chest drive, headed by **Aaron Goldman**, of the G. B. Macke Corporation, had reached 95 per cent of its goal, 18 per cent above last year's total, by December 17. Goldman's section ran well ahead of the campaign's average.

**Gerald F. Davis**, of the Standard Music Company, said his outfit has one Seeburg 200 record library machine out on a trial basis in a private club in Virginia. The player supplies background music from concealed locations, Davis said. If the (See *Washington* on page 79)

## Hartford, Conn.:

**Veeder-Root, Inc.**, Hartford, manufacturer of counting and computing devices for coin machines, has announced a consolidated net income for the period from January to November 6 of \$943,302, equal to \$2.27 a share, compared with \$1,079,450, or \$2.60 a share, in the like period of 1948. President **John H. Chaplin** reported a slight upturn in new business during the past 12 weeks and said that the management "still expects that the results for the year will be satisfactory."

Consolidated earnings before taxes and provision for contingencies amounted to \$1,626,428 for the year to November 6 against \$1,797,288 last year. The sum of \$105,000, compared with \$75,000 last year, was deducted for contingencies. Federal income taxes were estimated at \$578,126, compared with \$642,838. Dividends amounted to \$621,900 in both interim periods, leaving a balance of \$321,402 for the current year compared with \$457,550, added to consolidated earned surplus.

This stood at \$4,201,827 November (See *Hartford, Conn.*, on page 78)

## Philadelphia:

**Harry Bortnick**, who for many years was the music operators contact for RCA Victor records, has resigned as advertising manager for the Raymond Rosen Company, distributing firm handling the label. Leaves at the end of the year to open his own advertising agency with **Dick Andrews** taking over his desk. . . . Rapid Amusement Machine Service, setting up shop at 1807 Fairmount Avenue, was established by **Samuel H. Moss**, **Edward Balin**, **Jerome Locks** and **Joseph H. Greenstone**. . . . **Sidney Palitz**, franchise holder for Q-Ball, added another location in placing the machine at Al Slott's Kelly's Cafe.

It's an eight-pound, 12-ounce boy. **Stephen Richard**, for Mr. and Mrs. **Ned Yaffe**, head of Y & Y Popcorn Supply, at Women's Homeopathic Hospital. It's their first child. . . . **Jack Beresin**, head of Berlo Vending Company, was elected a member of the board of directors of the Philadelphia Variety Club. . . . **Poppers Supply** is moving from 1315 Vine Street to 1211 North Second Street, where warehousing and showrooms in all detail will be ready by the end of the year.

The city will purchase 1,400 parking meters from the Kar-Park Corporation, Cincinnati, for installation in the Frankford business district. (See *PHILADELPHIA* on page 87)

## Chicago:

Many of the nation's out-of-town distributors were in the Windy City last week for visits to coin machine plants. Among those at United were **Joe Ash**, Active Amusements, Philadelphia; **Sam Taran**, Taran Distributing, Miami and Tampa, Fla.; **Lou Wolcher**, Advance Automatic Sales, San Francisco; **Budge Wright**, Western Distributors, Portland, Ore.; **Wolf Roberts**, Roberts Sales, Denver; **Herman Paster**, Mayflower Distributing, St. Paul, and **Leo Weinberger**, Southern Automatic, Louisville. Sales Manager **Billy DeSelm** says that demand for Shuffle Alley remains at peak, and the usual pre-Christmas slowdown was not in evidence this year.

At Williams Manufacturing, **Sam Stern** and **Paul Federman** were singing a merry tune over the reception given Twin Shuffle, the firm's newest product which permits one or two persons to play. A shuffle game featuring the bowling theme, Twin Shuffle was checked by several bowling experts before the model was given a final okay. Stern says that the game proves a winner because of the competitive angle the game stresses. "After all," he reasons, "when people bowl they bowl against somebody." Before the game hit the production line stage, the Williams' statisticians made a comprehensive survey of the field and found what they termed "an unbelievable large potential for com- (See *CHICAGO* on page 86)

## Los Angeles:

**Paul Laymon**, of the Paul Laymon Company, has fixed up his backyard with an English scene that is getting raves from all his friends. He also has his Christmas tree wired for a black-light effect. **Ed Wilkes** is getting an electric train layout fixed up for his sons. **Charlie Daniels** is showing off K. C. Jones, Gottlieb's new game. Incidentally, the Laymon firm reports top business on Bally's Shuffle-Bowlers.

**Clyde Baerresen**, who has not been around for some time, is going back into the coin machine business. He's looking over new games for locations. . . . **Al Anderson**, Shafter operator, was in town for a look-see. Ditto for **Perry Irwin**, who dropped down from his Ventura headquarters to renew acquaintances on Pico Street before the holidays.

**Johnny Lantz** was in from South- (See *LOS ANGELES* on page 87)

## Cincinnati:

The Automatic Phonograph Owners' Association (APOA) will hold its regular executive board meeting Tuesday afternoon (27) in the association offices. . . . **Mr. and Mrs. Charles Kanter** will be out of town for the Christmas holidays visiting relatives.

**Ray Bigner**, who operates Bigner, Inc., gave a Christmas party for his employees at his home in White Oak. Santa Claus distributed gifts and bonuses. About 70 were present. The employees presented Bigner with a complete riding habit, since his hobby is horses.

The Ace Sales Company, owned and operated by **Charles Kanter**, held its Christmas party at the Hotel Gibson Saturday evening (17). **Mr. and Mrs. Larry Vincent** attended the party and furnished the music. A full course dinner was served and refreshments were available all evening. The party lasted until 4 a.m. Employees received a bonus check and every woman guest present received a Christmas gift. There were also several disk jockeys present, interested in the new song written by Kanter, "Tell Me Lies," which is the hit tune for January for the members of the Automatic Phonograph Owners' Association.

## Vital Statistics

### Births

A son, Stephen Richard, born to Mr. and Mrs. Ned Yaffe, Philadelphia. Father is head of Y and Y Popcorn Supply Company

# Ops Look to '50 With Hope; New Year To Bring New Biz

(Continued from page 71)

the Seeburg Select-o-Matic, a revolutionary 100-selection machine, and Evans' first models of the Constellation were all on hand, ready to give the operator the tools to up his income. As the year wore on, the Seeburg unit and the AMI machine both proved profitable pieces, while the Constellation and Aireon's box were also in demand.

But the first half of the year failed to provide much of a general uplift in business at the operator level. Television continued to spread, and new video areas, such as Boston, took their toll of juke box grosses. Labor problems accentuated the low grosses, and perhaps more importantly than any other single factor was the lull in the amusement end of the coin machine field in general.

## Upward Swing

The first optimistic note in the industry was sounded Labor Day. Business began to move ahead, slowly but on a steadier basis than had been seen for several years. And then the shuffle-type amusement novelty games hit and the coin machine business in general got a shot in the arm that was not only unexpected but welcomed.

The last quarter of the current year undoubtedly was the most interesting as far as future forecasting was concerned. A definite stabilization was noted. New operators, those who entered the business at the end of the war, had either developed into successful coinmen or had dropped by the wayside, their units absorbed into established routes. Too, operators in most cases had become business men and were operating their organizations with established business practices.

## Outlook for '50

As the year drew to an end, there was again an optimistic note in the air, but this time it was based on sound facts, not wishful thinking. Nobody felt 1950 would equal the war years, but there was an air of confidence in the coming year, and ops spoke of increased grosses and nets along the same lines as were being discussed in other industries thruout the country.

New equipment, at lower prices, seemed likely for '50, with two of

the three major firms making plans along these lines. And reduced costs in records, needles and other supplies were also seen as possible during the coming year. With the new business practices in force, many operators were cutting down on unnecessary expenses and consolidating their activities, thus assuring a sounder operating basis for the new year.

## Op Activities

Also on the horizon for the coming year was the first all-operator convention, to be sponsored by the Music Operators of America (MOA) in Chicago March 6, 7 and 8. While manufacturers and suppliers will exhibit at the meet, the basic purpose of the convention is a get-together for operators to talk over the problems facing the industry.

This marks the first independent convention of the MOA, and the many State and local associations which are tied in with the national group have assured George Miller, national org's president, of a large attendance.

# Juke Play Up; Beer Biz Over Wartime Level

NEW YORK, Dec. 24.—Supporting juke box operators' reports of upped play during recent months was the announcement last week of E. V. Lahey, president of the United States Brewers Foundation (USBF), that sales of beer and ale hit a new all-time record for the first eight months this year.

Government records show that the nation's breweries sold 8,901,457 barrels of beer and ale during August alone, setting a new record for that month. This was a 6 per cent increase over sales during the same month in 1948, Lahey said, as well as the highest sales for any single month on record.

Taxpaid withdrawals of beer and ale for the eight months from January thru August this year totaled 58,411,593 barrels, topping the previous record sales of 57,880,664 barrels for the same period in 1947.

Lahey also declared that production of malt beverages continues at a high level, with August, 1949, output reaching 9,181,262 barrels, a hike of 499,644 barrels over same month of 1948.

## New York:

(Continued from page 77)

staff of Futuramic Machines, Inc. His job will be to help new coffee ops get routes started.

Danny Meltzer, of Mel-Ler Automatic Music, may soon have more than an operating interest in music. A fine singer, he has recently received a number of tempting offers to turn professional. Fellow ops may soon be buying Meltzer records.

Harry Wasserman, of Commercial Music and treasurer of the Automatic Music Operators' Association (AMOA), has opened a jewelry store in the Bronx.

Meyer Abelson, who holds the top sales posts for both the Oak Manufacturing Company and Character Charms, spent a few days here last week before leaving on an extended biz trip thru Southern territories. He will talk bulk vending and charms to distributors in Charlotte, N. C.; Atlanta, Birmingham, Tampa, Miami and New Orleans before returning north.

Bill Kiel, who sold out his phonograph route to Charlie Morell, of Local Music, about a year ago, was in town last week to visit friends. Kiel now runs a bungalow colony in Monticello, N. Y. . . . Constantino Pappadopoulos, of Athens Music,

# Shuffle Games Key to 1950; Sparked by Trade Leaders

(Continued from page 63)

ing. As a result he sought means of cutting his overhead. Most of this, he decided, could be accomplished by buying less equipment and if possible buying at a lower price. As it turned out neither proved a solution.

With the end of summer, general operating conditions began to pick up as they do annually, but the overall picture was not encouraging. Then it happened, Shuffle novelty games based on a combination of the puck action of shuffleboard and automatic scoring were introduced with notable player interest. However, it was not until this type of game was combined with the bowling theme in the form of United Manufacturing's Shuffle Alley that it became obvious that this unit was a forerunner of a new trend in game design. The success of the game, as far as the player was concerned, was based on its simplicity, player control and all skill shots. Other developments brought on by shuffle-bowling games were the opening of new territories, new locations and the entry of new blood in the amusement game operating field.

## Shuffle Games

As is the custom, when the player proves by his patronage that a certain type of game is what he has been looking for in the way of diversion,

# Shuffle Novelty Pool Game Bows At Nation-Wide

(Continued from page 63)

record all points on the scoreboard. After each play has been made, puck automatically is returned to players' end of the cabinet.

When played by one person, Twin Pool gives the player 15 shots for a dime. However, with two players a game continues until a rack of pool has been completed. As in straight pool (rotation), one player keeps shooting until his run is completed. Each time a player misses, the scoreboard reverts to his opponent, who continues to play until he misses. In addition to straight pool, other related games such as rotation Chicago and Kelly pool may be played on the Twin Pool playfield. The new Nation-Wide product is equipped with side cushions, which permit expert players to make bank shots. Combination shots, as set up by making certain pairs of roll-over buttons, are also an integral part of the game.

## SPOKANE OPS

(Continued from page 63)

here. It overruled a Spokane Superior Court decision enjoining the city from putting the ordinance into effect.

The State attorney general contended enforcement of the court order was the responsibility of local officers. Consensus among county prosecuting attorneys was that pin-ball machines would cease operating in most of the State's counties within 30 days unless the U. S. Supreme Court intervenes.

celebrated the birth of a daughter last week. . . . Sol Tabb, of Hysol, is back from Daytona Beach and Miami.

The success of dime-play, shuffle-type games, with every coinrow distributor having one or more of the new games on his floor, has made for a happy holiday season locally. The bright spot in the picture is that distributors and jobbers are having no trouble moving the games and ops continue to report high grosses.

most of the other leading game plants began to look for a playfield which, tho original in design, similarly would capture the player's fancy. As a result the following firms are now in full production on the following games, all based on the shuffle-bowling theme but all with an individual approach. Chicago Coin, Bowling Alley; Bally, Shuffle-Bowler; Keeney, Pin-Boy; Williams, Twin Shuffle. Significance of the trend is that all firms engaged in shuffle-type games report their main concern is how to hike production to a point where it even approaches demand.

Altho the shuffle novelty games have been in production, in some instances up to four months, surveys indicate that this type of game with the same and later different themes conceivably could be in peak demand for a good part of 1950 and even into 1951. At any rate the trade will be entering 1950 with its best prospects in many years.

## All Industry Org

The development of the all-industry association, ACMMA, should be one of high points of the new year. Led by President Herb Jones, the new association has ambitious plans to reunite the three major divisions of the trade—game (including five-ball, one-ball, shuffle, bell and console), vending and music—so that all parts of coin-operated machine business can work together for the advancement and prosperity of the entire trade. Firms which are charter members of the new non-profit association include manufacturers who go back as far as 60 years as well as some firms, which tho relatively new as a power in the industry, have marked up unusual success.

# Dixie Cup Elects 3 V.P.'s; Announces 8 Staff Changes

EASTON, Pa., Dec. 24.—Dixie Cup Company announced this week the election of A. R. Lilliecrapp, W. G. Genne' and A. J. Nolan as vice-presidents.

C. F. Dawson, president, stated that Lilliecrapp, who joined the company shortly after it was founded, will continue as treasurer, a post he has held for a number of years. Genne' joined the firm 25 years ago as a salesman, after several promotions was sales director. Nolan, with the firm 16 years, was director of product research and development.

Dawson also announced the following changes in staff assignments: W. O. Roe, assistant to president; B. Kearney and R. Koch, assistants to Executive President Van Schaick; R. Stocker, assistant development director; S. Muther, assistant to Vice-President Nolan; J. Kuebler, general works manager; W. Bachman Jr., Easton plant superintendent, and C. Melick, production planning, inventory control supervisor.

## Hartford, Conn.:

(Continued from page 77)

6 against \$3,947,458 a year ago. Total current assets November 6 were \$5,448,998 against \$5,518,019 last year, and total current liabilities \$405,025 against \$460,787. Total assets aggregated \$9,789,452 compared with \$9,590,745.

Sterling Beverage Company, Hamden, Conn., has notified the secretary of state here of the issuance of additional shares, listing 90 shares at \$100. . . . Ralph Colucci, owner of State Music Distributing Corporation, Hartford, spent a few days in the Southern Connecticut area on coin machine business.

Jim Tolisano, of Superior Music Company, Hartford, was a recent visitor at Ralph Colucci's office at State Music Distributing Corporation in downtown Hartford.

## END OF YEAR SALE

### Wholesale Prices

RECONDITIONED, READY FOR LOCATION

|                   |        |
|-------------------|--------|
| TAMPICO           | 119.50 |
| SHARP SHOOTER     | 119.50 |
| AQUACADE          | 129.50 |
| ST LOUIS          | 99.50  |
| ROUNDUP           | 99.50  |
| 1-2-3             | 89.50  |
| SARATOGA          | 89.50  |
| BARNACLE BILL     | 79.50  |
| BUCCANEER         | 79.50  |
| SWANEE            | 79.50  |
| BONE HEAD         | 69.50  |
| SALLY             | 59.50  |
| PUDDIN' HEAD      | 69.50  |
| SCREWBALL         | 59.50  |
| MERRY WIDOW       | 59.50  |
| CONTACT (Spinner) | 49.50  |
| SUMMERTIME        | 49.50  |
| PARADISE          | 49.50  |
| STARDUST          | 49.50  |
| MARDI GRAS        | 39.50  |
| MONTERREY         | 39.50  |
| RONDEVVOO         | 39.50  |
| TRINIDAD          | 39.50  |
| WISCONSIN         | 39.50  |

### ARCADE EQUIPMENT

|                 |          |
|-----------------|----------|
| SHUFFLE-SKILL   | \$129.50 |
| BING-A-ROLL     | 99.50    |
| SHUFFLEBACK, B' | 79.50    |
| ADVANCE ROLL    | 39.50    |
| BOOMERANG       | 29.50    |
| ROLL-A-SCORE    | 39.50    |

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# Record Reviews

(Continued from page 25)

| ARTIST   | TUNES   | OPERATOR       |
|--|---|----------------|
| LABEL AND NO.  | COMMENT   | DISK JOCKEY    |
| <b>RELIGIOUS</b>   |   |                |
| <b>THE ORIGINAL GOSPEL HARMONETTES</b><br>RCA Victor 22-0055 | <b>Only a Look</b><br>Women's group makes a fervent try, but fails to approach the potent Bess Poik version.  | 68--66--70--NS |
|  | <b>No, No, Nothing Can Change Me</b><br>Gals go at a break-neck tempo here, and piano keeps the shout hopping effectively.  | 74--74--74--NS |
| <b>THE DETROITERS</b><br>Staff 641                           | <b>Seek and You Shall Find</b><br>Rugged male group shouts this rhythmic piece with homespun fervor. Strong family-trade item.  | 76--76--76--NS |
|  | <b>I'm Not Ashamed To Be a Witness</b><br>Gospel chant builds in satisfying fashion.  | 70--71--70--NS |
| <b>THE SACRED FOUR</b><br>Gotham G-625                       | <b>Since Mother's Been Gone</b><br>Flavorful solo set against easy group chanting is most effective on this poignant standard.  | 76--76--76--NS |
|  | <b>Seek and Ye Shall Find</b><br>Lads pound out some revival spirit in their version of the popular standard. Uneven quality distracts some.  | 67--66--68--NS |
| <b>THE JOHNSON FAMILY SINGERS</b><br>Columbia 20653          | <b>I'll Meet You in the Morning</b><br>Sacred group from the rural regions, backed by string band, turns in a good one for Southern and hill country buyers.  | 71--70--72--NS |
|  | <b>The Old Country Church</b><br>Tempo picks up for this side, and it's a more potent rendition.  | 74--74--74--NS |
| <b>FLOYD DIXON TRIO</b><br>Modern 20-724                     | <b>Milky White Way</b><br>Devotional material rendered in modern trio style. Pace is relaxed, and beat is strong. Spinners should go for this one.  | 77--80--78--74 |
|  | <b>Precious Lord</b><br>As above.   | 76--80--78--70 |
| <b>CROWNS OF HARMONY</b><br>Phoenix 008                      | <b>On Borrowed Land</b><br>Not much here in the way of material or arrangement.   | 52--50--54--NS |
|  | <b>Hush</b><br>Feeble try, compared to the Golden Gates' version.   | 46--40--52--NS |
| <b>LATIN AMERICAN</b>  |   |                |
| <b>EL BOY ORK</b><br>Columbia 6377-X                         | <b>Similau (Afro-Cuban)</b><br>Latin version of the exotic tune is easy to dance to the El Boy's vocal contribution lacks distinction.  | 68--68--66--70 |
|  | <b>Tu Peticion (guaracha mambo)</b><br>Fine rhythmic side at a bright tempo. Vocally and melodically it's on the dull side, however.  | 70--68--70--71 |
| <b>ANSELMO SACASAS ORK</b><br>RCA Victor 23-1438             | <b>In the Hall of the Mambo King (mambo)</b><br>Grieg's "Peer Gynt" section is taking-off point for a so-so mambo score.  | 61--62--62--60 |
|  | <b>B Flat Mambo</b><br>This one's more like it. Beat is powerful, and figures have more Latin flavor. The Broadway-Miami rhumbugs should go for this one.   | 77--80--78--74 |
| <b>TITO GUIZAR</b><br>RCA Victor 23-1436                     | <b>Last Night</b><br>"Sin Ti," one of the big Mex tunes of the year, is given an English lyric here, but the Spanish is recited to guitar backing. Doesn't come off.  | 67--67--67--66 |
|  | <b>Maybe Manana</b><br>"Somos Diferentes" is the liquid melody offered by the current incumbent of the Persian Room. He's at his best when he lets loose in the original Latin lyrics.                          | 70--72--70--68 |
| <b>TITO GUIZAR</b><br>Victor 23-0345                         | <b>Palabras De Mujer</b><br>Big Mexican hit of several years back gets some sensuous crooning by the classy warbler.  | 74--75--73--74 |
|  | <b>Cuatro Milpas</b><br>Mexican cancion is slanted at the Mex folk market, altho Guizar's Persian Room following will like it too.  | 77--78--76--76 |
| <b>SACASAS ORK</b><br>Victor 23-0651                         | <b>Cose, Cose, Cose (guaracha calypso)</b><br>Tune originally cut by Miguelito Valdez is highly danceable in this brisk dishing. Orking is sharp and clean. For Yankee rhumbugs.                                | 70--70--70--70 |
|  | <b>Quixas, Quixas, Quixas (bolero)</b><br>The maestro's piano and the clean ensemble sound compensate for so-so group vocal on one of the most beautiful Latin tunes. Danceable side.                           | 75--75--75--75 |
| <b>ALBERTO IZNAGA ORK</b><br>Columbia 6378-X                 | <b>Mam-Bo-E (mambo)</b><br>Strong if over-polished mambo stuff by a big band. Vocal work could be guttier.  | 68--68--67--70 |
|  | <b>Opera Del Solar (guaracha)</b><br>A fast rumba funfest. Fine band.   | 73--74--73--73 |
| <b>NELO SOSA</b><br>RCA Victor 23-1417                       | <b>La Mucura (guaracha porro)</b><br>Number has been riding high for several months in Bobby Capo's throbbed version. This one's unlikely to catch up.  | 69--66--68--75 |
|  | <b>Una Lagrima Mia (bolero)</b><br>Dreamy ballad is, on the slow side for dancing, and appeal of crooning is limited to Latin nabes.  | 68--68--68--68 |
| <b>PEDRO VARGAS</b><br>Victor 23-1441                        | <b>Que Bonita Iba (cancion)</b><br>Beautiful tune is warbled with maximum feeling by the top Latin crooner.   | 83--85--83--80 |
|  | <b>Dame Tu Carnito (bolero mambo)</b><br>Another choice piece of material at a brisker tempo, with interesting angular mambo orking.  | 82--84--82--80 |
| <b>RUTH FERNANDEZ</b><br>Victor 23-1442                      | <b>No Llorar (bolero)</b><br>The husky-voiced Puerto Rican thrush comes up with a potent Spanish version of "Don't Cry, Joe." In any tongue, it's one of the top renditions. Vincent Lopez provides the orking. | 81--83--80--79 |
|  | <b>Yo Quisiera Saber (bolero mambo)</b><br>Heart-felt chirping of a good-enough Latin tune. Beautiful backing by the pianist-maestro and his Manhattan Latins.  | 75--75--75--74 |
| <b>PEDRO VARGAS</b><br>Victor 23-0633                        | <b>Maria Bonita (corrida)</b><br>Standard, folk-style Mex tune by Agustin Lara gets ideal treatment by Vargas. The composer himself directs the energetic orking.   | 74--75--74--72 |
|  | <b>Rosa (cancion bolero)</b><br>Another lovely ballad by the Mexican Barilo gets a full share of Vargas' tender intensity.  | 75--76--75--74 |

(Continued on page 83)



## ARTIE SHAW

(Continued from page 31)

of bending over for a beguine beat or camping in a bebop bailiwick, Shaw patterns the music to match the mood of the musical composition at hand. As a result, he runs the gamut from beguine to bebop.

If nothing else, it must be said that the brand of music that Shaw offers today is not a fad but a fact. Plenty of patience must have gone into the selection of men without stinting on personnel, for there are 19 on stage. The sections are all complete units, each man playing with the same kind of diction and devotion to make for a body that is completely balanced. Particularly striking is the cohesive sliding of the trombone choir.

Instead of mere suggestion, there is actual performance of power in the ensemble, with maestro giving full thought to the shadings and nuances of the rich harmonic and rhythmic structure of the scores. The drum-nastics of Irving Kluger are outstanding in the pace-setting.

### Toolet Stand-Outs

While the clarinet creations of the maestro are still pronounced and still rich in improvisation skill, there are also one or two sidemen whose horn phrasings evoke attentive listening, particularly the lead alto of Herb Steward, the melodic expositions of lead trumpeter Don Paladino and the trumpet hot and high of Don Fagerquist.

Musical offerings are largely instrumental, with a generous sprinkling of the standards, which sound like symphonic tone poems as Shaw puts them out. Nor is there any sagebrush growing on the Shaw scores of an earlier year. And just as modern are the instrumental interpolations of the maestro and trumpeter Fagerquist along with the rhythm section to make the excitement of the Gramercy Five exciting all over again.

Shaw sells nothing but a full-fashioned brand of music—music that blends with every taste and mood. For dancing or for listening, it's all there without tin hats, bebop bow ties or bubble gum. It's music that gives for those who will come and get it.

The only weak link is the warbling of the tall and stately Pat Lockwood, a blonde, whose sultry chanting is too restrained and her presence too stiff for the righteousness that the Shaw band banks behind her. The gal, who used to handle the wordage for Elliot Lawrence, has a keen concept for the rhythmic phrasing of a lyric. But it was either her own lack of vocal power or the failure of the microphone to lift her pipes above the band that negated her efforts.

Maurie Orodener.

## Washington:

(Continued from page 77)

venture proves successful, he plans to pipe the tunes to other near-by locations by telephone wires. Davis also said he has been adding a few new locations every week.

Employees of the Hirsh Coin Machine Company had a Christmas party December 17 at the home of the service manager, William Fisher. About 15 couples were present. A bonus, averaging about \$2,000 per man, is being distributed this year as it has during the past 15 years, President Hirsh de La Viez said. . . . Bill Schwartz, Hirsh's right hand man, celebrated his birthday and his fourth anniversary with the Hirsh Coin Machine Company on Christmas day.

"I Thought I'd Die," a hillbilly tune sung by Tommy Sosebee, was the record of the week on WGAY's disk jockey show, "Stan the Hired Man," beginning December 18. It has rated among the top 10 tunes in the D. C. area. . . . Continental Cafeteria, successor to the Balilika on Connecticut Avenue, has installed a shoeshine machine in its lobby.

## MERCURY'S "JAZZ SCENE"

(Continued from page 31)

\$25 and will be treated as a limited edition, with only 5,000 being prepared, of which about half were pre-sold on the basis of the preparatory promotion.

It's an attractive hard-backed, black cloth bound, gold-stamped loose-leaf binder housing half-dozen 12-inch unbreakable disks, 72 Gjon Mili album-size photos and a number of pages of Granz's notes and thumb-nail biographies of the artists featured on the album. This slick package will probably find quick acceptance among the more esoteric and wealthier of the still heavy jazz collector clique. The entire production is out of the top drawer in taste and conception. It leans toward the modern, both in the Mili-conceived photography and on the Granz supervised wax.

The dozen 12-inch faces are quite provocative and are of an amazingly high caliber, considering the generally shoddy jazz output on wax these days. Certainly, as jazz, these disks put to shame the greater majority of the honks and squeaks which Granz's *Jazz at the Philharmonic* sets have been providing. The best sides in the set include a swinging Lester Young Trio etching of *I Want To Be Happy* with Buddy Rich on tubs and "Aye Guy" (probably Nat (King) Cole) on the keyboard; *Sophisticated Lady* as done soulfully by Willie Smith; Charlie Parker strutting his amazing fluid drive on *The Bird*; Bud Powell's brilliant bop keyboarding of *Cherokee*, and a viciously driving machito band slicing, with Flip Phillips on tenor, of *Tanga*. Other sides spot a pair of Duke Ellington arrangements featuring Harry Carney bary sax solos with string backgrounds, a pair of Neil Hefti originals which add further stature to the man's reputation as one of the sounder craftsmen in the modern big band jazz idiom, a George Handy original, a Ralph Burns original and an unaccompanied tenor sax solo by Coleman Hawkins.

The tab is stiff for this elaborate package, but the jazz bugs should grab up the 5,000 copies rapidly once they dig the contents. Hal Webman.

## JOHNNY BOND

(Continued from page 31)

and Tom Milano December 13 and carries a big load successfully. The miniature crew plays in a big band style, with virtually all numbers tootled from sheets. The group entertains as it plays, aiming at both dancers and diners. This is accomplished by a load of well-selected novelty material, some of which the group has waxed for MGM Records, by a seemingly unbounded repertoire and by some excellent vocalizing. In the latter department Rosemary Calvin is a real standout. The former Vaughn Monroe chirp sells show tunes, pop ballads, hillbillies or special material with superior pipes and showmanship. Bond, another Monroe alumnus who handles the vocals on most of the novelties, fractures 'em with funny faces and costume business. Pianist Landez doubles on voice for ballads, and Miss Calvin, Bond and Fox compose a creditable trio. The group puts on the show here, too, with the chirp's hillbilly *Night and Day*, *You Broke My Heart With Be-Bop* and Bond's comic *I'm a Big Boy Now* getting the big hands.

The band's repertoire includes popcorn on the order of its original *Red Head* dishing, Latin, Dixieland and even some skillfully scored bop. All hands are well versed in the modern jazz idiom, but such offerings are judiciously mixed in during the course of the well-spaced dance program.

Bill Simon.

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### BLUE ANGEL, NEW YORK

(Continued from page 33)

musical. Her few TV shots haven't done her justice. She can act, sing and sell better than many boy comics getting triple her salary.

May Barnes, a chunky powerhouse singer, was another hit. Tho her raucous pipes are intriguing, it is her deadpan comedy that slays 'em. Working with her own pianist, she does sly bits involving the piano player that are timed so skillfully they're convulsing.

Then there's Stan Freeman's piano-logs. Since last caught Freeman has added new material, mostly topical, which takes pokes at current hit musicals. His line is made to order for this or any other smart room. The crowd loved him.

Kitty Carlisle has improved considerably since last caught. Instead of pops she now does things like *Man Around the House*, a poignant song with grown-up lyrics, and a strange, moving number, *Down in the Depths*, and sold beautifully. With such numbers the ex-band canary can keep working. She kept this audience spellbound.

Andy Williams, a holdover, is still the personality kid, selling bounce-ish stuff with bits of business for good hands. *Bill Smith.*

### CHEZ PAREE

(Continued from page 33)

adept. Brandow is in the same big league.

Opening with a vocal duo called *Dance, Dance, Dance*, they quickly segued to some fancy iron-work. Brandow does a bit with miniature steps that stops 'em cold, this, while Condos beats the 88, and gets band backing. Both boys play piano, trumpet and do imitations. Their take-off of Louie "Satcho" is wonderful.

The chorus, billed as the Adorables (7), work in three numbers, with their closer a satire on the roaring '20s, which brings them on in knee-length dresses, thick hose and Cuban heeled kicks with straps. This with the low neckline is the ensemble.

Les Lawson's ork (5) back 'em with *Collegiate* and *Yes Sir, That's My Baby*. The gals beat it out with Charleston steps and black bottom. The routines show thought and ingenuity and are liked plenty.

The one lacking factor in the entire

### PHILLY OPS POLISH

(Continued from page 33)

by the horns. Accompanied by a teaser newspaper campaign around the number "55," Spiegel made it 55 cents for "your favorite drink." And the upped nightly receipts proved his point. Other ops are still marking time on prices, fearful that cutting them might result in a price war that would spell disaster to the nitery industry.

Other ops have turned to merchandising gimmicks to attract trade. A come-on was staged by Dorwarth and Siefert, operators of the Celebrity Room, who gained almost a dozen crowded Wednesday nights because of a "pin-up girl" contest. The total cost included batches of orchids, which a florist donated for credit mentions, and a cup for the winner, who had her picture included in the pin-up collection of the Walter Thornton model agency in New York.

Harry Steinman's Latin Casino, which couldn't draw 'em in with the top floor names, has also turned to gimmicks. On Tuesday, it's square dancing, with Pop Johnson's hill-billies making it a hoedown. On Wednesdays, Steinman offers an audience participation "Casino Dance Carnival" conducted by Lillian Martin and Danny Rayo. And on Thursdays, the local specialty and fur shops are brought in to stage fashion shows. The fashion show offerings are also used effectively by the supper rooms at the Warwick and John Bartram hotels to build up their cocktail biz.

Maxine's attracted attention with the first nitery exhibition of an art show—spare-time brush and pen work by many outstanding local figures in all walks of life. The Embassy Club tied in with the Arthur Murray school for special dance exhibitions. The Little Rathskeller booked in a "Mystery Quartet," with a television set to the patron suggesting the most appropriate stage name for the troupe. Out in the nabes, spots are staging amateur contests and "talent quest" nights in order to entice rooters for the hopefuls among family and friends.

show is the failure to book a comic. A fast boy would fracture 'em in this room and keep 'em waiting in line. *Barry Gray.*

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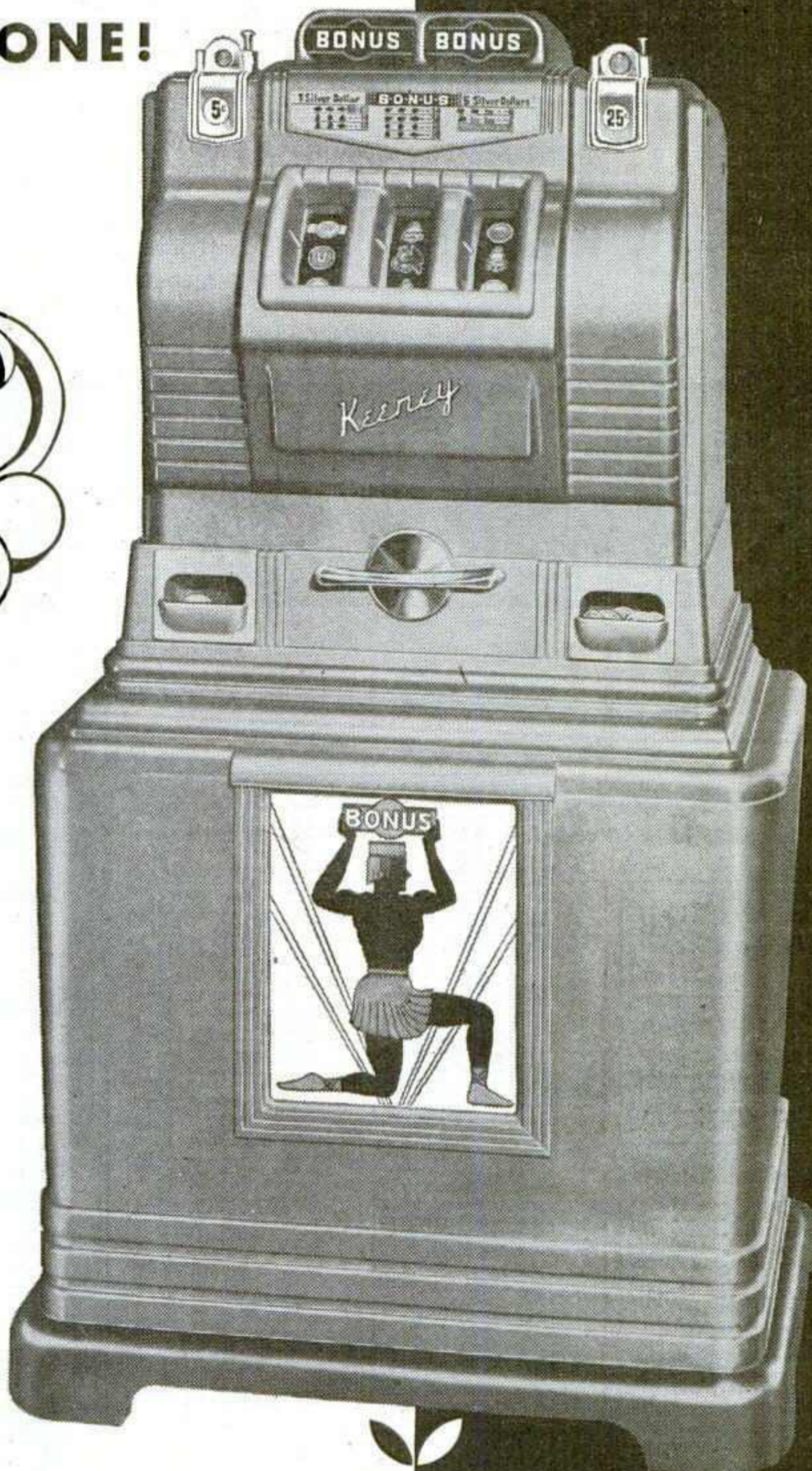


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- 10¢ Mills Golden Falls 120.00
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- National 930's ..... 65.00
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- Unedapak 500, 15 Col. 75.00
- Unedapak Monarch, 10 Col. .... 95.00
- DuGrenier Challenger, 7 Col. .... 95.00
- Rowe Imperial, 6 Col. 65.00
- DuGrenier W's, 9 Col. 55.00
- Rowe President, 10 Col. .... 95.00

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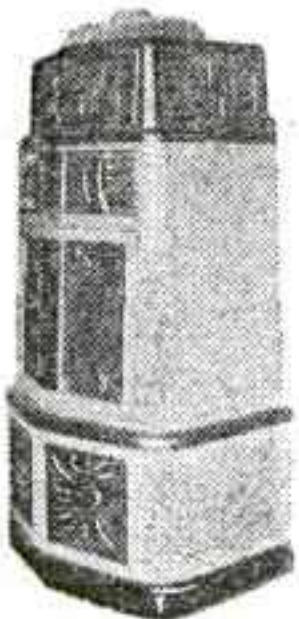
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**Record Reviews**

(Continued from page 79)

| ARTIST        | TUNES   | RATINGS                                |
|---------------|---------|--|
| LABEL AND NO. | COMMENT | OVER-ALL DISK JOCKEY RETAILER OPERATOR |

**COUNTRY & WESTERN**

|  |  |                                  |
|--|--|----------------------------------|
| <b>WILMA LEE &amp; STONEY COOPER</b><br>Columbia 20654                 | <b>No One Now</b><br>Little strength in either performance or weeper material, as thrush solo-vocals without zip.<br><b>I Dreamed About Mom Last Night</b><br>An effective recitation by Stoney Cooper on a pathos-laden mother theme, sandwiched by duet-harmonized intro and close.  | 56--56--56--56<br>72--72--72--72 |
| <b>BAR X COWBOYS</b><br>Macy's 112                                     | <b>Cold Shadows in My Heart</b><br>Warbler projects a likely medium-tempo torcher with sincerity and conviction. Good string backing, strong beat.<br><b>Fair Weather Friend</b><br>Tempo picks up on this side for another effective rendition. Tune is catchy.   | 75--75--75--75<br>72--72--70--74 |
| <b>DICKIE JONES</b><br>Macy's 113                                      | <b>I Wish I Knew—Do You?</b><br>Warbler has warmth, but tune and treatment are too pop-directed for country approval.<br><b>Never Again for Me</b><br>Tune, a sentimental ballad, is most attractive melody-wise, and Jones delivers with warmth and straightforward appeal.   | 60--62--60--58<br>70--70--70--70 |
| <b>RIDERS OF THE PONY EXPRESS</b><br>Hart-Van HV-16011                 | <b>Tears Come Easy</b><br>Bouncy jingle gets an acceptable but offhand run-thru, with get-off string work in back of male vocal.<br><b>I Know There is a Santa Claus</b><br>Attempt to weave Santa into a love ballad doesn't come off.  | 62--60--62--64<br>58--59--58--57 |
| <b>BOB McCOY (&amp; His Western Stars-Pete Aryes)</b><br>Token 100     | <b>Hi-Yo Tony (Tony Galento Polka)</b><br>Instrumental parts provide an okay Western polka, but the lyrics are for New Jersey cowhands.<br><b>My Honey's Got a Honey of a Bathing Suit</b><br>Rendition is dancey, with a strong, definite beat, but the novelty lyrics are inconsequential.   | 61--62--60--60<br>61--60--62--61 |
| <b>DEE STONE</b><br>(Ted Prillaman's Virginia Ramblers)<br>Liberty 201 | <b>Square Dance Polka</b><br>Some authentic, deep rural orking here. Could serve as square dance fare where a caller is available.<br><b>Answer to Little Pal</b><br>(Roy Fulcher-Jim Wyatt-Ted Prillaman Virginia Ramblers Mountain lads team up for some twangy harmony and rhythmic guitar plunking in the authentic manner. Should do okay in the territory. | 64--65--65--62<br>71--73--70--70 |
| <b>JOHNNY RION</b><br>King 829   | <b>Handprints on the Window Pane</b><br>Sentimental evocations of childhood make for a gentle country side.<br><b>The Blind Child's Prayer</b><br>Pathos here doesn't get over with sufficient strength, tho the lyrics lay it on thick.   | 70--70--70--70<br>72--73--72--72 |

**RHYTHM & BLUES**

|  |   |                                  |
|--|---|----------------------------------|
| <b>BEN SMITH QUARTET</b><br>Abbey 3008     | <b>Don't Worry Me No More</b><br>Clean-playing and warbling quartet backs thrush Nellie Hill's pleasing piping on a beat-full ballad development of a light blues theme.<br><b>I Ain't Fattenin' Frogs for Snakes</b><br>First-rate comic material rendered tellingly in up-tempo boogie. Side, with its catchy tag, could have a pop as well and r and b future. | 74--74--72--76<br>81--82--81--80 |
| <b>BOB MERRÈLL</b><br>Abbey 3010           | <b>Low Down Groove</b><br>Merrell warbles a slow blues in a winning, burr-toned, throat-catch style. Excellent combo work adds to mood interest.<br><b>The Blues Is Here T'Nite</b><br>Another good jell of chanting and backing, here on a medium tempo riff blues. Good example of a blues that keeps the mood, yet uses modern ideas and attack.               | 80--80--80--80<br>78--78--78--78 |
| <b>CHAMPION JACK DUPREE</b><br>Solo 10-014 | <b>Black Woman Blues</b><br>Old-time blues moan and piano backing has real lyric appeal. Good Southern item.<br><b>Once I Had a Girl</b><br>Sonny Terry's harmonica joins the Dupree piano in another distinctive blues job.  | 70--68--70--72<br>70--68--70--72 |
| <b>LESTER WILLIAMS</b><br>Macy's 5000      | <b>I'm So Happy I Could Jump and Shout</b><br>Lusty, up-tempo boogie blues, with warbler, jump tenor, and driving rhythm section delivering zestfully.<br><b>Wintertime Blues</b><br>Warbler impresses with winning, personal quality on a fine slow blues effort. Both sides excellently recorded.   | 73--71--73--75<br>78--78--76--80 |
| <b>THE SHADOWS</b><br>Lee 200              | <b>I've Been a Fool</b><br>New quartet debuts auspiciously with a telling ballad job. High-range lead voice and velvet harmony support in the best Orioles and Ink Spots tradition.<br><b>Nobody Knows</b><br>Another potent side, a little lighter and jivier than flip, for effective change of pace.   | 86--86--86--86<br>83--83--83--83 |
| <b>MAX "BLUES" BAILEY</b><br>Domino D-308  | <b>Irene's Blues</b><br>Shouter delivers a superlative slow blues with husky distinction and presence, with top support from a small Buddy Tate combo. Could score.<br><b>Put Your Money Where Your Mouth Is</b><br>Jivey humorous blues with a catchy tag. One chorus is too blue for airing, but not in bad taste.  | 85--85--85--85<br>76--NS--76--76 |

**HOT JAZZ**

|   |  |                                  |
|---|--|----------------------------------|
| <b>LARRY LUCIE</b><br>Solo 10-017           | <b>Riff, Romp &amp; Stomp</b><br>Rhythm novelty draws a swinging small group ride.<br><b>Hold My Baby Tight</b><br>Cleanly executed fast boogie blues with a good beat and spirit but trite lyric.   | 70--70--67--73<br>68--70--65--70 |
| <b>BRUCE HINKSON QUARTET</b><br>Solo 10-016 | <b>G &amp; B Jump</b><br>Tenor solo with good rhythm section has little more than a neat but unoriginal riff base.<br><b>I Cried for You</b><br>Bopped first chorus is followed by a straight vocal of the song at the up tempo. Disking's of slight import. | 61--60--60--63<br>56--55--55--58 |

(Continued on page 84)



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SIZE:  
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**Frank Swartz Sales Co.**  
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**COINMEN YOU KNOW**

**Twin Cities:**  
 (Continued from page 77)  
 Bismarck, were in the Twin Cities on a shopping trip. . . . Doing the same thing were Charles Jackson and Al Smart, of Bemidji, Minn. . . . Mr. and Mrs. Jack Harrison came to Minneapolis from Crosby, Minn., to buy records for their music route. . . . Bill Welch, Chippewa Falls, Wis., confined his interest to pin games on his visit here. . . . Bill Cohen, head of Silent Sales Company, Minneapolis distributor, was in Chicago recently visiting manufacturers and looking over lines. . . . Norman Hanson, of Osakis, Minn., dropped in to the Twin Cities to shop. . . . Up from Lake City looking around was Jack Lowrie. . . . At Mayflower Distributing Company, Matt Engel was being kept busy with operators wanting to see Shuffle Alley and other novelty games handled by that firm. . . . Al Meiorowitz, of S. L. London Company, Seeburg distrib, said the music line is getting excellent attention from operators thruout this area. Many, he said, are adding more and more of the units to their routes.

Ray Shaw, Minneapolis music and pin game operator, is expanding his route and adding new equipment to his locations. . . . Dave Ziskin, of Silent Sales Company, reports that the California Shufflepin novelty game is getting terrific attention from operators thruout this area. He reports the same high interest in Exhibit's Silver Bullet. . . . Mary Shank is the new secretary at Hy-G Music Company. . . . Kenny Glenn has opened his new wholesale coin machine establishment at University and Prior avenues in St. Paul and is ready to do business.

**Record Reviews**

(Continued from page 83)

**RATINGS**  
 OVER-ALL  
 DISK JOCKEY  
 RETAILER  
 OPERATOR

| ARTIST  | TUNES   | LABEL AND NO. | COMMENT | RATINGS        |
|---|---|---------------|---------|----------------|
| <b>COLEMAN BROTHERS</b><br>Arco 1208            | <b>Plenty of Room in the Kingdom</b><br>Male jubilee group puts a load of feeling into this one. Rhythmically its more than adequate.                                 |               |         | 71--71--71--NS |
|   | <b>I Can See Everybody's Mother But Mine</b><br>Moving subject, and sincere, intense treatment by the lads, who take the number at a slow, pulsating pace.            |               |         | 76--77--76--NS |
| <b>SISTER ERNESTINE WASHINGTON</b><br>Arco 1207 | <b>Prayer Changes Things</b><br>Gospel chanter injects her usual fervor here. Organ backing.  |               |         | 72--72--72--NS |
|   | <b>We Will Walk Through the Valley</b><br>Slower number gives the Sister a more profound vehicle, and she manages to sustain the strong mood thruout.                 |               |         | 78--78--78--NS |
| <b>HEAVENLY GOSPEL SINGERS</b><br>Arco 1212     | <b>They Put John on the Island</b><br>Male ensemble offers creditable coverage of the popular spiritual.  |               |         | 68--68--68--NS |
|   | <b>Motherless Children</b><br>Touching subject is the meat here.  |               |         | 71--71--71--NS |
| <b>ERNESTINE B. WASHINGTON</b><br>Arco 1210     | <b>My Record Will Be There</b><br>The shrill-voiced shouter packs some power here, tho her words are difficult to catch.  |               |         | 67--68--67--NS |
|   | <b>The Lord Is My Shepherd</b><br>Slow, meditative, Gospel-based work is rendered in penetrating fashion by Madame Washington. Diction is obscure here too.           |               |         | 71--71--71--NS |
| <b>BROTHER JOE MAY</b><br>Specialty 343         | <b>Search Me, Lord</b><br>This rhythmic Gospel bit offers something different. Fervent musical shouting with strong beat-ful backing here.                            |               |         | 83--84--82--NS |
|   | <b>How Much More of Life's Burden Can We Bear</b><br>Man's got a lot of power and he knows how to build an exciting side.   |               |         | 78--78--78--NS |
| <b>MAHALIA JACKSON</b><br>Apollo 217            | <b>Prayer Changes Things</b><br>An intense ever-building rendition, taken at Miss Jackson's favored striding tempo. Should do business.                               |               |         | 83--84--82--NS |
|   | <b>Walk With Me</b><br>Moderately paced opus lacks the meat of flip, but Sister Jackson gives it plenty of power.   |               |         | 76--76--76--NS |
| <b>MARIE KNIGHT</b><br>Decca 48120              | <b>I Must Have Jesus All the Way</b><br>Up-tempo Gospel opus has rollicking backing for a strong Sister Knight shout.   |               |         | 77--78--77--NS |
|   | <b>I Thank You, Jesus</b><br>She's just as effective at the slower pace of this penetrating piece.  |               |         | 78--78--78--NS |
| <b>STARLIGHT GOSPEL SINGERS</b><br>Solo 10-0188 | <b>Didn't It Rain?</b><br>Rhythmic, chant-type spiritual really moves. Bible tale is projected clearly, too. A virtuosic job.   |               |         | 78--78--78--NS |
|   | <b>I Got Trust in Jesus</b><br>Hushy, basy rhythm chant is short, but effective.  |               |         | 70--70--70--NS |
| <b>NORFOLK FOUR</b><br>Abbey 7005               | <b>My Life Is in His Hands</b><br>Homey gospel singing, with a strong, but easy beat that builds. Should hit heavy in the South.                                      |               |         | 80--80--80--NS |
|   | <b>The Beautiful City</b><br>"John Saw the Number" is the material here, with words clearly pronounced. Fervent job.  |               |         | 71--70--71--NS |
| <b>JUBILEE BOYS</b><br>Abbey 7004               | <b>God Don't Change</b><br>Very penetrating projection of the slow devotional chant. Scoring offers good variety.   |               |         | 78--78--78--NS |
|   | <b>God Don't Like It</b><br>Admonition against sin recommends using corn for bread, not moonshine. Light weight, but neatly done.                                     |               |         | 73--73--73--NS |
| <b>SONG SPINNERS</b><br>MGM 50032               | <b>Parade of the Wooden Soldiers</b><br>The kiddie standard has a good measure of rhythmic and melodic appeal, and the vocal group puts it over. Attractive envelope. |               |         | 72--72--72--NS |
|   | <b>The Toymaker's Dream</b><br>Another familiar opus, which the group turns into a cute, catchy side. Instrumental color helps considerably.                          |               |         | 74--75--74--NS |

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| Wurlitzer 1015 .. 279   | Seeburg 146-8M . . . 349  |
| Wurlitzer 1017 .. 269   | Seeburg 147M . . . 349    |
| Rock-Ola 1422 . . . 199 | Seeburg 146M . . . 299    |
| Mills Constellation 259 |                           |

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| 750E ..\$139  | Commando ..\$69   | 1941 R.C. Special...\$149 |
| 050 .. 109    | President .. 69   | Hightone, R.C. .... 119   |
| PS0 .. 109    | Super 40 .. 69    | Hightone, E.S. .... 99    |
| 000 .. 109    | Standard 39 .. 69 | Colonel .. 89             |
| 500 .. 69     | 12 Record .. 39   | Commander .. 89           |
| 600K .. 69    | <b>PACKARD</b>    | Major .. 89               |
| 600R .. 64    | Twin 12 ..\$39    | Cadet .. 89               |
| Victory .. 39 | <b>BUCKLEY</b>    | Regal .. 69               |
| 616 .. 39     | Hideaway ..\$34   |                           |

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| Seeburg 3W2-L56, 5¢, 3 Wire 29.00                           | Seeburg S-20-12-30 Wire . . . 3.50                     |
| Seeburg W1-L56, 5¢, Wireless 27.50                          | Seeburg WS-2Z, 5¢, Wireless 9.95                       |
| Seeburg Prewar, 5¢, 3 Wire . . 12.50                        | Wurlitzer 3020 .. 39.00                                |
| Seeburg WB-1Z, 5/10/25,<br>Wireless Baromatic . . . . 19.00 | Wurlitzer 125 .. 7.50                                  |
|   | Wurlitzer 120 .. 3.50                                  |
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**Calendar for Coinmen**

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. (WVG), 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. (MAOA), monthly meeting, Maccabees Building, Detroit.  
 January 12.—Washington Coin Machine Association (WCMA) monthly meeting, Phillips Novelty Company, Washington.  
 January 18.—Coin Machine Operators' Association of Harris County (CMOAH) monthly meeting, Houston Chamber of Commerce Building, Houston.  
 January 26-27.—National Dairy Council (NDC), annual meeting, Hotel LaSalle, Chicago.  
 February 6.—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore.

(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.)



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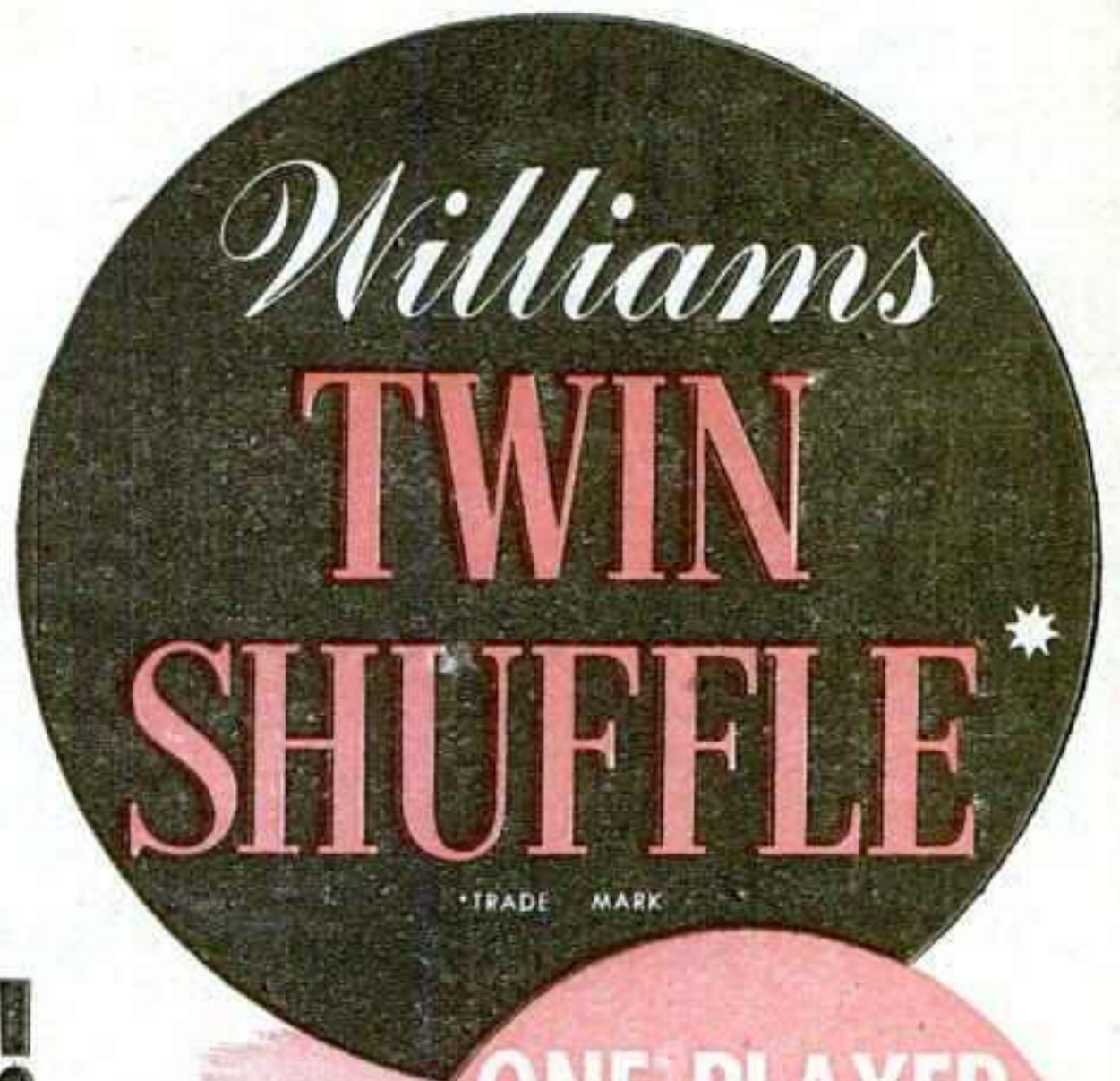
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# 2 PLAYERS!



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- IDEAL SIZE FOR ANY LOCATION—APPROX. 8 FT. LONG, 2 FT. WIDE

RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER!



## GETS DOUBLE THE EARNINGS!

ONE PLAYER 10c  
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### ALTERNATING FRAME BY FRAME SCORING FOR EACH PLAYER!

### STRIKES SPARES TURKEYS SPLITS RAILROADS ETC.!

### A TERRIFIC COMPETITIVE PLAY GAME!



CREATORS OF DEPENDABLE PLAY APPEAL!

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Pushback Wire

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Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

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188 W. Randolph Chicago 1, Ill.

**COINMEN YOU KNOW**

Chicago:

(Continued from page 77)  
petitive shuffle-type bowling games."

At Empire Coin Machine Exchange, Gil Kitt and Ralph Sheffield continue to sing the praises of shuffle novelty games. Howie Freer, sales engineer for the firm, says increased action on the used bell front is also a good sign of the times.

W. S. Deree, president of Alco-Deree Company, reports his firm's entry into the food vender field, via its refrigerated candy-cheese-sandwich machine, has every indication of success. With automatic merchandising of foods in prepackaged portions in both snack and meal sizes becoming more of an actuality, he looks to 1950 for a "food vender year." Tasty Sandwich Company, headed by Georgia Shanks and Florence Vipond, both expert food caterers, is the "actuality" for Deree, with the ladies Snak Pak sandwiches already on location in a number of local plants. Tasty Sandwich is national distributor for the refrigerated Snak Pak vender made by the Deree Company.

Walton Ashton, general manager of Searles Manufacturing Company, has his eyes on some all-out production figures for the Kalva 3-Way bottle-carton vender and the new all-carton machine designed and tested by the firm thru most of 1949.

John Frantz, head of J. F. Frantz Manufacturing Company, continues to ship numbers of his General scales to organizations conducting charity drives. The scales special enlarged coin chute accepts coins from a penny to a half-dollar.

H. F. Burt, Silver-King Corporation, finds that after setting his sales sights on the smaller communities thruout the country, the bulk vender, target vender and candy machine orders have marched upward. Burt says that if things keep on as at present, next year will see the foundry and production facilities in Aurora enlarged.

Year-end news from Advance Machine Company, old-line firm headed by E. C. Travis Jr., is not startling model-wise, but again goes to prove that when you build a good mouse trap or vender, business continues at a good pace thru the decades. . . . S. D. Levings, Bastian Blessing Company, says there is nothing new to report on firm's new type cup-type soft drink vending unit. Announced last summer, firm planned to have it produced as a complete unit by an outside company. With all the activity in the cup vender field during the latter part of this year, however, machine improvement and price-reduction-wise, Levings may come with more vender news in '50.

Adolph Raymond, A & M Company chief, has been trying a new wax angle on his machines. And its been working out well, especially in the neighborhood taps and similar spots, he says. Explaining the angle, Raymond points to the upsurge in hillbilly hits during recent months. During a turn-about on the trend, A & M placed a number of disks of a new pop performed as a hillbilly number and found reception surprisingly good. Tune is Hart-Van label's "Handwriting on My Heart," done up corn-fashion by folk artist and disk jockey Marty Roberts' Golden West Four.

Tony Obelzinski, Devices Novelty Sales, reports good tidings as pre-holiday business activity continues to hold up well. Tony, who has seen many a new year come and go in the coin machine business, is another coinman to predict good things for 1950. . . . Victor Vending Machine Corporation is rolling along with the order-accent on its complete

Topper line, according to firm-topper H. M. Schaeff. Victor's single, double and recently introduced triple-Topper units fill a variety of needs for the bulk operator, Schaeff says.

Leaf Gum Company official Marshall Leaf says firm's new giant Jumbo bubble ball gum will be vended thru special units now in the works by most major penny bulk vender makers. . . . Jimmy Johnson, prexy of Globe Distributing, was on his toes last week to wave Merry Christmas greetings to friends who dropped in his California Avenue headquarters. "It's been a good year and we see more of the same for '50," is Jimmy's comment.

At J. H. Keeney & Company, cigarette vender news is that output is being maintained at a steady level. Roy McGinnis, president, and John Conroe, vice-president, concur on the production report, and add that for 1950 firm's electric de luxe model is expected to make still better sales-gains. Boys base their prognostication on the inclined sales curve for the unit during 1949, showing operators' attitude toward the Keeney "smoke" vender. . . . A Garrick Alex, heading Vendall Service Company, is keeping his candy-cup vender operation going as a dual operation this winter. Fall-off of drink sales will be compensated for during their rise in summer when candy demand drops. As for the future of such a twosome set-up, Alex indicates more drink operating experience will have to be "gotten under the belt" before any definite stand is taken.

A frenzy of activity has developed in the Atlas Music Company's offices and showrooms during the past week. The boss men, Morrie and Eddie Ginsburg, along with Nate Feinstein and Harold Schwartz, see in this a promising sign for top business conditions for next year. And with the Seeburg Select-o-Matic going out in steadily mounting numbers to operators who come back for more, the boys' views would seem to be correct, opines Atlas's Illinois roadman Joe Kline. . . . Jimmy Martin and George Solar, James H. Martin & Company, turn in word of brisk disk buying by juke ops. The current crop of wax hits is proving to be a good coin-puller for the machines, says Jimmy. George adds that they are many more platters now set for hitdom for early '50, with a large proportion well-slanted for juke use.

Wally Finke, World Wide Distributors, reports sales during December have set a new record at the firm, with shuffle-type games leading the way. The heaviest demand from ops has been for the Keeney Pin Boy and Chicago Coin's Bowling Alley, Wally says. Another item which has caused a big stir, altho it was just introduced last week, is Williams' Twin Shuffle unit, which allows two players to compete simultaneously on the same board.

Purveyor offices took on the holiday air last week, with Herb Perkins, firm head, back in harness after his flying trip to the West Coast. Herb was one of the operators who pioneered juke box rentals in this area, and has been passing on the knowledge of this phase of the business to others. Christmas and New Year holidays are a natural for added revenue from rental of extra equipment, as many operators who are new to this type of service, are now learning.

John W. Culp, general manager of Culp Products, Elkhart, Ind., is due in Chicago any day with several revolutionary ideas for the novelty game business. Culp, who has spent almost 50 years as a successful inventor, has been a coin machine enthusiast for several years.

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**ATOM** 10c Play

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Cigarette Sales Booster. Line up 3 of a kind, win a carton of cigarettes. The best money-maker 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: 5 1/2" x 5 1/2" x 6".

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**Brand New!**  
**GOTT. 3-WAY GRIPS**  
**\$27.50**  
Reconditioned like new  
**\$17.50**

**T. O. THOMAS CO.**  
1572 Jefferson St. Paducah, Ky.



**SACRIFICE**  
10 Brand New Philadelphia Toboggan Skee-Ball Alleys  
Must be removed immediately. Best offer takes them. Act Now!  
**HERMAN RAPPS**  
185 Montague St. Brooklyn, N. Y.  
TRiangle 5-4390

**Los Angeles:**

(Continued from page 77)

gate to look over some new equipment. . . . Another recent visitor was Jack Mallett, Claremont operator. . . . S. L. Griffin, who operates in Pomona, was making the rounds on Pico Street.

Jack Leonard, of Badger Sales Company, reports that juke box business in Alaska must be good. He just finished shipping a large order of Rock-Ola parts to Fairbanks. Incidentally the firm expects the first shipment of Williams' Twin Shuffle to arrive via air from Chicago. Al Silberman is putting on the steam for the Badger Sales Company vending show slated for early in 1950. To add to his line of machines he just received the latest model Fruit-o-Matic vender which handles three kinds of cellophane-wrapped fruit. Ken Ferrier, Oxnard coinman, took home a supply of Model 49 Northwestern venders from the Badger Sales floor.

Stuart Hamblen visited Mary Solle at the W. H. Leuenhagen Record Bar to plug his new tune, "Pony Express" on the Columbia label. . . . Earl Bryden, popular record operator, was in Leuenhagen's stocking up on records for the holiday trade. . . . George Joyce was in from his Inglewood operation to renew acquaintances on coin machine row. . . . Another recent visitor was Mel Snodderly, who hails from suburban Compton. . . . Jerry Cooper visited Pico Street recently to look over some new equipment. . . . Ditto for Carl Collard, who operates in San Bernardino. . . . Clyde Denlinger made one of his frequent trips in from Balboa.

Frank Butterfield, of the E. T. Mape Company, placed another order for Maestros. . . . Archie Luper, Ventura coinman, was in town. . . .

**Philadelphia:**

(Continued from page 77)

With parking meters already in operation in the Germantown section, the city traffic engineer will make a city-wide survey to determine possible sites for the installation of parking meters in view of requests made by business groups in South and West Philadelphia.

Motor Parts Company, local distributors of Columbia records, will take its name from the president of the firm with the new year, changing its business designation to that of the Stuart G. Louchheim Company.

Paul Milburn, who operates in Hollywood, was making the rounds. . . . Other visitors were Harry Grassle, Ventura, and H. L. Alderman, of Upland.

Larry Jackson, one of Pico Street's favorite platter salesmen, got himself a by-line on an article he did for "The California Fish and Game News." He also does a regular column for the mag. . . . Paul Milburn, Hollywood coin operator, was renewing acquaintances on Pico Street. . . . Another visiting coinman was W. H. Bradley, of Covina.

Glen Anderson has sold his vending machines and is now concentrating on scales. . . . Otis Murphy rep for the Holly Crane, is back from his Eastern seaboard jaunt. . . . Harold Sharkey, local shuffleboard operator, was making the rounds again last week. . . . J. B. Goodman, now operating a vending route in the Imperial Valley, was in town to renew acquaintances. . . . It is reported that A. Butler, former vice-president of WVMOA, is in the Sawtelle Veterans' Hospital. . . . I. B. Gayer was in from San Bernardino.

**START THE NEW YEAR RIGHT . . . WITH SHUFFLE-MITE**

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**THE "SHUFFLEBOARD" WITH THE "CONTROLLED PLAYTIME"**

**NO PLAY WITH-OUT PAY**



**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 handle
- Beautifully designed. . . strongly constructed
- 2 or 4 can play at one time. . . 10c starts play and controlled "Playtime" runs 10 minutes
- Profitable. . . priced LOW, so operator will get his investment back in a hurry

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**Make It a HAPPY NEW YEAR with**

**GENCO GLIDER**  
Fast, exciting. Terrific money earner. 5c play. Average game 45 seconds. Easy to understand. Simple to operate. Only 5 available. Now only \$125.

**KEENEY PIN BOY**  
Deluxe shuffle bowling game. Official bowling with strikes, doubles, spares, etc. Puck returns automatically and fast. 9 1/2 ft. long, 2 ft. wide. Automatic scoring. Exclusive ILLINOIS and IOWA

**CHICAGO COIN BOWLING ALLEY**  
Shuffle Bowling with visual stand-up pins. 2 can play at same time. Very fast—puck rebounds, 8 ft. x 2 ft. Immediate Delivery.

**Bally SHUFFLE BOWLER United SHUFFLE ALLEY**

**CONSOLES**  
Keeney TWIN BONUS . . . \$275  
Keeney SINGLE BONUS . . . 175  
Keeney SUPER BELL, 5c . . . 80  
Deluxe DRAW BELL . . . 195  
DRAW BELL, 5-10-25c . . . 145  
TRIPLE BELL, 5-10-25c . . . 350  
CLOVER BELL, 5-25c . . . Write  
SPOT BELL, 5c. Write  
Jennings CHALLENGER, 5-25c. . . 215  
Mills DUPLEX, 5-25c . . . 295

**Williams TWIN SHUFFLE**

Absolutely unbelievable! Does the impossible! A PERFECT bowling score with two players. All spares and strikes carried over and tabulated with perfect accuracy while TWO players alternate from frame to frame. Competitive play at its best! Two players in action! Collections at their highest! One player 10c, two players 20c.

- Puck returns to player quickly, surely!
- Official bowling rules and scoring!
- Convenient mechanism drawer in side of cabinet for easy servicing.
- Recessed coin chute and puck return to protect player!



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**WILLIAMS QUARTERBACK**  
Passing, running, kicking, thrilling game for players because they control all action.

**ARCADE BARGAINS TELEQUIZ, 1948 model 100. Like new, 5c or 10c play. Now only \$175**  
Williams STAR SERIES . . . 245  
Williams ALL STARS . . . 125  
Exhibit DALE GUN . . . 95  
Chi Coin PISTOL. 125  
Chi Coin REBOUND, 10c play 75  
JUNIOR SHUFFLEBOARD . . . 45  
TOTAL ROLL . . . 25  
ADVANCE ROLL HY ROLL . . . 85  
Chi Coin ROLL DOWN . . . 35

**SLOTS**  
Mills JEWEL BELL, 5c . . . \$135  
Mills JEWEL BELL, 10c . . . 135  
Mills JEWEL BELL, 50c . . . 215  
Mills VEST POCKET BELL, Late Model, 5c . . . 39  
Jennings STANDARD CHIEF, 5c. 150  
Jennings STANDARD CHIEF, 25c. 150

**FIVE BALLS**  
We have a huge selection of finest reconditioned late model flipper games. Write at once for listing.

**SLOT MACHINES**

HEADQUARTERS for all models of Mills Bell Machines BOUGHT SOLD AND EXCHANGED \* SEE OUR FLOOR DISPLAY NOW!

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| Ballerina . . . 37.50      | Grand Award . . . 102.50  | Ramona . . . 67.50          |
| Blue Skies . . . 60.00     | Holiday . . . 77.50       | Round Up . . . 75.00        |
| Bowling Champ . . . 117.50 | Majors of '49 . . . 97.50 | Temptation . . . 65.00      |
| Carolina . . . 84.50       | Moon Glow . . . 74.50     | Tennessee . . . 52.50       |
| Circus . . . 42.50         | One-Two-Three . . . 57.50 | Three Feathers . . . 115.00 |
| Floating Power . . . 85.00 |                           |                             |

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Band Leader, Delcer, K. C. Jones, Quarterback, Basketball, Rip Snorter, Hot Rods, Bally CHAMPION, Bally CLOVER BELL.

KEENEY'S ELECTRIC CIGARETTE VENDOR, MILLS "21" BELL, MILLS DUPLEX, MILLS BONUS BELL, MILLS BLUE BELL, MILLS BLACK BEAUTY, DOWNEY-JOHNSON COIN COUNTER, NEW REGAL CABINETS FOR ALL MILLS BELL MACHINES.

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MONEY BACK GUARANTEE

**BUCKLEY MANUFACTURING CO.**  
4223 W. LAKE ST. CHICAGO 24, ILL.

## Is Shuffle Lion or Lamb? First Impetus Fails To Hold

(Continued from page 74)

promotion via leagues, etc., got under way.

The actual spread of shuffleboard was determined by several factors. Most important of these was the area in which the operator conducted his business, and the current conditions in that area. Where amusement games flourished, shuffle was slow to appear. (South Dakota, as the year ended, was still considered virgin territory for the game.) Too, the price of the boards, running anywhere from \$275 to as much as \$495, was considerably higher than ops had been paying for games. It was the price factor, more than anything else, which held down the game's spread, and kept the lion in bounds during the first half of the year.

Traditionally a game which is played three seasons of the year, with almost a complete lack of competition during the summer, shuffleboard this year again followed the same pattern. Operators, forewarned, had prepared for the slack season and, as a result, were not surprised to any great extent when play came to a virtual stand-still with the advent of warm weather.

### Organization Attempt

By mid-summer the lion had calmed down considerably. The number of manufacturers had dropped sharply from the over 100 figure to approximately 30, and operators, while convinced that shuffleboard could make money, knew that it would be a long haul.

In the midst of the warm weather a St. Louis group headed by Joe Reynolds, former shuffleboard distributor and operator, attempted to organize the shuffleboard field, from player to manufacturer, in an effort to put shuffleboard on the same basis as sports like bowling. Financing a convention in St. Louis, the group spent three days trying to accomplish the organization of the Table Shuffleboard Association of America, but could not sell their idea to the manufacturers.

But Reynolds and his associates did implant the seed of organization in the industry and opened the eyes

of manufacturers to the need for such a move if the game was to survive.

Early in August a group of manufacturers convened at the Morrison Hotel, Chicago, in a second attempt at organization, this time at the manufacturer level. While a tentative set-up was drawn, it failed to materialize and, as 1949 drew to a close, there still was no organization in the field and the number of shuffleboard manufacturers had shrunk to less than 15.

### Games Vs. Shuffle

One of the most important developments in the coin machine field in years, the birth of shuffle-type novelty games, can be attributed to the influence shuffleboard has had on the industry. But this type of novelty game had done much to halt the progress of shuffleboard. However those operators who have built their shuffleboard routes on a long-range basis feel that the shuffle-type games will follow the same path as five-ball games and that they will not have the protracted life that can be expected from shuffleboard.

The outlook for 1950 in the shuffleboard field is quite clear. The manufacturing field has boiled down to the point where those firms still in it are more than likely to continue building boards for years to come.

Operators will remain a vital part of the shuffleboard picture for the manufacturers are depending on them to continue the increase in the circulation of the boards and, in return, are certain that the op who sticks with the game will find his long-term profit more than adequate.

Promotion will continue to play a major role in the advance of shuffleboard, with this spring finding a greatly increased number of State, regional and even national tournaments being held.

And finally, it is hoped that relaxation of export and import rulings thruout the world will build a large foreign market for the boards.

Actually, shuffleboard has joined the stabilization movement of the coin machine business. But it accomplished this in a shorter period of time.

## Sturgeon Bay Shows Larger Spots Shuffleboard Winners

(Continued from page 76)

14. "Pot-O-Do" chairman must be notified as to result of match no later than 11 a.m. following day of match or it will result in winning sponsor losing credit for previous night's victory.

15. At no time will "Pot-O-Do" exceed \$200.

16. If "Pot-O-Do" reaches \$200 in size, any team upon winning match shall receive any amount in excess of \$200.

17. "Pot-O-Do" will always be located with sponsor winning last match played in contest.

18. If team holding "Pot-O-Do" cannot produce team, night of scheduled play, "Pot-O-Do" shall then move to sponsor who is scheduled to play holder of "Pot-O-Do."

19. Sponsor holding "Pot-O-Do" shall on night of match add \$2 to "Pot-O-Do."

20. Each player on team challenging team holding "Pot-O-Do" shall be required to pay \$1 of which 60c is paid toward use of shuffleboard for match and 40c is then added to "Pot-O-Do."

21. Players on team holding "Pot-O-Do" shall not be required to pay.

22. "Pot-O-Do" shall grow at the rate of \$4.40 each match played.

23. Players must give their full name, address, and telephone number or how they can be reached, to their sponsor.

24. Records are kept and if a player participates at any time for more than one team the last match that you shall participate in shall be null and void and neither team shall receive credit for victory.

25. Sponsors are allowed to participate.

26. Players must pick a neutral referee before each match. Any referee will do providing both teams agree upon referee.

27. A grievance committee composed of three sponsors shall be appointed by sponsors participating and their decision shall be final. Two members of grievance committee must agree on any matter brought up and must be prepared to make decision day following match that grievance should occur.

28. Standard shuffleboard rules shall govern play.

29. Sponsors will be kept posted as to where "Pot-O-Do" is located and how much it contains.

30. Upon breaking "Pot-O-Do" sponsor shall receive trophy to be displayed in his establishment.

31. This type contest has never been tried before so please bear with us and if found necessary, rule changes shall be made.

32. If for any unforeseen reason this contest would be forced to close, prize money will be awarded to sponsor holding "Pot-O-Do" at time of closing.

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| Wurlitzer 1015 (A-1) . . . . . 274.50 | Cinderella . . . . . 44.50           | Super Bell . . . . . 165.00              |
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| Seeburg 146 Hideaway . . . . . 224.50 | Humpty Dumpty, Yanks, . . . . .      | Bally Club Bell . . . . . 29.50          |
| A. M. I. Hideaway . . . . .           | Trinidad, Catalina, . . . . .        | Bally Hi Hand . . . . . 39.50            |
| (Used 15 Days) . . . . . 374.50       | Wisconsin, Ea. . . . . 34.50         |  |
| <b>ONE BALLS</b>                      | 25 Non-Flipper Games. . . . . 12.50  | <b>PHONOGRAPH</b>                        |
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| Jockey Special . . . . . 100.00       | 1/2 Imps or Ace . . . . . 5.00       | Packard Boxes, . . . . .                 |
| Special Entry . . . . . 50.00         | 5c Liberty . . . . . 7.50            | Model 30-200 . . . . . 19.50             |
| Victory Special . . . . . 35.00       | 1/2 Rex Line Up . . . . . 7.50       | Seeburg Prewar Boxes. . . . . 7.50       |
| Victory Derby . . . . . 35.00         | 5c Mills Vest Pocket . . . . . 24.50 | Wurlitzer Boxes, . . . . .               |
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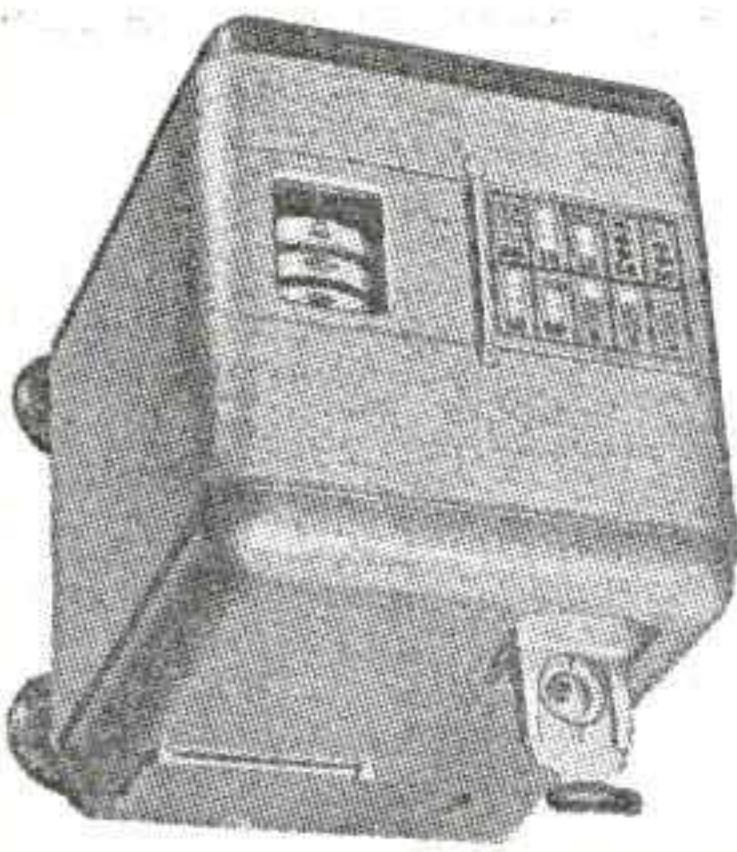
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|                  |         |
|------------------|---------|
| Gems             | \$17.50 |
| Treasure Chest   | 17.50   |
| Ranger (Flipper) | 27.50   |
| Big Hit          | 17.50   |
| Defense          | 17.50   |
| Baffle Card      | 17.50   |
| State Fair       | 17.50   |
| Zig Zag          | 17.50   |
| Miss America     | 17.50   |
| Mystery          | 17.50   |
| South Seas       | 17.50   |
| Stage Door       | 17.50   |
| Canteen          | 17.50   |
| Step Up          | 17.50   |
| Suspense         | 17.50   |
| Rocket           | 17.50   |
| Torchy           | 17.50   |
| Tornado          | 19.50   |
| Ballyhoo         | 19.50   |
| Hawaii           | 19.50   |
| Crossfire        | 19.50   |
| Gold Ball        | 22.50   |
| Nudgy            | 22.50   |
| Playboy          | 22.50   |
| Surf Queen       | 22.50   |
| Rio              | 22.50   |

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|                 |          |                |         |
|-----------------|----------|----------------|---------|
| Citation        | \$289.50 | Longacre       | \$32.50 |
| Victory Special | 49.50    | Thorobred      | 32.50   |
| Special Entry   | 69.50    | Dust Whirl     | 32.50   |
| Jockey Special  | 99.50    | Sportsman      | 32.50   |
| Gold Cup        | 129.50   | Pimlico        | 32.50   |
| Daily Races     | 49.50    | Double Feature | 32.50   |

### CONSOLES

|                                 |          |
|---------------------------------|----------|
| Bally Draw Bell, 25¢            | \$224.50 |
| Bally Draw Bell, M.B., 5¢       | 144.50   |
| Bally Reserve Bell, 5¢          | 249.50   |
| Mills Four Bells                | 89.50    |
| Mills Jumbo Parade (Cash)       | 69.50    |
| Mills Jumbo Parade (F.P.)       | 69.50    |
| Keeney Super Bell, 5¢           | 69.50    |
| Paces Races                     | 149.50   |
| Evans Bangtail (Comb.—New)      | 499.50   |
| Evans Races (Comb. F.P. & Cash) | 349.50   |

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|                     |          |                             |         |
|---------------------|----------|-----------------------------|---------|
| Bally Hi Roll (NEW) | \$149.50 | Super Skee Ball             | \$99.50 |
| Undersea Raider     | 69.50    | Exhibit Vitalizer           | 69.50   |
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| Evans Coalton, P.O. | 825.00   |

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1 player, 10¢; 2 players, 20¢. 2 players' scores totaled separately. Puck type skill game, 8"x2". New realistic "stand-up" 3-dimensional pins disappear when hit.

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BALLY HOT RODS  
GENCO RIP SHORTER  
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8 ft. and 9 1/2 ft. lengths. Real Gutters — Raised Playfield — Mechanism Drawer for easy servicing.

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CHICAGO 39, ILLINOIS

HUMboldt 9-1323

### ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

(Continued from page 24)

I Was Satisfied  
H. Penny (Bloodshot Eyes) King 828  
I Wish I Knew-Do You?  
D. Jones (Never Again) Macy's 113  
If the Blues Don't Kill Me  
D. Franklin & His Red River Boys (One Heart)  
Fortune 127  
I'll Go Chasing Women  
Lonzo and Oscar (My Dreams) Cap 57-40269  
I'll Sail My Ship Alone  
Moon Mullican (Moon's Tune) King 830  
I'm Having My Blue Day Today  
C. Casey (Road) MGM 10586  
I'm Willing to Forget  
E. Jackson & His Melody Riders (New Set)  
Fortune 134  
Jackass Caravan  
Cactus Pryor (Red River) 4 Star 1404  
Just One Little Lie  
C. Stone (Can I) Cap 57-40265  
Make Up Your Mind To Make Up With Me  
Denver Darling (No, Thanks) MGM 10587  
Moon's Tune  
Moon Mullican (I'll Sail) King 830  
My Dreams Turned Into a Nightmare  
Lonzo and Oscar (I'll Go) Cap 57-40269  
My Honey's Got a Honey of a Bathing Suit  
Bob McCoy & His Western Stars (Hi-Yo) Token  
400  
Never Again for Me  
D. Jones (I Wish) Macy's 113  
Never Marry a Tennessee Gal  
R. Hall & His Cohutta Mountain Boys (We  
Never) Fortune 133  
New Set of Blues  
E. Jackson & His Melody Riders (I'm Willing)  
Fortune 134  
Nine Times Out of Ten  
S. Holmes-The Brown County Boys (Cannon  
Ball) Dec 46199  
No One Now  
W. Lee-S. Cooper (I Dreamed) Col 20654  
No, Thanks  
Denver Darling (Make Up) MGM 10587  
One Cold Winter's Eve  
The Blue Sky Boys (When Heaven) V(78)21-0156;  
(45)48-0163  
One Heart Too Many  
D. Franklin & His Red River Boys (In the)  
Fortune 127  
One Way Blues  
J. Irby & His Texas Ranchers (Don't Know)  
MGM 10595  
Pan American Boogie  
Delmore Brothers (Troubles Ain't) King 826  
Pickin' 'Em Up  
O. Perry (Yesterday's Lilacs) 4 Star 1381  
(Won't You) Please Bring Back the Sunshine  
A. Rogers-The Rocky Mountain Boys (Forever  
Isn't) MGM 10600  
Poison Ivy  
B. Butler (Bonaparte's Retreat) Dec 46209  
Red River Valley  
Cactus Pryor (Jackass Caravan) 4 Star 1404  
Red River Valley  
J. Dolce (Darling Nellie) Cap 79-40268  
Road of Love  
C. Casey (I'm Having) MGM 10586  
Sally Goodin'  
R. Taylor (Wagon Wheel) Cap 57-40267  
Shadows of the Sunset  
Daisy Mae (Darling, Don't) Mer 6222  
Sleepin' at the Foot of the Bed  
J. Jericho (Fools Rush) 4 Star 1410  
Square Dances (Vol. 2) Album—Woodhull's Old  
Time Masters—Floyd C. Woodhull (3-10")  
V (78) DC-45; (45) WDC-45  
Ann Green . . . (78) 28-0439; (45) 48-0156  
Bloom on the Sage . . . (78) 28-0438; (45)  
48-0155  
Pony Boy . . . (78) 28-0437; (45) 48-0154  
Take Me Out to the Ball Game . . . (78)  
28-0439; (45) 28-0439  
The Bun Song . . . (78) 28-0438; (45)  
48-0155  
The Irish Washerwoman . . . (78) 28-0437;  
(45) 28-0154

Reckon' as How I Love You  
S. Williams & His Tennessee Avenue Boys  
(Throwing Kisses) Fortune 132  
Slim's Stomp  
Texas Slim (Heart Trouble) King 4329  
Square Dance Polka  
Dee Stone (Answer to) Liberty 201  
Stampede  
R. Rogers—Songs of the Pioneers (Church Music)  
V (78) 21-0154; (45) 48-0161  
Tears Come Easy  
Riders of the Pony Express (I Know) Hart-Van  
16011  
The Blind Child's Prayer  
Johnny Rion (Handprints on) King 829  
The Day of Wrath  
The Carter Sisters—Mother Maybelle (I've Got)  
V(78)21-0149, (45)48-0153  
The Fire in My Heart  
E. Songer & His Rocky Road Ramblers (Honky  
Tonkin') Fortune 129  
The Girl in the Blue Velvet Band  
B. Monroe (Blue Grass) Col 20648  
The Only Rose  
H. Snow (Nobody's Child) V(78)21-0143; (45)  
48-0147  
The Three Bears  
L. McAuliffe (Twin Fiddle) Col 20646  
The Weeping Willow  
The 101 Ranch Boys (You Stole) Col 20652  
There Ain't No Use To Cry  
T. Falle (Don't Let) Cap 57-40266  
Throwing Kisses  
S. Williams & His Tennessee Avenue Boys  
(Reckon' as) Fortune 132  
Troubles Ain't Nothin' But the Blues  
Delmore Brothers (Pan American) King 826  
Truck Driver's Boogie  
J. Boys & His Men of the West (Sweetheart of)  
V(78)21-0152, (45)48-0159  
Trusting You  
B. Woods (Have I) Modern 20-1020  
Twin Fiddle Rag  
L. McAuliffe (The Three) Col 20646  
Until Heaven Comes Along (I'll Take Texas)  
Texas Hill Billies (I'm Gonna) Enterprise 416  
Wagon Wheel  
R. Taylor (Sally Goodin') Cap 57-40267  
Waltz With Me Again  
Tex Justus-The Texas Cowboys (Who Will)  
Silver 103  
Wal, I Swan!  
Dude Rangers (If I'd) Command 5006  
Waltzing My Blues Away  
D. Hewitt (Ask My) V(78)21-0155; (45)48-0162  
We Never Get Too Big To Cry  
R. Hall & His Cohutta Mountain Boys (Never  
Marry) Fortune 133  
When Heaven Comes Down  
The Blue Sky Boys (One Cold) V(78)21-0156;  
(45)48-0163  
Who Will Mend That Break in My Heart  
Tex Justus-The Texas Cowboys (Waltz With)  
Silver 103  
Why Don't You Haul Off and Love Me  
The Colorado Buckaroos (Broken Hearts) Dudley  
D-1000  
Why Don't You Haul Off and Love Me?  
Blue Friday & His D. Boone Ramblers—T.Mil-  
horn-L. C. Smith (Step It) Rich-R-Tone 425  
Why in Heaven's Name  
G. Morgan (Ring on) Col 20655  
Yesterday's Lilacs  
O. Perry (Pickin' Em) 4 Star 1381  
You Can't Divorce a Loving Heart  
Redd Stewart & His Kentucky Colonels (Baby  
Darling) King 827  
You Stole My Heart  
The 101 Ranch Boys (The Weeping) Col 20652  
You Waited Too Long  
Whippersnappers (Cow Poke) Crystal 250  
You're So Heartless  
S. Nichols (I Wonder) MGM 10579  
You're Next Door to Heaven  
E. Lee & His Southerners (My Home)  
V(78)21-0151, (45)48-0158

### ADVANCE RHYTHM & BLUES RECORD RELEASES

(Continued from page 23)

I Ain't Fattenin' Frogs for Snakes  
B. Smith Quartet (Don't Worry) Abbey 3008  
I Gotta Put You Down  
J. Mundy Ork (Parts 1 & 11) Aladdin 3041  
I May Be Wrong  
J. Milner (Nobles' Shuffle) Fortune 125  
I Still Have My Mother's Love  
Harlem Harley (Hey Baby) Star 711  
If I Didn't Love You So  
The Robins (If It's) Savoy 726  
If It's So Baby  
The Robins (If I) Savoy 726  
I'm So Happy I Could Jump and Shout  
L. Williams (Wintertime Blues) Macy's 5000  
I've Got Rings on My Fingers  
Sister Solcum and "Woody" Block (Bye Bye)  
King 15023  
Juice Bug Boogie  
P. Williams (Cranberries) Savoy 721  
Just Lookin'  
Scat Man Crothers (I'm the) Cap 57-70062  
Keep Your Hand on Your Heart  
Little Miss Cornshucks (You Turned) Aladdin 3034  
Little Red Riding Hood  
S. Gaillard Sextet (Organ-Oreenie) MGM 10599  
Low Down Groove  
B. Merrell (The Blues) Abbey 3010  
Mule Train Boogie  
Madman Taylor (Bop Doodewadie) Gotham  
G-213

Nobles' Shuffle  
J. Milner (I May) Fortune 125  
Once I Had a Girl  
J. Dupree (Black Woman) Solo 10-014  
Organ-Oreenie  
S. Gaillard Sextet (Little Red) MGM 10599  
Paw's in the Kitchen  
James Quin (I'm Just) Derby 726  
Put Your Money Where Your Mouth Is  
M. (Blues) Bailey (Irene's Blues) Domino D-308  
Ragged But Right  
Ruby Wright (If You) King 15022  
Riffin' the Boogie  
The Four Wild-Cats (The Flying) Deiver 502  
She's So Fine  
C. Garlow (Blues as) Macy's 5001  
Sittin' on It All the Time  
W. Harris (Baby, Shame) King 4330  
Solid Blues  
L. Johnson (I'm In) Arco 1227  
Sugar Hill Blues  
Earl Bostic (Nay! Nay!) King 4328  
Teardrops  
T. Bradshaw (Gravy Train) King 4337  
The Blues Is Here T'Nite  
B. Merrell (Low Down) Abbey 3010  
The Flying Ghost Boogie  
The Four Wild-Cats (Riffin' the) Deiver 502  
Travelin' Alone Blues  
M. Dee (Evil and) Spire 102

### FOLK TALENT AND TUNES

(Continued from page 26)

WSM, Nashville, are joining his station's talent roster. Page is also conducting a mail pull contest between Texas and Louisiana listeners. . . . **Guy E. Parish**, of WEDQ, Harrisburg, Ill., reports that **Buddy Estes**, of that station, has inked with Mecca Records. . . . **Hal Howard** and his Pearl River Boys have started on WGBA, Columbus, Ga. Country Boy **Jimmy Cook** has started a sham political campaign to have himself appointed to a vacancy in the State Legislature and reports the gimmick is provoking lots of comment.

**Smiley Burnette** (Capitol) is set for the Olympia Theater, Miami, December 20-27 and will work two weeks for the armed forces in Europe in March. . . . **Dave Dudley**, WTWT, Stevens Point, Wis., is dickering with Pfau, the Milwaukee label. . . . **Morris Mills** (4 Star) and his Rithumakers is working on KTRE, Lufkin, Tex. . . . **Billy Hughes** has disbanded his band and is doing a single out of Prescott, Ariz. He has severed his connection with 4 Star Records. He is the writer of "Tennessee Saturday Night." He just inked with Hill & Range. . . . **Cathy Gregory**, wife of **Bobby Gregory**, is making a nationwide tour for a Western fan mag.

**Artists' Activities:** **George Morgan** (Columbia has notified execs of WSM, Nashville, that he is leaving the station. He is currently at his Ohio home. . . . **Lazy Jim Day**, comedian with **Cowboy Copas**, and his family escaped serious injury recently when his house trailer was razed in a flash fire during the night. . . . **Tom Parker**, **Eddy Arnold's** manager, denies the rumor that the Victor recording ace will return to WSM. Parker says that Arnold will resume his touring in February after a two-month layoff to make radio shows in New York and cut his transcriptions for the Peruna show. . . . **Bob Ross**, **Tom Parker's** son is now handling **George Morgan**. . . . **Adrian Roberts** has taken over as head of promotion and publicity for the Western and Country department of Capitol disks in Hollywood. . . . **Overton Ganong**, ex-Capitol salesman, is now sales manager of Bullet disks and is working on the recent **Johnny Lee Wills's** releases. . . . **Helen Harris**, Fort Wayne, Ind., yodeler, has joined **Roy Acuff**, replacing **Rachel**. . . . **Pee Wee King** (Victor) and His Golden West Cowboys, plus **Randy Atcher**, the Louisville d.j., and **Sleepy Marlin's** band, will stage another square dance jubilee at the local armory January 8. This same package, which drew 3,200 in mid-November, will utilize four callers. Admish is 49 cents for kids and 99 cents for adults, tax included. . . . **Rex Ilen**, new Republic Pix star, has extended his pact with Mercury Records one year. He was previously dickering with Capitol. . . . **Judy and Jen**, formerly at WCCO, Fort Wayne, Ind., have moved to WNAX, Yankton, S. D. . . . **Eddy Arnold** (Victor) guested on **Perry Como's** TV show December 10 and his radio show December 15. . . . **Billie and Gordon Hamrick**, formerly on the "Dixie Barn Dance," have moved to WSOB, Jacksonville, Fla. Billie is **Mrs. Gordon Hamrick** in private life. . . . **Cousin Herald Goodman** has left KMOX, St. Louis, to return to Dallas. He opened his own booking and production office at 308 South Harwood, Dallas, December 15. He will book **Dave Landers**, **Bill and Joe Callahan** and **Cowboy Ken**, plus others. . . . **Art Gunn** and his Arizona Playboys, formerly in the Florida territory, have moved to Houston. They inked a two-year pact with Macy label. . . . **Jimmy Wakely** (Capitol) is tentatively to play a major vaude house in New York early in 1950. . . . **Joe Adams**, the Elmhurst, Ill., songwriter, has organized his own pubbery, Joseph E. Adams Publications. . . . **Ray Rogers**, WTPS, New Orleans, has inked with Talent Records, of Houston.

**Moly O'Day** (Columbia), last at WVLK, Versailles, Ky., is in the hospital undergoing treatment. **Lester Flatt** and **Earl Scruggs** and the Foggy Mountain Boys (Mercury) have joined that station. . . . **Rex Allen** (Mercury) cut four sides with **Patti Page** December 14 in Cincinnati, together with **Jerry Byrd's** String Dusters. Allen will make his second flicker for Republic after January 1 and will tour with the premiere of his first pic, "Arizona Cowboy," starting February 23 in Tuscon. Name of his second pic is "Hills of Oklahoma," with **Alfalfa Sweitzer**, formerly of the "Our Gang" comedies, as comedian.

**Wally Fowler** has reorganized his Oak Ridge Quartet, with new boys replacing his former trio. Newcomers are **Joe Alfred**, tenor; **Pat Patterson**, baritone; **Bobby Weber**, bass, and **Bill Campbell**, guitar. . . . **Ray Whitley** is returning to the Coast after a two-month tour, as is **Tex Ritter** (Capitol). . . . **Billy Williams**, the former h.b. vocalist with **Sammy Kaye**, is doing a single and is current at the Skyline Club, Fort Worth, booked by **E. O. Stacy**, of MCA's Dallas office. . . . **Armstrong Twins** (4 Star) are working with their 14-year-old sister on KXLA, Pasadena, Calif. . . . **Redd Harper** (Velvet), emcee of the popular "Hollywood Round-Up," which was aired to overseas forces the past two years, reports that the show is being discontinued in February. Show featured the top h.b. and Western talent, but is being cut along with "Command Performance," the pop artist show. Harper reports that the show is being considered by Mutual.

**Jimmy Wakely** (Capitol) set for the Coliseum, Fort Worth, December 31, and the Sportsatorium, Dallas, January 1, after which he does an Eastern promotional junket to plug his disks. . . . **Shorty Warren** and his boys have completed a 13-week New England tour with **Elton Britt**. . . . **Harold Daily**, the 4 Star record distributor in Texas, is booking a package of 4 Star artists thru Texas in February. Tour marks the first time that a distributor has ever packaged talent for such a promotional junket. Talent making up the package includes **Maddox Brothers and Rose**, **Hank Locklin** and **Jerry Jericho**. The Texas itinerary will be: Coliseum, Austin, February 24; Auditorium, Houston, 25-26; Guion Hall, College Station, 27; Auditorium, Galveston, 28; Texas Corral, Houston, March 1-2; Auditorium, Beaumont, 3; Dassau Hall, Austin, 4-5; Auditorium, San Antonio, 7-8. . . . **Dick Thomas** is giving a series of talks on country music in the Philadelphia area. Decca recording artist is set for Miami, December 28, and Turner's Arena, Washington, December 31. Thomas has severed his exclusive management pact with Holly Joyce, Philadelphia.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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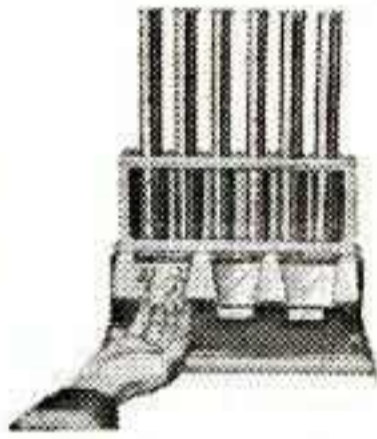
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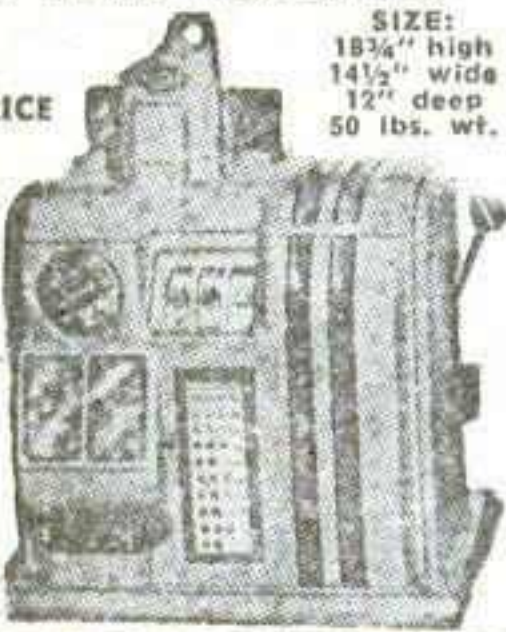
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Best Wishes for a Happy and Prosperous New Year

ONE BALLS

CITATION, F.P. \$319.50 TROPHY, P.O. 195.00 GOLD CUP, F.P. 175.00 JOCKEY CLUB, P.O., '47 MOD. 145.00 JOCKEY SPECIAL, F.P. 125.00 BALLY ENTRY, P.O. 99.50 SPECIAL ENTRY, F.P. 94.50 VICTORY DERBY, P.O. 79.50 VICTORY SPECIAL, F.P. 79.50 GOTT DAILY RACES, F.P. 69.50 TURF KING, P.O. 49.50 LONGACRE, P.P. 49.50 JOCKEY CLUB, P.O., '42 MOD. 49.50 KENTUCKY, P.O. 49.50

CONSOLES

UNIVERSAL ARROW BELL WRITE BUCKLEY T. ODDS, D.D., Late Mod. Coin Conveyor \$575.00 KEENEY 3-WAY BONUS SUPER 399.50 EV. WINTERBOOK, Late Mod. 345.00 5-25c TWIN BONUS SUPER 295.00 BALLY TRIPLE BELL 365.00 EV. RACES, Comb. F.P. & P.O. 295.00 MILLS 3 BELLS, Fir. Sample 325.00 EVANS 48 BANGTAILS, J.P. 295.00 JENN. CHALLENGER, 5-25c, LATE 265.00 EV. GALLOPING DOMINOS, J.P. 275.00 25c KEENEY BONUS SUPER BELL 219.50 5c KEENEY BONUS SUPER BELL 189.50 BALLY DE LUXE DRAW BELL 199.50 BALLY HY BOY, Like New 175.00 BALLY DRAW BELLS, Reg. 145.00 MILLS 4-BELLS, 5-5-5-5 99.50 KEENEY 5c SUPER BELL, COMB. 69.50 WATLING BIG GAME, F.P. 49.50 BALLY BIG TOP, P.O. or F.P. 49.50 MILLS JUMBO, LATE HEAD 49.50 PACE REELS—CHR. RAIL, COMB. 49.50 JENN. SILVER MOON, P.O. or F.P. 49.50

RECONDITIONED 5 BALL

Maryland \$159.50 Three Feathers 149.50 Sharpshooter 139.50 Super Hockey 129.50 Black Gold 124.50 Buttons & Bows 124.50 Bowl. Champ 124.50 Aquacade 124.50 Majors '49 124.50 Floating Power 119.50 Big Top 119.50 Telecard 114.50 Holiday 109.50 Show Boat 109.50 Baby Face 104.50 Grand Award 104.50 Moon Glow 99.50 Temptation 99.50 One-Two-Three 99.50 Saratoga 99.50 Barnacle Bill 94.50 Buccanear 94.50 Round Up 94.50 Serenade 94.50 Magic 89.50 Alice in W'land 89.50 Puddin' Head 89.50 Morocco 84.50 Scrawball 79.50 Gizmo 79.50 All Baba \$69.50 Sally 69.50 Carnival 69.50 Thrill 69.50 Jack 'n' Jill 69.50 Trade Winds 69.50 Merry Widow 69.50 Star Dust 69.50 Contact w/f 69.50 Cinderella 69.50 Dew-Wa-Ditty 69.50 Crazy Ball 59.50 Mardi Gras 59.50 Virginia 59.50 Ballerina 59.50 Spinball 59.50 Triple Action 59.50 Robin Hood 59.50 Humpty Dumpty 59.50 Catalina 59.50 Trinidad 59.50 Bermuda 59.50 Tennessee 59.50 Rondeevoo 59.50 Sunny 54.50 Shanghai 54.50 Mal. Leag. B.B. 49.50 Yanks 49.50 Stormy 49.50 Build Up 49.50

Hundreds of Post War 5 Balls with Flippers Installed \$39.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

ARCADE

TELEQUIZ, 48 Model, Like New \$295.00 STD SCALE METAL TYPER 249.50 WMS ALL STARS 149.50 GEN. GLIDER Write EV. 1947 TEN STRIKE 139.50 GENCO WHIZZ, F.P. 47.50 PHOTOMATICS, Complete As Is 99.50 BUCKLEY DE LUXE DIGGER 149.50 EXHIBIT DALE GUN 109.50 CHI. COIN BASKETBALL CHAMP MUTO, ACE BOMBER 129.50 DRIVE MOBILE 129.50 CHICOIN GOALEE 129.50 UNDERSEA RAIDER 119.50 SCIENTIFIC POKERINO 89.50 HOCKEY CHICOIN 49.50 EXH 4-COL. CARD VEND., 2c & Std. 99.50 ABT CHALLENGER, Like New 29.50 GOTT 3-WAY GRIPPERS 24.50

CIGARETTE AND CANDY VENDORS

ROWE CRUSADER, 10 Col. \$115.00 STEWART-McGUIRE, 7 Col. 70.00 DuGrenier, Mod. W., 9 Col. 80.00 U-SELECT-IT 52 Bar 35.00 U-SELECT-IT, 74 Bar 45.00 ROWE DELUXE, 8 Col. 100.00

ALL PARTS FOR UNITED SHUFFLE ALLEY IN STOCK

JENNINGS

STANDARD CHIEF, 5-10-25c \$99.50 50c STANDARD CHIEF 179.50 LITE UP CHIEF, 5-10-25c 109.50 BRUNZE CHIEF, 5c and 25c 89.50 4 STAR CHIEF, 5-10-25c 49.50 VICTORY CHIEF, 5-10-25c 59.50 5c CHIEF SILVER MOON 69.50 CIGAROLA XV 99.50 TIC TAC TOE (Like New), 1-5-10-25c, Set of 4 499.50

WATLING

ROL-A-TOP, 5-10-25c \$49.50

GROETCHEN

COLUMBIA DOUBLE J.P. \$69.50 CHROME COLUMBIA 49.50 DE LUXE COLUMBIA 79.50 GOLD AWARD COLUMBIA (Like New) 59.50

PACE

CHROME BELL, 5 & 10c, Latest Model \$89.50

REEL COUNTER GAMES

DEUCES WILD, 4 Way \$14.50 JOKER WILD, 4 Way 14.50 DAVAL'S 21, 1c or 5c 14.50 SPARKS, Token Payout, 1c Cig. 17.50 GINGER, Token Payout, 1c Cig. 17.50 MERCURY, Token Payout, 1c Cig. 19.50 LIBERTY, Token Payout, 1c or 5c 24.50 MARVEL, Token Payout, 1c, Cig. 24.50 AMER. EAGLE, 1c or 5c, Frt. 24.50 DAVAL FREE PLAY, 5c Cig. or Frt. 24.50



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Season's Greetings



O. D. Jennings and Company

GUARANTEED RECONDITIONED CONSOLES

NEW BALLY SPOT BELL Write KEENEY BONUS 3-WAY, 5-10-25 \$495.00 JALLY TRIPLE BELL, 5-10-25 375.00 NEW ARROW BELLS Write KEENEY TWINS, 5-25, F.P., P.O. 89.50 KEENEY SINGLE SUPER, F.P., P.O. 49.50 NEW BALLY RESERVE Write KEENEY BONUS 1-WAY, 5c 195.00 EVANS WINTER BOOK 295.00 BALLY RESERVE BELLS 249.50 BALLY WILD LEMON 225.00

NEW BALLY CLOVER BELL Write KEENEY BONUS 2-WAY, 5-25 \$295.00 BALLY DRAW BELLS (R. B.) 149.50 BALLY DRAW BELL (M. B.) 139.50 MILLS JUMBO LATE F.P., P.O. 49.50 MILLS JUMBO, P.O. 39.50 BUCKLEY TRACK ODDS 99.50 BALLY HI HANDS 49.50 BALLY CLUB BELL, F.P., P.O. 49.50 EVANS GALLOPING DOMINOS (New) 295.00 JENN. CHALLENGER, 5c-25c 275.00 BALLY DE LUXE DRAW BELLS 189.50

PHONOGRAPHS

NEW 1949 WURLITZER 1100 Write SEEBURG MODEL 1-48M \$450.00 A.M.I. MODEL A 450.00 SEEBURG MODEL 1-47M 350.00 NEW 1949 A.M.I. MODEL B Write NEW 1949 WURLITZER 1080 Write NEW 1949 ROCK-OLA MODEL 1428 Write 1947 A.M.I. HIDE-A-WAY 225.00 1946 SEEBURG HIDE-A-WAY 225.00

ARCADE

CHICAGO COIN PISTOL \$169.50 EXHIBIT DALE GUN 139.50 BALLY BOWLER 189.50 CHI BASKETBALL CHAMP 159.50 EXHIBIT ROTARY MOSR. 249.50 UNDERSEA RAIDER 95.00 GENCO BING-A-ROLLS 119.50 NEW KEENEY LINE UP Write SEVEN-HI POOL TABLES 124.50

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# DOUBLE YOUR PROFIT NOW WITH Chicago Coin's BOWLING ALLEY

**THE BOWLING GAME THAT IS DIFFERENT--NOT A COPY!** *You*

Should operate it

*And Here's Why!*



SEE YOUR DISTRIBUTOR TODAY

**BOWLING ALLEY**  
MAY BE PLAYED BY EITHER 1 OR 2 PLAYERS

TWO CAN PLAY AT THE SAME TIME  
**NO WAITING!**  
YOU COMPETE FRAME by FRAME

**BOWLING ALLEY IS FASTER**  
THAN ALL OTHERS

EACH SCORE TOTALS SEPARATELY AND COMPLETELY AUTOMATIC

ACCEPTED EVERYWHERE!  
LEGAL IN CHICAGO  
LICENSED IN NEW YORK CITY

**BOWLING ALLEY**  
IS ONLY 8 FT. LONG—CAN BE PLACED EVERYWHERE

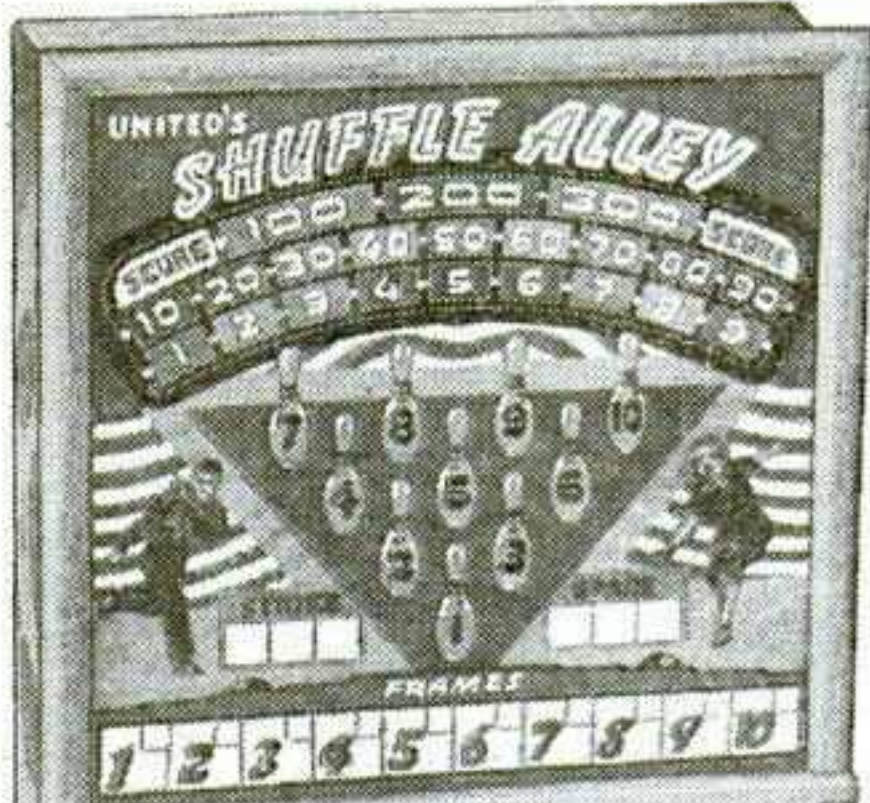
**BOWLING ALLEY'S PRICE IS COMPETITIVE WITH ALL OTHERS**

The Best of Season's Greetings TO ALL OF OUR CUSTOMERS and FRIENDS  
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# UNITED'S SHUFFLE-ALLEY

## THE ORIGINAL

Shuffle-Type Automatic Scoring Bowling Game  
(Patent No. 2,192,596)



ALL THE THRILLS  
OF BOWLING  
SCORES EXACTLY LIKE BOWLING  
TOTALLED AUTOMATICALLY

WEIGHT RELEASED  
AT START OF GAME  
RETURNS TO PLAYER AUTOMATICALLY  
WEIGHT LOCKED WITHIN GAME  
AT FINISH

GREATEST NOVELTY GAME  
OF THIS ERA  
EXCELLENT FOR COMPETITIVE PLAY  
DEFIES DESCRIPTION

ACCEPTED  
EVERYWHERE!  
LEGAL IN CHICAGO  
LICENSED IN NEW YORK CITY

EQUIPPED WITH  
**NEW  
DROP CHUTE**

JUST  DROP IT IN

SEE YOUR DISTRIBUTOR

APPROXIMATE SIZE  
2 FT. WIDE X 8 FT. LONG



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# K.C. Jones



... HIGHBALLING THE PLAY FROM MAINE TO CALIFORN-I-AY ...

with a FULL HEAD OF STEAM BY GOTTLIEB!



**NEW TYPE PROGRESSIVE SEQUENCE!**

**LOCOMOTIVE BUMPERS! SOUND EFFECTS!**

**EXTRA SCORE FEATURE PROGRESSES TO MAXIMUM OF HALF MILLION PLUS 5 SPECIALS!**

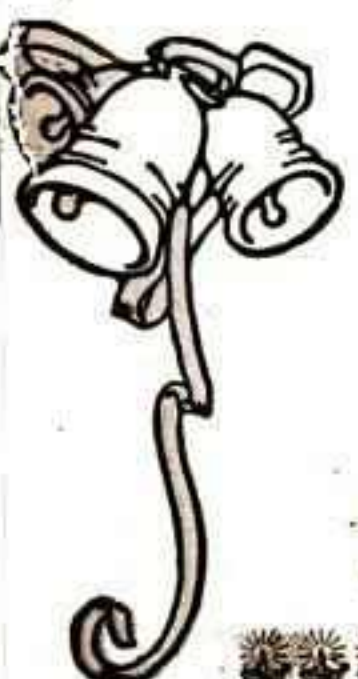
**FLASHING SEMAPHORE INDICATES MYSTERY SPECIAL!**

**ANIMATED TRAIN ON LIGHT BOX GLASS!**

**MYSTERY ROLLOVER KICKER! New Tantalizing Recovery Feature!**

**"POP" BUMPERS**

**FLIPPERS!**



Best Wishes for a Happy, Prosperous New Year

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Played with  
**FASTEST 5 BALLS**  
in pin game history!

Fastest play and fastest profits in years! Played with 5 balls, but actually rivals one-balls in earning power. Free play . . . but a gold mine in all types of locations. Try HOT-RODS today.



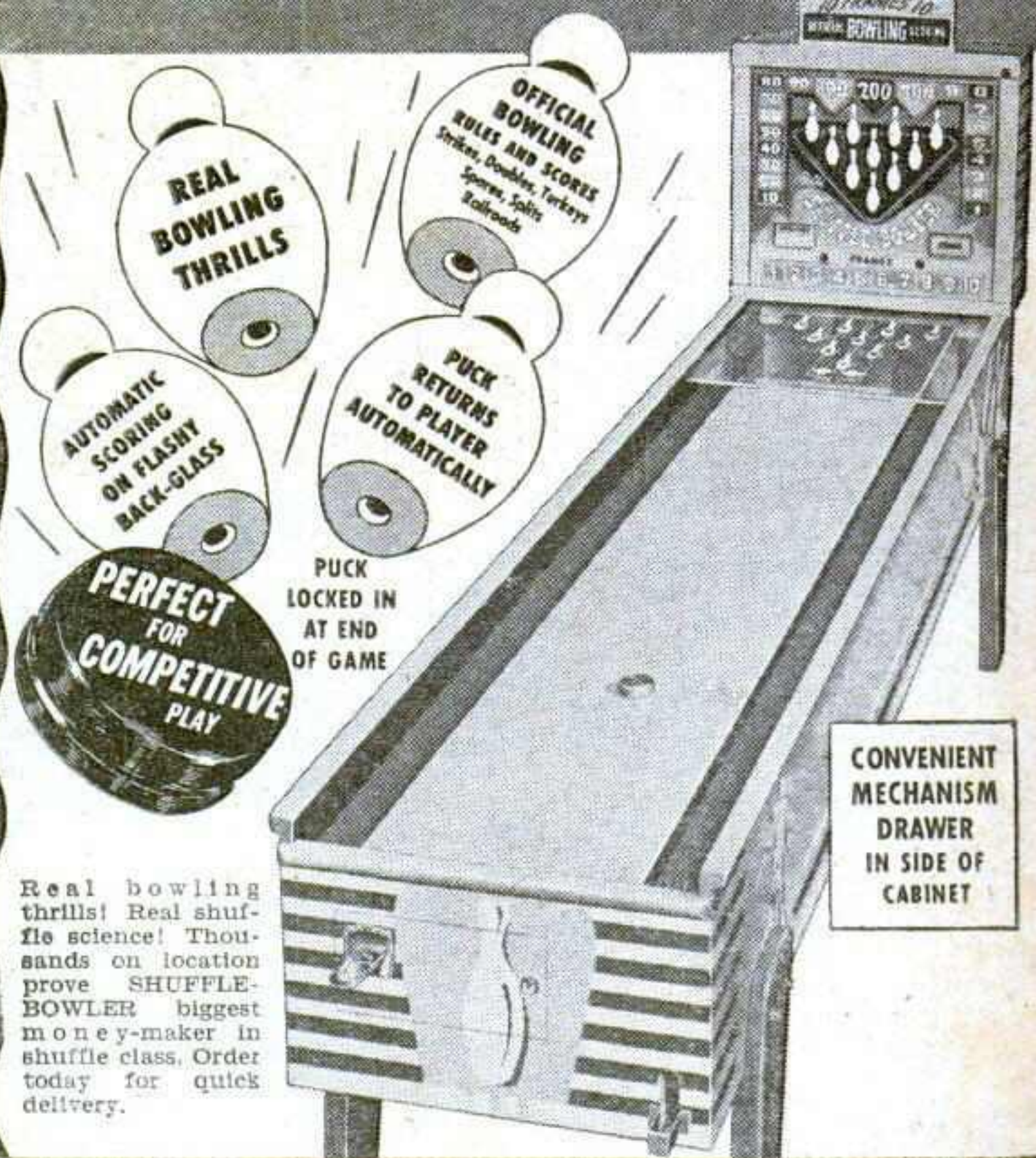
**1 TO 7 COINS PER GAME**

**1 TO 7 SELECTIONS PER GAME**

STANDARD 5-BALL SIZE CABINET

# Bally SHUFFLE-BOWLER

SKILL-SIZE: 9½ FT. LONG, 2 FT. WIDE  
Realistic Gutters on each side of Alley



**REAL BOWLING THRILLS**

**OFFICIAL BOWLING RULES AND SCORES**  
Strikes, Doubles, Turkey, Spares, Split, Roll-ends

**AUTOMATIC SCORING ON FLASHY BACK-GLASS**

**PUCK RETURNS TO PLAYER AUTOMATICALLY**

**PERFECT FOR COMPETITIVE PLAY**

**PUCK LOCKED IN AT END OF GAME**

**CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET**

Real bowling thrills! Real shuffle science! Thousands on location prove SHUFFLE-BOWLER biggest money-maker in shuffle class. Order today for quick delivery.

## Bally CHAMPION FREE PLAY ONE-BALL

## Bally KENTUCKY AUTOMATIC ONE-BALL



**STILL SMASHING ALL ONE-BALL RECORDS**

## Bally SPOT-BELL SINGLE-CHUTE MULTIPLE-COIN BELL CONSOLE



## Bally CLOVER-BELL TWIN-CHUTE MULTIPLE-COIN BELL CONSOLE



**ADVANCING ODDS GET FAST MULTIPLE-COIN PLAY**

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# Season's Greetings

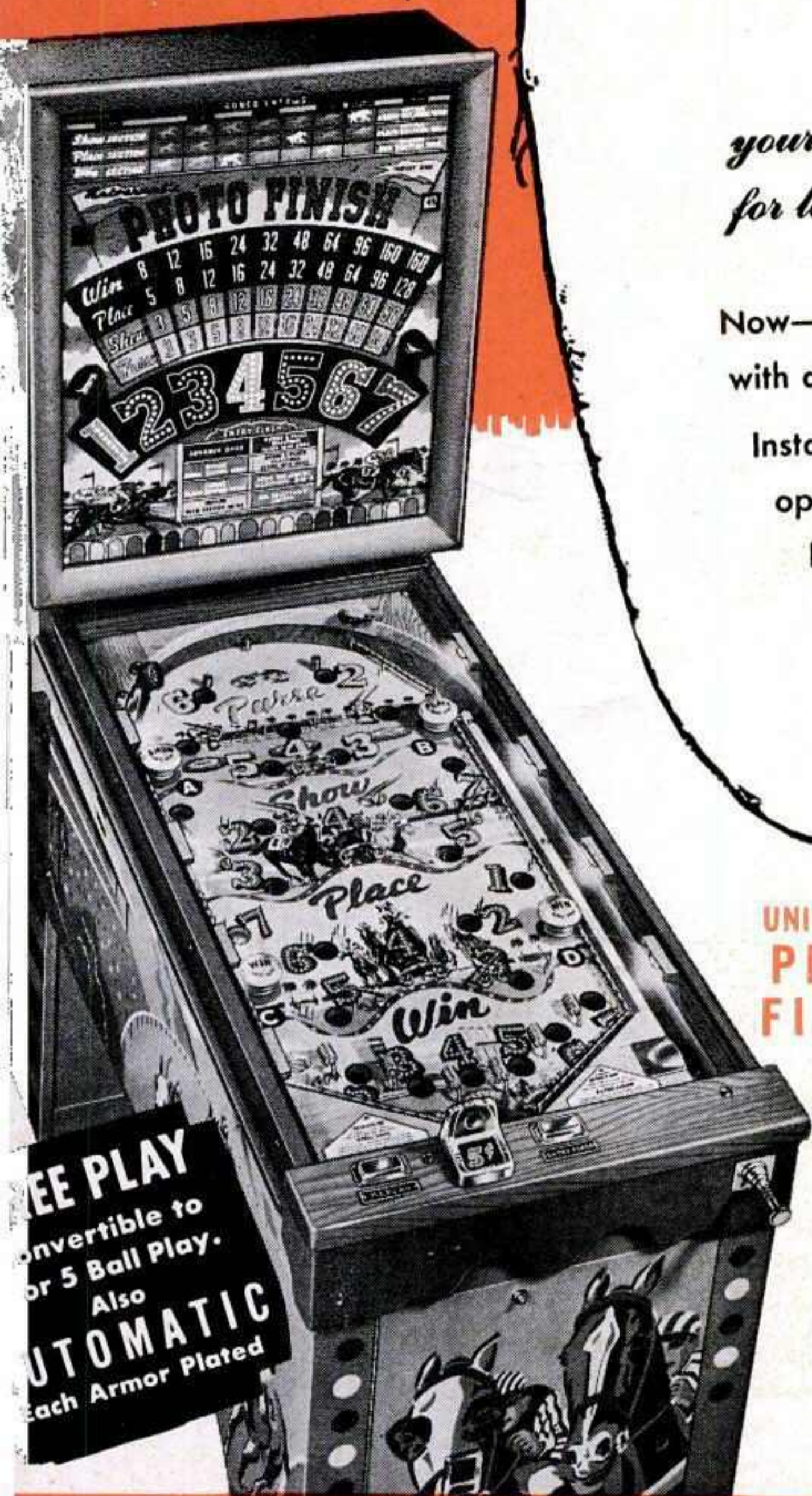
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Now—get busy Holiday play and start 1950 off  
with a long, steady run of much RICHER REVENUE.

Install Universal's PHOTO-FINISH. Because leading  
operators of 1-ball games are now replacing with  
PHOTO-FINISH, be assured your decision to buy  
PHOTO-FINISH is based on proven performance.

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PHOTO  
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Holiday Play—Order Today*



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TWIN  
MULTIPLE  
5¢ and 25¢  
COIN HEAD

**GREATEST  
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OF ALL TIME!**

*Pep Up Your Locations...*

**UNIVERSAL'S PHOTO-FINISH AND ARROW BELL GIVE  
YOU PRICELESS AND EXCLUSIVE ADVANTAGES!**

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cash in on the known  
profits and other advantages  
that can be yours with  
**UNIVERSAL'S  
PHOTO-FINISH  
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DEPENDABLE MUSIC SYSTEMS SINCE 1902

*Select-o-matic* WITH

**100 SELECTIONS**