

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JANUARY 7, 1950



Judging by the smiles, this would seem to be a mutually satisfactory agreement. On the left, of course, is maestro Tommy Dorsey, who is signing a new recording contract with RCA Victor. Joe Csida, the diskery's artist and repertoire chief, has major plans for a resurgence of the band business, and Tommy, a perfectionist from way back, is an integral part of the blueprint. Dorsey, now entering his 16th year as a band leader, has had a long and happy relationship with Victor. He has cut approximately 295 disks for the company, including such outstandingly successful waxings as "Marie," "I'll Never Smile Again," "There Are Such Things," "Until," "Who" and many others. Incidentally, there's another reason for Dorsey's obvious exuberance. The pacting coincides with the arrival of a baby girl to Tommy and his wife, Jane.

*everybody raves when*

# MINDY CARSON

*sings*

Currently  
**ROXY**  
New York



**NBC**  
Mon., Wed., Fri  
11.15 PM. E.S.T.

"All The Bees Are Buzzin'  
'Round My Honey"



**RCA VICTOR RECORDS**



78 rpm 20-3602

45 rpm 47-3108

# HARD TREK FOR DISKERS

## 12 Million Phonos Put Out Since War Give the Diskers Biggest All-Time Potential

And You Can Throw in 4,300,000 Sets Made From '40-'42

By Ben Atlas

WASHINGTON, Dec. 31.—The biggest potential disk market in history now exists as a result of the vast

phonograph set-buying spree the American public has been on since the war. According to figures compiled by the Radio Manufacturers' Association (RMA) and published herewith for the first time, approximately 12,000,000 home phonographs of all kinds have been produced since the first of 1946.

An additional 4,300,000 sets were produced between 1940 and the suspension of civilian set manufacture in early 1942. RMA officials figure many of these phonos may still be in operation. In addition, an unknown number of pre-1940 machines are still in use. To this disk market must be added the large numbers of juke boxes in operation. Since few juke makers belong to RMA, the association has no figures on juke production.

The phonograph manufacture has been declining since the 1946 peak of some four million turn-ables, the number of TV consoles which include a phonograph has been sky-rocketing. In 1946, only 29 TV combos with a turn-table were produced. This rose to 20,000 in 1947, to 165,000 in 1948 and to 250,000 in 1949.

The bulk of phonographs produced in the last decade has been in radio-

## Radio's 1949 Gross Tops 1948 by 4½%; Set at 435 Million

WASHINGTON, Dec. 31.—The radio broadcasting industry's gross income this year will reach an estimated \$435,279,000 as compared with \$416,20,279 in 1948, the National Association of Broadcasters (NAB) reported Wednesday (28) in the NAB research department's annual survey. Accompanying this 4.5 per cent increase in 1949 over 1948 income was a 4 per cent rise in operating expenses, NAB reported.

Heaviest gain in the rise of gross income this year over the 1948 figure was national spot business, which revealed an increase of 13 per cent in reaching a 1949 figure of \$118,425,000. The national spot business total for 1948 was \$104,59,761. Also, said the NAB research department, local retail business contributed substantially. Declaring that local retail business "has consistently been underestimated," the report showed a 5.3 per cent increase in this category, rising from 1948's \$170,908,165 to \$180,025,000 this year.

A 6 per cent gain in revenue to stations is estimated this year, while networks are expected to show an estimated drop of 3.3 per cent, NAB stated. Revenue to stations, according to the report, will reach \$333,600,000 this year, as compared with 1948's \$314,700,000. This, said NAB, is derived wholly from local, retail, regional and national spot business.

(See RADIO'S GROSS on page 7)

## Tax Figures Mirror Tough Fight in '49

New Look in 1950

WASHINGTON, Dec. 31. — Although record company execs are uniformly optimistic with regard to the business outlook for 1950, the industry's struggle to stabilize itself and return to normalcy has been a very tough one. This is indicated by the fact that collections from the disk tax continued downward in 1949, according to a survey of Internal Revenue Bureau statistics. Preliminary figures put the year's total at \$6,196,271 as compared with \$6,792,954 in 1948. The tax

(See Diskers' Hard Trek on page 12)

## New Year's Eve Seen Big Again For H'w'd Spots

HOLLYWOOD, Dec. 31.—For most of the local niteries New Year's Eve biz will be up to or past last year's level, with only the Sunset Strip swankeries feeling a slight pinch. Survey of leading spots shows holiday reservations as good and in some cases surpassing the 1949 lists, while both Mocambo and Ciro's decided to slash prices from \$20 per head to \$12.50. Mocambo asked \$20 last year, while Ciro's took \$10 but decided to up it to \$20 with Joe E. Lewis on the platform. Reservations moved too slowly at Ciro's and at Mocambo, where Desi Arnaz is featured, hence the \$7.50 drop in tab. Ciro's H. D. Hover was the first to make the move, with the Mocambo's Charley Morrison meeting competition from across the street.

Biz is brighter at the Hotel Ambassador's Coconut Grove, which reports reservations 20 per cent above last year. As last year, the grove asked \$26 (less tax) for a full course continental dinner, all wine and liquor desired, early morning breakfast plus favors. Entertainment includes the Sportsmen, Kings and Their Ladies, dance troupe and Skitch Henderson ork. House capacity is 700. Biltmore Bowl similarly reports biz above last year. There is no price change. The Bowl will get \$15 per person. Larry Potter's, San Fernando Valley swankery, finds biz even with 1949.

## In This Issue

Burlesque .....	32	Music Machines .....	77
Casino .....	33	Music Pop Charts .....	14
Circus .....	34	Night Clubs .....	35
Circus .....	34	Paris and Pools .....	46
Classified Ads .....	39	Pipes for Pitchmen .....	63
Coln. Machines .....	57	Radio Television .....	5
Edna & Knapfords .....	41	Repertoires .....	40
Edna .....	41	Rinks and Skaters .....	38
General Outdoor .....	42	Roadshow Films .....	40
Honor Roll of Hits .....	15	Routes .....	45
Legitimate .....	38	Shitboards .....	65
Center List .....	68	Shuffleboards .....	25
Movie .....	30	Vaudeville .....	35
News .....	58	Vending Machines .....	58
Music .....	11		

The Billboard Main Office: 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year \$10. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1950 by The Billboard Publishing Company.

## Cap Into Film Field With 13 Pix of "Bozo"

HOLLYWOOD, Dec. 31. — Capitol Records has actively invaded the film production field, this week completing shooting of a series of 13 15-minute Bozo Circus episodes. Plans are now under consideration for Capitol to utilize this footage for theatrical release as well as tele, tying in the 13 episodes in a single featurette. If the latter plan goes thru the Bozo Circus featurette would be released in smaller localities so as not to compete with the tele versions. Video pix will be released thru Capitol's broadcast division, which now sells and distributes Station KTTV's kined shows (i.e., Buster Keaton, Pantomime Quiz, etc.). Budget of the Bozo Circus filming is

(See Cap Into Film on page 12)

(See Plenty Phonos on page 11)

# Repeaters Feature Radio Poll

## Editors Pick Toppers in 17th Survey

First TV Selections

By Jerry Franken

NEW YORK, Dec. 31.—Radio editors of the U. S., voting in *The Billboard's* 17th Annual Radio Editors' Survey, this week named their favorite programs and performers in radio and television, marking the first time video has been included as a separate entertainment field in this annual poll. Choices in the AM field included, with few exceptions, those top performers who've been named in previous years. In tele the laurels went to *Studio One*; Burr Tillstrom, for his classic *Kukla, Fran and Ollie*; *Stop the Music*, Perry Como, Kyle McDonnell, Dione Lucas, announcer Dennis James, Roy Marshall's *The Nature of Things*, and the Milton Berle-Texaco Star Theater.

The Texaco hour-long offering romped away with three video

(See Repeaters Feature on page 5)

## DuMont's 2 Mil

NEW YORK, Dec. 31.—A top exec of the DuMont Television Network last week indicated that for 1949 the web will gross about three times the amount it took in a year ago. This would place its total gross for 1949 around \$2,750,000. In 1948 DuMont grossed in the neighborhood of \$900,000.

## Legit-TV House For Marylanders

BALTIMORE, Dec. 31. — A New York theatrical group will build a 1,000-seat legit theater and television studio at Silver Spring, Md., it was announced this week.

Charles Kopeland, executive secretary of the city board of trade, refused to identify the organization. He did say, however, that members of the troupe, including several "well-known television stars," will complete negotiations for a site when they visit Silver Spring next month.

The project, on which \$250,000 will be spent for the theater and TV studio and \$100,000 for the land, will be completed by fall, Kopeland said.

## Sesqui's New Headache: Cry Of 'Kickback!'

Justice Dept. May Step In

WASHINGTON, Dec. 31.—Amid an administrative tangle in preparations for the 1950 Freedom Fair (*The Billboard*, December 17, 24, 31), Congress and the Justice Department are casting a weather eye toward the National Sesquicentennial Commission's operations, and talk is being heard increasingly in official circles that the Commission will embark on a "goldfish bowl" policy of handling contracts for all of the fair's activities.

The Justice Department's interest in the Commission's affairs developed at the behest of the Commission itself which, thru its executive vice-chairman, Carter T. Barron, requested Attorney General J. Howard McGrath to assign the Federal Bureau of Investigation to look into contract operations. Barron's request to McGrath followed a complaint by a

(See Sesqui's New Headache, page 43)

# Showbiz Bills Flood Congress

## Excise Repeal Tops List as Session Opens

### Social Sec. Due To Expand

WASHINGTON, Dec. 31.—Topping a heavy agenda of legislation affecting the amusement industry, the drive for reduction or elimination of excise taxes will be up for early action when Congress begins the second session of the 81st Congress Tuesday (3). Also skedded for consideration will be amendments to the Social Security Act to extend coverage to all show business people previously uncovered, appropriations for the various federal agencies—including budgets for the Federal Communications Commission (FCC) and the State Department's Voice of America—the possibility of applying anti-trust laws to unions, a number of tax matters outside the excise field, and a dozen bills dealing with radio.

The excise question is probably the most important to the entertainment world as a whole. Involved are the heavy levies on admissions to theaters, cabarets, circuses, skating rinks, and shows of all types; refreshments and services offered by niteries and ballrooms; disks; radios, phonos and parts.

#### Public Hearings Likely

The excise question first will be threshed out in the House Ways and Means Committee. Public hearings are expected to be held specifically on one or more of the pending bills which call for a return of the excise structure to the prewar level for all items but liquor. Enactment of such a bill would eliminate the tax on radios and phonos and the 15 per cent tax which entertainers and the rest of the public have been paying on transportation tickets. The 20 per cent bite on admissions and on cabaret-ballroom services would drop back to 5 per cent. The levy on disks, however, would stay unless bills dealing with excises as a group were amended.

Certain to come up in committee hearings is the proposal to wipe out all excise except those on liquor and tobacco and substitute a general manufacturers' excise of 2 per cent. It appears unlikely that such a change will be authorized in the coming session. However, the chances are good that some sort of excise relief for show business will be forthcoming.

#### Social Security Changes

Liberalizing of the Social Security Act to bring in the self-employed and hike the fees and benefits appears a sure certainty for enactment. The House passed such a bill overwhelmingly last session, and the measure is slated to be aired by the Senate Finance Committee beginning January 20.

Regardless of the fate of the liberalizing bill, the Social Security tax on those entertainment workers and employers now covered by the act rises to 1½ per cent January 1. This increase was authorized by Congress several years ago but put in cold storage during the war and immediate postwar years.

Requested appropriations for the government agencies will be outlined by President Truman in his budget message which is due within the first week after the opening of the new Congressional session. Exactly how much Congress will grant, however, will not be known for several months. Truman is expected to ask approximately the same for the FCC as last year. (See Showbiz Bills on page 40)

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**MULE TRAIN**
- No. 1 Sheet Music Seller  
**DEAR HEARTS AND GENTLE PEOPLE**
- No. 1 Most Played on Disk Jockey Shows  
**I CAN DREAM, CAN'T I? Andrews Sisters, Dec 24705**
- No. 1 Disk via Dealer Sales  
**RUDOLPH, THE RED-NOSED REINDEER, G. Autry, Col (78) 38610. (LP) 1-375**
- 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  
**BLUE CHRISTMAS, E. Tubb, Dec 46186**
- 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  
**RUDOLPH, THE RED-NOSED REINDEER, G. Autry, Col (78) 38610. (LP) 1-375**
- No. 1 Most Played Juke Box Blues and Rhythm Record  
**SATURDAY NIGHT FISH FRY, L. JORDAN, Dec 24725**
- No. 1 Best Selling Retail Blues and Rhythm Record  
**SATURDAY NIGHT FISH FRY, L. JORDAN, Dec 24725**
- 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, page 14 to 31.

## Chi Chez Paree Sale Price Points Up Showbiz Doldrums

NEW YORK, Dec. 31.—The cheap sale of Chicago's Chez Paree, finalized Tuesday (27), indicates the depths to which cafes have fallen since the recent lush years. About four years ago, for example, La Martinique, a New York cafe of note, was offered \$250,000. Dario, the Martinique op, turned it down. He wanted \$300,000. Two years later the spot sold for approximately \$40,000. The new owners didn't stay around very long and now Dario has it back tho it's closed.

The Chez Paree, probably one of the top cafes in the country and certainly the top spot of Chicago, has been on the block for at least a year. Joe Jacobson, one of the owners, has often said if anybody came up with the dough he'll sell out. The rumored asking price was around \$500,000. This week it was sold for about half that figure to a group headed by Donald Medlivine, Jack Schaltz and Dave Halper.

New York, once the heart of cafe showbiz, now has only three top cafes in operation: the Copa, the Latin Quarter and the Diamond Horseshoe. Of these only the Copa and the Latin Quarter go in for acts that cost money. The local hotel rooms are doing okay using one or two acts, but they have the hotel guests to draw on in addition to customers pulled in by the shows.

There are a number of smaller rooms that do fairly well. Some of them, like the Versailles, use one act, while others, like the Blue Angel, use four or five.

Some of these spots are doing okay and ops have frequently stated they are not for sale. The major reason for title transfers, according to showbiz informants, is inability to get top attractions at salaries at which ops say they can make a profit.

The Chez Paree, for example, admits that some of the big attractions it has played recently haven't done the business. "If these guys would take an occasional cut to help us out, we'd still be around," a Chez spokesman said.

Talent offices look glumly toward 1950 in the cafe field. The consensus is that many a singer getting \$1,000 will be lucky to get \$500; comics in the \$1,250-\$2,000 class will have to settle for around \$750.

"In fact," one top talent seller

said, "act prices for 1950 will go lower than they were before the war. If they don't, a lot of acts will lay off more and more, and more cafes will go out of business."

## SAG Beckons From H'wood for Video Jurisdiction Meet

HOLLYWOOD, Dec. 31.—Screen Actors' Guild (SAG) will be glad to meet with Television Authority (TVA) to seek a solution to the video jurisdictional tangle, but the TVA-proposed peace meeting will have to be held in Hollywood. TVA's board was so informed by the Guild's executive committee in reply to an invitation for a New York confab. Guild further pointed out that its willingness to reopen negotiations with TVA should not be mistaken as any weakening of its stand for equal partnership between the film and live unions in the video field. SAG will meet the tele film producers January 6 as part of its regularly planned organization of the telecine field.

Following is the text of SAG's wire to TVA:

"Your wire of December 22 cannot be presented to our board until its next meeting January 3. However, the executive committee wishes to point out that the reasons which impelled the board to state in its wire of December 20 that meetings in New York would not be possible, still exist. The principal members of our committee are all engaged in pictures and could not leave Los Angeles in the near future. Re your statement that the last two meetings were held here, please note that the last full and formal meetings took place in New York in September and October. We again assure you we are ready to discuss an equal partnership or mutual co-operation pact that recognizes two fields of jurisdiction, live and film. Naturally these meetings, should they end in disagreement, cannot prejudice the positions now maintained by TVA, SAG and SEG (Screen Extra's Guild). We assume you plan to extend formal invitation to SEG to participate in these meetings.

"Exec committee of board of directors, SAG"

## Lil Abner Looted

CINCINNATI, Dec. 31.—Merle Abner, of the Swanee River Boys, WLW here, recently bought a Crosley car—manufactured, of course, by WLW's former owner, Powell Crosley. Because he had no garage he bought a tent for the auto. Christmas Eve the car was stolen, and so was the "garage." Christmas Day the car was recovered but the tent still is missing. Abner figures now that the thief, while lacking transportation, at least has a tent to cook in.

## Equity Wins 1st of Brandt Tabloid Shows

NEW YORK, Dec. 31.—The battle for jurisdiction over the Brandt shows between Actors Equity and the American Guild of Variety Artists (AGVA) was temporarily resolved last week when the parent body of the talent unions, the Associated Actors and Artistes of America (Four A's), gave the nod to Equity for at least the first of the Brandt tab shows, *The Respectful Prostitute*.

At the same time, however, it was understood that AGVA's claim for future shows was based on precedent and that Equity's claims on any new capsule shows would be reviewed on their merits if and when they came up.

Brandt intends soon to put on *Ladies Night in a Turkish Bath*, with Buddy Ebsen and Skeets Gallagher. AGVA has already said it will assume jurisdiction.

## New Year's Eve Specials

BRIDGEPORT, Conn., Dec. 31.—The New Haven Railroad ran three Times Square round-trip specials to New York tonight at excursion rates. One was from Springfield, Mass., another from New Haven and the third from Winsted, Conn.

## The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.

William D. Littleford

E. W. Evans ..... Pres. & Treas.

Lawrence W. Catto ..... Secy.

Editors

Roger S. Littleford Jr. .... Editor in Chief

G. R. Schreiber ..... Coin Machine Editor

Herb Doffen ..... Outdoor Editor

William J. Sachs ..... Executive News Editor

(Cincinnati)

Dick Armstrong ..... Executive News Editor

(New York)

Managers and Divisions

E. W. Evans, Gen. Manager Cincinnati

Main Office & Printing Division

2160 Patterson St., Cincinnati 22 Ohio

Phone: DUNbar 6450

W. D. Littleford, Gen. Manager Eastern Division

1564 Broadway, New York 19, N. Y.

Phone: PLaza 7-2800

M. L. Reuter, Gen. Manager Western Division

186 W. Randolph St., Chicago 1, Ill.

Phone: CEntral 6-8761

Sam Abbott, Gen. Manager West Coast Division

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 8-5831

F. B. Joerling, Gen. Manager Southwest Division

390 Arcade Bldg., St. Louis 1, Mo.

Phone: CHestnut 9443

C. J. Latscha ..... Advertising Director

K. Kemper ..... Advertising Mgr., New York

M. L. Reuter ..... Advertising Mgr., Chicago

B. A. Bruns ..... Circulation Manager

Main Advertising, Circulation & Printing Offices

2160 Patterson St., Cincinnati 22, Ohio

Phone: DUNbar 6450

Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address. The Billboard also publishes the monthly magazine of automatic merchandising.

# REPEATERS FEATURE 17th POLL

## Radio Editors' Top Programs

JACK BENNY	★ CBS: American Tobacco Co. B. B. D. & O. Favorite Comedian
TRUTH OR CONSEQUENCES	★ NBC: Procter & Gamble Compton Favorite Quiz/Audience Participation Show
BING CROSBY	★ CBS: Liggett & Myers Cunningham, Walsh Favorite Male Singer (Popular)
JAMES MELTON	★ NBC: International Harvester McCann-Erickson Favorite Male Singer (Classical)
DINAH SHORE	★ CBS: Procter & Gamble Dancer-Fitzgerald-Sample Favorite Woman Singer (Popular)
DOROTHY KIRSTEN	★ NBC: American Tobacco Co. B. B. D. & O. Favorite Woman Singer (Classical)
GUY LOMBARDO	★ NBC
NBC SYMPHONY ORCHESTRA	★ NBC
BILL STERN	★ NBC: Colgate-Palmolive-Peet Sherman & Marquette Favorite Sports Announcer
EDWARD R. MURROW	★ CBS: Campbell Soups Dancer-Fitzgerald-Sample Favorite News Commentator
LUX RADIO THEATER	★ CBS: Lever Brothers J. Walter Thompson Favorite Dramatic Program
LET'S PRETEND	★ CBS: Cream of Wheat B. B. D. & O. Favorite Children's Program
BING CROSBY	★ CBS: Liggett & Myers Cunningham, Walsh Favorite Variety Program
TOWN MEETING OF THE AIR	★ ABC Favorite Educational Program
JACK BENNY	★ CBS: American Tobacco Co. B. B. D. & O. Best Commercials
BILL LAWRENCE	★ CBS Outstanding New Star of the Year

## Nation's Editors Pick Their Fave Programs, Performers In Billboard's Annual Poll

### Television Included for First Time

(Continued from page 3)

awards. Berle was named television's outstanding star; the program was declared the best vaudeville show in video, and its commercials, done by vaudevillian Sid Stone, were voted the best commercials in the sight and sound broadcasting field.

#### Most Promising

The most promising performer on the radio horizon, according to the radio editors, is Bill Lawrence, whose vocalizing with Arthur Godfrey won him top honors as outstanding new star of the year. Second place went to Dean Martin and Jerry Lewis; third to Eve Arden, star of *Our Miss Brooks*; fourth to Abe Burrows and fifth to Doris Day. Winners last year were Henry Morgan, Dennis Day and Senator Claghorn (Kenny Delmar), currently the star of *Texas Lil' Darling*, Broadway musical.

Dorothy Kirsten and Edward R. Murrow head the list of radio names who rank as "newcomers" to the list of top stars as tabbed by the radio editors. Miss Kirsten, co-starring on the *Lucky Strike* show on the National Broadcasting Company (NBC)

with Frank Sinatra, was chosen as favorite classical singer. Her opposite number in this division is James Melton, who also won a like award in the 16th popularity poll. Murrow's award is as most popular newscaster, the first time he has won that honor or finished in the first five. William L. Shirer, not now on the air, was the previous winner.

Jack Benny's *Lucky Strike* show won honors both for Benny, as the favorite comedian, and for its middle-of-the-program commercials, which were voted the best commercials in radio.

#### Tribute to Allen

The editors voted quite a tribute to Fred Allen, who was the winning comedian in the last poll. Altho he is not now on the air and was not during the time the survey was taken, the lammister from Massachusetts was voted second favorite comedian in this year's poll. Henry Morgan, second in the previous survey, is third this year; Bob Hope, fourth this year, was fifth last year, and (See *Repeaters Feature 17th, page 6*)

## CBS Grabs AM Show Laurels But NBC Tops List in Tele

NEW YORK, Dec. 31.—Program honors voted by editors participating in *The Billboard's* 17th Annual Radio Editors Survey gave the No. 1 network spot to the Columbia Broadcasting System (CBS), with the National Broadcasting Company (NBC) runner-up. CBS scored with nine first places and six second places to gain its major edge. NBC has six first places and four second places. The point total was accrued by counting five for first place; four for seconds; three for third; two for fourth, and one for fifth. The scoreboard:

FIRSTS	SECONDS	THIRDS	FOURTHS	FIFTHS	TOTAL POINTS
9	6	6	4	2	97
6	4	3	8	8	79
1	2	3	2	1	27
X	1	2	X	1	11

NBC, on the other hand, romped away with the television honors, outscoring its arch-competitor by seven firsts to two. (Only first place winners were tabulated in the TV scoring.) NBC won in video with three firsts for the *Texaco* show; *Kukla, Fran and Ollie*; *Perry Como*; *Kyle McDonnell* and *Nature of Things*. CBS firsts in TV were *Studio One* and *Dione Lucas*. American Broadcasting Company and DuMont each had one first place, *Stop the Music* and *Dennis James*, respectively.

CBS firsts were: Jack Benny (2); Bing Crosby (2); Dinah Shore; Edward R. Murrow; Lux Radio Theater; Let's Pretend; Bill Lawrence.  
CBS second-placers were: Vaughn Monroe; New York Philharmonic Symphony; Red Barber; Lowell Thomas; This Is Broadway; You Are There.  
CBS third-placers were: Dennis Day\*, Margaret Whiting; Ford Theater; Arthur Godfrey's Talent Scouts; Arthur Godfrey; Eve Arden.  
CBS fourth-placers were: Groucho Marx; Peggy Lee; CBS Symphony; Abe Burrows.

CBS fifth-placers were: Sammy Kaye; Suspense.  
NBC firsts were: Truth or Consequences; James Melton; Dorothy Kirsten; Guy Lombardo; NBC Symphony Orchestra; Bill Stern.  
NBC second-placers were: Fred Allen; Perry Como; Theater Guild on the Air; Fibber McGee and Molly; Dean Martin and Jerry Lewis.  
NBC third-placers were: Henry Morgan; Dennis Day\*; Meet the Press.  
NBC fourth-placers were: Bob Hope; Gordon MacRae; H. V. Kaltenborn; NBC University Theater; Dave Garroway; University of Chicago Round Table; Telephone Hour; Cavalcade of America.  
NBC fifth-placers were: Fibber McGee and Molly; Who Said That?; Doris Day; Boston Pops Orchestra; Fred Waring; NBC University Theater; Henry Morgan; Doris Day.

ABC firsts were: Town Meeting of the Air.  
ABC second-placers were: Jack Armstrong; Lone Ranger.  
ABC third-placers were: Stop the Music; Walter Winchell; Child's World.  
ABC fourth-placers were: Harry Wismer; Superman.  
ABC fifth-placers were: Elmer Davis.  
MBS seconds were: Twenty Questions.  
MBS third-placers were: Mel Allen; Juvenile Jury.  
MBS fifth-placers were: House of Mystery.  
\*—Dennis Day voted third and since he airs on both NBC and CBS each was credited with a third-place vote.

# Editors' Top-TV Programs

★ <b>STUDIO ONE</b>	CBS: Westinghouse McCann-Erickson Favorite Dramatic Program
★ <b>KUKLA, FRAN &amp; OLLIE</b>	NBC: RCA Victor: Sealtest J. Walter Thompson; N. W. Ayer Favorite Children's Program
★ <b>STOP THE MUSIC</b>	ABC: Multi-sponsored Favorite Audience Participation Program
★ <b>PERRY COMO</b>	NBC: Liggett & Myers Cunningham, Walsh Favorite Male Singer (Popular)
★ <b>KYLE McDONNELL</b>	NBC Favorite Woman Singer (Popular)
★ <b>TEXACO STAR THEATER</b>	NBC: Texas Company Kudner Favorite Vaudeville Program
★ <b>DIONE LUCAS</b>	CBS Favorite Women's Program
★ <b>DENNIS JAMES</b>	DuMONT Favorite Announcer
★ <b>NATURE OF THINGS</b>	NBC Favorite Educational Program
★ <b>MILTON BERLE</b>	NBC: Texas Company Kudner Television's Outstanding Star
★ <b>TEXACO STAR THEATER</b>	NBC: Texas Company Kudner Best Commercials in TV

# Repeaters Feature 17th Poll As U. S. Editors Pick Toppers

(Continued from page 5)  
Fibber McGee, fourth last year, is fifth this year.

Bing Crosby, like Benny, also is a two-time winner in the 1949 survey, being voted No. 1 as pop male vocalist and as the No. 1 variety program as well. Favorite gal singer this year is Dinah Shore, repeating last year's win, with Jo Stafford repeating also in second place. A newcomer this year is Margaret Whiting, voted third, with Peggy Lee repeating for fourth and Doris Day showing up as a new name in fifth. Ginny Simms, fifth in the preceding vote, has retired.

### "Truth" Top Quiz

Ralph Edwards's uninhibited audience participation stanza, *Truth or Consequences*, was chosen as the top show of its kind on the air, replacing *Information, Please* in the participation-quiz category. *Twenty Questions*, which heretofore had not placed, was voted second. *Stop the Music*, which was voted the No. 1 audience participation show in television, doubled in brass to win third place in the radio sweepstakes. The show, of course, was the first of the giveaways and responsible for the deluge which followed.

Altho he did not place directly in the top five among comics, Groucho Marx's nonpareil quiz show, *You Bet Your Life*, was voted fourth in this category, with *Who Said That?* NBC's relatively new news q. and a. show, finishing fifth. In view of the show's short span of life so far, *Said* rates quite a bow for finishing in the money.

Perry Como, voted as television's favorite male pop singer, finished second to Bing in the radio male vocalist ranks, followed by Dennis Day (third), newcomer Gordon MacRae (fourth) and the late Buddy Clark as fifth.

### Ork Honors

Popular orchestra honors, as they have for almost as many years as this survey has existed, went to Guy Lombardo and His Royal Canadians, voted first in their field, with Vaughn Monroe, Tex Beneke, Tommy Dorsey and Sammy Kaye completing the list. This gives Lombardo more awards than his speedboat can carry.

In the symphonic orchestra field top honors were voted to the NBC

Symphony, which finished second last year, with the New York Philharmonic, the previous winner, now runner-up. Other favorite longhair aggregations were the Boston Symphony, CBS Symphony and the Boston Pops Orchestra.

Another veteran prize winner in the survey, Bill Stern, repeated his win this year. It's about the eighth year in the row Stern has topped the list of sportscasters. Maybe he should join the other veteran winner, Guy Lombardo, on drums. Red Barber's dulcet tones earned him second place (a repeat), Mel Allen was third, Harry Wismer fourth and Ted Husing fifth. Quite something for Husing, who since he turned disk jockey for WMGM, New York, hasn't done any sportscasting.

Following Ed Murrow in the news commentator field are Lowell Thomas, Walter Winchell, H. V. Kaltenborn and Elmer Davis. Murrow only this week, during one of his broadcasts, nominated Davis as his choice for the best.

In the dramatic program field, following *Lux Radio Theater*, the winner, were *Theater Guild on the Air*, *Ford Theater* (now only on TV and off AM), *NBC University Theater* and *Suspense*.

The children's program field was another category which repeated previous honors, first place going to Nila Mack's long-running *Let's Pretend*. Variety program honors, following Crosby, went to *This Is Broadway* (now on TV only), Arthur Godfrey's *Talent Scouts*, Dave Garroway and Fred Waring.

Favorite public service program laurels went to George Denny's *Town Meeting of the Air*, followed by *You Are There*, *Meet the Press*, *University of Chicago Round Table* and *NBC University Theater*, also a winner in the dramatic program category.

Fibber McGee, whose middle commercial has been a steady winner in the best-commercial-on-the-air category, dropped off one place, behind Jack Benny, in this year's survey. Arthur Godfrey's spiels for his numerous sponsors, rated him third in this group; the *Telephone Hour* and *Cavalcade of America* tied for fourth and Henry Morgan finished (See Radio Editors Vote on page 40)

# Program Leaders in Editors' Poll

The list below shows the five leading programs in the various categories as voted by radio editors participating in *The Billboard's 17th Annual Radio Editors' Poll*. The network for each program also is indicated. In cases where the program or star involved no longer is on the air, the network over which last aired is listed.

### FAVORITE COMEDIANS

1. Jack Benny ..... CBS
2. Fred Allen ..... NBC
3. Henry Morgan ..... NBC
4. Bob Hope ..... NBC
5. Fibber McGee & Molly ..... NBC

### FAVORITE QUIZ AND/OR AUDIENCE PARTICIPATION PROGRAMS

1. Truth or Consequences ..... NBC
2. Twenty Questions ..... MBS
3. Stop the Music ..... ABC
4. Groucho Marx ..... CBS
5. Who Said That? ..... NBC

### FAVORITE MALE SINGERS (POPULAR)

1. Bing Crosby ..... CBS
2. Perry Como ..... NBC
3. Dennis Day ..... NBC-CBS
4. Gordon MacRae ..... NBC
5. Buddy Clark

### FAVORITE MALE SINGERS (CLASSICAL)

1. James Melton ..... NBC
2. Ezio Pinza
3. Nelson Eddy
4. Lauritz Melchior
5. John Charles Thomas

### FAVORITE WOMEN SINGERS (POPULAR)

1. Dinah Shore ..... CBS
2. Jo Stafford
3. Margaret Whiting ..... CBS
4. Peggy Lee ..... CBS
5. Doris Day ..... NBC

### FAVORITE WOMEN SINGERS (CLASSICAL)

1. Dorothy Kirsten ..... NBC
2. Helen Traubel
3. Lily Pons
4. Marian Anderson
5. Eleanor Steber

### FAVORITE POPULAR DANCE ORCHESTRAS

1. Guy Lombardo ..... NBC
2. Vaughn Monroe ..... CBS
3. Tex Beneke
4. Tommy Dorsey
5. Sammy Kaye ..... CBS

### FAVORITE SYMPHONY OR CONCERT ORCHESTRAS

1. NBC Symphony Orchestra ..... NBC
2. New York Philharmonic Orchestra ..... CBS
3. Boston Symphony Orchestra
4. CBS Symphony Orchestra ..... CBS
5. Boston "Pops" Symphony Orchestra ..... NBC

### FAVORITE SPORTS ANNOUNCER

1. Bill Stern ..... NBC
2. Red Barber ..... CBS-WMGM
3. Mel Allen ..... MBS
4. Harry Wismer ..... ABC
5. Ted Husing ..... WMGM

### FAVORITE NEWS COMMENTATORS

1. Edward R. Murrow ..... CBS
2. Lowell Thomas ..... CBS
3. Walter Winchell ..... ABC
4. H. V. Kaltenborn ..... NBC
5. Elmer Davis ..... ABC

### FAVORITE DRAMATIC PROGRAMS

1. Lux Radio Theater ..... CBS
2. Theater Guild on the Air ..... NBC
3. Ford Theater ..... CBS
4. NBC University Theater ..... NBC
5. Suspense ..... CBS

### FAVORITE CHILDREN'S PROGRAMS

1. Let's Pretend ..... CBS
2. Jack Armstrong ..... ABC
3. Juvenile Jury ..... MBS
4. Superman ..... ABC
5. House of Mystery ..... MBS

### FAVORITE VARIETY PROGRAMS

1. Bing Crosby ..... CBS
2. This Is Broadway ..... CBS
3. Arthur Godfrey's Talent Scouts ..... CBS
4. Dave Garroway ..... NBC
5. Fred Waring ..... NBC

### FAVORITE EDUCATIONAL AND/OR PUBLIC SERVICE PROGRAMS

1. Town Meeting of the Air ..... ABC
2. You Are There ..... CBS
3. Meet the Press ..... NBC
4. University of Chicago Round Table ..... NBC
5. NBC University Theater ..... NBC

### BEST COMMERCIALS

1. Jack Benny ..... CBS
2. Fibber McGee & Molly ..... NBC
3. Arthur Godfrey ..... CBS
4. The Telephone Hour ..... NBC
5. Cavalcade of America ..... NBC

### OUTSTANDING NEW STARS

1. Bill Lawrence ..... CBS
2. Dean Martin & Jerry Lewis ..... NBC
3. Eve Arden ..... CBS
4. Abe Burrows ..... CBS
5. Doris Day ..... NBC

# CBS IN EXEC REORGANIZATION

## Radio's Gross For '49 Is Up; Set at 435 Mil

(Continued from page 3)

Also, a big part of the increase is accounted for by the emergence of more than 230 new stations on the air this year, according to NAB. NAB's estimate of revenue to networks shows \$129,300,000 for 1949, compared with \$133,723,098 for 1948.

### Network Sale Figures

Revenue to stations from sale of network time will be \$1,500,000 to \$2,000,000 this year. NAB research director, Kenneth H. Baker, stated that the annual estimates represent gross income to stations and networks after trade discounts but before deduction of agency commissions. Pointing out a rise in operating expenses, Dr. Baker said that "in 1948 the over-all average of profits to stations before federal taxes was 17.1 per cent," and he added that 1949 will be the second consecutive year in which this over-all average will be less than 20 per cent. "They may fall as low as 16 per cent in 1949," Baker stated in the report.

The report is based on a sampling of NAB member stations and webs, official Federal Communications Commission figures for 1948, and a general review of business conditions in the industry, Dr. Baker said.

### Regional Tab

In connection with regional figures, the report showed that New England, which last year reported a rise in local business, witnessed the greatest decrease this year, while local business on the West Coast showed a marked improvement this year as compared with losses in 1948. The West-North Central region (Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas and Missouri) continued to show substantial increases in retail business. Largest percentage increase in national spot business was reported in the East-South Central region (Kentucky, Tennessee, Alabama, Mississippi), and increases were also reported in the Middle Atlantic, Pacific and Mountain regions, along with rises in operating expenses. The New England and West North Central regions showed reductions in expenses.

Regional webs showed gross revenue of \$7,529,000 this year, a 2.9 per cent rise over 1948's \$7,329,255.

## The Year of Web Presidents

NEW YORK, Dec. 31.—The year 1949 undoubtedly will be recalled as the year of the great network upheavals. All four major webs have gone thru highly significant top policy realignments in the 12 months just past. Just under the tape this week were the reshuffles at the Columbia Broadcasting System (CBS) (see separate story) and at the American Broadcasting Company (ABC) where Robert Kintner ascended to the presidency vacated when Mark Woods was named assistant board chairman. Previously Frank White took over the presidency of Mutual Broadcasting System (MBS) from Ed Kobak, and Joseph McConnell became top man at the National Broadcasting Company (NBC) when Niles Trammell became chairman of the board.

The ABC revamp is regarded as freeing Woods of administrative responsibilities and placing him in a position comparable with those of CBS board chairman Bill Paley and NBC's Trammell, who are able to ponder over-all policy matters and take personal part in talent and sales negotiations. No immediate replacement is expected for Kintner's former post as executive veepee.

## Ford Dealers Go to Saturation On Two Webs To Plug Models

NEW YORK, Dec. 31.—Ford dealers this week adopted a new technique for getting out the car's new model with a big radio splash. The dealers are going in for saturation web program coverage, utilizing two networks and a wide variety of program types and hours, over a short intensive period. Bulk of the business is going to the Mutual Broadcasting System (MBS), with the Columbia Broadcasting System (CBS) also picking up a healthy slice. Reports also have the bankroller considering reprises of this method within a few weeks if it seems successful.

The MBS deal reportedly calls for the Ford dealers to air a different web show each day over a period of about two weeks. The shows will be standard MBS sustainers, some daytime and some evening. The exact list is not yet set, but it is said to include *The Saint*, *Mutual Newsreel* and *Can You Top This?* Start for the

campaign is imminent, possibly by the week-end.

CBS will be used between January 4 to 17, with six airings involved. These include two for *Lum and Abner*, January 4 and 11, and one each for *Escape* (17), *Philip Marlowe* (7) and each of two band remotes, Joe Reichman (15) and Paul Neighbors (8). J. Walter Thompson is the agency on the deals.

## Carnation on Hunt For New Vocalists

HOLLYWOOD, Dec. 31.—Carnation show is tiring of using the same vocalists and will attempt to get new voices, even if it means flying the balladists to the Coast for their airing. For the January 22 show, Russ Emery is being transported here, while for January 8 the program will use Bob Carroll, with Johnny Johnston on the 15th and Ken Carson on the 29th. Other bookings of not-too-often heard vocalists will follow in future weeks.

Heretofore show has leaned heavily on Dick Haymes, Gordon MacRae, Jack Smith and Andy Russell. Idea of getting new voices was fostered by Charles Cottingham, radio veepee of Erwib-Wasey Agency.

## NBC Coast Tele Drive Sets Pic Test for McGee

HOLLYWOOD, Dec. 31.—National Broadcasting Company's (NBC) big Coast tele guns will go into action shortly, with *Fibber McGee and Molly* set as the first top radio show to take to tele tests. Web's Norman Blackburn, newly installed head of tele network operations here, will put *Fibber* before motion pic cameras in an audition show currently being written by Don Quinn. Show will be shot at Hal Roach Studios, with Blackburn assuming production reins. If successful, an early entry into video is foreseen for the veteran comedy show.

Odd sidelight in NBC's plans is that the web is putting the audition on motion pic film rather than using skein's own local kinescope facilities, which cost the network over \$75,000. Reason given is that film will afford more production latitude and better pic quality. Final decision as to whether the series would go network via film or kine will depend on comparative costs of both mediums. All things being equal, edge would go to films, as in the case of *Life of Riley*, which was originally set for kine but switched to film when cost was reduced to \$2,500 per episode for film and production costs, exclusive of talent or writing.

## Integration Policy Set; Taylor Quits

### Van Volkenburg Heads Sales

NEW YORK, Dec. 31.—A major realignment of top echelon duties was effected yesterday (Friday) by Frank Stanton, president of the Columbia Broadcasting System (CBS), whereby the network took an enormous stride toward integration. Under the new exec line-up, all sales, all program activities, all program operation functions and all business affairs of the program department will be co-ordinated under one vice-president for each of the functions named. What this means is that CBS is integrating its AM and TV activities at the top level, while maintaining separate units below.

The new table of organization has Jack Van Volkenburg, now director of TV, heading all sales with the title vice-president in charge of network sales. Dave Sutton will continue as TV head, but a new AM sales director is to be named, to succeed Bill Gittinger, who has been named assistant to Prexy Stanton.

### Robinson Moves Up

In programs Hubbell Robinson has been named vice-president for network programs, both AM and TV, having heretofore headed AM programs, while Charlie Underhill headed TV programs. Underhill now reports to Robinson in the co-ordination set-up. At the same time, Veepee Jim Seward, who headed business operations in the AM program picture, will become veepee in charge of business affairs, network programs.

One new vice-president is resulting from the reorganization and one vice-president is resigning. The new veepee is Frank Faulkner, who has been named vice-president in charge of program operations. The veepee who resigned is Davidson Taylor, who since 1947 had headed the CBS public affairs divisions. Sig Mickelson will succeed him as pub affairs head.

Taylor, who joined CBS as an announcer in 1933, stated that he felt he "could not work effectively under (See CBS IN EXEC on page 40)

**NEW**  
on the air!  
**NEWS**  
That's Fair!  
Listen to  
**FRANK EDWARDS**  
Monday Thru Friday  
Coast to Coast  
Mutual Network  
**10PM EST**  
Sponsored by  
**AMERICAN  
FEDERATION OF LABOR**

**NICK LUCAS**  
and his guitar  
on...  
**KEN MURRAY'S  
PREMIERE  
TV SHOW**  
CBS—Jan. 7  
8-9 p.m. EST  
Week of Jan. 14  
**FOX THEATRE**  
St. Louis, Mo.

# WHO OWNS TV PACKAGES?

## Indies' Grim Fight for Buck Is Pointed Up

### Own Half of 201 Shows

NEW YORK, Dec. 31.—Altho over half of the 201 shows aired over the six New York video stations are owned by packagers, the heftiest portion are on a sustaining basis. This fact underlines the struggle being waged by indie packagers in TV, which has not yet begun to pay big dividends for them. Even more significant, however, is the fact that only one package outfit, according to the record, has as many as three shows apiece airing at present, while there are only a handful with two stanzas before cameras.

Ken Later leads the parade with three shows on WOR-TV. Two TV shows are being produced by the following package offices: Scheck, Dahlman & Black; Wilbur Stark-Jerry Layton; Lester Lewis; Gerry Law-Chick Vincent; Trans-America (John Clark); World Video; Frederic Ziv; Lou Cowan; Martha Rountree; William Morris; Mark Goodson; Music Corporation of America (MCA); West Hooker; Dick DuBois and Bob Loewi. About 65 per cent of TV packages have only a single entry airing.

### CBS Owns 27 Outright

The CBS policy of owning all or part of as many properties as possible is evidence in the fact that, of the 46 TV shows on its facilities, the web wholly owns 27 and has part interest in four more. Of these 31, incidentally, 16 are being sponsored. Another outfit which depends mainly upon its own resources is WPIX. The indie owns all but two of the 19 stanzas it airs.

NBC and the American Broadcasting Company (ABC) each control one-third of the shows they air, the former having an interest in 18 of the 54 shows it scans, while ABC owns 10 of 30. The extreme opposite of the WPIX pattern is followed by WOR-TV, which house-builds only one of the stanzas on the station.

A tally of who owns what TV packages now airing here appears in adjoining space.

## Who Owns Which TV Shows

### American Broadcasting Company (ABC) and WJZ-TV

Super Circus—ABC  
Irene Wicker—Irene Wicker & Blair Walliser  
Action Autographs—Brand Productions  
Think Fast—Bob Jennings  
Paul Whiteman Goodyear Revue—ABC  
Your Witness—MCA Film  
The Ruggles—ABC  
The Little Review—ABC  
Let There Be Stars—ABC  
Celebrity Time—World Video  
Ship's Reporter—Chick Vincent & Gerry Law  
Photoplay Time—ABC & Photoplay Magazine  
Roller Derby—Ken Neidel  
Market Melodies—Arthur Modell  
TV Telephone Game—Harry S. Goodman  
On Trial—ABC

Look Photocrime—Mildred Fenton & "Look" Magazine  
Kieran's Kaleidoscope—International Telefilm Productions  
The Fitzgeralds—Ed and Pegcen Fitzgerald  
The Lone Ranger—Trendle-Campbell  
Stop the Music—Lou Cowan & Mark Goodson  
Crusade in Europe—20th Century-Fox  
Boris Karloff—ABC & MCA  
Touchdown—Tel-Ray Productions (Bill Orr)  
Auction-Aire—Masterson, Reddy & Nelson  
Fun for the Money—James L. Saphier  
Holiday Hints—ABC  
Hollywood Screen Test—Lester Lewis  
Paul Whiteman TV Teen Club—ABC & WFIL, Philadelphia

### Columbia Broadcasting System (CBS) and WCBS-TV

Overseas Press Club—CBS  
Burton Holmes Travelogues—Holmes  
Mr. L. Magination—CBS & Pincus Bros.  
Tonight on Broadway—Martin Gosch  
This Is Show Business—CBS  
Toast of the Town—CBS  
Fred Waring Show—Waring  
Lamp Unto My Feet—CBS  
Homemaker's Exchange—CBS  
Vanity Fair—CBS  
Ted Steele Show—CBS  
Lucky Pup—CBS & The Bunins  
Bob Howard—CBS  
Roar of the Rails—Tops Productions (Ray Nelson)  
Sonny Kendis—CBS  
Silver Theater—Young & Rubicam  
Arthur Godfrey's Talent Scouts—CBS  
Candid Camera—Allan Funt  
The Goldbergs—CBS  
Studio One—CBS  
Faye Emerson Show—Hardie Frieberg  
Messing's Prize Party—Marlo and Minna Bess Lewis  
Suspense—CBS

Blues by Barge—CBS  
Pantomime Quiz—Berniebert and Mike Stokely  
Earl Wrightson at Home—CBS  
Arthur Godfrey and His Friends—CBS  
Bigelow Show—William Morris  
Telefinds of 1949—Scheck, Dahlman & Black  
Dione Lucas Cooking Show—CBS  
Front Page—CBS  
Inside U. S. A.—CBS & Arthur Schwartz  
Ed Wynn Show—CBS  
Mama—CBS & Carol Irwin  
Man Against Crime—William Esty Agency  
54th Street Revue—CBS  
People's Platform—CBS  
Capitol Cloakroom—CBS  
Quincy Howe—CBS  
Winner Take All—Godman-Goodson  
Actors' Studio—World Video  
Strictly for Laughs—CBS  
Herb Shriner—Ted Ashley  
Romance—CBS  
Red Barber's Clubhouse—CBS  
Paul Arnold Show—CBS

### DuMont and WABD

Amanda—DuMont  
Kathi Norris—Wilbur Stark & Jerry Layton  
Headline Clues—DuMont  
Johnny Olsen's Rumpus Room—Johnny Olsen  
Dennis James's Okay Mother—DuMont  
Needle Shop—DuMont  
Telenews Weekly—Telepix-INT  
Front Row Center—DuMont  
Western Theater—DuMont  
Chicagoland Mystery Theater—WGN, Chicago, & DuMont  
Cross Question—WGN-DuMont  
Herald Tribune News—Herald Tribune & DuMont  
Time for Reflection—Bob Loewi Productions  
Camera Headlines—DuMont  
Small Fry Club—DuMont  
Magic Cottage—DuMont  
Captain Video—DuMont  
Manhattan Spotlight—DuMont  
Vincent Lopez—DuMont  
Newsweek Views the News—DuMont & Newsweek Magazine

The Al Morgan Show—DuMont & WGN, Chicago  
And Everything Nice—Bob Loewi Productions  
Eloise Salutes the Stars—Lester Lewis  
Court of Current Issues—Irvin Paul Sulds  
The O'Neills—Ed Wolf Associates  
Feature Theater—DuMont  
The Plainclothesman—John Clark (Trans-America Productions)  
Famous Jury Trials—John Clark (Trans-America Productions)  
Mystery Theater—DuMont  
The Morey Amsterdam Show—Buchanan Agency  
Hands of Murder—DuMont  
Broadway to Hollywood Edition Headline Clues—DuMont  
Fishing & Hunting Club—Mail Pouch Tobacco-Walker & Downing Agency  
Spin the Picture—Wilbur Stark, Jerry Layton  
Cavalcade of Stars—Drugstore TV Productions (Stanton B. Fisher Agency)  
Easy Aces—Frederic W. Ziv, Inc.

### National Broadcasting Company and WNBT

American Forum of the Air—Theodore Granik  
Yesterday's Newsreels—Frederic Ziv  
Horn & Hardart Hour—Clemens Company, Philadelphia  
Hopalong Cassidy—Paramount Pix Distributors  
Say It With Acting—West Hooker  
The Aldrich Family—Clifford Goldsmith  
Fosterfield Supper Club—Newell-Emmett  
Leave it to the Girls—Martha Rountree  
Pileco TV Playhouse—Al Levy  
Garroway at Large—NBC  
Armed Forces Hour—NBC  
Hank McCune Show—Showmanship, Inc.  
Judy Splinters—NBC  
Howdy Doody—Martin Stone & NBC  
Kids A. C.—West Hooker  
Easy Does It—NBC  
Kukla, Fran & Ollie—Burr Tillstrom  
Mohawk Showroom—NBC & MCA  
Camel News Caravan—NBC  
Chevrolet Tele-Theater—NBC  
Voice of Firestone—Firestone Company  
Colgate Theater—William Esty Agency  
Cities Service Band of America—Ellington Agency, Cities Service  
Quiz Kids—Lou Cowan  
Lights Out—NBC  
Gobo's Circus—NBC

Texaco Star Theater—Kudner-William Morris  
Fireside Theater—Gen'l TV Enterprises  
Life of Riley—NBC  
Old Gold Original Amateur Hour—Remack Productions  
Children's Theater (Film)—NBC  
Crisis—NBC  
The Clock—NBC  
Kraft TV Theater—J. Walter Thompson  
Break the Bank—Bristol-Meyers  
Paradise Island—Jerry Fairbanks  
Top Views in Sports—All-American News  
Mary Kaye and Johnny—Johnny and Mary Stearns  
Martin Kane, Private Eye—Kudner Agency  
Sports Highlights—Cayton Productions, Inc.  
Bonnie Maid Varieties—Charlie Basch  
One Man's Family—Carlton Morse  
Big Story—Bernie Proctor  
Tropic Holiday—Scheck, Dahiman & Black  
Children's Sketch Book—Lisa Well  
Leon Pearson & News—NBC  
Who Said That?—NBC  
Meet the Press—Martha Rountree  
We, the People—Phillips Lord  
Greatest Fights of the Century—Layton, Inc.  
Nature of Things—NBC  
20 Questions—Fred Vanderventer & Mutual Broadcasting System (MBS)

### WOR-TV

Al Selgel's Music Shop—Ken Later  
Apartment 3—Harvey Marlowe  
Dinner at Sardi's—Sid Weiss & Marlo Lewis  
Dorothy Careless—Ken Later  
Get Together With Gambling—WOR  
Handy Man—Jack Creamer  
Joan Roberts Sings—Ken Later  
John Reed King Show—John Reed King  
Dick Kollmar's Second Chance Club—Dick Kollmar

Magic in the Air—Dick DuBois  
Old Knick Music Hall—Paul Killiam  
Road to Success—Visual Arts Productions (Dick DuBois)  
Stan Lomax—Lomax  
Toon-A Vision—Malvin & Howell  
What Happens Now—Hal Persons—Jack Jason  
Johnny Farrell Golf Club—Johnny Farrell

### WPIX

The Merry-Go-Rounders—WPIX  
TV Chapel—WPIX  
Comics on Parade—WPIX  
News of the Hour—WPIX  
Song Parade—WPIX  
Jimmy Powers Sports—WPIX  
Telepix Newsreel—WPIX  
Voice of the People—WPIX  
Mr. Magic and J. J.—Chick Vincent & Gerry Law  
Six Gun Playhouse—WPIX

## CBS in Pitch For NBC Team, Martin-Lewis

NEW YORK, Dec. 31.—Columbia Broadcasting System (CBS) this week was making a determined effort to sign, among others, the comedy team of Dean Martin and Jerry Lewis, actress Faye Emerson and comedian Sam Levenson for radio and TV on the web next season. Martin and Lewis are now National Broadcasting Company (NBC) properties, but their pact lapses four weeks hence and NBC is trying to negotiate a new contract. Information is, however, that the net may give up on the pair (in spite of a 500G-plus investment) because of their salary demands.

Faye Emerson has been successful with her current WCBS-TV show for Ansonia Shoes and CBS would like to give her still a bigger build-up. Miss Emerson's versatility as an actress and a woman's commentator lends itself to many kinds of programming.

Levenson, who was discovered on CBS, was dickering with the web for the new pact. Negotiations, however, were broken off because of his wage demands. There are indications that he may be willing to work for less. In addition to the talent already mentioned, CBS is talking to several Hollywood properties.

HOLLYWOOD, Dec. 31.—Renewal negotiations between National Broadcasting Company (NBC) and the Martin and Lewis comedy team were reported bogged down because of refusal of duo's manager, Abby Greshler, to meet net's demands on tele rights. The team's seven-year pact with the web is due for option renewal the end of January, and so far no compromise is in sight. Network insists on full tele as well as radio rights, while Greshler is understood to be holding on to tele as his ace in the hole in peddling the boys' services elsewhere.

Original deal is understood to have given Greshler some leeway in selling the boys on television, with NBC having only refusal rights to meet any outside offers. Now, however, net wants to recoup its investment in the lads (said to be well over \$750,000) (CBS Pitches for M&L on page 40)

8 x 10 GLOSSY FINISH  
**PHOTOS**  
5 1/2¢ EACH 100  
8x10s \$6.50  
NO NEGATIVE CHARGES OF ANY KIND! 50% DEPOSIT, BALANCE C.O.D. QUALITY GUARANTEED. SEND NOW FOR FREE SAMPLES & COMPLETE PRICE LIST.  
**QUANTITY FOTO CO.**  
P.O. BOX 816 • BRIDGEPORT, CONN.

**OPENING SPECIAL**  
DOUBLEWEIGHT GLOSS PRINTS  
8x10 4 1/2¢ ea. per 500  
4¢ ea. per 1,000  
HIGH QUALITY FROM YOUR OWN PHOTO GLOSS POSTCARD, \$14 per 1000. All Prices Plus Postage. No Negative Charge. 50% Deposit With Order, Balance C. O. D.  
**ARNEEL REPRODUCTIONS**  
P. O. Box 2063 Los Angeles 54, Calif.

**ATTENTION, ENTERTAINERS**  
100 8x10 Prints  
for  
**\$7.50** Plus Postage  
NO NEGATIVE CHARGE.  
50% Deposit, Balance C. O. D.  
If you want reproductions that have satisfied customers from coast to coast order from QUALITY. We are sure to please you.  
**QUALITY PHOTO SERVICE**  
Perkins St., Box 42 BRISTOL, CONN.  
Phone: 4015

**GLOSSY PROFESSIONAL 8x10 PHOTOS**  
IN QUANTITY  
Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.  
**MULSON STUDIO**  
Box 1941 Bridgeport 1, Conn.



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

### WFIL-TV Imports Keay To Service Advertisers

For the new post of television sales service, Philadelphia's WFIL-TV has brought in Andrew I. Keay, formerly of the American Broadcasting Company's traffic and station relations departments. The position was created to give better service for the station's advertisers. Keay will work under TV Sales Manager Kenneth W. Stowman.

### Page Randolph Heads Bauer Agency AM-TV Dept.

Page (Patricia) Randolph has been named radio and television director of the Adrian Bauer Advertising Agency in Philadelphia.

### Johnson To Urge FCC Color Action, Freeze-Lift

Sen. Edwin Johnson (D., Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, will call upon the Federal Communications Commission (FCC) to lift the TV freeze as soon as possible and to act on the color TV issue as soon as diligent examination of the subject permits. Johnson's latest utterances on these issues will be heard at the annual dinner of the Federal Communications Bar Association (FCBA) here January 12, with members of the FCC among invited guests.

### AFRA Wins NLRB Decish in WSTV Dispute

The American Federation of Radio Artists (AFRA) came up with the final National Labor Relations Board (NLRB) victory last week in its year-old dispute with WSTV, Steubenville, O. The NLRB upheld the rulings of its trial examiner and ordered the station to bargain with the Pittsburgh local of AFRA and to cease interfering with its employees' right to join AFRA. The board found that WSTV "refused to bargain with the union October 5, 1948, and at all times thereafter." The station's refusal to bargain, the NLRB added, "was at all times motivated by a rejection of the collective bargaining principle rather than by a good faith doubt of the union's majority."

### Sellers Moves to NAB for FM Affairs

The next step in the merging of the FM Association (FMA) with the National Association of Broadcasters (NAB) will be effected officially Monday (1) when Edward L. Sellers moves over to the NAB from his job as executive director of FMA. Sellers will devote his time to FM affairs in the NAB under the radio division which is headed by Ralph W. Hardy.

### Dione Lucas and "Telefinds" Lose Sponsors

Last week the Wine Advisory Board dropped its sponsorship of the Dione Lucas show, and the Winston Television stores their bankrolling of "Telefinds of 1950." Miss Lucas's cooking program was on the Columbia Broadcasting System video network each Thursday evening, 7-7:30, and "Telefinds" on WCBS-TV each Wednesday night 11-11:30. The souffle specialist was formerly bankrolled by Scott Tissues, which erased her some time ago.

### WAAT Sues WPAT Over Dave Miller's "Frolic"

WAAT, Newark, last week sued WPAT, Paterson, N. J., alleging infringement in the defendant station's use of the word "Frolic" in connection with Dave Miller's new disk jockey series on the Paterson station. WPAT signed Miller, one of the top hillbilly disk jockeys in the country, about two weeks ago after he had aired his "Hometown Frolics" on WAAT for several years. His new program is called "Dave Miller's Frolic." WPAT also made news of its own last week by inaugurating a 24-hour schedule of operations.

### Maloney Moves to Cecil & Presbrey With Auto-Lite

Tom Maloney moved into the Cecil & Presbrey Agency last week with the Auto-Lite account as his first contribution to the agency's billings. Auto-Lite now has "Suspense" on the Columbia Broadcasting System (CBS) AM and TV. Maloney, formerly with the Newell-Emmett Agency moved over because he felt he could do better with his new connection. The fate of several other Maloney accounts, among them several photography products, is still unsettled, but Maloney's key position in the camera field indicates they too may follow him. He is the publisher of the U. S. Camera magazine.

### Esty Agency Picks Kemp as Rep for Ed Wynn TV

Hal Kemp last week was assigned by the William Esty Agency to act as its representative on the Coast for the Ed Wynn TV show which it is producing for Camel Cigarettes. Kemp, a veteran radio exec, was formerly with Roche, Williams & Cleary and Dancer, Fitzgerald & Sample.

### Nets' Recognition Lifts RTDG Strike Threat

The threat of a strike by the Radio and Television Directors Guild (RTDG) against the National Broadcasting Company, the Columbia Broadcasting System, the American Broadcasting Company and WOR-TV was lifted Thursday (29) when the webs agreed to recognize the union as the official bargaining agent for TV directors. A 30-day truce until January 31 was then arranged, so that further negotiations could be held under the supervision of the State mediation board. The RTDG is asking \$300 a week plus commercial fees for video meggers and \$200 a week for radio directors on the staffs of the various nets.

### Clarke Quits CBS for Free-Lance Scripting

William Kendall Clarke, Columbia Broadcasting System (CBS) staff writer, has resigned from the web, effective immediately, to free-lance. His first assignment will be the January 8 program of the Philco "TV Theater." Clarke has had an extensive list of radio and TV program writing credits. He is the author of a legit script, "The Daughter," formerly optioned by Paul Sireger and now being considered by the Theater Guild.

### CBS May Spend 25G in January Color TV Tests

The Columbia Broadcasting System (CBS) is expected to spend about 25G on its January color TV field test programing splurge in

Washington and New York in an effort to show what the medium has to offer under the best conditions. Among the shows and talent to be presented are "Sorry, Wrong Number" starring Meg Mundy, an hour drama which will be done remote from the Catholic University in Washington, the Golden Gloves from Washington, Faye Emerson in a women's show, a forum presided over by Charles Collingwood and an hour remote from the National Art Galleries in the nation's capital which will integrate ballet sequences. The plan is to show a complete cross-section of all programing in color.

### Morgan Leaves NBC After 12 Years With Net

Clay Morgan, for 12 years assistant to the president at the National Broadcasting Company (NBC), is leaving the network this week to set up his own public relations office. Prior to joining NBC, Morgan was with the French Line and is best known for the ballyhoo he achieved in connection with the launching of the S. S. Normandie.

### ABC Pitches "Blind Date" to Esquire Polish

The American Broadcasting Company (ABC) last week was reported in hot negotiations with Knomark Manufacturing Company, Inc., for the firm, which makes Esquire boot polish, to bankroll "Blind Date." The video show, which features Arlene Francis, would get the 9 to 9:30 p.m. Thursday time over some 34 stations. Emil Mogul is the agency.

### CBS Clarifies Duties of Press Department Execs

The Columbia Broadcasting System (CBS) last week clarified the duties of press department execs by naming Michael J. Foster assistant director of press information and Michael J. Boscia, executive assistant to George Crandall, director of the department. Foster has been assistant director for many months in fact but not in name. Boscia was formerly manager of WCBS publicity.

### WJZ-TV To Scan 10 Puppet Film Imports

A deal was set last week between the American Broadcasting Company (ABC) and Flamingo Films whereby 10 European-made puppet films will be shown exclusively over the web's New York outlet, WJZ-TV. The films utilize no voices, relying instead on symphonic orchestration synchronized with the action of the puppets. The films will be shown twice weekly for 15 weeks under the title "TV Tot-Time." The starting date is January 7, with showings at 7:15 p.m. Saturdays and 4:45 p.m. Sundays. The deal was set by ABC Film Director Nathaniel Fowler.

## Philly Sports Net Hopeful Of Snaring Big League Ball

PHILADELPHIA, Dec. 31.—With the N. W. Ayer Agency getting broadcast rights for the Phillies baseball games next season away from the Weightman Agency, ambitious plans of the Sports Radio Network, indie web now reaching 146 stations for sports broadcasts, have gone kaput. Counting heavily on getting the Phillies games, the Sports Network and the originating WPEN station here had been busy in recent weeks getting up promotional pieces, cue sheets and publicity stories to fire away in time for the opening of the diamond season.

Now the games will remain on indie WIBG here, which also carries the Athletics games, which likewise are handled by N. W. Ayer. While caught short on failure of the Phillies to come thru, Jack Rensell, general manager of Sports Radio Network, says that the web will still make an effort to get ball games to offer to its 146 stations. An attempt will be made to get a big league ball club in another city and, if necessary, take in the minor league circuits. Working with Rensell on baseball rights will be Albert J. Syk, president of the net and head of the originating WPEN.

With professional football, basket-

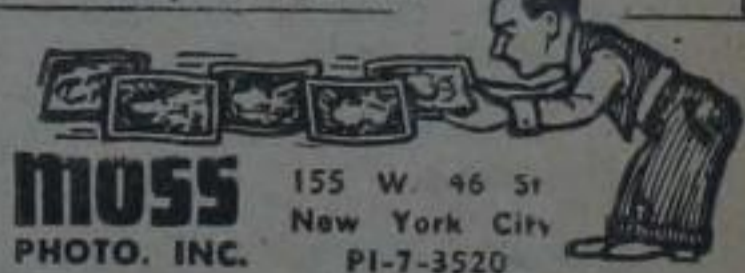
ball and fights under its belt, the sports web is now directing its attention to collegiate basketball. Starting January 7, it will feed to the linked stations the doubleheader games of Penn and Villanova at the Palestra at U. of P., and the Temple and LaSalle games at Convention Hall.

### IT LOOKS GOOD ON PAPER!

That is, there's nothing more beautiful on paper than a gorgeous MOSS black and white photo reproduction. A knock-out of a salesman at the lowest imaginable cost per sale.

8"x10" 3c ea. in quan.; postcard size, 2c ea. in quan.; blow-ups, 20"x20", \$2.00 ea.; 30"x40", \$3.00 ea., plus shipping, all sizes.

Write for free samples  
and price list B-5



**MOSS** 155 W. 46 St.  
New York City  
PHOTO. INC. PI-7-3520

**GENUINE HIGH 5 1/2¢ EA.**  
GLOSSY PHOTOS

Made from your negative or photo. Unsurpassed in quality at any price.

**NO NEGATIVE CHARGE—NO EXTRAS**  
24-HOUR SERVICE ON REQUEST

8x10's: \$7.99 per 100; \$55 per 1000  
Fan Mail Photos (5x7) \$36 per 1000 - Postcards \$23 per 1000  
Mounted Enlargements (30x40) \$3.85  
(No Negative Charge on 2 or more)

Made by J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

**JJK COPYART** Plaza 7-0233  
Photographers 165 West 46th St. New York-19, N. Y.

**"WE DELIVER WHAT WE ADVERTISE"**

**25 GLOSSY 8x10's**  
**NO NEGATIVE CHARGE**

**\$2.25**  
IRVING LOWENTHAL  
156 East 39 Street New York 16, N. Y.

**SPECIAL PRINTED TICKETS**

ROLL or MACHINE  
**100,000**  
FOR **\$30.00**

RESERVED SEAT PAD STRIP COUPON  
BOOKS WAITER CHECKS PARKING & LAUNDERETTE TAGS ALL FORMS OF TRANSPORTATION TICKETS

**ELLIOTT TICKET CO.**  
409 LAFAYETTE ST., N. Y. C.  
82 W. WASHINGTON ST., Chic.  
1001 CHESTNUT ST., Phila.

**STOCK ROLL TICKETS**  
One Roll...\$1.45  
Five Rolls... 4.15  
Ten Rolls... 6.90  
Fifty Rolls...25.50  
Rolls, 2,000 Each  
Double Coupons.  
Double Price.  
No C. O. D. Orders Accepted.

# BIGGIES CUT TV SET PRICES

## Pressure on Small Mfrs. For Survival

### Some Leaders Caught

NEW YORK, Dec. 31.—The introduction this week of the new RCA Victor and Philco video lines at prices averaging 10 to 15 per cent lower than 1949 models dramatized the importance of 1950 to the small manufacturer. As the sales manager of one of the top brands put it: "We're playing with blue chips now. This'll be a rough game for the little guy."

While the average price reductions are not extraordinary, the fact that price cuts were made at a time when the television business is at its selling peak points up the heavy pressure being placed on the smaller set producers. The most significant reductions were the lead item price slashes effected via RCA Victor's 25 per cent drop on a 16-inch table model and Philco's 25 per cent slice on a 12½-inch set.

The unexpected drop in prices also caught several of the top brand name producers in an unhappy position. General Electric, it is generally understood, had already set its 1950 price schedule but now is repricing its entire new line. Several companies have released information on new sets but will not price them until some time during the Chicago Furniture Show, after getting buyer reactions. One small but well-established manufacturer disclosed that the lead set in his new line was being sold "at a loss" in order to keep up with the big outfits.

### Grips Tightening

The entire situation was succinctly put by a spokesman for one firm, who said: "It's no longer a matter of keeping the market alive by reducing price just a little. It's strictly the 'survival of the fittest.' From now on a manufacturer's life depends on distribution. The small outfits will have to switch to private brand work, coming up with a sensational gimmick or drop out." The cuts produced gripes from some retailers. Dealers, questioned on their reactions to the new prices, were wondering what to say to those customers who bought sets in the last two months. "I'm in a spot with some of my best record and appliance customers," said one well-established retailer. "I just sold him a 16-inch job because he was convinced that he wouldn't save much by waiting till 1950."

Other dealers expressed disappointment that manufacturers hadn't given them bigger discounts instead of passing on the entire price cuts to the consumer.

## Pilot Reported Set With New TV Models

NEW YORK, Dec. 31.—Pilot Radio is to introduce several new TV models in the next three or four weeks, according to unconfirmed reports this week. Details on the new sets are not available, but it is expected that prices will be slightly lower than those of present Pilot receivers.

The company, still limiting distribution to the Boston-to-Washington area, is also said to be contemplating some changes in its distribution system. The Pilot policy of selling to independent retailers only will be continued.

## Comparative Prices on New 1950 TV Sets

Picture	Brand	List	Model
10-Inch	RCA	\$169.95	T100-Table
12½-Inch	Philco	199.95	1403-Table
12½-Inch	Majestic	199.95	Wood-Table
12½-Inch	Hallicrafters	199.95	Plastic-Table
12½-Inch	RCA	229.95	With Table
12½-Inch	Philco	229.95	1404-Table
12½-Inch	Hallicrafters	259.95	Console
12½-Inch	Philco	259.95	1404C
12½-Inch	RCA	279.95	TC 125
12½-Inch	RCA	439.50	3-Way Console
12½-Inch	Philco	479.95	3-Way Console
16-Inch	Hallicrafters	279.95	Table
16-Inch	RCA	299.95	Table
16-Inch	Majestic	299.95	Consoleite
16-Inch	Magnavox	300.00 (?)	Table
16-Inch	Hallicrafters	339.95	Console
16-Inch	Magnavox	340.00 (?)	Console
16-Inch	RCA	349.50	TC 165
16-Inch	Hallicrafters	439.95	3-Way Console
16-Inch	RCA	650.00	3-Way Console

The above listing includes only the leading models of each manufacturer. All manufacturers have additional receivers, slightly higher priced, in different woods, cabinet stylings, finishes, etc.

## New Org Sets Majestic Line

NEW YORK, Dec. 31.—The Majestic brand name on radios and TV sets will once again be marketed, this time produced and merchandised by a new firm set up by Leonard Ashbach, president of the Garod Radio Corporation. Ashbach recently purchased the name from the trustees of the bankrupt radio-record firm.

The first showing of the Majestic line will be held at the Park Sheraton Hotel here Wednesday (4). Distributors will be seeing five new video receivers, including a 12½-inch table model at \$199.95, a 16-inch table model at about \$260 and a 16-inch console at \$299.95. As yet unpriced are a 12½-inch console and a 19-inch console. All sets will feature the new black tube and built-in antennas.

## 4 Million Video Sets for 1950

NEW YORK, Dec. 31.—The television and radio industry may be expected to produce and sell between 3,500,000 and 4,000,000 video receivers in 1950 and between 8,000,000 and 10,000,000 radio sets in 1950, according to a year-end statement made by Frank M. Folsom, president of Radio Corporation of America (RCA).

In order to achieve the new production records next year, said Folsom, industry capacity will be increased by nearly 50 per cent. The only limiting factor foreseen is the ability of component parts manufacturers to keep pace with demand.

In the radio receiver field, RCA's president predicted that there would be a market for 6,000,000 to 8,000,000 radio sets a year for an indefinite period.

## Personnel, Products and Prices

Clarence G. Felix has been appointed assistant to John W. Craig, general manager of the Crosley division of the Avco Manufacturing Corporation. Felix has been with Crosley for 22 years and assumes his new position after serving as chief engineer of automobile radios, all radio production, government radio production during the war and works manager.

Robert J. McDonald was appointed Philadelphia district sales manager for Magnavox. . . Sarkes Tarzian, Inc., manufacturers of radio tubes and other equipment of Bloomington, Ind., has established a branch in Philadelphia. . . Raymond Rosen & Company, RCA Victor distributors in Philadelphia, report that 10,000 45-r.p.m. turntables have been sold in the territory during the month of December on the basis of dealer orders which include one local department store ordering 100 9JY's and 9EY3's in a single order. . . National Television Company has been set up in Philadelphia for the sale and service of television, radio and electrical appliances.

A new automatic portable phono, the Enjoy Model LP-5, has been announced by the Arthur Ansley Company. Featuring an eight-watt output and eight-inch speaker, the new set will play all sizes of records in all three speeds. List price for the phono is \$89.95. . . Air King announced two console model video sets using the 16-inch rectangular tube, the prices are not yet set. . . The Admiral Corporation purchased the 64,000-square-foot General Mills plant in Bloomington, Ind., for increased production facilities in radio and television. . . Major Appliances has been named Motorola distributor in Florida. The firm formerly held the RCA Victor franchise.

H. James Tait has been named Eastern States sales manager for Dumont. . . Bruno-New York, RCA Victor distributor, has named Jack Silverman as assistant sales manager for the record division, Richard Harris as assistant sales manager for the radio-TV division, and David Oreck as product sales supervisor. . . Tele King is sponsoring a weekly television show over WATV, in the metropolitan New York area. . . David Davis, formerly radio-TV buyer for the R. H. Macy corporate buying division, will join General Electric in a merchandising capacity. . . Sea Coast Appliance Distributors has been named to handle the RCA Victor line in Florida.

## RCA Devises New Per-Call TV Repair Fee

\$5.75 After 90 Days

NEW YORK, Dec. 31.—The trend toward per-call video service contracts got a marked hypo this week when the RCA Service Company made known the introduction of a new type of service plan under which consumers pay an installation and guarantee charge and then \$5.75 for each call made after the first 90 days. This followed, by six weeks, the statement by the Association of Radio and Television Servicemen of New York (ARTSNY) that its members would handle only per-call service work.

The new plan will be made available as an alternative choice for RCA Victor set buyers. The present service contract plan will be kept in effect. Under the new contract the set purchaser pays a fee ranging from \$22.95 for a 10-inch set with built-in antenna to \$59.95 for a projection model receiver. This fee covers installation, one-year parts and tube guarantee and unlimited service for 90 days; After that period a flat rate of \$5.75 will be charged for each service call made to the set owner's home.

## '49 Sets, Parts Tax Takes Drop

WASHINGTON, Dec. 31.—Collections from the tax on phonos, radios and parts dropped in 1949, according to a survey of Internal Revenue Bureau statistics. Receipts during the year totaled \$40,239,418 as compared with \$59,345,394 in 1948 and \$71,087,582 in 1947. The drop in collections, however, does not accurately picture business conditions of set sellers, since the boom in TV sets sales this year is only partially reflected in tax receipts.

Revenue Bureau officials explain that only those parts of a TV set that are interchangeable with radios are subject to the sets and parts levy. They figure receipts from the tax would have topped those for 1948 if television sets were taxed on the same basis as radios.

After dropping below \$2,000,000 in August for the first time since 1945, tax collections started a pick-up the following month that continued for the remainder of 1949. The top 1949 month was January when receipts amounted to \$4,773,371. The low was reached in August when \$1,896,532 was collected.

## 20% Drop in 1949 In Radio-TV Dealers

CHICAGO, Dec. 31.—The National Appliance and Radio Dealers Association (NARDA) estimated this week that the national total of appliance-radio-TV dealers was reduced from 100,000 to 80,000 during 1949. In a year-end statement to NARDA members, Clif Simpson, managing director of the group estimated that by the end of 1950 the total number of dealers will be reduced further to 60,000.

Simpson also predicted that dealers will have to expect a stiffening of franchise requirements from many manufacturers.

# RCA TO PRESS ALL SPEEDS

## 802 Adopts Two Rules on Withheld Tax

NEW YORK, Dec. 31.—The federal ruling which makes an orchestra leader responsible for withholding taxes for his sidemen, has resulted in the adoption by Local 802 of two riders to the standard Form B contract. The riders, which go into effect this week, give purchasers of music the choice of assuming the tax and bookkeeping burden or of paying an extra 7 per cent to the leader of the engagement and letting him assume the headache.

The government ruling, which until recently had not been rigidly enforced, is especially onerous to leaders on single engagements and club dates. Orksters in this type of work have been lax in making withholdings and bookkeeping, and the revenooers have been cracking down.

The "A" rider, putting responsibility on the purchaser of the music, stipulates that he must pay taxes and contributions and withhold money from salaries as required by law, all such money to be held in a separate trust fund until it is turned over to federal or State authorities. Should liability for the taxes ever be imposed on the leader, the employer must transfer taxes and contributions to the name of the leader and indemnify him against such taxes and contributions and against any interest and civil penalties resulting from failure to make the withholdings.

The "B" rider, making the leader responsible and giving him the added compensation of an extra 7 per cent of the price of the music, likewise provides that the leader shall turn over accrued withholdings to the purchaser should the liability be transferred to the purchaser.

## 45's for Rondo, Discovery Firm

CHICAGO, Dec. 31.—Rondo Records here becomes the first indie label to go 45 r.p.m. when J. F. Bard and Nick Lany, co-owners, introduce their first Victor-type disks in mid-January. First release will include approximately a dozen pop and polka single disks, which are being pressed by RCA Victor plants. Disks will sell for 79 cents, same price which Rondo gets for its 78 r.p.m. shellac. Rondo was one of the first indies to go to LP last August. Bard said that Rondo will expand its 45 catalog slowly, but intends to press some of its albums in the new speed in the near future.

Rondo has come up with a specialized item for vocalists in a pair of 10-inch LP accompaniment disks which will retail at \$4.85 each. One disk, arranged by Alexander Kipnis, of the Metropolitan Opera Company, and played by Otto Herz, concert accompanist, will be keyed for so—  
(See 45's for Rondo on page 35)

## Mercury A&R Chiefs Plan 1950 at Chicago

NEW YORK, Dec. 31.—Mercury Records' artist and repertoire department met at the diskery's Chicago headquarters this week to prepare recording plans for the coming year.

The annual year-end get-together included pop recording boss Mitch Miller, country and Western topper Murray Nash and field man Henry Pollack.

## Ink New B-VH Deal; Settling Morris Angles

NEW YORK, Dec. 31.—The attorneys for Johnny Burke and Jimmy Van Heusen and E. H. Morris stated emphatically that conditions of the severance of the writers from the pubbery had not yet been settled, the definite word as *The Billboard* went to press was that the team had made a deal with Famous-Paramount.

A spokesman for Famous-Paramount admitted that the deal had been clinched, tho some last-minute details had not been ironed out. He did say that the cleffers were not bringing any of the copyrights they had in Morris into Famous-Paramount. From all indications, Famous-Paramount is not setting up a special sub-firm for Burke and Van Heusen at present, but will publish future scores by them. First of these will be the tunes from the forthcoming Bing Crosby flick, *Riding High*.

It is believed that whatever copyrights Burke and Van Heusen get back from Morris will remain in their own publishing firm.

## Decca Signs Artie Shaw

NEW YORK, Dec. 31.—Artie Shaw signed with Decca Records Wednesday (28).

The deal, completed with artist and repertoire Veepee Dave Kapp, is reportedly a three-year pact, with a guarantee of 20 sides a year, and a royalty rate of 5 per cent of retail sales price. Plans include an all-out promotion and advertising campaign. He will be recorded with his 17-piece ork, with the Gramercy Five small unit, as a soloist, and in combination with other Decca solo performers and groups. Accent will be on pops; no longhair repertoire is to be used.

Shaw was to have begun recording for Decca Friday (30) and to continue cutting during the first half of next week to get some sides in the vault before he enters Lenox Hill Hospital Thursday (5) for a gallstone operation.

Shaw's latest recording affiliation had been with Columbia, for which he had cut a variety of sides, including some classical material with his string ork, Gramercy Five etchings, and some straight pops. The Columbia contract, which had three more weeks to run, was ended by Mutual agreement. Shaw's production for Columbia, none of which has yet been released, will be offered in LP form shortly.

## Diskery Goes 33 in March To Service Entire Market; 45 Promotion in High Gear

NEW YORK, Dec. 31.—RCA Victor, strongly feeling it is over the hump on 45s, will start pressing 33 1/3 disks on or about March 1 in order to service all segments of the record-buying public. In an announcement of new policy, the diskery stated that it intended to make available to the consumer RCA Victor's unsurpassed library of the world's greatest artists and music recorded for all record players: 45 r.p.m., 78 r.p.m., 33 1/3 r.p.m. The announcement is scheduled to break Wednesday (4) in full-page ads in 15 newspapers in New York, Philadelphia, Chicago and Los Angeles. RCA's 33 1/3 is described as a new and improved unbreakable disk. Orders are now being booked for early spring delivery.

The diskery decided to press 33 1/3s in order to serve a "vociferous minority," according to one company executive. It was stated, however, that the company's major emphasis will continue to be 45, which it considers the best on the market, not only for pops but also for classical music on the basis of selectivity and fidelity.

### Price a Question

Victor has not yet decided on the price for its 33 1/3 records. It is known, however, that the price will certainly be competitive and undoubtedly not relatively below that of the 45.

RCA's thinking at this point is to limit the 33 1/3 catalog to truly classical music. The waxings of LP show albums, in other words, is not contemplated now. Talent schedule for RCA's 33 1/3 includes many of the greatest names in music, including the

Boston Symphony under Koussevitsky and Munch, the Boston Pops under Arthur Fiedler, the NBC Symphony under Toscanini, RCA Victor's Chorale under Robert Shaw, the San Francisco Symphony under Pierre Monteux, Leopold Stokowski, and such top classical singers as Licia Albanese, Marian Anderson, Alexander Brailowsky, Jussi Bjoerling, Mischa Elman, Heifitz, Vladimir Horowitz, Jose Iturbi, Allan Jones, William  
(See RCA Goes 33 on page 35)

## Check This One Just for Size

NEW YORK, Dec. 31.—When Jack Gale and Juggy Gayle, of United Music, paid songwriter Dan Franklin a royalty check of \$126.56 last August, they never dreamed of the uses that check was to be put to.

On December 24 they received a communication from Ralph E. Schreck, sheriff of Crawford County, Ohio, informing them that several checks made out by them to Dan Franklin, all for the \$126.56 amount, all with the same number, had been presented for payment in Crawford County. One of them, which Sheriff Crawford termed "possibly photograph copies," was cashed and passed thru to United's bank.

At the same time United received a photostatic copy of the same check from an amateur songwriter in Trinidad, who said he had received it from Franklin as proof of affiliation with the United firm. The amateur said he was contemplating signing a contract with the Movie Center Music Company of Hollywood, a firm which offers aspiring tunesmiths a gateway to publication. Franklin is connected with this firm. Subsequently United received similar communications from other amateur writers.

Gayle has notified all informants that Franklin has no connection with United, the Ohio sheriff that whoever cashed the photostats should be arrested, and Franklin that he had no business photostating the check. He requested Franklin to desist using the check for advertising or any other purposes whatsoever, since he had cashed it once and got the juice out of it.

## Nasatir Named Decca Ad Head

NEW YORK, Dec. 31.—Mort L. Nasatir this week replaced Les Krugman as director of advertising of Decca Records. Nasatir formerly was Krugman's assistant and was elevated to the top slot when Krugman, a veteran of the Decca organization, resigned last week. Krugman left to accept an account executive position with the Gray Advertising Agency.

Nasatir, prior to his entry in the Decca firm, was assistant to the advertising manager with the Ronson Art Metal Works, Inc., of Newark, N. J., and before that was an account executive in an advertising agency.

## Next Issue -- January 14!

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

The Billboard  
DJ  
Monitoring  
Service

Week  
of  
December  
22-28

Monitored Leading  
Jockeys in  
BUFFALO, NASHVILLE,  
ST. LOUIS, SEATTLE

This service is available by subscription in 13-week periods. For further information write Miss Charlotte Summers, The Billboard, 1564 Broadway, New York 19, New York.

# Diskers' Hard Trek to Normal

## Tax Figures Mirror Tough Fight in '49

New Look in 1950

(Continued from page 3)

amounts to 10 per cent of the manufacturer's price.

Effect of the introduction of new disk speeds cannot be specifically determined, but it may be significant that the 10 per cent drop in receipts for 1949 was only half the decline from 1947 to 1948. Total collections in 1947 amounted to \$8,667,617.

Preliminary figures for December indicated that the total for the month would be about \$700,000 when final returns are tabulated. That would place the month in third place for the year, with top monthly receipts being registered in March (\$767,888) and January (\$713,920).

In comparison with the preceding year, a decline in tax collections was general thruout 1949, altho there were some notable exceptions. January, 1949, for example, topped its 1948 counterpart by some \$170,000, and March, 1949, brought in about \$300,000 more than March, 1948.

### No 800C Month

No single month during 1949 brought in as much as \$800,000, while there were one month in 1948 and five months in 1947 that topped that mark. In contrast with the earlier two years, 1949's best showing was March's \$767,888. Top 1948 month was April, with \$957,105, while 1947's top figure was reached in January, which brought in \$967,257.

Low 1949 month was August, which accounted for only \$295,589 in disk tax receipts. The same month was also low in 1948 and 1947, with \$272,931 and \$476,800, respectively.

### Disk Tax Collections

	1949	1948
Jan. ....	\$ 713,920	\$ 540,177
Feb. ....	506,025	750,148
March.....	767,888	460,665
April .....	605,862	957,105
May .....	555,552	683,540
June .....	387,616	478,899
July .....	373,743	395,829
Aug. ....	295,589	272,931
Sept. ....	340,834	495,652
Oct. ....	432,205	493,056
Nov. ....	517,037	651,963
Dec. ....	700,000*	612,989

Total ... \$6,196,271 \$6,792,954

\*Estimate.

Prospects for 1950 were outlined in the December 31 issue of *The Billboard*, where it was pointed out that, after a period of storm and stress, the apathy of the industry and public had apparently been dissipated, the outlook is one of increased competition for better records, better talent and a better product in general. The good prospect for the abolition of the excise tax during 1950 (see separate story in General Department, Page 4) adds to the rosy vista. The tremendous increase in players of all types, resulting in greatly expanded potential disk market, is one of the chief phenomena of the business and is considered in another story in this department.

Owing to space limitations, Jack Burton's feature, the "Honor Roll of Popular Songwriters," does not appear this week. The feature will be resumed with the next issue of *The Billboard*.

## "Cinderella" Score Ready for Big Push

HOLLYWOOD, Dec. 31.—Walt Disney Music Company's *Cinderella* score appears headed for the same hit brackets as the firm's *Mule Train*, which got the new pubbery off to a near sensational start. The novelty tune, *Bibbidi, Bobbidi, Boo*, from the *Cindy* score, made the racks this week with an initial 110,000-copy order after three weeks of plugging. Score gets a further push the week of January 6 with a commercial air plug drive set nationally.

*Mule Train*, which was a freak hit and not plug tune, made the rack order in less than one week after first records hit the stalls, setting something of an all-time mark. Unlike the flash rise of *Train*, pubbery chieftain Fred Raphael is handling the *Cinderella* score in standard plug-tune fashion so as to reap long record and sheet music benefits rather than pitch for a flash hit.

## Shaw Artists Signs Archer

NEW YORK, Dec. 31.—Veteran booker Jack Archer is to join Shaw Artists Corporation (SAC) as head of that agency's one-night department. Archer, now on the Coast where he recently wound up a stint with Federal Artists Agency, will leave for New York next week.

He formerly was with the William Morris Agency's band department and served as an agent with several other offices, in addition to a hitch as a personal manager. SAG is the year-old office opened by Billy Shaw.

## Merchandising Pays Off:

# "Customer Service" Is Key To Sultan Shop's Success

By Joe Martin

NEW YORK, Dec. 31.—The secret of a successful retail record operation is service to the customer, according to Harry Sultan, who has been operating Sultan's Record Shop here for the past 19 years. "Service has certainly paid off for us," says Sultan, "altho we're in a business district, not a shopping or residential area."

Depending on employees in the offices and factories in the area, Sultan's does most of its disk business between noon to 2 p.m. and 4:30 to 6 p.m. "We don't waste the rest of the day just standing around," explains Sultan. "My manager, Leonard Sultan, and clerk, Milton Diamond, use that time to send notices to customers on our mailing list or to pick up hard-to-get items for which we've had requests."

For some years now the store has been in the hands of Manager Leonard Sultan. Owner Harry Sultan devotes all his time these days to the operation of Bruce Record Distributors, New York wholesaler for the Horace Heidt, Dance-Tone and Admiral lines. But his years of experience in the retail record field still influence the operation of the store. For example, the store does not specialize in any kind of record, diversity of catalog being the basis of the business. "We tried specializing in pops and in classics, but it didn't work. Now we carry everything from blues and rhythm to esoteric classics."

## Cap Into Film Field With 13 Pix of "Bozo"

(Continued from page 3)

estimated above the \$100,000 mark.

Original release of the video films will be in February. Series will be sold as a package combining a live 15-minute seg segueing into quarter-hour film. Stations buying *Bozo* will receive a *Bozo* costume for use by a local person portraying *Bozo*, plus a prepared script for the live portion. Latter part will lean heavily on audience participation. Filmed segs pantomime Syd Saylor as *Bozo* and were shot on location, using big top and animals belonging to Jimmy Woods, of the Yankee Patterson Circus. In addition to numerous animal acts, series will also feature the fun-making of Art La Rue Company, the original Keystone Cops.

Filming was directed and supervised by Elmo Williams, Cap's tele head, with additional directional assists coming from RKO's Les Goodwins who handled comedy sequences, and film megger Maurice Vaccarino.

Cap's prexy, Glenn Wallich's, feels video and possible theatrical use of *Bozo Circus* will serve to further build *Bozo* as an important kiddie character and thereby reflect itself in increased *Bozo* disk sales. Wallich is seriously considering theatrical use of the footage inasmuch as Hollywood has recently favored circus films, with many of the major studios going into full features using big tops as basis. First and biggest circus film in recent years is the Cecil B. De Mille *Greatest Show on Earth*, depicting the Ringling circus.

## Coppers Copped!

WILMINGTON, Del., Dec. 31.—The Delaware Association of Police (DAP) has not announced its publicity yet, but it's having Vaughn Monroe here for the annual policemen's ball—plus a lot a headaches. The affair will be held Friday evening, February 10, in the Gold Ballroom of the Hotel DuPont. The ballroom holds about 400 couples. And as the word is getting around that Monroe will be the attraction, the DAP is receiving orders from individuals who want 100 tickets apiece. The scalpers seem to be moving in. And the coppers are up against an unprecedented situation.

## New Blood Into Tower Records

CHICAGO, Dec. 31.—Tower Records here got a hypo last week when Dick Bradley concluded a partnership agreement with three wealthy Chicagoans, who will take active management in the firm after January 6. They are Hy Brown, local attorney, and Morrie Cowen and Barney Perel, who recently sold out their interest in a major pharmaceutical firm. Cowen and Perel, whose promotion and advertising wizardry put over a major weight-reducing item within a year, will handle Tower's flackery, while Brown will superintend the legal and business side. Bradley will confine his efforts to artists and repertoire.

Bradley stated that no more Tower masters will be leased or sold to any other firms. During the past three months Bradley has been working closely with London, having sold them a series of Teddy Phillips' masters. Previously he peddled a series of Benny Strong masters to Capitol and turned over Jack Owens' masters to the former cruising crooner of the *Breakfast Club*. Bradley said that the first item in the new planning is to rebuild his catalog of talent and masters. Firm has already inked Bill Snyder, Steinway maestro, now at the College Inn of the Hotel Sherman; Skip Farrell, former radio web vocalist, and Danny Cassella, whose cocktail unit will be augmented for waxing dates.

Bradley leaves this week for a nationwide sweep of his distributors, with whom he'll talk over the new set-up. He will seek to strengthen weak points in the Tower sales set-up, with Music Distributors of Boston already inked to handle the line in that area. Tower's new releases will all be on a non-breakable plastic at no increase in price.

## Special Scale Set For AFM Musicians On Non-Theat'l Pix

NEW YORK, Dec. 31.—The American Federation of Musicians (AFM) has set a special scale for musicians playing for non-theatrical films. For such films, embracing the industrial, theatrical and religious fields, the rate will be \$12 an hour for each man, plus \$3 for each 15 minutes of overtime. Leaders or musicians performing alone get double the above rate.

Setting of a scale for non-theatrical films is attributed to the increased production of such films. The instructional and how-to-do-it pix for industrial use is an increasing vogue, as are pix for school and church use.

**2** VERSIONS of a NEW SMASH HIT  
on **DECCA** RECORDS!

# The WEDDING SAMBA

by

**GUY LOMBARDO**

and his **ROYAL CANADIANS**

coupled with

**THERE'S A LOVELY LAKE IN LOVELAND**

DECCA 24838

by the

**ANDREWS SISTERS**

and

**CARMEN MIRANDA**

with **VIC SCHOEN** and His Orchestra

coupled with

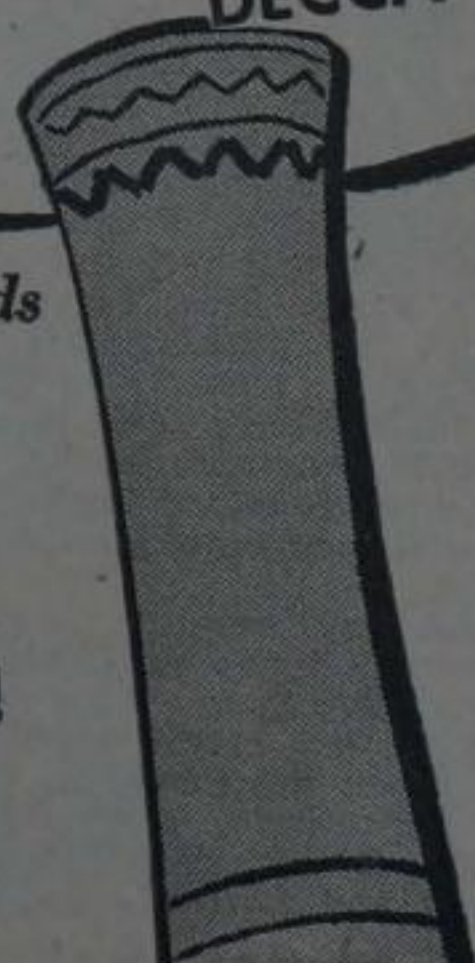
**I SEE, I SEE (ASI ASI)**

DECCA 24841



Single Records  
75¢ each  
(plus tax)

**ORDER TODAY!**



# PLENTY PHONOS FOR WAXERS

## Postwar Total Of 12 Mil Bids 'Come, Get Us'

Plus 4 Million From '40-'42

(Continued from page 3)

phono combinations, and this trend has grown more pronounced in recent years.

The disk industry's future is also brightened by Census Bureau forecasts. Total population is now estimated at 150,000,000 and is expected to rise to 170,000,000 over the next decade. The present big addition to the population is in the market for toddler clothes as a result of what Census Bureau officials term the "bumper baby crop" of the immediate postwar years. The "crop" will be adolescent in another decade and should make excellent prospects for disks.

### Phonos Produced by RMA Members

Year	Combinations	Record-Players
1940	1,120,674	296,579
1941	1,639,176	235,324
1942*	909,151	120,649
1946	3,081,477	916,823
1947	2,770,000	541,876
1948	2,315,000	360,000
1949	1,400,000**	340,000**

\*Phono production suspended, April, 1942.

\*\*Estimate.

The above figures do not include phonos manufactured by non-RMA producers, such as Admiral, Teletone and others. It has been estimated that non-RMA companies account for 20 per cent of the industry's total output. The totals indicated above, therefore, are probably 20 per cent below actual industry-wide figures.

## Coral Records Adds 7 Names

NEW YORK, Dec. 31.—Coral Records, Decca subsid, this week added seven new attractions. Inked were Dick Roberston, veteran warbler, who was a leading attraction on wax in Decca's early days; tenor Al Sears, alumnus of the Duke Ellington orchestra and a one-time band leader; thrush Eva Carter, and the Pinetoppers.

Contracts also were completed with singers Harry Babbitt and Martha Tilton.

## Rene Concentrating On Writing, Pubbing

HOLLYWOOD, Dec. 31.—Leon Rene will concentrate full time and efforts to his music writing and publishing interests, now that he has bowed from the record biz (*The Billboard*, December 31). Prexy of Exclusive Records will put full steam behind his music firm, Leon Rene Publications, in pushing his new tunes. Catalog recently acquired Rene originals *That's All*, *Rose of Broken Heart Lane* and *Saving Your Love*. Also newly added to the Rene book is the French tune, *Mon Amour Ton Amour*.

Rene pubbery recently enjoyed success on such tunes as *Gloria* and *When I Write My Song*. As a cleffer, Rene has to his credit such best sellers as *When the Swallows Come Back to Capistrano*, *Sleepy Time Down South*, *Someone's Rocking My Dream Boat* and *Lost My Sugar in Salt Lake City*.

## Whither Zither Dither? Mooney, MGM Go Thither

NEW YORK, Dec. 31.—While the diskers, the Chappell pubbery and David O. Selznick's headquarters are wrangling over *The Third Man* theme music, which is performed by a zither in the original release, orkster Art Mooney has recorded and MGM will immediately market the first etching to feature the zither. Mooney figuring that the instrument has as much to do with the trade harangue as anything else, ran to the MGM recording studio not too soon after songwriters Buddy Kaye and Guy Wood submitted a thing tabbed *Zither Serenade* to him. He sliced the ballad with a zither solo featured and with a vocal effort by Johnny Martin and chorus.

The diskery is planning a huge promotion on the disk, with the emphasis to fall on the employment of the zither. MGM also is increasing its disk jockey allotment by 50 per cent and will supply special window streamers for the disk. Additional stress will be put on the fact that no restrictions for performances are applicable to this particular zither etching.

## BMI Renewals By 95% of AM

NEW YORK, Dec. 31.—Broadcast Music, Inc. (BMI), in a year-end recapitulation of its activities and status, estimates that 95.6 per cent of the entire radio industry has renewed BMI contracts until 1959—even tho contracts do not expire until next March. BMI figures that total stations in the United States, including AM, FM, TV and short wave, total 2,540. Of these, 2,429 have renewed. Including Canadian outlets, the number of renewals is 2,600.

The family of BMI publishers, according to latest figures, total 1,354, including a number of Canadian pubs. At present 50 Canadian composers and 25 Canadian publishers are affiliated with BMI Canada, Ltd. This total does not include the pubs who are affiliated thru the Associated Music Publishers (AMP).

## Bergman Quits King Records

NEW YORK, Dec. 31.—Dewey Bergman last week resigned from his post as head of artists and repertoire of the pop recording department of King Records. Bergman, who for many years previous was the leading cleffer in the Guy Lombardo organization, took over the King pop department when it was created over six months ago. His post at the diskery has not been filled to date.

Bergman's resignation is effective tomorrow. He currently is mulling several other diskery propositions.

## Constance Hope As RCA Consultant

NEW YORK, Dec. 31.—Constance Hope, director of artists relations for RCA Victor's Red Seal Division, has been appointed general public relations consultant to the Radio Corporation of America and subsidiaries in matters pertaining to promotion and musical activities.

## Beecham Signs Exclusive Pact With Columbia

NEW YORK, Dec. 31.—Sir Thomas Beecham, noted British conductor who has been under recording contract for the past five years to HMV, this week signed an exclusive recording pact with Columbia Records, Inc. Sir Thomas, whose recordings have been available in the United States on the Victor label, stated at a press conference that his decision to record henceforth for Columbia was not made for commercial reasons primarily. His decision, he indicated, was prompted by his belief that Columbia's LP system represented the best recording system in the world at this moment.

Sir Thomas, recalling the early days of the record industry, stated that "LP is the most important advance in the gramophone world since the advent of electrical recording." Referring to Columbia, he added, "You have made such a big jump... No doubt you have left your rivals far behind... I wish you all strength."

Sir Thomas said he had made his decision to "return to the Columbia fold" after several months of study during which he analyzed the different record systems. He came to the United States, he said, "in a state of anxiety and bewilderment" after having heard that the record market had "vanished into thin air."

"I will not enter into the field of criticism... but I thought I would make a change... and here I am safely harbored."

The British conductor for the past week has been recording a repertoire with the Columbia Symphony Orchestra. When he returns to London Sir Thomas will record additional works for Columbia with the Royal Philharmonic Orchestra.

## German Radio Royalty Snag

FRANKFORT, Germany, Dec. 31.—Flare-up of an old battle between the German radio system and record companies could hurt American music interests in the event a solution is not quickly forthcoming. Argument is over the amount of royalties paid to diskeries. Currently, German record companies get about 260,000 marks annually from the two networks and five independent stations—but the disk companies want more.

Record companies are not in a particularly strong position to take up the battle, owing to the high commission law against cartel operations. This law does not permit all companies taking action together. Rather, to carry on the fight, each company would have to file suit individually against each station or network.

In the forefront for radio interests has been the American-sponsored Station Berlin, RIAS, whereas Dr. Thalheimer, chief of Electrola-Lindstrom, the German Victor, has been taking the lead for the platter companies.

It is believed that in the event of an impasse after the first of the year, no recording from any independent American companies would be heard in Germany. This, of course, could retard the popularization of American tunes, which are avidly wanted by German jazz fans.

## Loveland Citizens Join Mill's DeeJay 'Lake' Tune Bally

NEW YORK, Dec. 31.—Mills Music is adding a staff of 8,000 new song pluggers this week. Actually the new crew composes the entire population of Loveland, Colo., also known as the "Sweetheart Town," and the place referred to in the current Mills plug, *There's a Lovely Lake in Loveland*. At the instigation of the town's wide awake Chamber of Commerce, a coupon will be inserted in the local newspaper every day for a month, each day addressed to a different top-rating radio show, requesting a plug for the tune.

Since cherry raising is the town's principal business, the C of C is sending 2,000 cards to jocks thruout the country, entitling each to a free cherry pie anytime he come to Loveland. All the local eateries and hotels are in on the gimmick.

According to Mills's Al Brackman, "any jocks who fail to spin the tune will get the pits."

## Peter Pan Plans Kidisks on LP

NEW YORK, Dec. 31.—Peter Pan, children's record wing of Synthetic Plastics, will launch a line of long-playing kidisks together with its first national advertising campaign early in 1950. Altho an official release date for the LP disks has not been set, they will be ready "in the very near future," according to Sales Manager Ralph Berson, who also stated that they will sell at a price below the current average.

Deviating from the diskery's current policy of using standard kiddie songs, the LP repertoire will include original material, especially commissioned by Peter Pan.

Meanwhile, new material for the regular 10-inch 49-cent line is being cut, with productions of *Pinocchio* and *Little Brave Sambo* skedded for this week.

The ad campaign, according to Berson, will be launched on both the trade and consumer levels.

Meanwhile, diskery topper Henry Lapidus is set for an extended tour of the West Coast starting late in January, while Berson will cover the East. Both execs will set promotions, hypo distrib and chain sales and, for a new phase of their operation, scout talent.

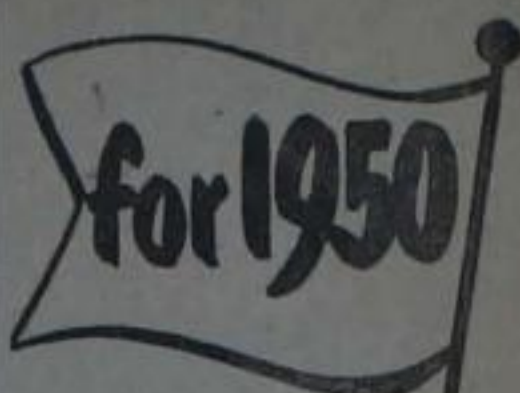
## Admiral Plans Bow Into Kidisk Market With 30 on Sked

NEW YORK, Dec. 31.—The newly launched Admiral Records, with its initial pop release already on the market, is getting set for a dive into the children's field in 1950. As the schedule now stands, 30 kidisks will be released in 1950, each to retail at \$1. Full orchestras will be used for all productions.

Talent inked to date includes radio actor Arnold Stang and Sheriff Bob Dixon, of the CBS *Chuck Wagon* TV show. Both artists have been signed exclusively by Admiral, as far as kidisks are concerned. All material is being either written or edited by Selma Rich Brody.

Initial titles, to be released late in January, are *Harry the Horse*, *Percy the Polite Seal* and *The Elephant Who Forgot*.

# Get on the Capitol Big Bandwagon



## Skitch Henderson

"The Music Goes 'Round and Around"  
and  
"My Blue Heaven"  
78 rpm No. 789 • 45 rpm No. F789

"Dancing with a Deb"  
and  
"Dreamland Rendezvous"  
78 rpm No. 736

## Jan Garber

"Dinah"  
and  
"Confidentially"  
78 rpm No. 804 • 45 rpm No. F804

"The Blossoms on the Bough"  
and  
"I Love My Baby (My Baby Loves Me)"  
78 rpm No. 771 • 45 rpm No. F771

"Stompin' at the Savoy"  
and  
"Stardust"  
78 rpm No. 731

## Benny Strong

"Save a Little Sunbeam"  
and  
"Who's Your Little Who-zis!"  
78 rpm No. 802 • 45 rpm No. F802

"Five Foot Two, Eyes of Blue"  
and  
"That Certain Party"  
78 rpm No. 729

"That's My Weakness Now"  
and  
"Button Up Your Overcoat"  
78 rpm No. 710

## Ray Robbins

"Bibbidi-Bobbidi-Boo"  
and  
"Skirts"  
78 rpm No. 778

## Ray Anthony

"Sittin' by the Window"  
and  
"Dixie"  
78 rpm No. 794 • 45 rpm No. F794

"Bye Bye Baby"  
and  
"A Dreamer's Holiday"  
78 rpm No. 761



## Robert Clary

America's Brightest Singing Sensation

"Do It Again" and "C'est Si Bon" 78 rpm No. 803 • 45 rpm No. F803

"Cecilia" and "Give Me a Little Kiss, Will Ya, Huh?"  
78 rpm No. 702

First with the Hits from Hollywood

Phone or Wire Your Distributor TODAY!



Following Up  
 "Dear Hearts and Gentle People"  
 "Bibbidi Bobbidi Boo"



**DINAH SHORE**  
 HAS A COLUMBIA HIT IN ...

**Scarlet Ribbons**  
 (FOR HER HAIR)

backed with

**SITTING BY THE WINDOW**  
 COLUMBIA #38672

**Columbia Records**

Dinah Opens at the Waldorf-Astoria Wedgewood Room  
 Thursday, January 12

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

**The Nation's Top Tunes**

PART I

Based on reports received last three days of **Week Ending December 30**

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity

**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.

This Week Last Week

- 1. MULE TRAIN** 1  
 By Hy Heath, Johnny Lange and Fred Glikeman  
 Published by Walt Disney (ASCAP)  
 From Republic's "Singing Guns"  
 Records available: B. Butler, Dec 46194; Cowboy Copas-Grandpa Jones, King 835; N. Eddy, Col 38645; Tennessee Ernie, Cap 57-40258; B. Ives, Col 38644; F. Laine, Mer 5346; M. McGuire Harmony 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.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 2. I CAN DREAM, CAN'T I!** 2  
 By Irving Kahn and Sammy Fain  
 Published by Chappell (ASCAP)  
 Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; I. Arden-H. Wiffenhalter 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; J. Livingston, Varsity 204.  
 Electrical transcription libraries: Tex Beneke, Thesaurus; Leith Stevens Ork, Standard.
- 3. RUDOLPH, THE RED-NOSED REINDEER** 4  
 By Johnny Marks  
 Published by St. Nicholas (ASCAP)  
 Records available: G. Autry, Col(78)38610, (33)1-375; T. Black, Dana 2061; Eddy Howard, Mercury 5360; E. Howard, Mer 5360.  
 Electrical transcription libraries: The Satisfiers, Associated.
- 4. DEAR HEARTS AND GENTLE PEOPLE** 5  
 By Bob Hilliard and Sammy Fain  
 Published by E. H. Morris (ASCAP)  
 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.  
 Electrical transcription libraries: Kay Armen, Associated.
- 4. OLD MASTER PAINTER, THE** 7  
 By Beasley Smith and Haven Gillespie  
 Published by Robbins (ASCAP)  
 Records available: P. Harris Ork, V(78)20-3608, (45)47-3114; R. Hayes-M. Miller Ork, Mer 5342; D. Haymes, Dec 24801; S. Lanson, London 555; J. Paris, National 9094; F. Sinatra, Col 38650; P. Lee-M. Torme, Cap 791; J. Livingston, Varsity 232.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 6. SLIPPING AROUND** 3  
 By Floyd Tillman  
 Published by Peer, Intl (BMI)  
 Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col (78)20581; (33)2-216; E. Tubb, Dec 46173; T. Wallace, ABC-Eagle 148; M. Whiting-J. Wakely, Cap 57-40224; Q. D. Holly & His Southern Troubadors, Folk-Star 505; R. Turner, Varsity 216.  
 Electrical transcription libraries: Texas Jim Lewis, Standard.
- 7. DREAMER'S HOLIDAY, A** 6  
 By Kim Gannon and Mabel Wayne  
 Published by Shapiro-Bernstein (ASCAP)  
 Records available: R. Anthony, Cap 57-761; B. Clark, Col 38599; P. Como, V(78)20-3543; (45)47-3036; E. Wilson-G. Jenkins, Dec 24738; J. Fina Ork, MGM 10566; A. Dale, Harmony 1080; A. Kassel, Vocalion 55070; G. Olsen, Varsity 226; J. Livingston, Varsity 231.  
 Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus; Eddy Howard Ork, World.
- 8. DON'T CRY, JOE** 8  
 By Joe Marsala  
 Published by Harms, Inc. (ASCAP)  
 Records available: J. Desmond, MGM 10516; 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; J. Livingston, Varsity 204.  
 Electrical transcription libraries: Bob Crosby, Standard; Vic Damone, Associated; Charlie Jordan-the Sweetwood Serenaders, Thesaurus.
- 9. THAT LUCKY OLD SUN** 9  
 By Smith-Gillespie  
 Published by Robbins Music Corp. (ASCAP)  
 Records available: F. Laine, Mer 5316; I. Manners, Varsity 191; D. Martin, Cap 57 726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559; L. Armstrong-G. Jenkins Ork, Dec 24752; C. Foster Ork, Vocalion 55035; Frank Sinatra, Col 38608; Hot Lips Page, Harmony 1077.  
 Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus; Jerry Gray Ork, Standard; Dick Haymes, World.
- 10. BLUE CHRISTMAS** 10  
 By Billy Hayes and Jay Johnson  
 Published by Choice Music (ASCAP)  
 Records available: R. Morgan Ork, Dec 24766; J. Rogers, V(78)20-3243, (45)48-0100; E. Tubb, Dec 46186; H. Winterhalter Ork, Col 38635.

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



This week's

# New Releases

... on RCA Victor

RELEASE 49-52

## POPULAR

### ZIGGY TALENT AND HIS TALENTED TEN

Save That Confederate Money, Boys  
(The South Shall Rise Again)  
I Ain't Gonna Take It Settin' Down  
20-3623—(47-3129)\*

### LARRY GREEN

We'll Build a Bungalow  
Vocal refrain by Paul Santa and the Chorus  
Sunshine  
(From the musical production "Gentlemen Prefer Blondes")  
Vocal refrain by Ray Dorey and Quintette  
20-3624—(47-3130)\*

### JOHNNY BRADFORD

Don't Tell My Heart  
The Sleeping Song 20-3625—(47-3131)\*

### TOMMY DORSEY

Nice To Know You Care  
Vocal refrain by Johnny Amorose  
Puddle Wump  
Trumpet Solo: Charlie Shavers, Sax  
Solo: Boomie Richman  
20-3626—(47-3132)\*

## POP SPECIALTY

### SIX FAT DUTCHMEN

Dakota Polka  
The Dutch Laendler (Laendler No. 50)  
25-1146—(51-0046)\*

## COUNTRY

### DOLPH HEWITT

Ask My Heart  
Waltzing My Blues Away  
21-0155—(48-0162)\*

### THE BLUE SKY BOYS

One Cold Winter's Eve  
When Heaven Comes Down  
21-0156—(48-0163)\*

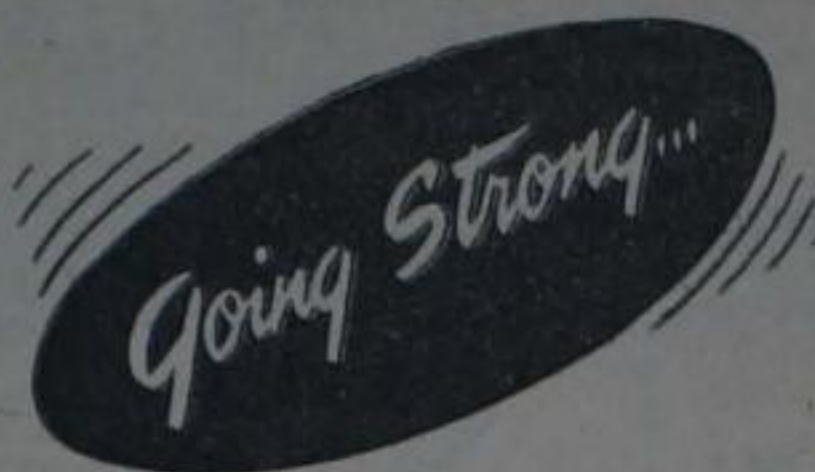
## BLUES

### MEREDITH HOWARD

Home Cookin' Mama  
Cold Potato 22-0060—(50-0044)\*

\*45 r.p.m. catalog numbers

NOTE: All records in this panel are listed alphabetically by song title.



**\$** . . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

**7** . . . designates that record is one of RCA Victor's "Certain Seven."

- \$** **A Lovely Bunch of Coconuts**  
Fredly Martin . . . . . 20-3554—(47-3047)\* **7**
- \$** **Bibbidi-Bobbidi-Boo**  
Perry Como . . . . . 20-3607—(47-3113)\*
- \$** **Dreamer's Holiday**  
Perry Como . . . . . 20-3543—(47-3036)\* **7**
- \$** **Envy**  
Fran Warren . . . . . 20-3551—(47-3044)\* **7**
- \$** **I Can Dream, Can't I?**  
Tex Beneke . . . . . 20-3553—(47-3046)\* **7**
- \$** **I Wanna Go Home With You**  
Perry Como . . . . . 20-3586—(47-3082)\*
- \$** **Mommy and Daddy Broke My Heart**  
Eddy Arnold . . . . . 20-0146—(48-0150)\* **7**
- \$** **Marta**  
Tony Martin . . . . . 20-3598—(47-3104)\*
- \$** **Old Master Painter**  
Phil Harris . . . . . 20-3608—(47-3114)\* **7**
- \$** **There's No Tomorrow**  
Tony Martin . . . . . 20-3582—(47-3078)\* **7**



**★** . . . indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top-selling hit category. The trade is advised to watch these records carefully in order to maintain stocks consistent with demand.

- ★** **A Dream Is a Wish Your Heart Makes**  
Perry Como . . . . . 20-3607—(47-3113)\*  
(Number one in The Billboard's "Disk Jockeys Pick" December 31 issue. Number four in The Billboard Retailers Pick, same issue.)
- ★** **Echoes**  
**Careless Kisses**  
Sammy Kaye . . . . . 20-3595—(47-3101)\*  
(("Echoes"—Number four in The Billboard's "Juke Box Operators Pick" December 31 issue. Also picked by the disk jockeys. Number fifteen Variety Best Sellers, too.)
- ★** **All the Bees Are Buzzin' 'Round My Honey**  
Mindy Carson . . . . . 20-3602—(47-3108)\*  
(Number two in The Billboard's "Disk Jockeys Pick" December 31 issue. Already doubled the sale of her previous top seller.)
- ★** **I Said My Pajamas**  
**Have I Told You Lately That I Love You**  
Tony Martin  
Fran Warren . . . . . 20-3613—(47-3119)\*  
(RCA Victor Orders and Service Section in Indianapolis called the home office to say that repeat orders on this one were on RCA Victor's top three for the week of December 24.)
- ★** **Ask My Heart**  
Dolph Hewitt . . . . . 21-0155—(48-0162)\*  
(His first RCA Victor record is a big hit and the going rate on this one is even greater.)
- ★** **So This Is Love**  
**There's No One Here But Me**  
Vaughn Monroe . . . . . 20-3606—(47-3112)\*  
(Martin Block picked the former as vocal record of the week. "There's No One Here" was a Billboard Possibility. It was in the "Disk Jockeys Pick Department" in Billboard December 31.)

The stars who make the hits are on

# RCA Victor Records

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

# 1950

The Swing's to '45'

BETTER THAN "COCONUTS"

*Tremendous*

freddy martin's  
"HOMETOWN BAND"



45 rpm 47-3120 RCA VICTOR RECORDS 78 rpm 20-3614



TONY MARTIN and FRAN WARREN	<i>great</i>	"HAVE I TOLD YOU LATELY THAT I LOVE YOU"	<i>great</i>
<i>great</i>	TONY MARTIN and FRAN WARREN	<i>great</i>	"HAVE I TOLD YOU LATELY THAT I LOVE YOU"
TONY MARTIN and FRAN WARREN	<i>great</i>	"HAVE I TOLD YOU LATELY THAT I LOVE YOU"	<i>great</i>
<i>great</i>	TONY MARTIN and FRAN WARREN	<i>great</i>	"HAVE I TOLD YOU LATELY THAT I LOVE YOU"
TONY MARTIN and FRAN WARREN	<i>great</i>	"HAVE I TOLD YOU LATELY THAT I LOVE YOU"	<i>great</i>

45 rpm 47-3119 RCA VICTOR RECORDS 78 rpm 20-3613

The Billboard

MUSIC POPULARITY CHARTS

Sheet Music

PART II

Based on reports received last three days of Week Ending December 30

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			Publisher
Weeks to date	Last Week	This Week	
4	1	1. DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
13	7	2. I CAN DREAM, CAN'T I? (R)	Chappell
5	9	3. OLD MASTER PAINTER, THE (R)	Robbins
12	3	4. DREAMER'S HOLIDAY, A (R)	Shapiro-Bernstein
13	6	5. DON'T CRY, JOE (R)	Harms, Inc.
13	8	6. SLIPPING AROUND (R)	Peer, Int.
9	5	7. MULE TRAIN (F) (R)	Walt Disney
19	11	8. THAT LUCKY OLD SUN (R)	Robbins
4	1	9. RUDOLPH, THE RED-NOSED REINDEER (R)	St. Nicholas
4	—	10. I'VE GOT A LOVELY BUNCH OF COCONUTS (R)	Cornell
3	17	11. THERE'S NO TOMORROW (R)	Paxton
6	19	11. JOHNSON RAG (R)	Miller
18	18	13. JEALOUS HEART (R)	Acuff-Rose
19	—	14. I NEVER SEE MAGGIE ALONE (R)	Bourne
—	—	15. BIBBIDI-BOBBIDI-BOO (F) (R)	Walt Disney

ENGLAND'S TOP TWENTY

POSITION			English	American
Weeks to date	Last Week	This Week		
10	2	1. YOU'RE BREAKING MY HEART	Chappell	Algonquin
5	2	2. HARRY LIME THEME	Chappell	Chappell
5	4	2. SNOWY WHITE SNOW AND JINGLE BELLS	Billy Reid	Al Gallico
17	5	4. CONFIDENTIALLY	Chappell	*
3	1	5. HOP SCOTCH POLKA	Leeds	Cromwell
3	7	6. I'LL STRING ALONG WITH YOU	Feldman	Witmark
30	8	7. FOREVER AND EVER	Francis Day	Robbins
18	6	8. I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly	Laurel
14	11	8. WEDDING SAMBA	Leeds	Duchess Music
4	13	10. DECEMBER	Bradbury Wood	*
7	9	11. MONDAY, TUESDAY, WEDNESDAY	Dash	Leeds
11	12	12. ROSE IN A GARDEN OF WEEDS	Box and Cox	Leeds
18	9	13. LEICESTER SQUARE RAG	Norris	J. J. Robbins
14	13	13. SHAWL OF GALWAY GREY	Connelly	*
4	15	15. IS IT TOO LATE?	Kassner	*
23	16	16. CARELESS HANDS	Edwin Morris	Melrose Music
1	—	16. SONG OF CAPRI	Chappell	*
38	18	18. HOW CAN YOU BUY KILLARNEY?	Peter Maurice	Leeds
5	18	19. KISS IN YOUR EYES	Bosworth	*
2	20	20. WHY IS IT?	Cinephonic	BMI

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

SUBSCRIPTION ORDER FORM

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, \$10.

Name  \$10 enclosed

Address  Bill me

City  Zone  State

**NOTHING** CAN STOP THE AVALANCHE OF HITS FROM THE HOTTEST RECORD COMPANY IN THE BUSINESS!



Richard Hayes  
"THE OLD MASTER PAINTER"

*The Best and Most Unusual Version of All!*

**RECORDS MOST PLAYED BY DISK JOCKEYS**

3 10 4. THE OLD MASTER R. Hayes-M. Miller Ork  
PAINTER ..... Mercury 5342-ASCAP

---

**BEST-SELLING POP SINGLES**

3 22 17. THE OLD MASTER  
PAINTER ..... R. Hayes-M. Miller Ork  
Open Door—Open Arms ..... Mercury 5342-ASCAP

Eddy Howard AND HIS ORCHESTRA  
"HALF A HEART" and "PEGGY DEAR"



**THE BILLBOARD PICKS:**

HALF A HEART..... Eddy Howard Ork..... Mercury 5349

A new ballad, tinged in the country idiom, is sung convincingly. Veteran Howard is joined by his trio and offers a substantial dance arking for background. Howard's dinking is backed with a most convincing delivery of an attractive oldie, "Peggy Dear."

*A New Page in Record Sales!*  
A SMASH HIT IN PHILLY, WASHINGTON AND CHICAGO... AND SPREADING OUT FAST!

Patti Page  
"WITH MY EYES WIDE OPEN I'M DREAMING"



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

5344

Only **Mercury** has the hits on **NON BREAKABLE RECORDS**

As we were saying:

NOTHING CAN STOP THE AVALANCHE OF HITS FROM THE HOTTEST RECORD COMPANY IN THE BUSINESS!



"GALLOPING COMEDIANS"

JERRY MURAD'S

Harmonicats

MERCURY 5331

Vic Damone  
"WHY WAS I BORN"

MERCURY 5326

ALL SALES AND DISC JOCKEY PLAYS INDICATE A BIG HIT IN THE MAKING!



... and watch these SLEEPERS!

LOUIS PRIMA

"MANUELO TARANTEL"

"I BEEPED"

5339

LAWRENCE WELK

"BIBBIDI-BOBBIDI-BOO"

"A DREAM IS A WISH"

5347

MADELYN RUSSELL

"COPPER CANYON"

"LAZIEST GAL"

5348

RALPH MARTIERE

"TRULY"

"GREEN DOLPHIN STREET"

5337

CLYDE McCOY

"THE CANASTA SONG"

"SISTER KATE"

5354

EDDIE DEAN

"FOOL'S GOLD"

"I WISH I KNEW"

6219

Only Mercury has the hits on NON BREAKABLE RECORDS

**RCA VICTOR**  **announces...**

**Recordings of the World's Greatest Music  
and Artists at ALL Phonograph Speeds!**

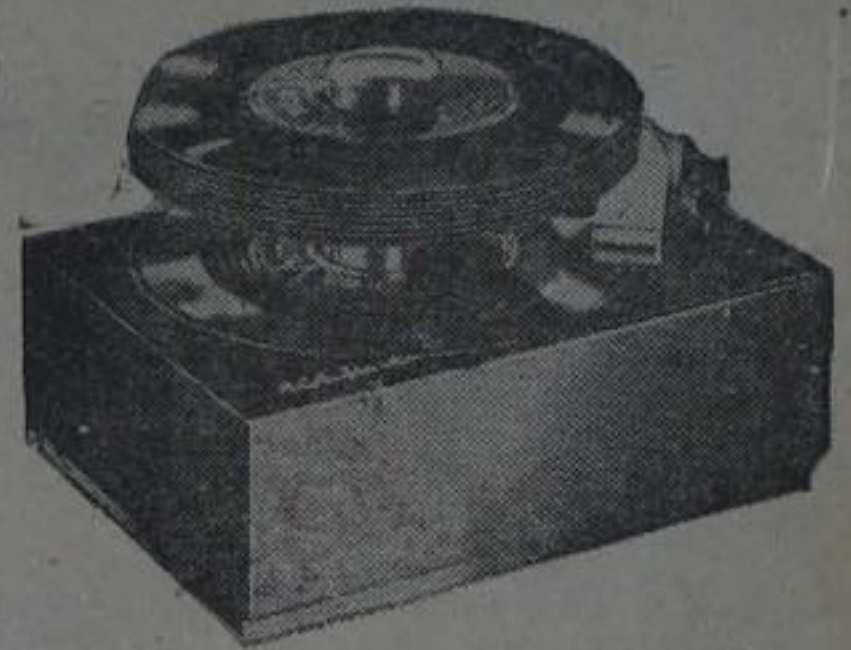
**RCA POLICY**

1. To make available to the public RCA Victor's unsurpassed library of the **WORLD'S GREATEST ARTISTS AND MUSIC** recorded for all record players: 45-rpm; 78-rpm; 33 $\frac{1}{3}$ -rpm.
2. To give the public **RECORDINGS** of the finest **ARTISTS** and the finest **MUSIC**.
3. To achieve through our instruments and records the finest possible musical **REPRODUCTION**.
4. To make available to the public the achievements of world-renowned scien-

tists and engineers at work in the RCA laboratories. Through scientific research and development they created the incomparable "45 system." Through further progress they have also succeeded in including the same matchless tonal qualities in the new and improved RCA Victor long-playing records.

*Laurem Folsom*

President  
Radio Corporation of America



**The RCA "45" Gives You**

**UNMATCHED TONE QUALITY**

The 45-rpm record has the finest tone quality in the history of the phonograph art. Only the "quality zone" of the record's safety is used, and the music comes to you completely free of distortion and surface noise. There is a full range of sound—clear and brilliant.

**MUSIC YOU WANT WHEN YOU WANT IT**

One of the fundamentals of musical enjoyment is selectivity; complete freedom of choice is what you hear. And that's what you get in RCA Victor's "45." You buy and you play "The Music YOU Want When You Want It!" It's simpler, it's more satisfying, and it saves you energy, time and money.

The "45" has the widest possible range of musical selection—popular, classical, folk, musical comedy—whatever the music lover wants. The present "45" catalog numbers more than 2,000 selections, and is growing daily.

Moreover, RCA Victor is producing scores of old favorites from the conventional 78-rpm catalog on the new "45's."

**WORLD'S FASTEST RECORD CHANGER**

The "45" record player contains the fastest and simplest automatic changer ever developed. Operating within the central spindle post, the changer handles up to ten records with a time lapse of only 5 seconds between each one. It is silent, and it cannot damage your records. Moreover, there is no needle to change, for the player uses the famous RCA Victor "Silent Sapphire" permanent point pick-up.

Operation of the "45" player is simplicity itself! Just stack ten records on the spindle and, with the touch of a button, you can enjoy more than fifty minutes of music without touching the player again.

**CONVENIENCE AND ECONOMY**

Because they are the first record and record player ever designed to go with each other, the elements of the RCA Victor "45" Victrola system provide a new measure of convenience for the music lover. The player attachment is small and compact.

The "45" record is made of non-breakable vinyl plastic, wafer-thin and only 6 $\frac{1}{8}$  inches in diameter. And they are all the same size, making for ease and convenience in storage. Each record has a longer playing life—up to ten times as long.

The smallness and lightness of the new "45's" enable a new degree of speed and economy in their distribution. This means a better record at less cost to you!

See the RCA Victor "45." Hear It! And you, too, will enjoy music at its recorded best!

**45-RPM RECORDS**

The "45" is here to stay and is destined to lead all other types of recorded music.

We will continue to record both classical and popular selections on the 45-rpm records.

The "45" meets the demands of music lovers, who want their tunes and songs on single disks, easy to select and simple to play.

It offers the world's greatest music and the finest artists, reproduced with the highest fidelity.

So great has been the American public's acceptance of RCA Victor's new 45-rpm system—the greatest advance in 50 years of recorded music—that today, only nine months after its introduction—this revolutionary advance has set a new standard of musical enjoyment in the phonograph field.

Never in the history of the record industry has a new development moved ahead so fast in so short a time! In recent weeks, sales of "45" records soared to a rate of more than 20,000,000 a year, and the new record players were being sold at the rate of 65,000 a month.

Still we were unable to keep up with the public demand for these new records and players. We are now expanding our manufacturing facilities to meet this growing demand.

These figures tell a story of outstanding success for the unmatched tone quality, convenience and economy of the "45".

It is a smashing triumph in recorded music!

**78-RPM RECORDS**

In the interest of millions of homes still equipped for playing such records, and as long as there is a demand for them, RCA Victor will supply a complete catalog of conventional 78-rpm records. Every new selection will be available on both "78" and "45" disks.

**33 $\frac{1}{3}$ -RPM RECORDS**

To serve those music lovers who wish to play certain classical selections on long-playing records, RCA Victor will introduce on or about March 1, a new and improved, unbreakable long-playing record (33 $\frac{1}{3}$ -rpm) made possible by an exclusive RCA Victor processing method which insures high quality and tonal fidelity.

Selections from our musical library suitable for long-playing records will feature such great orchestras as the Boston Symphony under Koussevitzky and Munch, the Boston Pops and Arthur Fiedler, the NBC Symphony under Toscanini, RCA Victor Chorale and Orchestra under Robert Shaw, the San Francisco Symphony Orchestra under Pierre Monteux, Leopold Stokowski and his Orchestra, Igor Stravinsky, and such outstanding recording artists as Licia Albanese, Marian Anderson, Jussi Bjoerling, Alexander Brailowsky, Mischa Elman, Eileen Farrell, Heifetz, Vladimir Horowitz, Jose Iturbi, Allan Jones, William Kapell, Dorothy Kirsten, Fritz Kreisler, Wanda Landowska, Mario Lanza, Jeanette MacDonald, Dorothy Maynor, James Melton, Yehudi Menuhin, Robert Merrill, Nathan Milstein, Paganni Quartet, Jan Peerce, William Primrose, Artur Schnabel, Set Svanholm, Gladys Swarthout, Ferruccio Tagliavina, Blanche Thebom, Leonard Warren and Whitemore and Lowe.

As new recordings are made, from time to time, they will be available as appropriate additions to the long-playing repertoire.

Orders are now being booked for delivery in early Spring.

**VICTROLA\* PHONOGRAPHS**

The RCA Victor 1950 line of Victrola phonographs and radio-television combinations includes instruments that play all three speeds—45, 78 and 33 $\frac{1}{3}$ -rpm. All of these 3-speed instruments feature an independent "45" record player in order that the fullest advantages of "45" quality and simplicity can be enjoyed.

**RCA VICTOR**  

DIVISION OF RADIO CORPORATION OF AMERICA

**PIONEER AND WORLD LEADER IN RECORDED MUSIC**

\*"Victrola"—T. M.  
Reg. U. S. Pat. Off.

The Billboard

MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending December 30

PART III



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.

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, and Station/Label. Includes records like 'I CAN DREAM, CAN'T I?' by Andrews Sisters and 'MULE TRAIN' by F. Laine-M. Miller.

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

COAST CUTTINGS... Paul King's Kilocycle Karnival at KKIN, Visalia, Calif., features music not normally heard thru the day, stressing the off-brand labels.

GRIPES & SWIPES... The beefs keep coming in about poor servicing by the diskeries. Some random moans: "The six jocks at WIRK, West Palm Beach, Fla., are down in the mouth lately over the lack of late releases from the major companies."

STRICTLY FROM DIXIE

One hundred minutes, five days a week, filled with plain pop platters and participating spots, for the new Bill Dorn Show over WHAN, Charleston, S. C. Joe Monroe is back on KENT, Shreveport, La., after a month's leave of absence.

GIMMIX... A couple of Al's at WFPG, Atlantic City—Allan Jefferys and Alan Owen—have teamed for a dinnertime platter and chatter show titled Dinner Bell.

gratifying, as has the appreciation of the aspiring deejay's parents." Bob Earle, WIBR, Baton Rouge, La., who has been giving orchids to the "neighbor of the week" as selected by listener vote, now sends an e.t. of himself reading the letter over the air, so that the good neighbor has "a permanent record of how her neighbors feel about her."

PHILADELPHIA... Sally Starr (WJM) held a Christmas party for 200 orphans at the Sylvania Hotel. Jerry Gaines, first deejay in the up-State Schuylkill Valley, leaves WPPA in Pottsville, Pa., to take his spinning to WHAT here.

PUBLIC SERVICE NOTES

WSFT, Thomaston, Ga., also serves Warm Springs, national infantile paralysis shrine dedicated by the late FDR, so Jeff Davis's appointment as assistant chairman of the Upson County March of Dimes drive comes as a special honor.

WESTERN WAX WHIRL

Bud Chase, WHOT, South Bend, Ind., has been doing a lot of local legit acting lately, appearing as the lead in Heaven Can Wait and secondary lead in the Theater Guild run of Mrs. Moonlight.

FOLK FARE

KSKY's John Hitt (Dallas), also known as Cousin Abner, has just cut two new sides for the Talent Records label. John runs a one-hour request show every day and handles all the station's live hillbilly shows.

GOTHAM GAB

Warbler Jack Emerson has started a Wednesday night spinner stint at WNJR, Newark, N. J., for Hartnett Music Studios. Deejays Willie Bryant and Ray Carroll, WHOM; Phil (Trash) Gordon, WWRL; Ralph Cooper, WMCA; Harold Jackson, WLIB, and Bill Cook, WAAT, will present a special award to the Orioles at the Apollo Theater next week.

ANTI-RURAL KICK

Johnny Hutchinson, WGAU, Athens, Ga., "deplores the rash of country-kick records coming out on virtually every label. I've heard other deejays voice the same opinions, but they keep right on pushing Slipping Around, et al."

(Continued on page 24)

RETURN IN THREE DAYS TO  
RADIO CORPORATION OF AMERICA  
RCA VICTOR DIVISION  
ROOM 8888, 30 ROCKEFELLER PLAZA  
NEW YORK 20, N. Y.



7c

Tommy Dorsey

RADIO CORPORATION OF AMERICA  
RCA BUILDING  
30 ROCKEFELLER PLAZA  
NEW YORK 20, N. Y.



January 3, 1950

FRANK M. FOLSON  
PRESIDENT

Dear Tommy:

The signing of your new contract with RCA Victor on January 1, 1950, marks the beginning of your fifteenth year with us. This in itself merits hearty congratulations, but in your case much more is in order. During those fifteen years the records of your dance band have been best sellers wherever music is played.

You have set a consistently high standard of quality which has been an inspiration to both the newcomers and your contemporaries -- a standard which has helped make American dance music popular throughout the world.

You have become a tradition and a legend in the realm of music and we are proud to have had you with us these many years. We sincerely hope that this relationship will continue for many, many more years to come.

Again congratulations, Tommy,

Cordially,

*Frank M. Folson*

The stars who make the hits are on

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

1950  
The Swings to '45'

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending December 30



BEST-SELLING POP SINGLES

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

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Includes entries like 'RUDOLPH THE RED-NOSED REINDEER' and 'I CAN DREAM, CAN'T I?'.

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. Records are listed according to greatest sales.

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Includes entries like 'RUDOLPH, THE RED-NOSED REINDEER' and 'LITTLE TOOT'.

CLASSICAL SINGLES

Table with columns: POSITION, Record Title, Artist, Label. Includes entries like 'Jalousie' and 'Claire de Lune'.

CLASSICAL ALBUMS

Table with columns: POSITION, Record Title, Artist, Label. Includes entries like 'Tchaikovsky: Nutcracker Suite' and 'Puccini: Madame Butterfly'.

POP ALBUMS

Table with columns: POSITION, Record Title, Artist, Label. Includes entries like 'MERRY CHRISTMAS' and 'SOUTH PACIFIC'.

Dealer Doings

CONTEST . . . James F. Smith, sales promotion director of Stern & Company, Hartford, Conn., Southern New England distributor for Columbia Records, arranged two contests on radio stations WONS and WHTT in conjunction with a week-end booking of Frank Sinatra into the State Theater. Contests were listed under titles of "I Would Like to Meet Frank Sinatra Because" and "The Columbia Recording by Frank Sinatra I Like Best Is," with radio listeners asked to submit letters on the topics. Autographed albums went winners.

COLLECTORS' GUIDE . . . The American Record Collectors' Exchange, New York, one of the nation's most unusual disk shops, has just published "A Collector's Guide to American Recordings 1895-1925" by Julian Morton Moses. . . .

JOCKEY CO-OP . . . The Jowdy Radio & Appliance Company in Washington reports excellent sales results in both disks and players by lending a 45-r.p.m. changer and records to the local radio station for a 15-minute program.

CHATTER . . . The Music Box, Chicago, thinks that RCA Victor would have a great new star in Ralph Flanagan if he were on the 79-cent label. . . . Don's Dependable Service, Los Angeles, reports that it could have doubled 45-r.p.m. sales with Decca artists, but wanders: "The dealer's problem is what to stock. Will this trend be general?" . . .

PHONE ORDERS . . . Ralph Colucci, owner of the Record Shops, downtown Hartford retail music stores, stresses the fact that mail and phone orders are "filled promptly." He says that "too often mail and phone orders are overlooked by the casual observer in the music trade. If your store pays as much attention to phone and mail requests as regular store transactions, your sales volume will eventually increase. It must be remembered, too, that courtesy in handling phone and mail orders is a necessity."

PHILADELPHIA . . . H. Royer Smith Company putting the emphasis this month on "imported recordings" on getting in shipments of the H M V, Cetra, Parlophone, French L'Oiseau-Lyre and other labels arriving from abroad. . . . Leslie Saunders taking over the desk as record promotion manager for the Raymond Rosen Company, local RCA Victor distributors. . . .

VOX JOX

(Continued from page 22)

Odessa, Tex., has the same gripe: "What's with Capitol? Why all the hillbilly? Same with Doris Day on Columbia?"

EASTERN BEAT . . . Paul McNally, WHOB, Gardner, Mass., keeps busy with three daily disk shows, emceed amateur nights at local theaters, does a Saturday night stint in the floor-show of the Colonial Hotel—and utilizes his spare time behind the counter of a local platter shop. . . . Kal Ross, WPWA, Chester, Pa., dedicated 15 minutes of Crosby platters to the daughter of a local G. I. now with the occupation troops in Okinawa. The little girl, ill in Chester Hospital, with pneumonia, was deluged with Christmas presents from listeners after Ross told the circumstances on the air. . . . Joe Girard, WHTT, Hartford, Conn., had a flat tire en route to a local theater where he was skedded to emcee a kiddie show sponsored by the East Hartford Police Department. He called the gendarmes, who whisked him to the theater on time. . . . Ed Bonner, WNJR, Newark, N. J., dedicated his Friday (24) show to the memory of Glenn Miller, playing a solid hour of Miller favorites on the fifth anniversary of the orkster's fatal flight from England to France.



# WHAT'S ALL THE DITHER ABOUT A ZITHER???

M-G-M RECORDS HAS IT!!!

## ZITHER SERENADE



Coupled with


### MY LILY AND MY ROSE

M-G-M Non-Breakable 10617

## ART MOONEY and his Orchestra

CASH IN ON THE ZITHER DITHER

... ORDER IT FAST! ...

**M-G-M RECORDS**  
 THE GREATEST NAME  IN ENTERTAINMENT  
 701 SEVENTH AVE., NEW YORK 19, N.Y.



# Going Strong



Art Sings Four Sock Sides!

## ART LUND

**COPPER CANYON**  
The Three Rivers  
M-G-M Non-Breakable 10585

**SO BLUE**  
Bye Bye Baby  
M-G-M Non-Breakable 10542

## SARAH VAUGHAN

**ONCE IN A WHILE**

The Man I Love

M-G-M Non-Breakable 10549

**THE LORD'S PRAYER**

Sometimes I Feel Like A Motherless Child

M-G-M Non-Breakable 10592



Sarah at her best!

## PHIL BRITO

**MAMA**

(Sung in English & Italian)

**Comme Bella A Stagione**

(Sung in Italian)

M-G-M Non-Breakable 10591

**VIENI SU**

(Sung in Italian)

**Mattinata**

(Sung in Italian)

M-G-M Non-Breakable 10550



M-G-M Hits that Keep on Selling!

## IVORY JOE HUNTER

**I ALMOST LOST MY MIND**

If I Give You My Love

M-G-M Non-Breakable 10578



From the Billboard; One of the highest "Rhythm and Blues" ratings ever given.

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

## Juke Box Record Plays

PART V

Based on reports received last three days of Week Ending December 30

### MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I.

POSITION	Weeks to date	Last Week	This Week	RECORDS	
				Artist	Label
8	1	1.	MULE TRAIN	F. Laine-M. Miller Ork.	Mercury 5345-ASCAP
15	3	2.	I CAN DREAM, CAN'T I?	Andrews Sisters-G. Jenkins Ork.	Dec 24705-ASCAP
17	2	3.	SLIPPING AROUND	J. Wakely & M. Whiting	Cap 87-40224-BMI
4	13	4.	RUDOLPH, THE RED-NOSED REINDEER	G. Austry-Col(78)38610, (33)1-375-ASCAP	
6	7	5.	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
13	6	6.	DREAMER'S HOLIDAY, A	P. Como	V(78)20-3543, (45)47-3036-ASCAP
4	17	7.	OLD MASTER PAINTER, THE	D. Haymes	Dec 24801-ASCAP
8	4	8.	MULE TRAIN	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
18	8	9.	THAT LUCKY OLD SUN	F. Laine	Mercury 5316-ASCAP
15	5	10.	DON'T CRY, JOE	G. Jenkins Ork.	Dec 24720-ASCAP
3	20	11.	I YUST GO NUTS AT CHRISTMAS	Y. Yorgesson	Cap 57-781
2	15	12.	OLD MASTER PAINTER, THE	R. Hayes-M. Miller	Mercury 5342-ASCAP
2	-	13.	BLUE CHRISTMAS	R. Morgan Ork.	Dec 24766-ASCAP
3	-	14.	MULE TRAIN	V. Monroe Ork.	V 20-3600-ASCAP
2	28	15.	DREAMER'S HOLIDAY, A	R. Anthony Ork.	Cap 57-761-ASCAP
4	11	16.	DEAR HEARTS AND GENTLE PEOPLE	D. Shore	Col 38605-ASCAP
3	11	17.	BLUES, STAY AWAY FROM ME	D. Bradley Quintet	Coral 60107-BMI (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 43125; The Twilight Riders, Varsity 8042)
4	10	18.	WHITE CHRISTMAS	Bing Crosby	Dec 23778-ASCAP (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. Paar, Horace Heidt MS-1010; Sister Rosetta Tharpe-Rosette Gospel Singers, Dec 48119; E. Tubb, Dec 46186)
1	-	18.	BLUE CHRISTMAS	H. Winterhalter	Col 38635-ASCAP
5	14	20.	MULE TRAIN	Tennessee Ernie	Cap 57-40258-ASCAP
3	20	20.	YINGLE BELLS	Y. Yorgesson	Cap 57-781
3	30	22.	OLD MASTER PAINTER, THE	S. Lanson	London 555-ASCAP
9	22	23.	JOHNSON RAG	J. Teter Trio	London 501-ASCAP (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)
2	-	24.	OLD MASTER PAINTER, THE	F. Sinatra	Col 38650-ASCAP
1	-	25.	CHARLEY, MY BOY	Andrews Sisters-R. Morgan Ork.	Dec 24812-ASCAP (C. Ventura, Crystallite CR 620; J. Dorsey Ork, Col 38649; T. Phillips Ork, London 524; L. Kirk, V 20-3591; L. Prima, Mer 5338; Main Street String Band, Bluebird (78)30-0014, (45)54-0009)
6	26	26.	DREAMER'S HOLIDAY, A	B. Clark	Col(78)38599, (LP)1-360-ASCAP
10	22	27.	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246-BMI (J. Day, Vocalion 55061; F. Tillman, Col 20613; H. Garland, Dec 46183; Texas Jim Robertson, V 21-0130; D. Day, Col 38637)
8	18	27.	THERE'S NO TOMORROW	T. Martin	V(78)20-3582, (45)47-3078-ASCAP (C. Ravazza, Dec 24782; C. Spivak Ork, London 554)
18	9	29.	JEALOUS HEART	A. Morgan Ork.	London 500-BMI (Ivory Joe Hunter, King 4314; J. L. Carson, Dec 46176; 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 75126; D. Kidwell & His Red River Valley Boys, Mer 6188; H. Winterhalter, Col 38593)
2	-	29.	I CAN DREAM, CAN'T I?	H. Winterhalter	Col 38612-ASCAP
3	-	29.	I WANNA GO HOME	P. Como	V(78)20-3586, (45)47-3082-ASCAP (A. Sordahl Ork-B. Williams-K. Carson, Col(78)38640, (33)1-409)

### 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  
Billboard TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending December 30

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 to date		Last Week		This Week		Record	
14	2	1		1		1		SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan.....Dec 24725—BMI
9	1	2		2		2		FOR YOU, MY LOVE (Lost My Baby)	L. Darnell.....Regal 3240
8	3	3		3		3		I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell.....Regal 3236
6	11	3		3		3		LET'S MAKE CHRISTMAS MERRY, BABY (Bow-Wow)	A. Milburn.....Aladdin 3037
13	9	5		5		5		SNEAKIN' AROUND (Gal I Love, The)	R. Render.....London 17000—BMI
3	11	6		6		6		SILENT NIGHT (White Christmas)	Sister Rosetta Tharpe-Gospel Singers....Dec 48119
3	—	7		7		7		LANDLORD BLUES (Guess Who?)	Ivory Joe Hunter.....King 4306—BMI
3	—	7		7		7		LONESOME CABIN BLUES (Baba-Du-Lay Fever)	Mercy Dee.....Spire 11-001
6	15	9		9		9		HOMESICK BLUES (Let's Have a Ball)	C. Brown.....Aladdin 3039
2	5	9		9		9		BIG FINE GIRL (No Rollin' Blues)	J. Witherspoon.....Modern 20-721
2	—	9		9		9		WHAT ARE YOU DOING NEW YEAR'S? (It's Going To Be a Lonely Christmas)	Orioles.....Jubilee 5017
6	—	9		9		9		MERRY CHRISTMAS, BABY (Lost in the Dark)	J. Moore's Three Blazers....Exclusive 63X
1	—	9		9		9		YOU SATISFY (Blues for My Baby)	B. Wright.....Savoy 710—BMI
1	—	9		9		9		LITTLE SCHOOL GIRL (Suitcase Blues)	Smokey Hogg.....Modern 20-704
1	—	9		9		9		LOVE FOR CHRISTMAS (You Don't Love Me)	F. Grass Ork.....Savoy 720

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.

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 to date		Last Week		This Week		Record	
14	4	1		1		1		SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan.....Dec 24725—BMI
6	1	2		2		2		FOR YOU, MY LOVE	L. Darnell.....Regal 3240
6	3	3		3		3		GUESS WHO?	Ivory Joe Hunter.....King 4306—BMI
7	5	4		4		4		BOOGIE AT MIDNIGHT	R. Brown.....Deluxe 3300
4	7	5		5		5		LET'S MAKE CHRISTMAS MERRY, BABY	A. Milburn.....Aladdin 3037
15	—	6		6		6		BROKEN HEARTED	E. Williams.....Supreme 1535—BMI
8	—	7		7		7		WHY DON'T YOU HAUL OFF AND LOVE ME?	Bull Moose Jackson....King 4322—BMI
2	—	8		8		8		CRAWLING KING SNAKE BLUES	J. L. Hooker.....Modern 714
7	8	9		9		9		I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell.....Regal 3236
4	9	9		9		9		NUMBER BOOGIE	Sugar Chile Robinson.....Cap 57-70037—BMI
2	—	9		9		9		NO ROLLIN' BLUES	J. Witherspoon.....Modern 20-721
1	—	9		9		9		REAL PRETTY MAMA	A. Milburn.....Aladdin 3038
1	—	9		9		9		I ALMOST LOST MY MIND	Ivory Joe Hunter.....MGM 10578
9	6	14		14		14		JEALOUS HEART	Ivory Joe Hunter.....King 4314—BMI
3	—	14		14		14		WHEN THINGS GO WRONG	Tampa Red Ork.....V(78)22-0035; (45)50-0019—BMI

ADVANCE RHYTHM & BLUES RECORD RELEASES

Across the Country Blues  
S. Brooks (Skippy Blues) Peacock 1506  
Cherry Red Blues  
C. Williams (Somebody's Gotta) Varsity 5010  
Chicken Rhythm  
S. Gaillard (Mean Pretty) Varsity 5022  
Don't Marry Too Soon  
J. King (3X7-21) Imperial 5055  
Early Dawn Boogie  
T. Ridgley (Shrewsbury Blues) Imperial 5054  
Gin Drinkin' Mama  
D. Dedmon (Gonna Trade) Imperial 8065  
Gonna Trade My Redhead for a Blonde  
D. Dedmon (Gin Drinkin') Imperial 8065  
Haunted Hungry Heart  
J. Heap (Mean Old) Imperial 8074  
I'm Still in Love With You  
C. Powell & the Five Blue Flames (Swingin' In) Col 30180

Mary Is Fine  
C. (Gatemouth) Brown (My Time) Peacock 1504  
Mean Old Blues  
J. Heap (Haunted Hungry) Imperial 8074  
Mean Pretty Mama  
S. Gaillard (Chicken Rhythm) Varsity 5022  
My Time Is Expensive  
C. (Gatemouth) Brown (Mary Is) Peacock 1504  
Shrewsbury Blues  
T. Ridgley (Early Dawn) Imperial 5054  
Skippy Blues  
S. Brooks (Across the) Peacock 1506  
Somebody's Gotta Go  
C. Williams (Cherry Red) Varsity 5010  
Swingin' in the Groove  
C. Powell & the Five Blue Flames (I'm Still) Col 30180  
That's My Baby  
J. Heap (Today, Tonight) Imperial 8064

THE SINGER OF THE YEAR!



Hear his LATEST and GREATEST M-G-M HITS

SITTING BY THE WINDOW and LOST IN A DREAM

Both with The Quartones M-G-M Non-Breakable 10602

FOOL'S PARADISE and YOU'RE WONDERFUL

M-G-M Non-Breakable 10562

Extra WATCH FOR... A New Album by The Great Mr. B

Songs by BILLY ECKSTINE

Coming soon!

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.

Thanks... **DISK JOCKEYS  
OPERATORS & RETAILERS**  
For **VOTING US #1**  
in **Rhythm & Blues**

FOR **1949**

And...

**MAKING IT OUR  
BIGGEST YEAR!!**

Watch for our sensational  
Release to be announced soon!!  
**THE FIRST WINNER FOR 1950**



**3 HOT RECORDS OF  
RHYTHM & BLUES**

FOR A  
*Happy New Year*

BY  
**IMPERIAL**

RECORD NO. 5054

**"SHREWSBURY BLUES"**

*Tommy Ridgley with Orchestra Accomp.*

BACKED BY "EARLY DAWN BOOGIE"

RECORD NO. 5055

**"3x7=21"**

*Jewel King with Orchestra Accomp.*

BACKED BY "DON'T MARRY TOO SOON"

RECORD NO. 5058

**"DETROIT CITY BLUES"**

*Fats Domino with Orchestra Accomp.*

BACKED BY "THE FAT MAN"

ORDER NOW FROM YOUR NEAREST DISTRIBUTOR

**IMPERIAL RECORD CO., INC.**

137 North Western Ave.

Los Angeles 4, California

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

Based on reports received last three days of Week Ending December 30

**BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS**

Records listed are country and Western records that sold to 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.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
18	1	1	1	SLIPPING AROUND Wedding Bells	M. Whiting-J. Wakely	Cap 57-40224—BMI
6	3	2	2	BLUE CHRISTMAS White Christmas	E. Tubb	Dec 46186—ASCAP
17	5	3	3	BLUES, STAY AWAY FROM ME Goin' Back to the Blue Ridge Mountains	Delmore Brothers	King 803—BMI
5	7	4	4	RUDDOLPH, THE RED-NOSED REINDEER If It Doesn't Snow on Christmas	G. Autry	Col(78)38610, (LP)375—ASCAP
7	13	5	5	MULE TRAIN Anticipation Blues	Tennessee Ernie	Cap 57-40258—ASCAP
1	—	6	6	ANTICIPATION BLUES Mule Train	Tennessee Ernie	Cap 57-40258
7	7	7	7	C-H-R-I-S-T-M-A-S Will Santa Come To Shanty Town?	E. Arnold	V(78)21-0124, (45)48-0127—BMI
2	5	8	8	TENNESSEE BORDER, No. 2 Don't Be Ashamed of Your Age	E. Tubb-R. Foley	Dec 46200—BMI
10	4	9	9	I'LL NEVER SLIP AROUND AGAIN Six Times a Week and Twice on Sunday	M. Whiting-J. Wakely	Cap 57-40246—BMI
7	2	9	9	MY BUCKET'S GOT A HOLE IN IT I'm So Lonesome I Could Cry	H. Williams	MGM 10560—ASCAP
4	—	9	9	I LOVE YOU BECAUSE Link in the Chain of Broken Hearts,	L. Payne	Cap 57-40238—BMI
4	12	12	12	BUT I'LL GO CHASIN' WOMEN Let's See You Fix It	S. Hamblen	Col(78)20625, (LP)2-331
1	—	13	13	I GOTTA HAVE MY BABY BACK Careless Kisses	R. Foley	Dec 46201—BMI
4	—	13	13	WILL SANTA COME TO SHANTY TOWN? C-h-r-i-s-t-m-a-s	E. Arnold	V(78)21-0124, (45)48-0127—BMI
1	—	13	13	SLIPPING AROUND Wedding Bells	Texas Jim Robertson & The Panhandle Punchers	V(78)21-0074, (45)48-0071—BMI

**WARNING!**

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

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

Blue Ridge Waltz D. Stone-T. Prillaman's Virginia Ramblers (Why Did) Liberty 101	Our Love Will Show the Way H. Locklin (You Burned) 4 Star 1397
Blues Stay Away From Me The Twilight Riders (Wedding Bells) Varsity 8042	Sally Let Your Bangs Hang Down Maddox Bros. & Rose (You've Been) 4 Star 1398
But I'll Go Chasin' Women B. Messner & His Skyline Boys (Mommy Can) Abbey 15001	Sleepin' at the Foot of the Bed J. Jericho-B. Christian & His Texas Cowboys (Fools Rush) 4 Star 1410
Butane Blues D. Grooms (Can't Win) Imperial 8073	Tell Her You Love Her Today A. Roberts-D. Barr-D. Messner (We Were) Abbey 15002
Can't Win for Losing You D. Grooms (Butane Blues) Imperial 8073	Walkin' on a Rainbow C. Marrow-The Cimarron Cowboys (Foolish Tears) Varsity 8031
Cry Baby Heart C. Marrow-The Cimarron Cowhands (You're Gonna) Varsity 8030	We Were Married A. Roberts-B. Messner & His Skyline Boys (Tell Her) Abbey 15002
Foolish Tears C. Marrow-The Cimarron Cowhands (Walkin' on) Varsity 8031	Wedding Bells The Twilight Riders (Blues Stay) Varsity 8042
Fools Rush In J. Jericho-B. Christian & His Texas Cowboys (Sleepin' at) 4 Star 1410	When the Sun Goes Down F. Willing (Where the) Varsity 8026
I Come Here To Be Went With (But I Ain't Been Yet) J. Perkins (I Didn't) Mer 6224	Where the Cool Clear Water Spills F. Willing (When the) Varsity 8026
I Ddn't Mean To Cry J. Perkins (I Come) Mer 6224	Why Did We Ever Part D. Stone-T. Prillaman's Virginia Ramblers (Blue Ridge) Liberty 101
I Hate You D. Dimples & Her Country Cousins (Keep a) Hill & Country 104	With You on My Mind M. O'Day & The Cumberland Mountain Folks (Mother's Gone) Col 20657
Keep a Twinkle in Your Eye D. Dimples & Her Country Cousins (I Hate) Hill & Country 104	You Burned a Hole in My Heart H. Locklin & His Rocky Mountain Playboys (Our Love) 4 Star 1397
Mommy Can I Take My Doll to Heaven B. Messner & His Skyline Boys (But I'll) Abbey 15001	You're Gonna Change C. Marrow-The Cimarron Cowhands (Cry Baby) Varsity 8030
Mother's Gone But Not Forgotten M. O'Day & The Cumberland Mountain Folks (With You) Col 20657	You've Been Talking in Your Sleep Maddox Bros. & Rose (Sally Let) 4 Star 1398

The Billboard

MUSIC POPULARITY CHARTS

PART VII



Folk (Country & Western)

Record Section

Based on reports received last three days of Week Ending December 30

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

POSITION		Weeks Last   This		to date: Week   Week	
4	2	1.	BLUE CHRISTMAS.....	E. Tubb.....	Dec 46186—ASCAP
24	1	2.	SLIPPING AROUND.....	J. Wakely & M. Whiting.....	.....Cap 57-40224—BMI
11	3	3.	BLUES, STAY AWAY FROM ME.....	Delmore Brothers.....	King 803—BMI
3	—	3.	BUT I'LL GO CHASIN' WOMEN.....	S. Hamblen.....	Col(78)20625, (LP)2-351
3	—	3.	SUNDAY DOWN IN TENNESSEE.....	R. Foley.....	Dec 46197
3	—	6.	MY BUCKET'S GOT A HOLE IN IT.....	H. Williams.....	MGM 10560—ASCAP
10	4	7.	I'LL NEVER SLIP AROUND AGAIN.....	M. Whiting-J. Wakely.....	Cap 57-40246—BMI
1	—	7.	RUDOLPH, THE RED-NOSED REINDEER.....	G. Autry.....	Col(78)38610, (33)1-375—ASCAP
1	—	7.	WHITE CHRISTMAS.....	E. Tubb.....	Dec 46186—ASCAP
6	5	10.	MULE TRAIN.....	Tennessee Ernie.....	Cap 57-40258—ASCAP

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.

POSITION		Weeks Last   This		to date: Week   Week	
3	3	1.	RUDOLPH, THE RED-NOSED REINDEER.....	G. Autry.....	Col(78)38610; (LP)1-375—ASCAP
5	1	2.	MULE TRAIN.....	Tennessee Ernie.....	Cap 57-40258—ASCAP
4	2	3.	BLUE CHRISTMAS.....	E. Tubb.....	Dec 46186—ASCAP
5	4	4.	I LOVE YOU BECAUSE.....	L. Payne.....	Cap 57-40238—BMI
5	10	5.	SLIPPING AROUND.....	J. Wakely and M. Whiting.....	.....Cap 57-40224—BMI
5	6	6.	ANTICIPATION BLUES.....	Tennessee Ernie.....	Cap 57-40258
1	—	7.	SUNDAY DOWN IN TENNESSEE.....	R. Foley.....	Dec 46197
1	—	8.	HERE COMES SANTA CLAUS.....	G. Autry.....	Col(78)20377; (LP)2-392
3	—	9.	BLUES STAY AWAY FROM ME.....	Delmore Brothers.....	King 803—BMI
4	8	10.	C-H-R-I-S-T-M-A-S.....	E. Arnold.....	V(78)21-0124; (45)48-0127

FOLK TALENT AND TUNES

By Johnny Sippel

Redd Harper reports that the big "Western Hall of Fame Show," staged recently at the San Francisco and Oakland Civic auditoriums had about 50 major Western names participating. This year's hosiery opera included Harper, musical director; Tim Spencer, producer; Cindy Walker, associate; Russ Hayden, manager, and a cast that featured recording names like Carolina Cotton (King), Stan Jones (Mercury) and Roy Rogers and Dale Evans (Victor). The group worked the show for the "Western Hall of Fame," which intends to erect a national shrine and museum in the future to immortalize the personalities in Western music and films. It may tour the country within the next two years. . . . Hank Thompson (Capitol) is now doing daily shows over both KLIF and KSKY, Dallas. Bill (Headin' for a Heartache) Walker (Capitol) is now working for Hank, together with Lefty Nason, steel, and Pee Wee Reid, bass. . . . Bob Mason and the Western Swingbillies, with Red Kirk (Mercury), are working at WIMA, Lima, O. Act also features Leroy Blanchard, fiddle, and Jimmie Johnson, electric take-off. Johnson was formerly with the Kactus Kids at WNAX, Yankton, S. D. . . . Tex Fletcher (Vocalion) started a 15-minute nightly TV show over WOR-TV, New York, January 4. Together with Gabe Drake and Art Kuter, he is appearing at Orchid Rest, New York. . . . Ramblin' Tommy Scott has inked with Macy label.

Jack Hunt and His Rhythm Ranch Hands are starting their third year at KTHS, Hot Springs, where they work over a 12-station regional web. Managed by Al Smith, they also operate the Tower Club, local bistro, and have purchased a dude ranch which they'll operate as Rhythm Ranch. . . . Jimmie and Dick, the novelty boys, are heard on WABI, Bangor, Me. . . . Ann Jones (Capitol) is doing a weekly TV shot over KTTV, Hollywood. . . . Spade Cooley (Victor) is recovering from a heart attack suffered recently. . . . Larry Cassidy (Capitol) left for the Far East recently with a troupe that included Doc Holliday, guitar; Hank Martin, bass; Woody Baily, piano; Billy Brower and Tex Atchinson, violin; Art Yows, drums, and a trio composed of Dusty Randell, Penny Compton and Ann Kellogg. . . . Rudy Sooter has inked a pact with London Records.

Dorse Lewis and His Shadow Mountain Boys, of WAJR, Morgantown, W. Va., have cut four sides for Cozy label. Little John and Sue, of WPDJ, Clarksburg, W. Va., will cut for Cozy in January. . . . John Bava, of Cozy, is forming a booking office to handle h.b. and Western talent thru Virginia and West Virginia. . . . Ray Parker, of Melody Trail Records, is expanding his operation. He has organized Valley Hill Music Company, Hollywood, and is operating Casa Dome Ball-

(Continued on page 31)

HOMER & JETHRO

RCA VICTOR RECORDING ARTISTS



Closing January 6th After 6 Successful Weeks

FOREST PARK HOTEL, St. Louis

Thanks to: MR. HAROLD KOPLAR

WATCH FOR OUR NEW RELEASE!

"I'VE GOT TEARS IN MY EARS"

"She Made Toothpicks of the Timber of My Heart"

RCA VICTOR No. 21-0162

— Other Releases —

Baby It's Cold Outside	Hucklebuck
Wedding of Hillbilly Lilly Marlene	Tennessee Border #2
Country Girl	I'm Getting Older Every Day

Personal Management: ARENA STARS INC.

366 No. Camden Drive

Beverly Hills, Calif.

WE DON'T BRAG BUT THESE ARE HITS!

WAYNE RANEY  
I'M SQUARE DAB FROM THE COUNTRY  
RED BALL TO NATCHEZ .  
KING 824  
★  
DELMORE BROTHERS  
TROUBLES AIN'T NOTHIN' BUT THE BLUES  
PAN AMERICAN BOOGIE  
KING 826  
★  
CLYDE MOODY  
I LOVE YOU BECAUSE  
AFRAID  
KING 837  
★  
RED PERKINS  
I HATE YOU  
CROCODILE TEARS  
KING 836

LONNIE JOHNSON  
CONFUSED  
BLUES STAY AWAY FROM ME  
KING 4336  
★  
TINY BRADSHAW  
TEARDROPS  
GRAVY TRAIN  
KING 4337  
★  
WYNONIE HARRIS  
SITTIN' ON IT ALL THE TIME  
BABY, SHAME ON YOU  
KING 4330  
★  
IVORY JOE HUNTER  
I QUIT MY PRETTY MAMA  
IT'S YOU JUST YOU  
KING 4326

KING RECORDS

# THE BILLBOARD PICKS:

THE FIRST BIG HIT OF 1950

# Art MOONEY



MGM-10588

# "THERE'S A LOVELY LAKE in LOVELAND"

## THE BILLBOARD HITS a new High in Picking Hits

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.

SO GOOD ITS WORTH REPEATING!

### ART MOONEY'S

MGM-10588

## "THERE A LOVELY LAKE IN LOVELAND"

RATINGS			
OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR

89-90-88-90

# M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 19, N.Y.

The Billboard

MUSIC POPULARITY CHARTS

PART VIII

## Record Reviews

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.

RATINGS			
OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>THE TAPROOM BOYS</b> SMC 1256	<b>Kitten on the Keys</b> The Zez Con'rey oldie, as thumped out on a slightly gimmicked piano, comes out as a sock bit of honky tonk for the lager set.	77--75--76--80
	<b>Just a Girl That Men Forget; Broadway Ruse; Girl of My Dreams</b> The pianist's right hand rolls in the best pianola tradition on an old-time waltz medley, taken at a slow tempo. Excellent dance stuff.	76--75--75--78
<b>THE TAPROOM BOYS</b> SMC 1258	<b>Bill Bailey, Won't You Please Come Home; At a Georgia Camp Meeting</b> Freddie Mendelssohn, his tonked-up piano and rhythm section serve up a medley of old-time cake-walks in fine pianola style. For the beer halls.	76--75--75--78
	<b>Daisy Bell; My Sweetheart Is the Man in the Moon; After the Ball</b> This side's a fast waltz medley, and it's especially danceable, with a sound that could easily carry over ordinary tavern noises.	77--75--75--80
<b>DIZZY GILLESPIE</b> Capitol 797	<b>You Stole My Wife—You Horse Thief</b> Weak novelty item is sung poorly by Dizzy while his de-bopped organization slices an okay backing.	60--60--60--60
	<b>Say When</b> Rather dull instrumental has a dance beat and a Basie-like conception plus a few bars of Gillespie's horn. Taking the bop out of Dizzy's crew seems to have also removed some of the crude excitement which this crew raised.	60--60--60--60
<b>DINAH SHORE-GEORGE MORGAN</b> Capitol 38663	<b>The Shoe Is on the Other Foot Now</b> Dinah and Morgan are not quite as successful together as have been other pop-country duet blends; material is rather flimsy as well.	81--83--80--80
	<b>Wedding Dells</b> Somewhat better song is delivered by the twosome more advantageously tho the blend again is not particularly pleasing. The strong name combination should make a business for the dinking nevertheless.	83--84--82--82
<b>RAY ANTHONY ORK</b> Capitol 794	<b>Sitting by the Window</b> Smart dance dinking of a new plug song is performed richly and cleanly in the Miller style. Dick Noel and Skyliners do the vocal chores adequately.	77--79--76--76
	<b>Dixie</b> The traditional anthem is swung crisply in a neat cleffing which even spots a small Dixieland take-off. Performed with spirit and cleanliness.	77--80--77--75
<b>JO STAFFORD-JOHNNY MERCER</b> Capitol 793	<b>It's Great to be Alive</b> Polished philosophical rhythm item from "Texas L'il Darlin'" is delivered with brilliance by Mercer and Stafford encased in one of Weston's top-grade cleffings.	86--88--86--84
	<b>They Talk a Different Language</b> Subtitled "Yodel Blues," this is another novelty ditty from the "Texas" score. Masterful arranging and production jobs make this a most enticing platter.	85--88--84--84
<b>PRIMO SCALA</b> London 550	<b>Bright Eyes</b> Scala has come up with a truly resounding and buoyant effort in his etching of this most fetching and engaging gang ditty. Could be a big one.	88--88--87--88
	<b>Out of the Clear Blue Sky</b> Another bright effort by Scala on another infectious rhythm item, which doesn't quite possess the gang-vocal spirit.	85--85--84--86
<b>VERA LYNN</b> London 581	<b>Too-Whit! Too-Whoo!</b> Miss Lynn delivers this engaging Billy Reid ballad with charm.	79--80--78--78
	<b>It's the Little Things</b> Another pleasurable and tasteful Lynn vocal. Tune's an appealing philosophical ballad with a lyric by Ed Weiner, too rung Broadway flack.	79--80--78--78
<b>DINAH SHORE</b> Columbia 38672	<b>Sitting by the Window</b> The new plug ballad is set in a highly pleasing arrangement but Dinah's not up to her best form on the solo chore.	82--83--82--81
	<b>Scarlet Ribbons</b> This completely different song is a little gem amongst the regular Tin Pan Alley crop. It is done with intensity and charm by Dinah, who has never made a better record.	87--88--88--85
<b>AL MORGAN</b> London 571	<b>Half a Heart Is All You Left Me</b> Morgan's Eddy Howard-ish vocal styling and Duchin-like keyboard, tho weakly supported by a small string group, winningly sells a new ballad, which he co-authored and which holds much promise.	87--87--87--87
	<b>I've Come Back To Say I'm Sorry</b> Tune's on the ordinary side and is done as well as such a song could be done.	69--70--67--70

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.

LOST IN A DREAM.....Billy Eckstine.....MGM 10602

Material is a melodically flowing Rube Bloom-Edgar Leslie ballad, and the golden-burred Eckstine pipes render it richly with group support enhancing. Flipover, "Sitting by the Window," should lend added impetus to the disk. Worthy of note is the warbler's adherence to melody, selling both songs with a warm and vibrant straight delivery.

I'M IN LOVE.....Dick Haymes & Evelyn Knight.....Decca 24808

The Haymes-Knight duo frolic thru a winning job on this charming ditty, which combines a show-tune quality with a direct commercial appeal. Disk, being merchandised as a single out of the "Club 15" album, has been tapped by the diskery for special promotional effort.

SITTING BY THE WINDOW.....Vic Damone.....Mercury 5343

Damone utilizes his special device of running the dynamic gamut to telling effect here. Tho' the tune, a quietly pretty ballad, doesn't call for Damone's soulful outbursts, this virtuoso job figures to catch John Q. Public's ear.

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. SITTING BY THE WINDOW.....Ray Anthony Ork.....Capitol 794
2. BLOSSOMS ON THE BOUGH.....Andrews Sisters.....Decca 24822
3. WHERE OR WHEN?.....Ralph Flanagan Ork.....Bluebird 30-0016
4. BLUE RIBBON GIRL.....Jerry Wayne.....Columbia 38661
5. BIG MOVIE SHOW IN THE SKY.....Blue Barron Ork.....MGM 10594
6. OPEN DOOR, OPEN ARMS.....Andrews Sisters.....Decca 24822
7. I MUST HAVE DONE SOMETHING WONDERFUL.....Dennis Day.....Victor 20-3596

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. HALF A HEART IS ALL YOU LEFT ME.....Al Morgan.....London 571
2. DON'T DO SOMETHING TO SOMEONE ELSE.....Frankie Laine.....Mercury 5332
3. A DREAM IS A WISH.....Perry Como.....Victor 20-3607
4. I LOVE MY BABY.....Jan Garber Ork.....Capitol 57-771
5. WEDDING SAMBA.....Andrews Sisters-Carmen Miranda.....Decca 24841

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. CARELESS KISSES.....Russ Morgan Ork.....Decca 24814
2. THERE'S A LOVELY LAKE IN LOVELAND.....Art Mooney Ork.....MGM 10588
3. ALL THE BEES ARE BUZZIN'.....Mindy Carson.....Victor 20-3602
4. A DREAM IS A WISH.....Perry Como.....Victor 20-3607
5. CARELESS KISSES.....Sammy Kaye Ork.....Victor 20-3595

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. TAKE ME IN YOUR ARMS AND HOLD ME.....Eddy Arnold.....Victor 21-0146
2. MAMA AND DADDY BROKE MY HEART.....Eddy Arnold.....Victor 21-0146
3. ROSES MEAN REMEMBRANCE.....Wally Moore.....Savoy 3023
4. GIVE A LITTLE, TAKE A LITTLE.....Hank Thompson.....Capitol 57-40264

FOLK TALENT AND TUNES

(Continued from page 29)

room, Fresno, Calif., with Fred Thornton and the Sons of the Golden West as the house band. Thornton and his group, formerly with Melody Trail, are now cutting for 4 Star. Parker has inked Jimmy Miller and the Sons of the South and Smiling Sammie and the Western Play Boys to waxing pacts on Melody Trail. . . . Don Gibson and the Sons of the Soil (Mercury) have joined WOHS, Shelby, N. C., where they'll feed a 12-station web, with stanza sponsored by a thread company. . . . The Georgia Crackers, WHKC, Columbus, O., have purchased a 16-acre plot of land near Columbus and intend to open their own folk music park next summer.

Toby Stroud, who recently inked with Decca, is now airing daily over WDAE, Tampa. . . . Tommy Sutton, formerly with WWVA, Wheeling, W. Va., is now on WONE, Dayton, O., where he is doing a d.j. show. . . . Hawkshaw Hawkins (King) and Don Kidwell (Mercury), both at WWVA, are teaming for personals. . . . Tex Lightfoot, who often works with Big Slim, is now on WILE, Cambridge, O., where he is working with Ray and the Sunset Riders. Other acts on the station include Wynn and the Covered Wagon Gang, Dallas Bond and the Musical Farmers, Cindy Coy and Oak and Ash. . . . Pie Plant Pete and Bashful Harmonica Joe, formerly at WHAM, Rochester, N. Y., are now WJR, Detroit, marking the first time that this Motor City station has used live h.b. talent. . . . Big Slim has taken over the Golden Horse ranch at Eldersville, Pa., and intends to hold shows there next summer.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

Following Up  
"Dear Hearts and Gentle People"  
"Bibbidi Bobbidi Boo"



DINAH SHORE  
HAS A COLUMBIA HIT IN . . .

Sitting by the  
Window

backed with

SCARLET RIBBONS

(FOR HER HAIR)

COLUMBIA #38672

Columbia Records

Dinah Opens at the Waldorf-Astoria Wedgewood Room

Thursday, January 12

Keep your money-eye on this one...

**I Love Her, Oh! Oh! Oh!**

From The Billboard—Dec. 24, 1949

**ENOCH LIGHT**  
and his  
**Orchestra**  
(Cloverleaf Four)  
  
Lincoln 514

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

**RATINGS**

OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
81	82	80	80

Distributors: Latch on to Lincoln—1950 will see us releasing a constant stream of aces. Write



8 WEST 40th STREET, NEW YORK, N. Y. • Tel. LOngacre 3-4281

# OOPS! 4 HITS

Broke at Once!

You caught us with our plants down... but now we can deliver 'em!

- **FRANK CULLEY'S "AFTER HOURS SESSIONS" #888**
- **RUTH BROWN'S "HAPPINESS is a thing CALLED JOE" #893**
- **JOE MORRIS' "JAX BOOGIE" #892**
- **TINY GRIMES' "ROCK THE HOUSE" #894**

Exclusively on **ATLANTIC RECORDS**  
301 West 54th St. • New York 19, N. Y.

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

- And the Band Played On—Put on Your Old Gray Bonnet
- K. Armen (Give My) Varsity 207
- Ave Maria
- D. O'Neil-E. Muliner (Evening Prayer) Varsity 203
- Big Rock Candy Mountain
- J. Long Ork (Watch Out) Signature 15264
- Bill Bailey, Won't You Please Come Home—At a Georgia Camp Meeting
- The Taproom Boys (Daisy Bell) SMC 1258
- Blue (and Brokenhearted)
- S. Hayes Ork (Freckle Face) London 569
- Bluebird on Your Windowsill
- J. Livingston (Dreamer's Holiday) Varsity 231
- Boom-A-Ran-Da
- B. Ford Ork (Major and) Col 30181
- Chained to a Memory
- A. Morgan (Tears on) London 523
- Daisy Bell—My Sweetheart Is the Man in the Moon—After the Ball
- The Taproom Boys (Bill Bailey) SMC 1258
- Don't Cry Joe
- J. Livingston (I Can) Varsity 204
- Dreamer's Holiday, A
- J. Livingston (Bluebird on) Varsity 231
- Evening Prayer, An
- D. O'Neil-E. Muliner (Ave Maria) Varsity 203
- Fairy Tales
- S. & M. Clark (Is It) London 568
- For You My Love
- Mr. Google Eyes (I'm Glad) Col 30179
- Freckle Face, You're Beautiful
- S. Hayes Ork (Blue) London 569
- Give Me the Moonlight
- A. Dale-R. Bloch Ork (Vampin') Signature 15263
- Give My Regards to Broadway—Take Me Back to New York Town
- K. Armen (And the) Varsity 207
- Honey
- J. Tarto (I Want) Mer 2088
- I Can Dream, Can't I
- J. Livingston (Don't Cry) Varsity 204

- A. Morgan (Chained to) London 523
- Up Jumped Love
- The Three Suns (Midnight Time) Varsity 196
- Vampin'
- A. Dale-R. Bloch Ork (Give Me) Signature 15263
- Watch Out
- J. Long Ork (Big Rock) Signature 15264

#### HOT JAZZ

- Congo Blues
- R. Novo All Stars (Get Happy) Dial 1035
- Get Happy
- R. Novo All Stars (Congo Blues) Dial 1035
- I Know That You Know
- A. Tatum Trio (Man I) Dial 1036
- Lester Leaps In
- Jazz at the Philharmonic (Parts 1 & 11) Mer 11027
- Man I Love
- A. Tatum Trio (I Know) Dial 1036
- To Market, To Market
- The Lincoln Singers (The Gingerbread) Lincoln 506

#### LATIN-AMERICAN

- Aguzate, Pelotero
- Mayari Cuarteto (Cuando No) V23-1448
- Asi-La Pagaras
- P. Vargas-V. Lopez Ork (Las Tres) V23-1469
- Bonita
- L. Arcaraz Ork (Vajera) V23-1449
- Comestacion a Tu Solo Tu
- L. Guerrero (Tiro De) Imperial 395
- Cuando No Estoy Contigo
- Mayari Cuarteto (Aguzate, Pelotero) V23-1448
- Dos Almas Y Un Solo Corazon
- L. Guerrero (Eso Quisimos) Imperial 380
- El Piraguero
- Coro De La Universidad De Puerto Rico (Los Carreteros V38-5001
- Eso Quisimos
- L. Guerrero (Dos Almas) Imperial 380
- Fiesta Lirica Universitaria Album—Orfeon De La Universidad De Puerto Rico, A. Rodriguez, Dir. (2-10")
- V. S. 62
- Flamenqueras Album—M. Herrero-P. Millet. M. Medina (4-10")
- SMC 10
- El Laurel . . . SMC 1253
- La Bien Paga . . . SMC 1252
- La Luna Enamora . . . SMC 1253
- Las Cositas Del Querer . . . SMC 1252
- Lola Montz . . . SMC 1251
- Los Piconeros . . . SMC 1250
- Nina Ysabel . . . SMC 1250
- Ojos Verdes . . . SMC 1251
- Indecision
- M. T. Maristany (Te Fulste) V23-1472
- Inevitablemente
- C. Concepcion (Vitamina Be-Bop) V23-1471
- Junglero
- N. Morales Ork (Montunolo) Varsity 227
- La Joaquinita
- Los Carreteros (Pescando) V23-1474
- Lagrimas De Amor
- H. Valdez (Tu Engano) Imperial 386
- Las Tres Cosas
- P. Vargas-V. Lopez Ork (Asi La) V23-1469
- Los Carreteros
- Coro De La Universidad De Puerto Rico (El Piraguero) V38-5001
- Maldito Tango
- L. Lamarque (Tal Vez) V23-1473
- Montuno In G
- N. Morales Ork (Junglero) Varsity 227
- Nada Espero
- Trio Dalmar (Solo Un) SMC 1259
- Pa' La Habana Me Voy
- M. Silva (Si La) V23-1450
- Por Las Mismas Calles
- N. Soca (Renovando) V23-1468
- Pescando
- Los Carreteros (La Joaquinita) V23-1474
- Ran-Kan-Kan
- T. Puente (Timbal Y) V23-1470
- Renovando
- N. Soca (Por Las) V23-1468
- Solo Un Minuto
- Trio Dalmar (Nada Espero) SMC 1259
- Tal Vez Sera Su Vos
- L. Lamarque (Maldito Tango) V23-1473
- Te Fulste Con La Tarde
- M. T. Maristany (Indecision) V23-1472
- Timbal Y Bongo
- T. Puente (Ran-Kan-Kan) V23-1470
- Tiro De Mulas
- L. Guerrero (Contestacion a) Imperial 395
- Tu Engano
- H. Valdez (Lagrimas De) Imperial 386
- Vitamina Be-Bop
- C. Concepcion (Inevitablemente) V23-1471
- Vajera
- L. Arcaraz Ork (Bonita) V23-1449

The following abbreviations are being used thruout the list of Advance Record Releases:  
Cap—Capitol  
Col—Columbia  
Dec—Decca  
Mer—Mercury  
V—Victor  
All other labels will continue to be spelled out.  
Where 78, 45 and 33 1/2 (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

- I Want Some Lovin'
- J. Tarto (Honey) Mer 2088
- I'll Take You Home Again, Kathleen
- D. O'Neil (My Gal) Varsity 258
- I'm Glad You're Comin' Home
- Mr. Google Eyes (For You) Col 30179
- In the Garden
- D. O'Neil (Perfect Prayer) Varsity 201
- Is It Love
- S. & M. Clark (Fairy Tales) London 568
- I've Got a Lovely Bunch of Coconuts
- J. Livingston (Some Little) Varsity 233
- Just a Girl That Men Forget—Broadway Rose—Girl of My Dreams
- The Taproom Boys (Kitten on) SMC 1256
- Kitten on the Keys
- The Taproom Boys (Just a) SMC 1256
- Leave It to Love
- J. Livingston (Old Master) Varsity 232
- Lord's Prayer, The
- D. O'Neil (Navy Hymn) Varsity 199
- Love's Old Sweet Song—Sweet Genevieve
- B. Hannon (Sweet Marie) Varsity 208
- Major and the Minor, The
- B. Ford Ork (Boom-A-Ran-Da) Col 30181
- Midnight Time
- The Three Suns (Up Jumped) Varsity 196
- My Gal Sal—When You Were Sweet Sixteen
- D. O'Neil (I'll Take) Varsity 258
- My Last Goodbye
- E. Howard (Rudolph the) Mer 5360
- Navy Hymn, The
- D. O'Neil (Lord's Prayer) Varsity 199
- Old Master Painter, The
- J. Livingston (Leave It) Varsity 232
- Perfect Prayer, The
- D. O'Neil (In the) Varsity 201
- Rudolph, the Red Nosed Reindeer
- E. Howard (My Last) Mer 5360
- She Wore a Yellow Ribbon
- L. Innis (She's Mean) Mer 6225
- She's Mean to Me
- L. Innis (She Wore) Mer 6225
- Some Little Someone
- J. Livingston (I've Got) Varsity 233
- Sweet Marie
- B. Hannon (Love's Old) Varsity 208
- Tears on My Pillow



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

(100 points—the maximum)

90-100	.....tops
80-89	.....excellent
70-79	.....good
60-69	.....satisfactory
0-59	.....poor

THE CATEGORIES

1. Production Idea	.....15	Max. Pts.
(grouping of selection continuity)		
2. "Name Value"	.....15	
3. Caliber of Material	.....15	
4. Manufacturers' Distribution Power	.....10	
5. Exploitation Aids	.....10	
(Record company and other advertising promotion, film, legit and other plugs)		
6. Interpretation	.....15	
7. Record Quality	.....5	
8. Manufacturers' Production Efficiency	.....5	
9. Packaging	.....10	
(art work, binding, wrapping)		

**PLEASURE DOME**—T. S. Eliot—Marianne Moore—E. E. Cummings—William Carlos Williams—Ogden Nash—W. H. Auden—Dylan Thomas—Elizabeth Bishop (1-12") Columbia (33) ML 4259

**60**

Subtitled "an audible anthology of modern poetry read by its creators," this unusual LP dishing would delight a definite audience, limited though it must certainly be. Experts say that poetry acquires an extra dimension when read aloud. "Pleasure Dome" proves that theory. With the exception of Ogden Nash, the poets represented here are considered recondite—or at least, difficult. To hear Eliot and Cummings, to name two, read their own works, infusing them with meaning, with humor, acidity, satire, scorn, is to hear what might have been abstruse and obscure in the printed form come alive and enjoyable. Eliot's readings from "The Waste Land" were a skillful, professional job. None of the readers acquainted himself badly, in fact. Columbia's to be commended for this literary endeavor, which will be sought only by the sincerely literate and the infatigably snobbish.

JUKES Not suitable. JOCKS For tonier FM outlets.

**MOZART: String Quartet in D Minor, K 421, and HAYDN: String Quartet in F Major, Opus 74, No. 2 (1-12" LP)** Period SPLP 503

**68**

Neither of these quartets has been available previously on long-playing disks, altho there is a tape Quartet version of the Mozart on regular Columbia disks, and the Haydn is included in a Victor Haydn Society volume. The Baroque ensemble, making its disk debut here, impresses as a mature unit, perhaps lacking the dynamic qualities of several better-known recording quartets, but projecting in the Continental, "old-wine" manner. The recording lacks brilliance; however, and that, unfortunately is a quality most sought after in LP diskings. The music itself is first-rate.

JUKES Not suitable. JOCKS For chamber music shows.

**LOST IN THE STARS**—Todd Duncan, Frank Roane, Inez Matthews and other members of the original cast, cond. by Maurice Levine. (6-10") Decca DAU-738

**71**

"The Hills of Ixopo; Thousands of Miles; Train to Johannesburg; The Little Grey House; Who'll Buy the Double Man; Lost in the Stars; Oh, Tixo, Tixo, Help Me; Stay Well; Cry, the Beloved Country; The Mole; A Bird of Passage." In spite of the presence of better than average original cast voices, the appeal of this package will be limited mainly to people who have seen the actual Broadway show. Maxwell Anderson's lyrics are, in their humble, sincere way, especially poignant. . . . Weill's music is rich, craftsmanlike theatrical material. Actually, however, only a couple of selections let loose with anything like pure melody, and that's where the commercial potential of the disk package must suffer. Generally, the selections are too bound up in the dramatic whole to have much meaning here.

JUKES Not suitable. JOCKS Okay for a special musical show seg if you can weave in some continuity.

**WINTER FAIR**—Burl Ives (2-10") Columbia MJV-59

**76**

"The Whale; Buckeye Jim; Mr. Rabbit; The Grey Goose; The Tailor and the Mouse; How Took the Measles; The Goat and the Train." The promising title and highly attractive cover will be a sales factor for this set. And grown-ups who prefer Ives' brand of folk music will want themselves as well as for their off-spring. Some of the songs will in fact be understood only by adults, but all have Ives' warm and rhythmic quality, and what the kids don't catch could pass for as nonsense syllables. For unspectacular, but ready sales.

JUKES Not suitable. JOCKS Individual selections can be tossed handily into variety shows for kids.

**FLAMENQUERIAS**—Miguel Herrero—Paco Millet—Manuel Medina (4-10") SMC 10

**70**

La Bien Paga; Las Cositas Del Querer; El Laurel; La Luna Enamora; Ojos Verdes; Los Piconeros; Nina Ysabel; Lola Montez. The artists and selections included here were part of the "Cabalgata" or "Night in Spain" revue which recently played on Broadway, and more recently has been touring the country. Herrero is an excellent Flamenco, or Spanish gypsy shouter, and his cohorts strum and sock two guitars. The numbers are mainly familiar Spanish folk songs, full of life and color. Set could enjoy a fair sale wherever Cabalgata has played; also in Latin naves, or where exotic folk music is preferred.

JUKES Not suitable. JOCKS For special segs featuring exotica.

**SAINT-SAENS: CONCERTO NO. 4 IN C MINOR AND SATIE: TROIS MORCEAUX EN FORME DE POIRE**—Philharmonic Symphony Ork of N. Y. Robert and Gaby Casadesus. (1-12") Columbia (33) ML-4246

**70**

The Saint-Saens' fourth piano concerto, ranked as one of the composer's finest creations, is done with technical precision by Robert Casadesus, with Rodzinski conducting the orchestra. There might have been more sensibility in Casadesus' pianistics. This work, cut for shellac and transferred to the LP form, sounds excellent in the new medium. The backing, also a transfer from shellac, has the Robert-Gaby Casadesus team doing the pungent, humorous Satie "Three Pieces." This will be of more interest to followers of the modern. The Casadesus capture the wry astringency of Satie very well.

JUKES Not suitable. JOCKS Both sides can be spotted.

**COUNT BASIE DANCE PARADE**—Count Basie Ork (1-10") Columbia (33) CL 6079

**73**

Avenue C, Rambo, Stay Cool, Hob-Nail Boogie, Danny Boy, Wild Bill's Boogie, Goodbye Baby, Lonesome Miss Pretty.

The brilliance and excitement of the Count Basie orchestras dating from about 1939 thru 1946 make the interest in this dishing doubly intense. For not only is this a fine batch of sides for the hoppers, but it is a collector's prize, since it houses eight previously unreleased Basie sides cut in the 1939-'46 period. Such immense jazz figures as Don Byas, Illinois Jacquet, J. J. Johnson, Dickie Wells, Snooky Young, Jo Jones, Walter Paige, Harry Edison, Buck Clayton, etc., appear amongst the many soloists who get a chance to "go" in these swinging epics. Some of these sides rank with the best that Basie has ever produced primarily because of the brilliant rhythm section, knit with Jones, Paige and Freddie Greene, and the socking, driving band ensemble. "Lonesome Miss Pretty," sliced late in 1939, was one of last sliced by the historic Famous Door band and features a brief but fluid Lester Young tenor solo. Basie idolizers and jazz collectors will want to grab this dishing which houses some of the finest hot music yet put down in microgroove. Diskings are not available on regular speed platters.

JUKES Not suitable. JOCKS All pop and jazz spinners will find these numbers highly usable.

**HOWDY DOODY AND THE AIR-O-DOODLE**—Bob Smith—Henri Rene (2-10") RCA Victor Y-397

**90**

This one's already off to a flying start, and since name acceptance can be such a tremendous factor in kidisk sales, thousands of parents soon will be taking refuge in bromides. The central character here was television's first hero to the younger set, and the potential market, based on the TV show's audience, is close to 2,000,000. Actually, the production on the disks covers a multitude of sins in script and acting. The story really moves, and the songs are a help, even in Smith's affected voicing of same. Nothing to worry about here, however, acceptance is assured.

JUKES Not suitable. JOCKS Will probably be requested.

He made us change all the records in the juke box to TONY MARTIN'S "MARTA"

45 RPM 78 RPM  
47-3104 RCA VICTOR RECORDS 20-3598

**SAVOY** **REGENT**

start your 1950 right with . . .

**2 GREAT HITS!**

★ NEW!  
★ DIFFERENT!  
★ SENSATIONAL!

★ OUR FASTEST SELLING INSTRUMENTAL RECORD!

SAVOY #726  
"If I Didn't Love You So"  
"If It's So, Baby"

REGENT #1009  
"SAWBUCK"  
"Red Cap Shuffle"  
by Johnny Crawford

By the 4 ROBINS  
With JOHNNY OTIS' ORCHESTRA

EXCLUSIVE DISTRIBUTOR TERRITORIES AVAILABLE

SAVOY RECORD CO., INC. • REGENT RECORDS, INC.  
58 MARKET STREET NEWARK 2, N. J.

**MUSIC BOURNE TO LIVE**

**"CHARLEY MY BOY"**  
by  
**LISA KIRK**  
Victor 20-3591

**BOURNE, Inc.** 799-7th Ave. N.Y. 19 N.Y.

'49's Two Top Spirituals!!  
**THE ROBERTA MARTIN SINGERS**  
rendition of  
**"MY FRIEND"**  
APOLLO 218  
and  
**"ONLY A LOOK"**  
APOLLO 214

Order from your nearest distributor  
or direct from  
**APOLLO RECORDS**  
457 W. 45th St. New York, N. Y.

**TEMPO**

**MAD MEL HENKE**  
**PLAYS A PIANO**  
**LIKE CRAZY!**  
And that's the way his first  
Tempo disk  
**TR #444**  
**I CAN'T BELIEVE THAT**  
**YOU'RE IN LOVE WITH ME**  
and **SHOCK TREATMENT**  
is selling!

**TEMPO**  
**RECORD CO. OF AMERICA**  
8540 Sunset Blvd., Hollywood 46, California

**WANTED**

Used or New Hillbilly or Western  
**RECORDS**

Top prices paid. You get the best deal  
from Chicago's largest distributor of used  
records. Don't hesitate. Send us your  
records today.

**WRITE TO** TONY GALGANO,  
USED RECORD  
EXCHANGE  
4142 W. Armitage Ave., Chicago 39, Ill.  
Tel.: Dickens 2-7660  
**WE PAY FREIGHT.**

**THE OLD**  
**MASTER PAINTER**

recorded by  
PHIL HARRIS.....RCA Victor  
RICHARD HAYES.....Mercury  
DICK HAYMES.....Decca  
SHOOKY LANSON.....London  
PEGGY LEE-MEL TORME, Capitol  
JACKIE PARIS.....National  
FRANK SINATRA.....Columbia  
with others to follow

**ROBBINS MUSIC CORPORATION**

**10 INCH RECORD PRESSINGS**  
Shellac or Vinylite  
Fast Service—High Quality  
Small or Large Quantity  
Labels — Processing — Masters  
**SONGCRAFT, INC.**  
1650 Broadway New York 19, N. Y.

**A WINNER FOR MANY**  
**WHY NOT FOR YOU?**

**"SHACKLES AND CHAINS"**  
by Riley Crabtree  
Order #719 Today From  
**STAR TALENT RECORDS**  
3313 OAKLAND DALLAS 15, TEXAS

**Music—As Written**

**Decca Names Wolf Eastern District Manager**  
Len Wolf, Decca Records' Eastern division promotion manager, was last week promoted to Eastern district manager. Wolf will work under Al Simpson, Eastern division veepee in charge of sales. In addition to his old promotion chores, Wolf will act as a traveling supervisor, covering branches and distributors in the territory.

**Details Being Set for Eckstine's First Pic**  
Warbler Billy Eckstine and his manager, Milton Ebbins, left for the Coast Monday (2) to settle the details of the singer's first flick for Metro-Goldwyn-Mayer. Eckstine rounded out a sock business week's engagement at the Click nitery in Philadelphia Saturday (31).

**National Distrib for Cormac**  
Cormac Records, Coast indie label, is going after national distribution and has sent General Manager Ray Pulley on the road to line up nationwide outlets. Heretofore, the six-month-old diskery has aimed its Western-hillbilly releases at the California-Texas-Oklahoma market. Top seller has been Glynn Duncan (Tommy Duncan's brother), with other artists including Ted Shelton, Blackie Poulter, Bill Sutton, Bob Gene, Dub Williams and Jerry Gist. Ted Shelton's "Motel Time" was leased to Modern Records who pressed it under its own label.

**Jacobs Named Rep for Beacon Music on Coast**  
Joe Davis, owner of the Beacon Music pubbery, has hired Dave Jacobs as his West Coast representative. Jacobs was formerly with the Dorsey brothers firm. Joe Quinn is plugging for Beacon in Boston, and Joe Dracca has started in Chicago. A New York replacement for Duke Niles, who moves over to Fred Fisher Music, hasn't been set.

**New York:**  
Chirp Kay Penton has inked a personal manager contract with John Lemar. . . . Jacqueline Dalya, actress-wife of songwriter Bob Hilliard, has written a blues torcher titled "Count the Days I'm Gone," with music composed by Walter Bishop. Edwin H. Morris Music Company is publishing.

Gene Krupa has been offered a month in Cuba following Woody Herman's stand here. Krupa, however, has other commitments which may interfere—including a week at Bop City beginning January 19. . . . Following engagements at Harlem's Apollo Theater and Broadway's Birdland, Hot Lips Page has opened with his band at Boston's Petty's Lounge. . . . Lee Barreit and orchestra signed a five-year contract with Music Corporation of America.

Otto Cesana conducted Lionel Hampton ork in the first movement of his "Symphony in Jazz" at Bop City last week. . . . Snub Mosley's tune "Claire," which he waxed for Penguin Records, will be used in the sound track of the forthcoming flick, "Portrait of Claire." . . . Contact man Jerry Lester will represent Porgie Music on the Coast. . . . Mutual Music took over the tune "Save That Confederate Money, Boys" from Dave Dreyer. . . . Patti Page went into the Click in Philadelphia Monday (2) for her third Philadelphia area engagement within a month. Her other appearances were at the Nut Club and Chubby's.

**Philadelphia:**  
Wynonie Harris and the Bud Bascomb Sextet are the first of the new year's attractions at Club 421. . . . Major league baseball clubs are adopting William Richter's newest opus, "Let's Go Out to the Ball Game" for the ball park's p.-a. systems. . . . Walter Miller, former fiddler with a Meyer Davis unit at the Bellevue-Stratford Hotel is heading a Davis unit at the Breakers Hotel, Palm Beach, Fla., for the winter. . . . Johnny Austin, territorial fave, is making his first stand at the Click, with Billy Eckstine heading the show.

**TIM GAYLE**  
PUBLICITY + SONG & RECORD  
EXPLOITATION\* + PRODUC-  
TIONS + PUBLISHERS' REP-  
RESENTATIVE +  
MANAGEMENT

**Over 1,000**  
**Disk Jockey,**  
**Performance**  
**and Publicity**  
**Contacts**

**Publicity Never Fails!**  
It has been said that no motion picture has yet been produced good enough to sell without publicity. That is just as true of a talent, a tune, a record or any other product. Publicity never fails to make some dent. I've done some very worth-while jobs. In fact, one of my clients, Lorry Raine, says I'm GREAT. (She's my wife; what else can she say? But others have parrot-like said the same thing.)

**Co-Writer**  
**"IT'S TOO LATE NOW"**  
(Recorded by Lorry Raine, Evelyn Knight, Mel Torme, Chuck Foster, etc.)

**"MOON OVER STROMBOLI"**  
(Recorded by Lorry Raine, Acc. by the Mark Warnow Orchestra, Conducted by Raymond Scott)

**CURRENT MAIL ADDRESS**  
Care PARK SHERATON HOTEL, NEW YORK, N. Y.

**"GHOST TOWN"**

- Unusual Story—Next Hit Melody—Variety
- A First Rate Production—Billboard
- "Sensational"—Reggie Goff—London #543

**MANHATTAN MUSIC PUBS.** 1650 Broadway, N. Y.

**3 Salesmen Added**  
**By McConkey Music**

NEW YORK, Dec. 31.—The local branch office of the McConkey Music Corporation has added three new salesmen. Manuel Ovando was hired to top McConkey's international department and will attempt to sell the South American and Continental countries. Joe Douglas has stepped in to top the agency's local Western music and act department. Lee Kraft was brought into the firm to handle publicity for the agency's band and act departments.

**Kenny To Cut for Aladdin**

PHILADELPHIA, Dec. 31.—Aladdin Records, West Coast diskery, has completed negotiations with Jolly Joyce, who heads the local theatrical agency bearing his name, bringing Herb Kenny to the label on a four-year binder. Kenny now is finishing his singing chores with the Ink Spots, and will soon step out as a single. The wax deal, calling for two years with a two-year option, guarantees Kenny a minimum of 20 sides a year. Eddie and Leo Mesner, Aladdin heads, plan to come east to supervise the first session either here or in New York.

**"ALL THE BEES**  
**ARE BUZZIN'**  
**ROUND MY HONEY"**

**SANTLY-JOY, INC.**  
1619 B'way New York 19, N. Y.

**RECORD PRESSING AT**  
**LOWEST PRICES IN**  
**THE UNITED STATES**

New Material. Custom Quality.  
Bonded Operation.

Send us your recordings, we will do the rest—rigid and flex type records.

**UNIVERSAL PLASTICS CORP.**  
(formerly Black & White Records)  
2511 Wilshire Blvd. Los Angeles 5, Calif.  
Owned by Trumpis Collar & Associates.  
Consulting engineers to the record industry.

**Custom Record Pressing**

NOW AVAILABLE—7 inch 45 RPM press time in addition to our regular 10 and 12 inch standard and microgroove in VINYLITE AND FLEXIBLE PLASTIC.

A COMPLETE SERVICE AVAILABLE

Lewis-Rubner Mfg. Co. 316 E. Beach Ave. Inglewood, Calif.

**FOR SALE**  
**RECORD PRESSING PLANT**  
**ELECTRO-PLATING PLANT**

11 presses, accumulator system, dies and all accessories. 40 plating positions. Will sell equipment or as going business.

**MASTER RECORD CO.**  
154 E. Erie St. CHICAGO, ILL.

**RELIABILITY — QUALITY**  
**RECORD PRESSING**  
Originators of the  
**NON-SLIP FLEX**  
(Pat. Pending)  
**Research Craft Co.**  
4912-14 SANTA MONICA BLVD  
LOS ANGELES 27, CALIF.

**Record Stamping Plates**

Complete processing . . . low rates . . . fast service! Daily air express shipments practically out our plant at your door. High fidelity reproduction . . . mirror-like appearance . . . tops in craftsmanship. Write for our rate card.

**THE CHARLES ECKART COMPANY**  
4880 Santa Monica Blvd., Los Angeles 27, Calif.  
Olympic 2901



# RCA Goes 33 In March To Cover Market

## 45 Promotion Pushed

(Continued from page 11)  
Kapell, Arthur Rubenstein, Fritz Kreisler, Dorothy Kirsten and others.

### Masters Status Quo

Much of the noted old waxings will not be pressed on 33 1/3 inasmuch as the condition of the masters does not warrant such a move.

Victor's decision to go 33 on classics was, of course, expected, and was first definitely stated in *The Billboard* recently in an exclusive story which pointed out that such a move would follow shortly after introduction of RCA's three-speed changes. This has come to pass. The decision, of course, indicates a sharply competitive picture for the future, with RCA pitting its top classical artists against Columbia's.

### 45 Still Tops

As far as RCA is concerned, 45 is still its top system, and industry opinion admits that the diskery has successfully put over its product. Shortly after the first of the year the push on 45's will be given additional momentum via a new drive. Last week London Records joined RCA and Capitol on the 45 bandwagon, indications being that Mercury would soon follow. This week two indies, Rondo and Discovery, announced their intentions of going 45. Recently Horace Heidt's company went 45. Tempo some time ago jumped aboard. Decca has not yet changed its position. Altho it admits RCA has made great strides, the Decca company will not go 45 until such a move would represent a plush business. Columbia, of course, has been adamant in its opposition.

In its ad campaign announcing its new policy of serving the entire record market across the board, Victor states that it will continue a complete catalog of 78 r.p.m. for the millions of homes who want such disks. Every new selection will be available on both 78 and 45. The ad copy also states that today, nine months after the introduction of the 45, sales have jumped to a rate of over 20,000,000 a year. Forty-five players, it stated, are selling at the rate of 65,000 per month.

### 45's FOR RONDO

(Continued from page 11)

pranos and tenors. The other, for baritones, will be arranged by Dino Digallo, local singer, and played by Otto Herz.

HOLLYWOOD, Dec. 31. — Discovery Records, Hollywood indie owned by Albert Marx, will go to three disk speeds beginning January 15 with a 45 r.p.m. release of a George Shearing Quintet album. Plattery is already issuing product on 33 1/3 and 78 r.p.m. Discovery is the second Hollywood indie label to expand to all three speeds, following the lead set by Tempo several months ago. Discovery's 78 product will be issued on break-resistant flex, with other speeds pressed on vinylite.

# WONDERFUL OPPORTUNITY

for any American Record Company wanting to expand their activities in Mexico and Latin America

## FOR SALE

### MODERN RECORD MANUFACTURING PLANT TOTALLY EQUIPPED AND IN OPERATION

Recording Studio 78' x 44' — Automatic Presses  
Record Compound Mill—Complete Electroplating Room  
Western Electric Recording Equipment  
More than 30,000 sq. feet of fine Construction Space, Warehouses, etc.

Serious prospects apply for further and complete information to

**INDUSTRIAS MUSICALES, S. A.**  
Apartado No. 2789  
Mexico City, Mexico

Hear "GATEMOUTH" BROWN'S Latest Release  
**"DIDN'T REACH MY GOAL"**  
backed by  
**"MERCY ON ME"**  
#1500  
**"MY TIME IS EXPENSIVE"**  
flip **"MARY IS FINE"**  
#1504  
Another Smash Hit!!!  
**"GLAD YOU LET ME GO"** and  
**"NO LETTER BLUES"**  
featuring **BEA JOHNSON**  
and  
**JIM WYNN AND HIS ORCHESTRA**  
**PEACOCK RECORDING CO.**  
4104 LYONS AVENUE  
HOUSTON 10, TEXAS

**VARSIETY'S**  
**Long Playing**  
**Low-Price**  
**Large Profit**  
**RECORDS ARE HERE!**  
**Varsity Record Corp.**  
47 W. 63rd St. N. Y. C.

**OPERATORS TIP**  
**"JEALOUS HEART"** by **AL MORGAN**  
LONDON RECORD  
#500

**\$25,000**  
Needed for expansion program by a well known Record Company specializing in Hammond Organ recordings. Established 8 years. Personal services optional. Write  
**BOX D-290**  
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

LONDON  
IMPORTED  
**LONDON RECORDS**  
FULL RANGE RECORDING  
THE LONDON GRAMOPHONE CORP.  
16 W. 32nd St., NEW YORK 18, N. Y.

**NEW VICTOR, COLUMBIA**  
**\$12.00 per 100**  
OTHER LABELS  
\$10.00 PER 100—\$85.00 PER 1,000  
1/3 with order, balance C. O. D.  
Write for LATEST CATALOG.  
500 Different Standard and Hit Tunes.  
**VEDEX COMPANY**  
674 10th Ave., New York 19, N. Y.  
PLaza 7-0636  
COMPLETE INVENTORY BOUGHT

\*\*\*\*\*  
**NATIONAL'S SENSATIONAL NEW RELEASES!**  
\* **NATIONAL THE RAVENS** \*  
\* **9101** \* "I'VE BEEN A FOOL"  
\* "I DON'T HAVE TO RIDE NO MORE" \*  
\* **NATIONAL BILLY ECKSTINE** \*  
\* **9096** \* "THERE ARE SUCH THINGS"  
\* "WHAT'S NEW?" \*  
\* **NATIONAL CHARLIE VENTURA** \*  
\* **9097** \* "CAN'T HELP LOVIN' THAT MAN"  
\* "ANNIE ANNIE OVER" \*  
\* Release Date: January 10 \*  
\* ALL NON-BREAKABLE! \*  
\*\*\*\*\*  
ORDER FROM YOUR NEAREST DISTRIBUTOR  
or NATIONAL DISC SALES \* 1841 BROADWAY, N. Y. 23, N. Y.  
\*\*\*\*\*

**HAPPY NEW YEAR!**  
From Ann and Larry Vincent, Owners of the Pearl Record Company  
Thanks to our many dealers and distributors for making us the country's top novelty record manufacturers.  
In the Pop Field, we are starting the New Year with what looks like a hit—  
**"HOW'S MY BABY TONIGHT"**  
Written by Haven Gillespie and Larry Vincent  
For the New Year, Give Pearl a Whirl  
Write Us Direct If Your Dealer Can't Supply You  
**PEARL RECORD CO.**  
BOX 229 COVINGTON, KY.

**Dizzy IS BACK AND**  
**Capitol's GOT HIM SINGIN'**  
**"YOU STOLE MY WIFE—**  
**YOU HORSE THIEF"**  
Capitol Record #797 (45 rpm #F797)  
**Clarick**  
MUSIC CO., INC., 1619 Broadway, New York 19, N. Y.

# WHEN'S EXCLUSIVE NOT EXCL.?

## Biggies Deny Practice, But It Continues

### And for 2 Good Reasons

NEW YORK, Dec. 31.—When's an exclusive not an exclusive? is the question bothering agents. Most percenters seek exclusives for two reasons: First because it gives them a spot to use their acts and get commissions; second, because it gives them some prestige they hope to cash in on at other rooms.

The question of exclusivity has never been really determined by the American Guild of Variety Artists (AGVA), which theoretically controls it, and with which papers authorizing the appointment of an exclusive booker are supposed to be filed. However, there is nothing in AGVA regulations about exclusive bookers, tho it has made off-the-cuff decisions.

The big offices, for example, deny they are seeking or have any exclusive contracts with any club or room. By the same token at least one office denies anybody else has such rights. It flatly says that once an outside act comes into a spot thru somebody except the self-titled exclusive booker, the room is wide open and anybody can book it. Because of this belief constant hassles have developed among the large offices and between them and the smaller indies.

The William Morris office, for example, books the Philly Latin Casino on an exclusive basis. Music Corporation of America (MCA) has refused to recognize it by authorizing any split and even insists on its own contracts being issued. On the other hand, it is generally known that MCA is the exclusive booker for the Waldorf (altho how long this will continue with the Hilton chain in control is a moot point). Yet other acts get into the room from time to time. MCA says it will buy acts any where in the open market if it hasn't got them in its own management, but it will not split. By the same token, neither will it ask for splits if its acts are used by outside reps.

#### What's a Split?

There is a considerable difference of opinion as to what is and what isn't a split. Indies charge that MCA has split, has offered to split and that its policy is unrealistic. Many indies charge they will not use MCA artists, unless forced to, because "we can't make a buck with them."

MCA, in its behalf, claims there is no monopoly on spots and it will play its acts wherever it can find jobs for them. In some cases it is handicapped, particularly in a Midwest area, where some spots will not buy unless the deals go thru a certain booker who wants a full 10, tho sometimes he will take a five to offset this. Some of the offices submit their offers direct, and if they have the properties, can sometimes squeeze in.

General Artists Corporation (GAC) also has a theoretical rule of no splits and no exclusives. It is general knowledge, however, that this office is always interested in doing business, and such things as splits won't interfere. In the matter of exclusives, GAC people claim they have some spots. But GAC, like other offices, also has to go into the open market to buy acts controlled by others.

The indie who stands between all

## IN SHORT

### New York:

Eddie Smith and Jack Kalcheim, indie agents, have merged. . . . Irving Green has left the biz. . . . Abe Ellis paid \$65,000 for the Steel Pier concession. Jules Stein and Lou Wasserman, MCA chairman and president, respectively, are now in New York, and Larry Barnett is due in for major huddles. . . . Don Abney, ex-Ed Hall's band at Cafe Society, is now doing a single at the chi-chi Sherry Netherland Cafe. . . . Fran Warren gets her first major Stem date when she opens the Roxy with the Easter show.

Willie Weber, Mickey Shaughnessy's personal manager, says he set the Copa date for the comic, and nobody else had anything to do with it. . . . AGVA is making a new deal with the Variety Artists Federation (the English talent union). All British acts will pay AGVA \$10 for the first three weeks they work here and then \$15 more for a full membership if they work beyond the three weeks.

Jack Prince and Arnie Sultan are readying their new act and will break it in at the Pittsburgh Monte Carlo February 10. The same room will be the break-in spot for Lynne Bretton, British comedienne and minor film player, who opens there with Eric Thorsen. . . . The Carnival has been sold to DuMont for a TV studio.

## Philly Soda Nitery For Adult Trade

PHILADELPHIA, Dec. 31.—Altho there are several non-alcoholic niteries operating here for the teenagers, the first after-dark spot without a watering post making a pitch for adult trade was opened this week in time for the holidays. Newest non-alcoholic nitery reaching out for the regular nitery crowd is the Ebony Show-Place opened in a nabe corner originally occupied by DiPinto's nitery. Non-alcoholic operation is set up by Izzy Bushkoff, who staged "Creole burlesk" at the New Town Tavern in Delair, N. J.

With admission scaled at \$1 plus tax, room offers a show of 10 acts plus line of girls and a dance band, with two shows nightly, a Saturday matinee and Sunday midnight session. Food concession will be handled by Bill Kimmell, who operates the Crosstown Restaurant.

## Disk Names For Philly

PHILADELPHIA, Dec. 31.—Success of the musical recording names at the town's musical boites has caused Marty Bohn's Nut Club nabe nitery, to fail in line with the policy. Bohn, a former nitery comic, tested the recording name policy last week in bringing in Patti Page. As a result, he booked in the Three Peppers, linked with Gotham Records, on January 5 for a fortnight to be followed on January 19 by Bea Wain.

Each recording name is spotted as the star act in the regular floorshow offered by the room.

the big offices has tried hard to make the exclusive label stick. Not having large lists of acts, he, too, is forced to buy from other offices. There have been various attempts by the indies to form some kind of protective body agreeing among themselves not to buy from the non-split offices. Indies will also contact acts direct with offers asking full commissions. If the office that has the acts under contract interferes, the agent will frequently tell the act he can't have the job—and the battles start all over again.

Where big attractions are involved, splits seldom come into dispute. In practically all cases attractions are sold on a net basis.

Nothing has ever really been done (See *When's Exclusive Not? opp. page*)

## Celebs Fined For Walk-On

MIAMI, Dec. 31.—Jackie Miles and Lenny Kent, currently appearing at Miami Beach's Five o'Clock Club, along with Sid Gould, Jan Murray, Gene Baylos and Jerry Lewis, were haled before the Miami branch of the American Guild of Variety Artists (AGVA) and fined \$100 for appearing on stage at the Miles-Kent opening.

Present also was Jack Irving, of Chicago, assistant national director, who spoke up for the defendants and successfully had their fines suspended, with a retroactive clause applying, so that they would be added on to any future fine for any like offense.

The repartee between the defendant Jerry Lewis and board member Leo Orlando grew hot and heavy, as Lewis attempted to explain that he could see no harm coming from a simple walk-on, and a "glad to be here routine." Orlando, and the majority of the board, which consisted of Lee Mason and Rajah Raboid, held that by their actions the performers had violated the AGVA amendment pertaining to "celebrity nights."

As a result of the hearing and the subsequent fine, a meeting was held the next day presided over by Jack Irving and Jerry Hirsch, local AGVA branch head, at which a petition was drawn that must be signed by some 50 paid-up members in the area and which calls for relaxing of the "celebrity night" amendment. If accepted by the New York office, it will allow a performer "who is a paying guest at a night club or other place of entertainment and who has been advertised in any way as appearing to walk on stage and make congratulatory remarks, extend his good wishes, etc., but in no manner be allowed to do a portion of, or his whole act."

## 3d-Runs Before 1st-Runs

DETROIT, Dec. 31.—Booking of a stagershow to play third-run houses before it goes into a first-run downtown theater marked the four-day stand of Dr. Silkini's *Asylum of Horrors*, opening December 27 at the Mel Theater in Melvindale. The roadshow moves into the Regent and Annex theaters and then downtown to play the Broadway-Capitol for a one-day stand in each. The unusual twist was necessitated by available booking dates in connection with each house. All are operated by the United Detroit Theaters Circuit.

## Up-State Penn. Pay Scale Up To Philly Level

### Local AGVA Takes Over

PHILADELPHIA, Dec. 31.—The entire up-State area, formerly under the jurisdiction of an American Guild of Variety Artists' (AGVA) branch office in Reading, Pa., comes under the Philadelphia office effective Tuesday (3), it was announced this week by Dick Jones, director of the local branch. Philly will control Reading, Allentown, Scranton, Wilkes-Barre and Harrisburg.

With the up-State region coming into the local AGVA fold, the wage scale there has been raised to conform with the Philly scale and zoning. A copy of the local scale was sent to all performers and agents up-State. Performers were requested to pay their dues to the local office and correspond with the local office in matters pertaining to AGVA.

With the Philadelphia scale applying up-State, performers will get a minimum of \$15 net on one-night dates, with emsees rating \$18 and the scale going up to \$45 for four-day stands and emsees getting \$48. The scale applies to City Center and takes in a 25-mile circumference and is classified as being in Zone 1. Zoning goes up to a fourth zone, depending on the mileage distance of the engagement from the city where booked, when the scale rises to \$23 for a single night, with emsees getting \$27 net, and a \$49 scale for three-day stands, emsees rating \$53 net.

## Lower Tariff For New Year

ATLANTIC CITY, Dec. 31.—The cost of holiday entertainment is on the downbeat if prices for the New Year's Eve parties at this resort is an indicator. The \$25 per person charge which prevailed here in recent years seems to be a thing of the past. The highest this year is \$10 per person. Even the hotel that posts this price has another less pretentious affair scheduled for another of its rooms at \$3 per person.

Lows for the hotels and night clubs appear to be \$3 per person or in some cases a cover charge of \$2.50. The town's top nitery, the 500 Club, is charging \$7.50 per person, but for this figure is providing an elaborate floorshow headed by Helen Forrest.

## Negro Shows For Detroit

DETROIT, Dec. 31.—The Paradise Theater, headquarters house of the Cohen Circuit, is reopening January 13 with a policy of Negro stagershows and first-run pix. Opening bill will have Dizzy Gillespie and Charles Brown, to be followed by Duke Ellington. Film policy is usually secondary to flesh at this house.

The Paradise has been closed since spring except for a one-week run of *Anna Lucasta*, with a Negro cast, in November. Length of the present season at this house, which normally closes for several months a year, is indefinite, depending upon availability of strong attractions.

# NIGHT CLUB REVIEWS

## Chez Paree, Chicago (Wednesday, December 28)

Capacity, 500. Shows at 8:30, 12 and 2. Operators, Dave Halper, Jack Shultz and Don Medivine. Price policy, \$3.50 minimum with 55 cents cover charge. Producer, Dorothy Dorben. Publicity, Bob Curley. Estimated budget this show, \$7,800. Estimated budget last show, \$8,300.

This important Midwest showcase, which changed hands the night the show was caught, has Ted Lewis and company for the second straight year. New owners will continue a policy of top headliners.

Lewis's show is good entertainment but not as good as last year's edition. If he wants to keep Geraldine Dubois, the curvaceous singer-dancer, he's got to come up with a new specialty, for he's working the same spot with pretty much the same clientele. The same goes for Elroy Pease and Paul White, the Negro dance and comedy team. Boys have a new bit, a satire on Jack Cole that misses fire, as does a mind-reading bit between them and Lewis. Repartee in the latter is slow and needs revamping. While the standard material gets okay attention, it misses its real potential. Lewis himself has several new bits, with his *Relax* a great piece of material superbly done.

Mary Beth Olds is a terrific addition. She combines wonderful contortions and tumbling that had patrons gasping. Closed to a big mitt with some fast Arabians atop a small stand. The Reid Sisters, a fresh-looking trio, need some rehearsing in their harmony singing. When they hit a high note, invariably one voice is flat. Gals could also use some animation, even if it's only a smile, to brighten their presentation.

The Chez line (eight gals and four boys) offered two good routines, with

## Park Avenue Club, New York (Tuesday, December 27)

Capacity, 150. Price policy, \$2.50-\$3.50 minimum. Operators, Fanchon and Arnold Michaelman. Shows start at 10 and grind to closing. Estimated budget current show, \$750.

This spot, a converted brownstone, has caught on and does almost daily capacity business. Layout consists of a small back room on the ground floor with a piano player and two rooms on the second floor, one of which has the main entertainment. The upstairs capacity is about 100 with another 50 downstairs.

Current show has Billy Daniels and Judy Lynn, with Benny Payne backing both on the piano. Daniels has been around a long time and has long ago discovered how to take a standard and sell it so it sounds like a classic. His low intimate notes, his heavy punch and his general delivery is made to order for this club. The customers go wild over him. Payne's entry on the first eight or the last eight gives a duet impression to Daniels' work that adds considerably to its ear appeal.

Judy Lynn in her first Stem solo spot, sans productions, made a solid impression. There's no mike here, but neither Miss Lynn nor Daniels missed it. Girl does mostly standards and a few novelties, showing a well controlled pair of pipes, a chassis, gowning and an interesting face that draws attention. The room is ideal for a singer who can let go and experiment with new styles. Its intimacy resembles that of a living room rather than a nitery floor.

Bill Smith.

a candelabra production the high spot. Cee Davidson's ork played an excellent backing job. Johnny Sippel.

# THE New AND Better MUTUAL ENTERTAINMENT AGENCY, INC.

Announces

THE COMPLETE MERGER OF  
TALENT AND PERSONNEL WITH

## BILLBOARD ATTRACTIONS, INC.

Effective

JANUARY 1, 1950

The showbusiness agency for all talent  
Servicing all fields of entertainment

## Mutual ENTERTAINMENT AGENCY, INC.

203 NORTH WABASH AVE.

CHICAGO 1, ILL.

ALL PHONES • RANDOLPH 6-6990

# Yule Hypos Stem to Big 629G; MH 172, Roxy 150, Para 132

NEW YORK, Dec. 31.—The guy with the red suit and white whiskers gave Stem combo houses a king-size shot in the arm this week. Over-all takes for the theaters were a tremendous \$629,000, against the previous week's \$329,000.

Radio City Music Hall (6,200 seats; average \$134,000) collected a walloping \$172,000 for its third week of its annual Christmas show and *On the Town*. Previous week's take was \$155,000, after an opener of \$150,000.

The Roxy (6,000 seats; average

\$78,000) jammed 'em in to a total of \$150,000 for its kick-off with Vic Damone, Buster Shaver and *Prince of Foxes*.

The Capitol (4,627 seats; average \$55,000) doing s.r.o., tallied \$112,000 for its preem stanza with Mitzie Green, Eddy Duchin's band, the De-Marcos and *Adam's Rib*.

The Paramount (3,654 seats; average \$73,000) rang up a terrific \$132,000 for its first week of *Samson and Delilah* and Russ Case's band.

The Strand (2,700 seats; average \$22,000) wound up its two-weeker with Frank Marlowe, the Ravens, Dinah Washington and *Lady Takes a Sailor* with \$41,000 after an opening of \$45,000. The new show, opening Friday (30), has Vaughn Monroe and *Inspector General*.

The Palace (1,700 seats; average \$20,000) jumped to \$22,000 from the previous week's \$15,000. The bill had Harold Boyd, Herman Timberg, six other acts and *Baby Makes Three*. The new bill (reviewed this issue) has Owen McGivney, Howell and Bowser, six other acts and *The Reckless Moment*.

## WHEN'S EXCLUSIVE NOT?

(Continued on opp. page)  
about the exclusives. Trade sources doubt if anything ever will be done. With business getting tougher and tougher, the heat's on the salesmen in the big offices to get the business. The smallies are in there also scrambling for the elusive buck.

## 3 PEPPERS

Featuring Roy Branker

Opened January 5 for 2 Weeks at  
MARTY BOHN'S NUT CLUB  
PHILADELPHIA

Write  
Wire  
Phone  
WAlnut 2-4677  
WAlnut 2-9451

JOLLY JOYCE  
Philadelphia 7, Pa.  
Earle Theater Bldg.

HOLIDAY  
GREETINGS  
FROM →



JERRY MURAD'S

# HARMONICATS

MERCURY RECORDS

Latest Release

## "GALLOPING COMEDIANS"

Mercury No. 5331

Currently

BALABAN AND KATZ

UPTOWN THEATRE

CHICAGO

Exclusive Management

MUTUAL ENTERTAINMENT AGENCY

203 N. Wabash Ave., Chicago, Illinois

## COMEDY MATERIAL

For All Branches of Theatricals

## FUN-MASTER

"THE ORIGINAL SHOW-BIZ GAG FILE"

Nos. 1 thru 35 @ \$1.00 each  
(Order in sequence only)  
SPECIAL—FIRST 13 FILES FOR \$10  
ALL 35 FILES FOR \$30

- 3 BKS. PARODIES, per book ..... \$10
- All 3 different books for \$25—
- MINSTREL BUDGET ..... \$25
- "HUMOR-DOR for EMCEES" ..... \$25
- 1 BLACKOUT BOOKS, each book ..... \$25
- All 3 different volumes for \$50—
- "HOW TO MASTER THE CEREMONIES" (reissue), per copy.. \$2
- NO C.O.D.'s

PAULA SMITH

200 W. 54th St., Dept. B, N.Y.C. 19

## NORM DYGON

and "JR."

PIANO NOVELTIES

IN Duplicate

Currently

TWO BROTHER'S BAR

Springfield, Ill.



MUTUAL

ENTERTAINMENT AGENCY, INC.

203 N. WABASH

## The TUNE CRIERS

TOP MUSI-COMEDY  
TRIO

Currently

BASIL'S LOUNGE

Kokomo, Indiana

EXCLUSIVE MANAGEMENT

MUTUAL

ENTERTAINMENT AGENCY, INC.

203 N. WABASH

CHICAGO, Ill.

## PERFORMERS

SCRIPT WRITERS . . . Comedy Writers of special material . . . are proud to announce the addition to their staff of writers of the creative talents of

MEL BROOKS

Writer for Sid Caesar

NORMAN GIMBEL

Under contract for Algonquin and Leeds Music. Special Music Written for WNYC.

IRVING REID

Special Song Material for Carl Brisson.

SCRIPT WRITERS . . . Everything in the world of Comedy, including special Music, Lyrics and Comedy for Acts.

Office at 1650 Broadway  
Room 401 New York City 19, N. Y.  
Columbus 5-0533





## Magic

By Bill Sachs

**JACK GWYNNE III**, year-old son of Bud and Helen Gwynne and grandson of Jack and Anne Gwynne, made his showbiz debut at the Oriental Theater, Chicago, December 19, during his grandparents' two-week engagement there December 15-28. Says Grandpa Jack: "You will hear of the Gwynnes for years to come." Anne reports that their daughter, Peggy, and family (Frank Cole and Company) are doing well with a new five-people magic act in and around New York. . . . **Paul Duke** sailed December 21 on the Caronia for a three-week cruise that will take his one-man show to Nassau, Bermuda and Havana. . . . **Lawrence Bishop (Great Lawrence)**, in Cincinnati with his wife for the holidays, stopped off at the Magic Desk to report that he lost his trailer and all magic equipment in a fire which broke out on the road near Foley, Ala., December 21. His car was also scorched in the fire. He estimates damage at \$6,000, partially covered by insurance. He expects to be ready to resume in another month. Bishop plays schools, theaters and clubs with a four-people unit comprising him and his wife, **Dorothy Frank Lorraine**, and **Mary Ward B. G. Mathis** is agent. . . . **Okito** and his wife, **Marie**, were honored guests of a Christmas party held by the Louisville Magic Club. About 200 members and guests attended the affair. **Lieut. Lee Allen Estes**, Safety First Magician of the Kentucky State Police, was toastmaster. Following the Louisville event, the **Okitos** and **Mr. and Mrs. W. R. Dodson**, of Louisville, were guests for two days at the home of **Lieut. and Mrs. Estes** in Lexington, Ky. . . . **Mardoni and Louise** have just concluded a two-weeker at the Jefferson Hotel, St. Louis. . . . **Lloyd Priddy**, magician-mentalists, with the Ringling show the past season, demonstrated at a St. Louis 5-and-10 thru the holiday season to good returns. . . . **Roba Collins** has barned his Magic Circus for the season, after a brief swing of schools in the Missouri sector.

**C. THOMAS MAGRUM**, who opened his tour for the **Charles A. Dietrich Attractions** September 19 last at Huntington, W. Va., concluded the trek December 16 at Welch, W. Va., after filling 150 en-

## MAGICIANS

GREATEST COIN GADGET EVER INVENTED  
ONE HAND, FINGER TIP COIN VANISH

Non-magnetic, not a hook coin, no elastic, pull, thread, hair or wax used. EASY TO DO. A borrowed half dollar, held at finger tips instantly vanishes—Hand shown back and front, coin reappeared at any desired place. Full photo instructions and apparatus complete, nothing else to buy. ONLY ONE DOLLAR; our usual guarantee of satisfaction. Dealers, write for Wholesale.

EUREKA MAGIC CO.

P.O. BOX 345 SOMERVILLE, N. J.

## GIRLS WANTED

STRIPS AND SEMI POSING NUDES

For a So. California run. Must be young. Experience not necessary. Write, stating age, height, etc. Send foto which will be returned.

BILL SWANSON

MALIBU BEACH, CALIFORNIA

## WANTED

Exotic Dancers and Strips  
For Theaters and Clubs from  
MAINE to CALIFORNIA.

Be a Booster for

MILTON SCHUSTER

127 North Dearborn St. CHICAGO 2, ILL.

# Showbiz Bills Flood Congress; Excise Repeal Tops the List

(Continued from page 4)

year and for a moderate increase in the Voice of America budget.

When appropriations committees get around to the military budget the squabble over the use of an ad agency by the army and air forces is likely to break out again. Last session it was the Senate funds group that questioned the ad policy, but the House committee gets first crack at budgets and may beat the Senate to the questioning.

It is anticipated that there will be a lot of talk about unions next session, but little action. The administration has all but abandoned its attempt to get repeal of the Taft-Hartley Act thru the 81st Congress. It is unlikely that any new bill will be coming out of the House Labor Committee this session. The original repealer bill, which was amended on the House floor to re-embolden most of T-H, including welfare fund restrictions, is moribund in the committee after having been recommitted.

The House Judiciary Committee will go ahead with its probe of anti-trust laws and continue to study proposals that unions be made subject to such legislation, but it is extremely improbable that Congress will vote such a curb on labor activities. Unlike the situation a couple of years ago, it is John L. Lewis and the coal miners who are responsible for the attention being given the proposals. Earlier it was the disk walkout that prompted talk of putting unions under the Sher-

gagements in Pennsylvania, West Virginia and New Jersey. Visitors along the route included **Harold R. Rice**, **Paul and Walker Fleming** and **Mrs. Fleming**, **Ed Dart**, **Ed Massey**, **Mr. and Mrs. Edward Young** and **Roy Mayer**. During the holidays Magrum played club dates for the Antrim Bureau, and this week heads for Charlottesville, Va., to begin a trek thru Virginia, the Carolinas and Eastern Kentucky for the Roth Agency, which will carry him up to May 12. . . . **Ray Walker**, manager of the Pocohontas Theater, Welch, W. Va., is keeping juggling and magic alive in that section. **Bill Neff** has appeared there on two occasions recently. . . . **Dr. Gordon C. Peck**, well-known dentist and amateur magician of Glens Falls, N. Y., died at Glens Falls Hospital December 23. Dr. Peck, who has declined numerous offers to turn pro magician, was the inventor of a number of magic tricks and effects. . . . **Mack Stafford** spent the holidays with his wife and children at Alabama City, Ala., after a jaunt thru the South in theaters and schools. Stafford reports that he was a heavy loser recently when an assistant plowed his bus, which had been converted into a sleeper for his personnel, into a telephone pole, badly damaging the vehicle and leaving little of his equipment worthy of salvage. . . . **Curt Walter** and **Carol** typewrite from Oshkosh, Wis.: "We've just finished one of our most successful seasons, and during December did four and five a day on a number of occasions. We came here from a string of dates in Milwaukee, where we worked with all Chicago acts. They tell us that the biz around Chi was very poor this season. We caught **Dell O'Dell** at the Tic Toc, Milwaukee, and she offered her usual sterling brand of magic. Her husband, **Charles Carrer**, also offers show-stop stuff in his novelty turn. We are taking a rest and will be ready to go again in the new year."

man and Clayton Acts.

Chances are against any general increase in income and corporation taxes in the coming session, altho the President has stated that he will ask for hikes totaling around \$4,000,000,000. One remedial tax measure has a better than even chance to be passed. That is a bill to plug up the apparent loophole in tax legislation whereby **Duffy's Tavern** and its cast have eliminated or at least reduced tax liabilities by moving the program to Puerto Rico (*The Billboard*, December 17).

Radio bills pending include those to reshuffle the FCC, restrict network operations, give the 50-mc band to FM for relays, ban or restrict liquor plugs, prohibit price increases for political talks, restrict power, and to force stations to appoint agents who can receive libel actions. Only the McFarland bill to reorganize the FCC along functional lines is given a chance for enactment this session.

## CBS in Exec Reorganization

(Continued from page 7)

the plan of reorganization and so I resigned." He would not elaborate on the statement. Taylor graduated from announcing to production, to head the CBS music division, to become assistant director of programs under **Doug Coulter** and later veepee in charge of programs. Under his regime the **Arthur Godfrey** daytime and **Talent Scouts** programs, **My Friend Irma** and other shows were developed. As a civilian advisor, Taylor planned and produced the **D Day** radio coverage. He had the deep-breath title, at the time, of chief of radio section, psychological warfare division, SHAEF. He became program veepee on his return in 1945.

Reports and rumors of the CBS reorganization have been brewing for some months and only two or three weeks ago top CBS execs denied that at least two vice-presidents would be leaving. However, the change in status of Taylor and Gittinger would seem to substantiate the earlier reports. CBS stated yesterday that no one yet has been designated to head AM sales to succeed Gittinger.

By its reorganization CBS is adopting a policy diametrically opposed to that of the National Broadcasting Company (NBC), which is virtually set on a policy of complete separation of AM and TV activities. NBC feels the two fields cannot live and work together; CBS feels that separate organizations are unwieldy and economically wasteful. CBS began its move toward integration last July when public affairs were integrated, oddly enough, under **Davidson Taylor**, the first major CBS exec to resign because of the integration policy.

## RADIO EDITORS VOTE

(Continued from page 6)

fifth. Even this may not make Morgan too happy; he's currently sans a sponsor. Morgan's Schick Razor commercials rated him second in the previous poll.

**Dione Lucas**, who won top honors in the women's TV program group, ironically enough, finished up her run for CBS just this week, while NBC dropped *The Nature of Things* some time ago, the program winning No. 1 spot as favorite educational program in TV.

In this week's radio department there is a list of the top five programs in each radio category. No such list is published for TV since the fewer number of editors voting on this group favored the winning programs by so great a majority that in most instances only one other show came in for mention.

## Burlesque

By UNO

**PAULA NORTON** with her new strip-singing routine fills the featured spot in stock at the State, Canton, O. Other principals are **Walter Budd**, **Bimbo Davis**, **Billy Lewis**, **Buddy DuVal**, **Lela Hudson**, **Dolores Rogers**, **Rita Mills**, **Donna Costello** and **Marilyn Bryant**. . . . **Renee Griffin** is wintering with relatives in her trailer in Houston. . . . **Bee Victor** and **Patricia King**, who have been on a Western tour since September, are now at the Trocadero Club, Omaha. . . . The Columbia, Detroit, slated to reopen with burly under the management of **Jim Bennett**, will go to an exploitation pic policy instead, as the result of a switch in plans, according to **Saul Korman**, circuit owner, who decided in favor of the film policy which prevails at all his other houses. . . . **Maurice Kuriz's** latest bookings, all in Lakeside, N. J., are **Joan King**, for the Cabana Club; **Menache Oppenheim**, **Phil Wayne**, **George Stone** and **Maxie Wilner**, for the new Empire Hotel, and **Ray and Ray**, **Carter and Gordon**, **Pete Chan**, **Jack and Mildred Pitchon** and **Breindale**, a new 14-year-old vocalist, for the Pinecrest Hotel. . . . The Folly, Los Angeles, has changed its stock policy to just principals, no chorus.

**ROSE LaROSE** has filed with The Billboard's Protection Bureau complete routines of two of her many personally conceived varieties of strip turns, the **Boudoir Sensation** and **Park Bench Fantasy**. . . . **Hudson, Union City, N. J.**, chorines sponsored their own Christmas party on stage after show time December 23 and played Santa to each other and to producer **Jack Montgomery** with a \$25 U. S. bond. Cost of drinks and food came from their own contributions, started in October, also thru **Rose and Pete Harris'** next door grill. **George Ponzoni** and his ork, with **Ray Frietschy** and his guitar, furnished the music. **Dottie Lewis**, the prim, and **Lana Barri** led the singing of carols. Stagehands headed by **Paul DeSavino**, electrician, and **Al Schmitt** were the bar-keepers. Assists were **Marty Knopf**, **Eppie Oakene**, **Bob Miller** and **Bill Youmazzo** of the out-front staff. Also participating were the entire cast of the **Herbie Barris** unit, house singer **Jimmie Cavanaugh**, **Scurvy Miller**, **John Head**, **Jean Ray**, **Stanley Linnitt**, **Ray Seery**, house artist **Ernie Anderson**, jeweler **Leo Brodsky**, **Pete Carigvardi** and **Izzy Miller**. Each girl found an extra V note in her pay envelope, a gift from the management. . . . **Fred Frampton**, comic, had to leave the **Barris** cast for his home in Columbus, O., because of a foot infection. **Harry Lander** substituted for him at the Hudson, Union City, the week of December 18, and **Al Farr**, pinch-hit at the Casino, Boston, the next week.

**Pauline (Lucky) Mahar** is a first-time Hirst Circuit strip, a **Warren Irons** graduate from the dancing line at the Folly, Kansas City. Ditto **Penny Page**, with the same unit, a **Frances Parks** grad from the front line at the Avenue, Detroit. . . . The Gayety, Washington, began experimenting for the first time this season with a chorus on December 30. Girls were picked in New York by **Jack Montgomery**. Producer is **Frankie Fay**.

## CBS PITCHES FOR M&L

(Continued from page 8)

by packaging and selling a TV series sometime this year. Heretofore, network held off on tele until radio version of the **Martin and Lewis** show was sold. To date, however, AM show is still sustaining, costing NBC close to \$10,000 weekly. Network negotiators are also holding the line on hiking salaries during the second year of the contract on the grounds that if the show doesn't sell at the asking price of \$10,000 it is impossible to justify an additional hike.



## Minstrels' Costumes and Accessories

CIRCULARS FREE

Dance—COSTUMES—CLOWNS  
For all other occasions. Get in touch with

THE COSTUMER

238 STATE ST.

SCHENECTADY, N. Y.



# Minstrel Ops' Ranks Cut by White's Death

JEFFERSONVILLE, Ind., Dec. 31.—C. E. Doble, who makes his home at River View Hotel here, said this week that the recent passing of Lee Roy (Lasses) White leaves only three former minstrel show owners still living. They are John W. Vogel, Columbus, O., whose Big City Minstrels were a popular attraction for years; Neil O'Brien, Mount Vernon, N. Y., now living in retirement, and John Van Arnam.

"White, who was a top minstrel man and widely known end man and comedian for some years with O'Brien's show as well as the Al G. Field Minstrels, had his own Lassies White's All-Star Minstrels," says Doble. "White's org delighted audiences everywhere, being patronized and endorsed by the elite of the land during the period of the big traveling roadshows and vaudeville and before the advent of the talkies with their canned music.

"Being a minstrel touter 35 years ago, I was acquainted with Lassies and other members of his company. The minstrel parade, good band and brilliant music are but a pleasant memory now. The final curtain has been lowered and a loved minstrel has made his bow. His witticisms and comical sayings, his quaint dialect and close-fitting stage costume, the checkered suit, long will be remembered by true lovers of grand old minstrelsy. Another of the vanishing Americans."

## West Way Library In Expansion Move

DETROIT, Dec. 31.—West Way Film Library, operated here by Richard E. Scanland, is expanding activity into the roadshow field, specializing in merchant-sponsored shows in small towns.

John B. Veblin, of Garden City, Mich., has joined the firm as a partner. The 16mm. library service will be continued, Scanland said.

## Kerrigans Set Another Spot

FRACKVILLE, Pa., Dec. 31.—Thomas and Paul F. Kerrigan this week announced the purchase of a 15-acre tract in Lower Paxton Township, Dauphin County, for the construction of an outdoor theater. The newest addition to the chain being set up by the K Theater Corporation, owned by the Kerrigan brothers, is expected to be ready for operation in April and will accommodate about 1,000 cars.

# REP RIPPLES

S. D. WOOD, hypnotist, better known as the Great Wood, is playing school and hall dates in Montana. He spent the past summer in established territory in Western Canada. . . . Leslie Denham is promoting amateur minstrels around Gettysburg, Pa. . . . George Donaldson, old-time bass singer with Freed & Hanson's and Fox & Ward's minstrels, asks if there are any other oldsters around who were with either of the shows. Donaldson still is active and during the holidays was a greeter at several parties in and around Boston, where he makes his home. . . . Freddie Shine reports good results with 16mm. pix in the Chester, Pa., area. . . . Della Players are playing sponsored dates around Spokane. . . . N. M. Nolan is readying a three-piece flesh show to play sponsored and regular dates. Unit will open near Boston and already has three weeks of New England dates. A feature will be E. F. Han-

nan's "Mr. Faust Enters." . . . Vermont Players, idle since last spring, will take on some dates after January 1. . . . Chester, hypnotist, has been playing the Sarnia, Ont., area to satisfactory returns. . . . Bernard Family Show advises from Fraser, Colo., that "We had a good summer with the platform show. Started with tent, but doused it for sidewalks and platform and the family got the outfit up and going on two-day stands. We're now playing halls and schools on two-day stands for the most part. Plan to take on some sponsored dates with our farce comedy bill. Where are Roe Nero and John Van Arnam? Met Flye's Show last summer and it is a fine outfit."

MADGE TOMLINSON, veteran rep and stock performer, is still with the Kansas City, Mo., firm, lining up and coaching producers of home-talent shows. . . . Arthur E. Bitters, for many years agent ahead of Christy Obrecht and other well-known reps, is on tour with the Hormel Girls, a bevy of beauties working on advertising and exploitation in the interest of Hormel Packing Company, Austin, Minn. The girls travel in a fleet of white Chevrolets. Bitters is in his eighth year with the Hormel organization. . . . F. K. Baylin is showing 16mm. pix around Newport, R. I. . . . Alva Cumberly writes from Paris, Tex.: "Have a magic and novelty show in schools and halls and also carry some featured pix. However, I'm getting ready to work my mystic and magic into a three-act play that will have a cast of myself, wife and daughter. My wife and daughter have played legit bills before but this will be my first attempt away from magic and mystery. Business has been fair." . . . Teller's Wax Show is laying off at Tampa until after the holidays when the unit will make a northern swing with some New England territory included on the itinerary. . . . Gus Abershaw has a vaude-pic show around Carson City, Nev.

## Writer Ties In Generous Minstrels With Charity Plea

CINCINNATI, Dec. 31.—C. H. Jannison, old-time rep, tab and minstrel show musician, in a letter to the repertoire desk this week from his home in Moultrie, Ga., enclosed a clipping from The Atlanta Journal of a pre-Christmas piece written for that paper by Pierce Harris.

In sustaining his position that "it is the part of Christian people to lend a hand in such ways as will bring help to the needy and joy to the heart of the helper," Harris quoted from a letter sent him from an old minstrel man, which pointed out the generous nature of the late Lee Roy (Lasses) White, whose death was recorded in The Billboard, December 24, and that of his showfolk cronies.

Following is an excerpt from Harris's story: "I want you to know about my merriest Christmas of all," he writes. "Al G. Field Minstrels were in Denver for the Christmas holidays. Before the night show, Lassies White and I were walking down the street and saw two ragged little kids looking in a show window, just as you described, with their pug noses pressed close against the glass and we heard them talking. The little girl was telling her smaller brother that Santa Claus might not get to their home on Christmas night because their mother was ill and hadn't been able to get off a letter to Santa Claus."

"The minstrel man and old Lassies enlisted the aid of an Irish cop and obtained the names of the kids with their home address. They went back to the theater and told the story to the entire troupe, including Al G. Field. The showfolks raised enough money out of their own pockets to give that little family such a Christmas as they'd never known."

"Now, Christmas, 1949, a little piece in the paper turns back memory's bright page and the old minstrel man finds joy in something Christmas he did a long time ago."

## Drive-In Symphony

NEWINGTON, Conn., Dec. 31.

—Joe Dolgin, general manager of Pike Drive-In Theater here, is thinking about presenting the Hartford Symphony Orchestra at the drive-in theater in a pop concert some Sunday afternoon next season. Proceeds would go toward the symphony. Presentation, if offered, would mark the initial appearance of an area symphony group in a Hartford outdoor motion picture theater.

# Stratford Seeks New Zoning Law To Nix Drive-Ins

STRATFORD, Conn., Dec. 31.—Revision of local zoning regulations may be requested in an effort to bar drive-in theaters from this city, members of the Town Planning and Council Board indicated this week. William Jacob, planning board member, will be asked by the residents of his 10th District to present to the board for approval a revision of the section dealing with prohibited uses in all districts to include a new section barring open air or drive-in theaters without special approval of the planners, following public hearings.

Move stems from a petition filed with the State police commissioner last week by Phillip C. Cahill, requesting approval for a drive-in theater on the Great Meadows Road near the intersection of Honeyspot Road.

The Cahill petition is the second within a year, a previous petition for a drive-in theater on South Avenue opposite the Municipal Airport having been denied by the State Police Commissioner following a public hearing at which time the Lordship property owners and town council made objections.

Property owners in the Lordship area point out that some protection should be provided for them within the town zoning ordinances so that public hearings on the need or desirability of a drive-in theater can be conducted within the town and for residents and property owners of other districts which might in the future be affected by such applications.

In the event the proposed amendment is approved by the planning board, it will be presented at once to the town council for adoption as an ordinance. Under existing regulations the owner of a proposed drive-in theater does not deal with town officials until after his petition has been approved by the State police at which time he then applies for a license to construct the picture screen and a building to house the motion picture projectors.

## TENT OUTFIT WANTED

DRAMATIC TOP  
Must Be Good Condition.  
Price Right.

DESCRIBE FULLY

**BILL SWANSON**  
MALIBU BEACH, CALIF.

## 16MM FILMS RENTED

Over 400 Westerns to choose from at \$5.00 each, advertising loaned free. Write for catalog. Complete new 35mm. drive-in theatre equipment, \$3,174 installed. Construction and operating instructions furnished.

**ACE CAMERA SUPPLY**  
150 N. Kirby St. Tel.: 2487-J Florence, S. C.

## HOLMES, SWEET HOLMES!

Rebuilt (like new) Holmes Educator 35mm. Portable Sound Projectors. Dual outfit, \$550; single, \$350. Send for 1949 catalog—check-full of values in 16 & 35mm. equipment & supplies; also Chair Bulletin #15. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52d St., New York 19.

*"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**

**ANADALE** — Mrs. Genevieve M., 79, sister of Wilton, James and Helen Lackaye, legit stars, December 20 in Silver Spring, Va.

**ANDERSON**—Ivy, 45, blues singer with Duke Ellington's band for 13 years and renowned for her recordings, December 28 in Los Angeles. Survived by her husband, Walter Collins. (Further details in Music Department.)

**BARRETT**—Anna, former actress and wife of Maurice Barrett, WPAT program director, December 18 in New York. She was known on the stage as Anna Bernard and was a niece of comedian Sam Bernard. Appeared in several Broadway productions.

**BEERY**—William C., 70, former actor, outdoor show troupier and brother of the late Wallace and Noah Beery, December 25 at his home in Beverly Hills, Calif. Altho he appeared only briefly as an actor in Mack Sennett comedies, he was connected for some 30 years with stage-shows, circuses and the movies in business capacities. He was advance man for Forepaugh & Sells and Ringling circuses for many years. Survived by his widow, Lottie, a son and daughter.

**BOND**—Mrs. Fremont Benton, formerly a partner with her husband, the late Frederick Bond, of the vaude team of Bond and Benton, December 23 at St. Vincent's Hospital, New York. Team was co-starred in Schubert shows and played Keith-Orpheum Circuit. Headlined with William Gaxton after husband's death. Survived by two daughters, Mrs. E. T. Lindley and Madelyn Carroll.

**BROWN**—Joel E., 73, president, Don Lee Motors Corporation and father of Willet Brown, vice-president of the Don Lee Mutual Broadcasting System, at his Los Angeles home December 21. Survived by his widow, a son, two daughters, two brothers and a sister.

**CAMPBELL**—John, 45, owner of the Oasis nitery, Muncie, Ind., December 20 in that city. His widow survives.

**CRAWLEY**—Vess, former Funhouse and Monkey Show operator, December 14 at his home in Springfield, Mo. Ill health forced him to retire several years ago.

**DOERING** — Adolph, 94, former woodworker and hand-carver at the old Bode wagon works, Cincinnati, which supplied most of the wagons for the Ringling circus years ago, December 25 at the home of a daughter, Mrs. Lillian Nessler, Cincinnati. He also leaves two other daughters, Mrs. Frank Jacob and Mrs. William Jennewein, and two sons, Frank and August. Burial in St. Joseph Cemetery, Cincinnati, December 28.

**EGAR** — Ralph, 29, radio announcer on Station WGAR, Decem-

ber 22 in Cleveland. Survived by his widow and a daughter.

**ELMORE**—Gus (Lloyd B. Millar), 66, former vaude performer, December 2 in Azusa, Calif., of cancer. Survived by a brother, Ben H. Millar. Burial in Wichita, Kan., December 7.

**DUNKLE**—Charles B., 65, veteran show builder and electrician, recently at his home in Buffalo. Years ago Dunkle was with the Peerless Exposition and Rubin & Cherry Exposition. In recent years he had been a motion picture operator. Survived by his widow, Myra, and two daughters.

**GORMAN**—Francis P. (Brush), 52, former performer with the Al G. Field Minstrels, and for 26 years connected with the John B. Rogers Producing Company, Fostoria, O., producers of amateur theatricals, December 24 in Fostoria City Hospital. Survived by two sisters, Mrs. Margaret Drippleman, Sisterville, W. Va., and Mrs. John Lee, Cleveland, and two brothers, Lawrence, of Massillon, O., and William, of Atlanta. Burial in Marietta, O.

**HANEFIELD**—Earl H., 60, Ohio director of agriculture from 1932 to 1936, December 27 at his home in Ottawa, O., of a heart ailment. He was also a member of the executive committee of the American Horse Show Association of New York for four years. Burial in Harman Cemetery near Ottawa.

**HEAD**—William, 50, concessionaire with the Island Manor Shows, December 16 in College Point, N. Y. He was a member of the National Showmen's Association. Burial in Greenlawn Cemetery, Brooklyn. His widow survives.

**JENKINS**—Julius G., former vaude performer and in late years part owner of the St. George Hotel and Tavern in Dubuque, Ia., recently in that city of a heart attack. Survived by his widow, Bernice; son, David, and a brother G. C. Jenkins, of the Jenco Musical Products Company, Decatur, Ill.

**KAHN**—Edmund Franklin, 38, production manager of Station WGN, Chicago, December 24 in Wheaton, Ill. Among the radio shows he produced were *Sky Blazers*, *Gangbusters*, *Mr. District Attorney* and *Meet Your Match*. His widow, two daughters and a son survive.

**MCCORMICK**—Ella Mae, 77, former music and motion picture editor of *The Detroit Free Press*, December 20 at her home in Detroit. She was also manager of a pioneer radio station operated by the paper during the '20s, and was once press agent for the Detroit Symphony Orchestra. Interment in Woodlawn Cemetery, Detroit.

**MEITZLER**—Mr. and Mrs. Charles, 52 and 24, respectively, singers, December 27 at their home in Allentown, Pa. Mrs. Meitzler, known as Arizona Betty, of the hillbilly musical act *Arizona Betty and Her Sunshine Ranchers*, was killed by her husband, who committed suicide. She and her husband co-starred in the act.

**MICHALOVE**—Dan, 55, executive vice-president since 1942 of National Theaters Corporation, December 23 in New York. He was in the theatrical business for 35 years, during which he served as general manager of Warner Bros.' theaters and Universal chain theaters and held executive posts with other firms.

**MORTON**—Mrs. Ollie, 65, widow of Louis J. Morton, stage director for the Schuberts for 18 years, December 22 at her Los Angeles home. A brother, Fred Hertzberg, and three nieces survive.

**OWEN**—Tecla E., 46, wife of Orlo G. Owens, general manager of Northville Down Racing Association, operators of the track at the Northville (Mich.) Fairgrounds, December 22. Besides her husband she leaves a daughter, Andrea.

**OWENS**—Bill, 26, recording and nitery pianist, December 18 in Dubuque, Ia.

**PANORAS**—Stephen E., 76, collapsed and died December 25 while

standing in the lobby of the 20th Century Theater, New Milford, Conn., which he owned and operated the last 20 years. He formerly operated other theaters in Connecticut. Survived by a son, Emanuel, New York; a daughter, Mrs. Peter Stavros, Springfield, Mass., and a brother, John, New York.

**PARRY**—Harry, 63, trouper with the L. J. Heth, Cumberland Valley and Endy Bros. shows, recently at his home in Chattanooga. Survivors include his widow, Elsie; daughter, Elizabeth; a sister and a brother. Burial in Forrest Hills Cemetery, Chattanooga.

**PECK**—Dr. Gordon C., 55, Glens Falls, N. Y., dentist and prominent amateur magician, December 23 in Glens Falls Hospital. Peck invented a number of magic tricks and was well known to many present-day professional magicians. Interment in Glens Falls Cemetery December 26.

**PEPIN**—Alexander J., 79, Detroit musician, in that city December 25. He was a church organist for 65 years until his retirement last fall. Survived by his widow, Margie, and a daughter, Mrs. Henry Cage. Interment in St. Alphonsus Cemetery, Windsor, Ont.

**RICHIE**—R. L., 80, newspaperman and former trick rider with William Cody's Buffalo Bill Shows, December 25 in Reno, Nev.

**SARGENT**—William Alonzo B., 88, bandmaster and composer, December 16 in Boston. He was once cornet player with the Lew Dockstader and Hi Henry minstrels. He was active in the People's Symphony Orchestra in Boston and the American Federation of Musicians.

**SCHLESINGER**—Leon, 65, retired movie producer, in Hollywood December 25. He entered the film cartoon field in 1930, producing *Merrie Melodies* and *Loony Tunes*, among others. After a period as a sales manager for a film company in Hollywood, Schlesinger founded his own studio in 1925. He later sold it and established his cartoon productions, which he sold to Warner Bros. in 1944. Survived by his widow, Bernice; sister, Flora, and a brother, Mayer.

**SPEED**—Robert, 69, author and retired newspaper publisher at his Santa Ana, Calif., home, December 27. During his lengthy career he authored numerous books and published *The South San Francisco Enterprise*. Survived by his widow, a son, a daughter and a sister.

**SPENCE**—Ralph, 59, screen writer at the Motion Picture Country House, Calabasas, Calif., December 21. During the silent film days he was one of the highest paid subtitle writers, starting with Mack Sennett's Sunshine Comedies. He also authored the legit hit *The Gorilla* and the first *Ziegfeld Follies*. At the time of his death he was working on a screen play. Survived by his widow, Gertrude, and a son by a previous marriage.

**STONE**—George B., 58, former trumpet player and band leader with Vogel's Minstrels, Reno's Funmakers and Carmon's Comedians, recently. Burial in Painesville (O.) Cemetery December 28.

**TREANOR**—Margaret, wife of Arthur Treanor, associated in the ownership of stations WFDF, Flint, Mich., and WOOD Grand Rapids, Mich., December 22 at her home in Saginaw, Mich., of a heart ailment. Besides her husband she leaves a daughter, Patsy.

**TRUMBULL**—Annie Eliot, 92, novelist, poet and playwright, December 22 at her home in Hartford, Conn. Among her plays were *The Masque of Culture* and *Wheel of Progress*.

**WALSH**—William McKeene (Circus Jack), cookhouse steward on the Christy Bros., Robbins Bros., Dan Rice and King Bros. circuses, December 20 in Chicago. Burial in Queen of Heaven Cemetery, Chicago, December 26.

**WEISKOPF** — John, 84, musician and retired insurance agent, December 25 at his home in Norwood, O.

Weiskopf, who was a violinist with the Cincinnati Symphony Orchestra when 15, had also played with the Weber and Esberger bands in Cincinnati. Survived by two daughters, Mary and Mrs. Margaret Barrow, both of Norwood.

**Marriages**

**GRANT-DRAKE**—Cary Grant and Betsy Drake, film players, December 25 in Phoenix, Ariz.

**JOHNSON - COULSON** — William F. Johnson, concessionaire, and Irene June Coulson, radio organist, recently in Cape Girardeau, Mo.

**LIBBOT-BERWALD**—Robert Libbot, radio and film writer, and Ruth Berwald December 24 in Beverly Hills, Calif.

**MANDEL-COHEN** — Max Mandel, general manager of Station WPWA, Chester, Pa., and Zena Cohen, daughter of Max Cohen, former Philadelphia night club owner, December 29 in Scranton, Pa.

**MORRIS-REDDING**—William Morris Jr., president of the William Morris Agency in New York, and Ruth Redding, sculptress, December 27 at Saranac Lake, N. Y.

**PAGER-LEVY** — George Robert Pager, associated with the radio-TV productions of *Original Amateur Hour*, and Enid Rae Levy November 27 in New York.

**ROMMELL-TUTOLI** — Ernest (Ronnie) Rommell, Bridgeport, Conn., orchestra leader, and Marie Tutoli, opera singer, in Wethersfield, Conn., November 20.

**SABATIN-MARTIN**—Renee Sabatin, catcher for the Chamberly's on Polack Bros.' Western Unit, and June Martin, assistant in Sonny Moore's dog act on the same show, November 22 in Wichita Falls, Tex.

**SEVOR-ROLLINS**—Albert A. Sevor, of the James E. Strates Shows, and Anita Rollins November 20.

**SHORT-DYSON** — John Short, singer known as Buddy Logan, and Joan Dyson, dancer, December 3 Glasgow, Scotland.

**SHRINER - McDERMOTT** — Herb Shriner, comic, and Eileen McDermott, known as Pixie Joy of the dance team of Olsen and Joy, December 22 in Hyattsville, Md.

**SIMON-LYONS**—Ernie Simon, disk jockey on WJJD, and Pat Lyons, December 16 in Chicago.

**STAMY-OWENS** — Lloyd Stacy and Barbara Lee Owens, radio singer, November 19 in Pittsburgh.

**STARR-KAPLAN** — Ben Starr, writer for the Dean Martin-Jerry Lewis radio show, and Gloria Kaplan December 1 in Chicago.

**SZONY-GARAY** — Francois Szony and Joan Garay, nitery dancers, December 23 in Los Angeles.

**THORPE-TALAMO** — William Thorpe, with the WFLB sales department, and Barbara Hayes Talamo December 10 in Syracuse.

**WILK-BALENSWEIG**—Max Wilk, playwright and Barbara Balensweig, recently in New York.

**WHITTEKER - SMITH** — Byng Whitteker, Canadian Broadcasting Corporation newsman and producer, and Edna Metcalf Smith December 3 in Toronto.



In Loving Memory of  
**GEORGE (ENGLISH)  
FREEMAN**

Died January 1, 1948

MARY AND HAROLD FREEMAN

**In Memory of****MOTHER ROGERS**

Our beloved Mother and friend of all show folks, who passed away Jan. 1, 1949.

A real trouper, the mother of "The Four Rogers Sisters." Rogers Twins, Dot and Helen, played with Dan Russell, Billy House, George Donaghy, etc.; all four sisters were in Musical Comedy all over the United States.

Mother Rogers traveled with her daughters and loved show business. She numbered as a few of her friends Roy Rogers, who called her "Mother"; Wild Bill Elliott, Billy House, Tex Ritter, Marie Dressler; Don "Red" Barry, who called her his "5th Ward Sweetheart." Mother Rogers' home was in the 5th Ward and to any visiting celebrity or show folks it was their home, too.

Mother Rogers was born in 1870 and moved to Houston, Tex., from Colquitt, Ga., where she was born. Dot is the only one still in show business, and she loves it, too.

Mother Rogers, we all miss you so much. But you're on the "Big Time" now, and if there is a show in Heaven we know you are happy.

One of the Four Rogers Sisters, DOT.

## New Lots Needed In D. C. and Philly

NEW YORK, Dec. 13.—Circuses and carnivals playing Washington and Philadelphia in 1950 will have to find new lots.

The Washington show grounds, located at Oklahoma and Benning Avenue, N. E., have been taken over by the Sesquicentennial Commission for the staging of the Freedom Fair.

The Philadelphia show lot, located at 11th Street and Erie Avenue, has just been sold to a wholesale drug firm which will erect a warehouse building on it. The seven and one-half acre property is assessed for \$218,700.

The Ringling-Barnum circus annually showed both lots and could count on the dates for peak biz lasting as long as a week. Both lots are well located, being easily accessible to both patrons and railroad sidings.

### Seek New Lots

The James E. Strates Shows and the Johnny J. Jones Exposition have utilized the Washington lot for a number of years. Ralph Lockett, of the Jones Shows, recently conferred with officials of the Department of the Interior, which controls the Benning Avenue grounds, regarding a new location. Al Butler, Ringling contracting agent, also has been in Washington appraising lot possibilities.

The Cetlin & Wilson Shows and the World of Mirth Shows are among the carnivals which have used the Philadelphia grounds. Mayor Bernard Samuel said he would be glad to cooperate with circus officials in obtaining a new lot in Philadelphia.

## Cincy Garden Names Schott General Mgr.

CINCINNATI, Dec. 31.—Edward L. Schott, president and general manager of Coney Island here, Saturday (24) was named general manager of the Cincinnati Garden, succeeding Frank Selke, who remains with the operating company as executive vice-president. The announcement was made by Charles Sawyer, secretary of commerce and president of the \$3,000,000 sports arena which opened last February 22. Schott assumed his new duties immediately.

Altho Sawyer admitted that the arena "was not rolling in cash," he denied that this was responsible for the shift of Schott to the general manager's chair. "It was at Selke's suggestion that the change was made," said Sawyer. "Much of his time must be spent in Montreal, where he manages the Montreal Forum and the Montreal Canadians, of the National Hockey League, and he felt that he could not do justice to both jobs." However, rumors have been circulating for some time that important stockholders in the company were not entirely satisfied with Selke's administration because of these activities.

Sawyer said the appointment of Schott was the only change contemplated at this time. Sawyer's son, Charles Sawyer Jr., will remain with the Garden in his capacity of assistant manager.

Schott said he anticipates no change in present Garden personnel. He will continue to operate Coney Island. His duties with each concern are, for the most part, seasonal and they do not conflict. By the late May opening of Coney Island the Garden is ready to shutter for the summer.

## Sesqui's New Headache: Cry Of 'Kickback!'

### Justice Dept. May Step In

(Continued from page 3)

Maryland contractor that he had been offered a contract for Freedom Fair construction in return for a kickback of 10 per cent of his profits. The offer, according to the contractor, had come from a stockholder in a leasing bureau which had been given a letter of intent by the Commission some months ago to sell space at the fair.

### Warning Issued

When the contractor's complaint about the alleged kickback offer reached the Sesqui Commission's headquarters here, Commission Director Edward Boykin issued a statement warning all prospective exhibit space tenants that "no one except the Commission's own executive committee has any authority to approve any contract on behalf of the Commission." This statement was followed by Barron's formal request Thursday (25) to McGrath to put the FBI on the case.

In a letter to the attorney general, Barron said, "The Commission is most anxious to have this matter thoroly investigated to determine the truth of these charges, to determine whether such offers have been made and whether the laws of the United States have been violated thereby." Barron announced that the person reputed to have proposed the kickback deal to the Maryland contractor "is not and never has been an employee of the Commission and has no authority or influence whatever over the award of any contract by the Commission."

### Congress Interested

The incident has aroused interest in some quarters on Capitol Hill, particularly since the expo was a controversial subject in the last session of Congress when a \$2,000,000 outlay was voted for the sesqui.

Meanwhile, a tangle among several federal administrative agencies over disposal of present tenants and buildings on the sesqui fair site is continuing to harass the Commission in its preparations. Nevertheless, officials voiced hope anew this week that the impasse would soon be ended and that ground-breaking for the fair could take place as scheduled next month.

## Blackpool Units Tab Bigger Profits in '49

LONDON, Dec. 31.—Annual reports of the Blackpool Pier Company, operating amusement parks and attractions at England's big shore resort, and its subsidiaries, show bigger profits for 1949 than during the preceding year.

Gross take of the Blackpool Pier Company for the year ended October 31, 1949, was \$88,698.40, against \$56,089.50 in 1948. Net profit for 1949 is listed at \$38,687.60, as compared with \$26,280.80 in 1948 to which is added \$28,000 from freed reserve. A dividend of 20 per cent, on consolidated stock, has been declared.

The Blackpool South Shore Pier and Pavilion Company reports a gross of \$22,699.60 for the year ended September 30, 1949, against \$26,292.00 in 1948. Net profits for 1949 were \$11,321.40, against \$10,754.80 for 1948. The dividend has been set

## Pardon, First Lady

CHATTANOOGA, Dec. 31.—Mrs. Maude H. Atwood, secretary of the Chattanooga-Hamilton County Interstate Fair here, was president of the Tennessee Association of Fairs and Expositions in 1946 and thus was the first woman ever elected president of a State association of fairs, it was pointed out here this week. *The Billboard* in its December 31 issue erroneously pinned that distinction on Mrs. Neely (Jackie) Huffines, current president of the Texas Association of Fairs and Expositions.

## Hockey Opens Quebec's New Sports Palace

QUEBEC, Dec. 31.—The Quebec Exposition Provinciale's new \$3,000,000 coliseum and ice rink, under construction here, is already in use as a hockey rink, altho the structure will not be completed for several months.

At the recent inauguration 5,000 customers filled the temporary seats, which will be replaced by permanent facilities designed to accommodate 10,000. Dressing rooms, box office, lights and time clock are also temporary.

An artificial ice surface in the arena has enabled the resumption of both Senior and Junior hockey games, impossible since the old coliseum was destroyed by fire last spring.

Construction of the building has been going on for seven months, with completion scheduled for the spring of 1950.

## Shillan Opens New Resort in Bahamas

NASSAU, Bahamas, Dec. 31.—J. W. (Jack) Shillan, well-known British outdoor showman and former head of the British Motor Boat Company of London, is now making his headquarters here in the British Bahamas. While theoretically Shillan has retired, he is active in the import and export business and has recently launched a large vacation resort known as Palmdale.

Palmdale is located near Nassau, Bahama, and consists of a large group of furnished villas, constructed by Shillan, and offers all the usual resort attractions. While a comparatively new venture, the spot has drawn several well-known showmen from England, including William Butlin, England's biggest operator of resorts and amusement parks and the promoter of a big new vacation resort on the island of the Great Bahama. Other British showmen visiting Palmdale were Leonard Thompson, head of Blackpool Pleasure Beach; Wilbur Wikie, of New Brighton Amusement Park, and John Colins, of Sutton Coldfield Amusement Park.

American showmen slated to visit Shillan's resort this winter are William Wendler, head of the Allan Herschell Company; J. W. (Patty) Conklin, Toronto show owner, and Norman Bartlett, ride designer.

at 15 per cent.

The Blackpool Tower Company (indoor circus) reports a gross of \$1,070,812.40 for the year ended October 31, 1949, as compared with \$989,220.46 in 1948. Net for the year was \$538,501.60. An ordinary dividend of 20 per cent, plus a bonus of 15 per cent, has been declared.

## Eager Buying Reported by Hamid Agency

### Annuals Up Talent \$\$

NEW YORK, Dec. 31.—George A. Hamid and his son, George Jr., reported this week that talent buying by fair execs was keeping pace, and in many instances surpassing, the record expenditures of 1949. The Hamids, having just completed their usual pre-meeting swing thruout the East, said that their agency had already inked over 50 per cent of the anticipated business for 1950.

The elder Hamid said that talent buyers contacted invariably demonstrated a tempered optimism in discussing the 1950 outlook. He said there was an awareness that it will take bigger and better attractions if crowds are to remain on a par with the records established during the past several seasons.

### Small Annuals Buying

A trend encountered in the South among execs of the smaller annuals was the feeling that they should buy their own shows and formulate attractive talent programs, rather than to rely on a single attraction furnished by the contracting carnival, Hamid said. During the lush years, carnivals have been including a free act in their bid for the midway contract. Because business was good and needed little stimulation, some execs have been inclined to minimize the importance of attractions until faced with declining receipts, Hamid said.

Many carnival ops are now urging fair execs to buy strong grandstand and free act programs and in many cases even offering to underwrite part of the cost, Hamid reported. He attributed this trend to the experience of many owners who faced a slackening off in patronage at many spots played in 1949.

### Springfield Budget

Increases in talent budgets registered by the Hamid firm include a jump of 35 per cent for a rodeo to be presented nightly in the Coliseum at Eastern States Exposition, Springfield, Mass. A rodeo presentation at Eastern States has been developed into a standard feature.

The talent budget for the Winston-Salem (N. C.) Fair was increased 10 per cent and the Bath, N. Y., annual has increased its expenditure by 15 per cent, Hamid said. The Lewisburg (W. Va.) Fair also spent more for its 1950 show. Atlantic Rural Exposition, Richmond, Va., which annually invests heavily in talent, is contracting on a par with last season, Hamid reported.

Other annuals inked by the Hamid org include Elmira, N. Y.; Hickory, N. C.; Reading, Pa.; Rutland, Vt.; Skowhegan, Me.; Fredericton, N. B., and Toronto, Ottawa and London, Ont.

Hamid said that his business for Labor Day week is about 95 per cent contracted. He attributed the early buying to the desire of fair execs for a wider choice of talent.

### Bill Powell in Ireland

DUBLIN, Erie, Dec. 31.—Bill Powell, globe-trotting American showman, has been doing the town and visiting winter quarters of such Irish circuses as Duffy's Circus and Fossett's Circus. Powell will jump to London in time to catch the holiday cirks at the Olympia and Haringay arenas.



ALLAN HERSCHELL

# LITTLE DIPPER

An exciting and popular ride on any Midway . . . gives youngsters the thrill that only a roller coaster provides! Yet the Little Dipper is safe — even for tiny tots. Space within enclosure for other kiddie rides. Easy to erect, dismantle, transport. Write for literature.



Made by the makers of THE CATERPILLAR, MOON ROCKET, LOOPER, HURRICANE, WATER SCOOTER, CARROUSELS, KIDDIE AUTO RIDE, KIDDIE MERRY-GO-ROUND, KIDDIE BOAT RIDE and other famous amusements.

**ALLAN HERSCHELL COMPANY, Inc.**  
NORTH TONAWANDA, NEW YORK

World's largest manufacturers of amusement rides

## The TILT-A-WHIRL Ride

Outstanding for

- Public Appeal ★ Stability
- Good Quality ★ Portability
- High Class ★ Earning Power



**SELLNER MFG. CO.**  
Faribault, Minnesota

## TWO PROVEN MONEYMAKERS!

### C-CRUISE and LITTLE SKIPPER



The "Skipper" for the small kids and "Cruise" for the big kids! A real combination for any park.



**C-CRUISE CORPORATION** Seventh & Murlark Aves., Salem, Ore.

## BISCH-ROCCO AMUSEMENT CO. FLYING SCOOTERS

PORTABLE — STATIONARY — ELEVATED

Thrilling New Flying Disc • Kiddie Jet Airplane Ride • Kiddie Trolley Street Car

5441 Cottage Grove Avenue

Chicago 15, Illinois

Phone: DOrchester 3-0226

## NEW KIDDIE RIDES!

TERMS ARRANGED IMMEDIATE DELIVERY WRITE FOR PHOTO

- AIRPLANE RIDE ★
- ELEPHANT RIDE ★
- FIRE ENGINE RIDE ★
- PONY AND CART RIDE ★
- SPEED-BOAT RIDE ★
- MINIATURE TRAINS ★



**KING AMUSEMENT CO.**

Mt. Clemens, Michigan

### Close-Ups

# Bathroom Fire Put Don Dazey In Park Biz in Middletown, O.

By Hank Hurley

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

**I**T TOOK A FIRE to put Don Dazey, secretary-treasurer of LeSourdsville Lake Park, Middletown, O., into the amusement park business, but once in it, nobody had to build a fire under him.

It was in 1934 that Don entered the business, and in 15 years he helped build LeSourdsville into one of the finest parks of its size in the country and become well-known in the park industry and its organization, the National Association of Amusement Parks, Pools and Beaches (NAAPPB).

Fresh out of Chicago Technical College, where he took an architectural course, Don was hired by a lumber firm in Middletown. His job was estimator and he also did architectural work. Don was happy and contented with this company for six years and getting into the amusement business was furthest from his mind.



DON DAZEY

In his work, he became acquainted with Edgar and Ernest Streifthau, owners of LeSourdsville Lake Park. In fact, he designed several park buildings for them and at the time of the park's fire was engaged in designing the ballroom.

The fire which broke out in the bathhouse destroyed that structure. Together with a pile-up of events, the loss disheartened the Streifthau brothers. They talked Don into investing money in the park and he was named vice-president and general manager.

"I'd had no previous experience in the park business, or any kind of show business for that matter," Don says. "And, believe me, those first couple of years were plenty rough. I learned a lot in a short time, but there was plenty I didn't know."

Don moved into LeSourdsville, sans rides. There was a small restaurant, a miniature golf course, cottages, beach, boats and picnic area. Once he obtained his bearings, he could see that the addition of rides was a must. Working on short finances, it was impossible for him to buy even second-hand rides, so he did the next best thing. He worked in three rides—a Ferris

yard superintendent. Today his dad works for him in the park.

Following his graduation from high school, Don enrolled in the Chicago Technical College, completing the two-year course in 1928. On March 16 that year he married Dorothy Steempke. The couple moved to Middletown, when Don accepted the job with the lumber firm there. The Dazeys are parents of a daughter, Donna Jeanne, 20, junior student this year in Miami University, Oxford, O. Don's parents, Mr. and Mrs. George Dazey, reside in Middletown.

#### Active in NAAPPB

An active member of NAAPPB, Don has served that organization as second vice-president and is a member of its board of directors. He also is a member of the Shrine and Lions Club.

Hunting is Don's main hobby. Each year he spends a month hunting big game in Canada. Don designs all the buildings and fronts in LeSourdsville, and regards this as fun.

"Yes sir, it took a fire to get me into the park business," Don says with a smile. "And while I don't like to see anyone lose anything by fire, I'm glad LeSourdsville's bathhouse did burn down. Without that mishap I might never have gotten into this business."

#### Tech College Grad

Don spent his entire life in the Midwest. Born in Hoopston, Ill., December 6, 1906, Don, with his parents, moved at an early age to Hamilton, O., where he received his grade and high school education. As a youth in Hamilton, he worked in a local lumber yard for his dad, who was

#### Clarence Hill Elected

MOOSOMIN, Sask., Dec. 31. — Officers of the Moosomin Agricultural Society are Clarence Hill, president; J. W. Stutt, T. Axten and Mrs. D. C. Kilpatrick, vice-presidents, and Mrs. Jean C. Smith, secretary-treasurer.

## KIDDIE AIRPLANE RIDE

- ★ Plenty of flash and appeal
- ★ Terrific earning power
- ★ Fluid drive gives push-button operation

Also manufacturers of Adult and Kiddie Chairplanes, Ocean Wave, Kiddie Boat Ride. Write, wire, phone for literature.

**SMITH & SMITH**  
Springville, New York



**SHOW TENTS**  
 CARNIVAL — CIRCUS  
 CONCESSION  
 Book Your Order Now  
 Assures Prompt Spring Delivery  
 Best in Workmanship and  
 Plenty of Flash  
**BILL SANDERS**

**AMERICAN TENT & AWNING CORP.**  
 132 W. Main St., Norfolk 10, Va.

**TENTS CANVAS SHOW**  
 CARNIVAL—CONCESSION—CIRCUS  
 Prompt delivery any type tents to order  
**KOLITE BLACK LITES  
 LUVA-LITE PAINTS**

**S. T. JESSOP**  
 WINTER ADDRESS  
 122 FLORASOTA AVENUE  
 SARASOTA, FLA. PHONE 35-172

**UNITED STATES TENT & AWNING CO.**  
 2315-21 W. Huron CHICAGO 12  
 Chicago's Big Tent House Since 1870

"America's Finest Show Canvas"  
**TENTS—SIDESHOW BANNERS**  
 IN STOCK—NEW!  
 90 Ft. Round Top with 3 40-Ft. Middles. White Flameproofed DeLuxe Red and Blue Trim. 10-Ft. Sidewalls.  
 Bernie Mendelson—Charles Driver  
**O. Henry Tent & Awning Co.**  
 4862 N. CLARK ST. CHICAGO 40

SERVING SHOWMEN OF THE  
 SOUTHEAST SINCE 1919 WITH  
**SHOW TENTS!**  
 Camel has both the experience and facilities for making anything from a small concession to a circus "big top"! Get Camel's prices before you buy! Call, wire or write "Bill" Werner!  
**Camel Manufacturing Co.**  
 329 S. Central, Knoxville, Tenn.

THE MAKERS OF...  
*Quality Show Canvas*  
 Show, Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications  
**Arthur E. Campfield, INC.**  
 145 W. 54th STREET NEW YORK 19, N. Y.  
 Phone: PLaza 7-8039

**Out in the Open**

Charles W. Green again will manage the Grand National Exposition Horse Show in 1950 at San Francisco's Cow Palace, Nion R. Tucker, president, announced recently. Circus acts again will alternate with horse show classes and rodeo events in the show. . . . James D. Friel, manager, Michigan State Fair, Detroit, is happier than he was, the reason being that a recent preliminary report by the State auditor disclosed the fair has a surplus of \$13.38, instead of 90 cents, as previously figured by Friel.

Irah J. Watkins reports from Caracas, Venezuela, that his contract at Coney Island Park, New York, has been extended to 12 weeks in place of the original four and that it may run even longer. Watkins' son, Buddy, is with him. They are working eight chimps on an outdoor, 60 by 80-foot stage. La Tosca, bounding rope artist, also is on the program. . . . Kurt Rollini is playing night club dates in Juarez, Mexico.

A large group of staff members and employees of William E. Butlin's organization arrived in New York Monday (26) on the Queen Elizabeth, from England, en route to Butlin's Bahamas Vacation Village, which opens January 28 on the isle of Great Bahama. Two planes were chartered to carry the group to Butlin's spot. . . . J. Peter Carstensen, who has operated a concession and refreshment stand at Jennings Beach, Fairfield, Conn., for

**Program 2 Clinics For Mass. Meeting**

GREENFIELD, Mass., Dec. 31.—Two clinics will highlight the Massachusetts Agricultural Fairs Association meeting which will be held in the Hotel Weldon here January 19-20.

The first clinic will involve subjects pertaining to *The Business of Operating a Fair*, while the second will be on *The Importance of Home Arts and Crafts in the Fair Program*, according to a bulletin issued by the Massachusetts Department of Agriculture.

John Chandler, commissioner of agriculture, will be the principal speaker. Other subjects slated for discussion include *Insurance for Fairs, Big and Small*, and *The ABC of a Good Grandstand Show*.

A supper and stag party for fair execs, carnival and amusement representatives will be held Thursday night (9). The annual banquet will be held Friday evening (20). A floor-show will be staged by the George A. Hamid & Son and Al Martin talent agencies. Chet Nelson and his ork will furnish the music.

Robert P. Trask, secretary-treasurer of the association, advises that banquet reservations should be made in advance because of the anticipated capacity crowd.

President Milton Danziger will preside at the annual meeting of the Massachusetts Fairs Racing Association, scheduled for Saturday morning, January 21.

the past 18 years, will take over management of Flo's Restaurant there immediately after January 1.

**Chambliss Packaging Strong Features for Three N. C. Annuals**

ROCKY MOUNT, N. C., Dec. 31.—Norman Y. Chambliss, operator of fairs at Rocky Mount, Greenville and Elizabeth City, all in North Carolina, is formulating a well-rounded entertainment program for these events.

Midway contracts for all three annuals have been awarded to Prell's Broadway Shows. Grandstand attractions will include revues, stock car and motorcycle races and harness racing. Contracts for these events will be signed in January, Chambliss said.

The Elizabeth City Seven County Fair will be held September 18-23; Rocky Mount Fair, September 25-30, and the Pitt County Fair, Greenville, October 2-7.

A new exhibit building will be erected on the grounds of the Elizabeth City annual, a new event, Chambliss said. A new race track is being constructed at the Greenville plant.

A number of events are planned for all three plants during the spring and summer. These will include horse, stock car and motorcycle racing and thrill shows.

Chambliss is now mulling the possibility of adding yet another fair to his string. Joe Chambliss, a student at the University of North Carolina, will assist his father in managing the annuals.

**Talent Topics**

Torelli's Circus, dog and pony act, and Bobby Winters, juggler, are at the Palace, New York. . . . The Rudells, trampoline, and Paul Sydel, with his pooches, are in the Harold Minsky show at the Colonial Inn, Hallandale, Miami. . . . The Two Leonardos, impalement act, and Ward Hall, ventriloquist, are at the Rio Theater, New Orleans.

**3 NEW KIDDIE RIDES**  
 by *Eyerly*  
**Bulgy THE WHALE**  
  
**MIDGE-O-RACER**  
  
**KID-O-PLANE**  
 Write for Literature  
  
 SALEM, OREGON  
**J. LEE CUDDY, Sales Representative**  
 See Eyerly's New Rides at Florida State Fair, Tampa, Jan. 31-Feb. 11.

**36 PASSENGER 8 Wheel Drive TOM THUMB STREAMLINER**  
  
 America's Finest, Fastest, Most Economical.  
**TOM THUMB STREAMLINERS, INC., Bradenton, Fla.**

**GIVE TO THE DAMON RUNYON CANCER**

Advertising in the Billboard Since 1905  
**ROLL OR FOLDED TICKETS** DAY & NIGHT SERVICE  
 SPECIALLY PRINTED  
 CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20  
 Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.  
**STOCK ROLL TICKETS**  
 1 ROLL ..... \$1.00  
 5 ROLLS ..... @ ..... 75c  
 10 ROLLS ..... @ ..... 60c  
**WELDON, WILLIAMS & LICK**  
 FORT SMITH, ARKANSAS  
 Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

**AMERICAN DERBY**  
 New 1950 Models now available! Powerful new unit game, designed for the professional concessionaire. Convenient terms arranged. Write today for full information and photos.  
**KING AMUSEMENT CO., Mt. Clemens, Michigan**

**TENTS**  
 All Sizes—NEW AND USED—All Styles.  
 BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.  
**CAMPBELL TENT & AWNING CO., INC.**  
 100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

**BLEVINS POPCORN COMPANY**

<b>NASHVILLE</b> Popcorn Village 3098 Charlotte Ave. All the Critters	<b>ATLANTA</b> 650 Murphy Ave., SW Building E, Unit 8 Bart Jones	<b>DALLAS</b> 3021 1/2 South Harwood SW Regional Office Billie Robinson	<b>ARCANUM</b> Near Dayton, Ohio Popcorn Square C. A. Stallings
--	---	--	--

**SHOW TENTS**  
**CENTRAL Canvas Company**  
 516-518 EAST 18th ST.  
 Kansas City 8, Missouri  
 Phone: Harrison 3026  
**HARRY SOMMERVILLE**

**SRADER SHOWS**  
 Now Booking for 1950  
 Shows and Concessions. Rides that do not conflict. Open in April. Address:  
**BOX 1895, Wichita, Kansas.**

# 3000 BINGO

No. 1 Cards, heavy white, black back,  $5\frac{1}{2} \times 7\frac{1}{2}$ . 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, 10¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, \$3, same weight as \$1, in Green, Red, Yellow @ \$4 per 100. **DOUBLE CARDS**, No. 1 size,  $5\frac{1}{2} \times 14\frac{1}{2}$  ..... 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,  $5\frac{1}{2} \times 7\frac{1}{2}$ , White, Green, Red, Salmon, Per 100 ..... 2.00  
4,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M ..... 1.50  
3,000 Leatherweight Bingo Sheets, large size,  $5\frac{1}{2} \times 3$ , 5 colors, loose no pads M ..... 1.75  
Adv. Display Posters, size 24x36. Each Cardboard Strip Markers 10 M for ..... .75  
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3-piece layout for ..... 15.00  
Thin Transparent Plastic Markers, Brown,  $\frac{3}{4}$  inch, Per M ..... 1.00  
Red or Green Plastic Markers,  $\frac{3}{4}$  Square, Round or Scalloped, \$2.50 M;  $\frac{5}{8}$  this size ..... \$2.00 M  
Cork Markers,  $\frac{1}{2}$  inch diameter. M ..... .75  
Round White Cardboard Markers, 1800 to Lb. Lb ..... .85  
Airlite 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.

**J. M. SIMMONS & Co.**  
19 W. Jackson Blvd. Chicago 4, Illinois

# N. J. Resorts Seek

# Erosion Fight \$ Aid

**WILDWOOD, N. J., Dec. 31.**—Cape May County's resort industry is being threatened by erosion, municipal representatives told a State legislative committee meeting here this week. Unless funds are forthcoming serious damage may be done in the shore communities, they said.

The New Jersey Legislature's beach erosion committee toured the entire resort area here and then held a hearing with municipal officials. Mayor Samuel F. Eldridge, of Cape May, told the committee that Cape May Point will be wiped off the map unless State aid is forthcoming. Roads are being washed out in many sections, he said, and municipal funds for erosion projects have been exhausted.

Among the county resort communities represented at the session were Wildwood Township, North Wildwood, Middletown Township, Stone Harbor, Sea Isle City, Ocean City and Cape May. State Senator Anthony J. Cafiero, who presided at the session, said it might be recommended that the State Legislature alter its present law allotting funds to municipalities on a 50-50 basis, making funds available instead on a 70-30 arrangement.

# 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.)

Borderland: Encinal, Tex.  
Midwestern Expo.: Robstown, Tex.  
Miller, Ralph R.: Vacherie, La.  
Migrathy, Curly: Union, La.  
Orange State: (Fair) Panokee, Fla.; (Fair) West Palm Beach 9-14.  
Pelican: Plaquemine, La.  
Texas: Edinburg, Tex.

# Misc. Routes

Send to  
2160 Patterson St. Cincinnati 22, O.

Henie, Sonja, Ice Show (Chicago Stadium) Chicago, Ill., thru Jan. 17.  
Ice Capades (Boston Garden) Boston, Mass., 2-10; (Auditorium) Providence, R. I., 11-22.  
Ice Follies (The Arena) Philadelphia, Pa., thru Jan. 17.  
Miller's, Irvin C., Brown-Skin Models (Gem) Knoxville, Tenn., 5; (Liberty) Chattanooga 6-7; (Carver) Gadsden, Ala., 8; (Frolie) Birmingham 9-10; (81 Theater) Atlanta, Ga., 11-12.  
Roller Skating Vanities (Fairgrounds) Salt Lake City, Utah, 4-8; (Auditorium) Sacramento, Calif., 10-16.

# BERMAN

## TRAILERS AND TRUCKS

# carry the load!



### Available

Now for immediate delivery — a full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment forms for you.

**BERMAN Sales Co.**  
PHONE 521 PENNSBURG, PA.

# New Chevrolet CARS AND TRUCKS

### SPECIAL FINANCE PLAN FOR SHOWMEN

### GET OUR PRICES FIRST

**JOHN BUNDY**  
REPRESENTATIVE

# Hauss-Standard Chevrolet

1325 STATE ST.  
EAST ST. LOUIS, ILL.

# MODEL 120 FLOSS MACHINE DIRECT DRIVE \$275

MADE BY WORLD'S LARGEST MANUFACTURER OF FLOSS MACHINES  
CONCESSION SUPPLY CO.  
3916 SECOR RD. TOLEDO 6, OHIO

# DO YOU NEED MONEY?

to conduct your Fair, Festival, Parade, etc. Contact "Nationally Known"

**Alan Metreger**

Room 601, 22 W. Monroe St., Chicago. Promotional, Fund Raising, Floats, Parades and Flag Decorations Since 1928. Exclusive Mfr. of REFLECTO Decorations.

# MOON ROCKET

Good Condition, Operated 1949. Will Sacrifice for Prompt Removal. Make Offer.

**N. S. ALEXANDER**  
Woodside Park, Philadelphia 31, Pa.

# MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. Orders filled promptly. This also is the time to send your old Super Wizard to us to put in A-1 condition for next season, we charge for new parts only, nothing for time and labor.

**ELECTRIC CANDY FLOSS MACHINE CO.**

202 Twelfth Ave., So.

Nashville 4, Tenn.

# Brand New Light Plants

### 120-240 V.A.C. 12.5 K.V.A.



### Immediate Delivery

**ENGINE:** 4 cylinder 4 cycle L-head, water-cooled, 35-Horsepower Oiling System; Pressure type to main, rods, and camshaft. Fuel System: 10.5 gas tank diaphragm type fuel Pumps. Ignition System: Battery Breakerpoint, coil type. Full automatic starter. **GENERATOR:** 120-240 single phase 60 cycle AC; rated power 12.5 KVA at 80% power factor. Voltage change is accomplished by changing jumper connections or terminal strip. Made by D. W. Onan & Sons. Controls: Speed fully automatic, starting full automatic, automatic cut-off if oil or water is low. Overall size: Length, 67 1/2 in.; Width, 28 1/2 in.; Height, 28 1/2 in.; Weight, 1558 lbs. Complete set of tools and extra parts packed with each plant. These plants cost the government several times our price. Packed in original overseas boxes and ready to operate, brand new. **\$795.00**

Our price F. O. B. Jackson, Miss.; San Antonio, or Florida.

### A. M. & S. COMPANY

404 Donnelly St.

Phone 4151

Mount Dora, Fla.

# 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!*

# CHUNK-E-NUT PRODUCTS CO.

<b>MATTY MILLER</b> 231 N. Second St. Philadelphia 6, Pa.	<b>HANK THEODOR</b> 2908-14 Smallman St. Pittsburgh 1, Pa.	<b>ED BERG</b> 1261-63 E. Sixth St. Los Angeles 21, Calif.	<b>RALPH COBB</b> 316 S. Church St. Charlotte, N. C.
---	--	--	--

Multiplex Faucet Co. Serving the Trade 45 Years

### About a 4% Profit on a 5 Cent Sale!

# The Multiplex ROOT BEER BARREL

### IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

*Exclusive!* Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS



STURDY OAK

STAINLESS STEEL HOOPS

**Manufacturers: MULTIPLEX FAUCET CO.** 4325-B Duncan Ave. St. Louis 10, Mo.

# AMERICA'S FINEST SHOW PRINTING

STOCK DESIGNS FOR ALL OCCASIONS

**CIRCUS - CARNIVAL  
RACE - THRILL SHOWS  
POSTERS - DATES - CARDS - BANNERS**  
WRITE FOR DATE BOOK AND PRICE LIST. OUR 35th YEAR

# CENTRAL

SHOW PRINTING CO. - MASON CITY, IOWA

# CHAIRS

Every Type and Variety

- AUDITORIUMS
- ARENAS
- HALLS

Portable Bleachers  
Wood-Steel



### U. S. SEATING CO.

570 7th Ave., N. Y. C. (41 St.) LO 4-3524

# MANAGERS AND AGENTS

Have "Peace of Mind"

WHEN YOU ORDER FROM OUR HOUSE NO WAITING FOR PAPER

We Give You

3<sup>rd</sup> Fastest Service In America  
**CIRCUS-CARNIVAL-RODEO-FAIR**  
WRITE-WIRE-PHONE

### NEAL WALTERS POSTER CORP.

AMERICA'S BIG SHOW PRINTING HOUSE  
**EUREKA SPRINGS, ARK.**

# SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR.

### H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

# Flashbacks

## 10 Years Ago

With John Ringling North in Paris, the rest of the Ringling-Barum official family spent Christmas winter quarters in Sarasota, Fla. . . Ford S. Campbell was re-elected president of the Tri-State Fair, Superior, Wis. . . Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, was taken to Toronto General Hospital, suffering from pneumonia.

Larry Troy, in charge of promotions and exploitation at Meyers Lake Park, Canton, O., resigned to join the staff at Summit Beach Park, Akron. . . Max Linderman, owner-manager of the World of Mirth Shows, was elected president of the National Showmen's Association, New York. . . W. T. Jessup was re-engaged as general agent of the West Coast Amusement Company.

Sam Lawrence, owner Lawrence Greater Shows, announced the signing of B. Frank Braunstein as special agent. . . L. J. Heth, manager of the L. J. Heth Shows, re-engaged Joe Fontana as assistant manager and general agent. . . Saskatoon, Sask., Industrial Exhibition showed

a surplus on all operations for the last fiscal year of \$5,353, best showing since 1929. . . Directors of Wharton County Fair in Texas were told that for the first time in 10 years the fair closed its books clear of indebtedness. Debt of \$12,000 was incurred in 1931. It was announced that parking prices on Michigan State Fairgrounds, Detroit, during the fair will be reduced from 50 cents to 15 cents.

Deaths: Edward L. Hoffman, fair man; John Lenox, carnival man; Fred Leslie, circus clown; Dr. John Benjamin Wagoner, circus man.

## 25 Years Ago

The sale of the Con T. Kennedy Shows was postponed, the latest report being that the government will compromise in back tax matter. . . The threatened disagreement between the billers' alliance and the circuses was averted and for two years, at least, no open-shop policy is to be adopted by circuses. Salary of men was increased to \$110 a month.

James Shropshire was re-engaged as Side Show manager of the Gentry Bros.-Patterson Circus. . . Bert Cole, special advertising representative and announcer of Hagenbeck-Wallace Circus, was signed to return in 1925 for his 25th consecutive season.

Dave Rosen was manager of Wonderland Side Show, Coney Island, N. Y. . . W. B. Burris resigned as secretary of the Jackson, Mich., Fair after many years' service but retained his presidency of the Michigan Association of Fairs. . . A. B. Alexander was appointed manager of the Wisconsin State Fair, Milwaukee, succeeding Oliver E. Remy, resigned. . . Barney H. Demarest, who had been furnishing at-

# Sweeney-White Add Iowa, Illinois Fairs

CHICAGO, Dec. 31.—Three more fairs new to its schedule have been signed by National Speedways (Al Sweeney and Gaylord White), it was announced by Sweeney here this week.

The additions are Algona and Eldon, both in Iowa, and Memphis, Mo. Fairs at Danville, Ill., and Rock Rapids, Ia., were signed recently for repeats in '50, Sweeney also announced.

# Florence Speedway Chartered

FLORENCE, S. C., Dec. 31.—Florence Speedway, Inc., has obtained a charter from the secretary of state to maintain and operate a track for automobile and horse racing. Authorized capital stock is \$20,000. Hobart Swinney is president.

tractions to fairs for 30 years, engaged to work with Wirth & Hamid in 1925.

Ben Hasselman, who for 34 weeks was confined in St. Joseph's Hospital, Mishawaka, Ind., with a broken leg, returned to his home in Burlington, Ia. . . F. J. Matthews was re-engaged as assistant manager of the Bernardi Shows. . . Roy E. Ludington, special agent and press man, re-signed with the John T. Wortham Shows.

Robert R. (Bob) Kline signed with the Nat Reiss Shows as general representative and traffic manager. . . Harry (Kid) Hunt underwent an operation and was reported improving.

Deaths: Samuel McCrackin, circus man; Mrs. Merle Connors; Frank J. Johnston, park man; Sol Martin, park superintendent; Ed Shaw, circus agent; David M. Waddell, circus chairman; Mrs. Thomas Weaver, carnival woman.

# ASTRO FORECASTS

All Readings Complete for 1950

Crystal Balls; Imported in hand in these sizes: 2 3/4; 3 inch; 3 9/16; 4 3/16. Write for prices.  
Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00  
p. Gold Fish Pamphlet, 8 1/2 x 11. 12 Signs, Any Quantity. Each . . . 11 1/2¢  
**WHAT IS WRITTEN IN THE STARS.** Folding Booklet, 12-p., 8x5. Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample, 10¢  
**FORECAST AND ANALYSIS**, 10-p. Fancy Covers. Ea. . . . . 5¢  
Samples of each of the above 4 items for . . . 25¢  
No. 1. 45 Pages Assorted Color Covers . . . 50¢

# NEW DREAM BOOK

20 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 20¢  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-p. Well bound, 8 1/2 x 11 . . . 25¢  
**PACK OF 79 EGYPTIAN F. T. CARDS**. Answers All Questions, Lucky Numbers, etc. . . . . 60¢  
Signs, Cards, Illustrated. Pack of 36 . . . . 15¢  
Graphology Charts, 9x17. Sam., 5¢. Per 100, \$7.50  
**MENTAL TELEPATHY**. Booklet of 21 P. . . 25¢  
Shipments Made to Your Customers Under Your Label. No checks accepted. C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

# SIMMONDS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.  
Send for Wholesale Prices.



**SMART BUYERS ORDER NOW!**

Write Dept. B  
**THE CALUMET COACH CO.**  
11575 S. Wabash Ave., Chicago 28, Ill.

# New ELECTRIC CORN POPPER



**PROFITS GALORE!**  
\$5 to \$50 daily earnings!  
Get in the BIG PROFIT popcorn business with this popper — does work of \$500 machine. Can pay for itself in a few days because of its low price. **FULLY GUARANTEED.** New Gray Metallic finish, gleaming nickel trim; electric lighted, beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x26" high. Wt. 30 lbs.

SALEMEN, WRITE FOR PROPOSITION.  
**EXCEL MFG. CORPORATION**  
Dept. B-1-750 Muncie, Indiana

## There's a New Reason to See POPPERS for All Supplies and Equipment

It's our new showroom and warehouse, designed and located to speed the delivery of everything you need for popcorn, candy apples, caramel or cheese corn, candy floss and snowballs. Drive in—place your order—pick up your merchandise. Or phone GARfield 6-1616 for prompt shipment from our complete stocks. MORE NEWS—We can now make direct shipment on most items from our new warehouse facilities in Charlotte, North Carolina.

# POPPERS SUPPLY CO. of Phila.

Distributors for Gold Medal Products in This Area  
1211 North 2nd Street Philadelphia 22, Pa. GARfield 6-1616

## SNO-KONES, POPCORN, CANDY FLOSS, CANDY APPLES

For the most complete line of supplies for these items at money-saving prices, get in touch with Gold Medal. Our 1949 catalogue will be sent upon request to those in this business. Kids and curiosity seekers, please save stamps.

# GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST. CINCINNATI 2, OHIO

## FLORIDA

Headquarters 100% Hybrid Jumbo South American Yellow Popcorn, Coconut Oil, Vegetable Oil Seasoning, Popcorn Salt, Popcorn Cartons, Bags, etc. Orders shipped same day received.

# A. H. EDWARDS CO.

2004 1/2 TAMPA ST. TAMPA 3, FLA.  
Phone 2-3444

**ALL MERCHANDISE GUARANTEED WE CAN NOT BE UNDERSOLD**

**STOCK TICKETS**

One Roll . . . . . \$ 1.00  
Five Rolls . . . . . 4.00  
Ten Rolls . . . . . 6.00  
Fifty Rolls . . . . . 20.00  
100 Rolls . . . . . 38.00

**ROLLS 2,000 EACH**

Double Coupons  
Double Prices  
No C. O. D. Orders  
Size: Single Tkt., 1x2"

You are an optimist if you don't care what happens so long as it happens to somebody else.

## TICKETS

of Every Description

# THE TOLEDO TICKET COMPANY

114-116 Erie St., Toledo (Ticket City) 2, O.

# COMPLETE POPCORN OUTFIT

with . . .  
**8 QT. KETTLE POPPER.**  
**110 VOLT, 1500 WATT HEATING UNIT.**  
**ALUMINUM STORAGE CASE WITH GLASS ON 3 SIDES, STAINLESS STEEL BOTTOM.**

WRITE . . . **\$99.50**  
TERMS: 25% with order, bal. on delivery, F. O. B. Toledo.

# CONCESSION SUPPLY CO.

3916 SECOR RD. TOLEDO 6, OHIO

the new **SANI-SERV**  
**CONTINUOUS DIRECT DRAW DAIRY FREEZER**

WRITE FOR FREE CATALOG

# GENERAL EQUIPMENT SALES Inc.

824 S. WEST ST INDIANAPOLIS, INDIANA

# BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies.  
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.

# Challenger

**CHALLENGER EQUIPMENT CORP.**  
BOX 249 Harvey, Illinois  
Phone: Harvey 4036

# FLOSS KING

Setting New Profit and Performance Records!

NEW 1950 EDITION NOW AVAILABLE

# CONCESSIONAIRE'S GUIDEBOOK

76 Pages—All jam packed with money-making formulae, M.O. Ideas, Games and Concession Equipment. Send \$1.00 today for your copy.

# CONCESSION SUPPLY CO.

3916 Secor Rd. Toledo 6, Ohio

**FOR . . .** all types of **POPCORN MACHINES**—Carnival Poppers, Theatre & Counter Models, Caramel Corn Equipment, etc. & a full line of top quality **POPCORN SUPPLIES.**

CONTACT **FARMER BOY CORN & EQUIPMENT CO.**  
352 W 44th St. N. Y. 18, N. Y.  
Circle 6-1293  
Send for Our Complete Catalog.

# Rectangular Pools Best, Perkins Says

## Improvements Noted

CHICAGO, Dec. 31.—While swimming pools of many different shapes have been built in the last 30 years, the rectangular pool is the most practical, according to R. N. Perkins, Omaha pool engineer.

Speaking at the annual pool and beach meetings, as part of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention in Chicago recently, Perkins noted that component parts of a modern swimming pool are about the same today as they were 30 years ago. Improvements have been many, he said, including gutter systems, distribution systems, filtering systems, sterilizing equipment and bathhouses. "But these are refinements, rather than new things," Perkins said.

Perkins believes the rectangular pool with the deep water on the side is a better pool than the one with the deep water at the end. "I have designed and built many of them and they have proved highly satisfactory," the Omaha engineer reported.

### Los Angeles Cited

"Los Angeles, during the last two years, has built a number of rectangular pools with deep water in the center, which I think is something new in shapes. The city's recreation and engineering departments studied many different pool shapes and decided, after building and testing such a pool, to adopt it as standard."

According to Perkins the pools are built long and narrow, 60 by 150 feet being the popular size, followed closely by those of 75 by 150. In the former pool, there are two standard swimming courses, 20 and 50 yards respectively. In the second, the larger of the two, there are 25 and 50-yard courses.

A pool of this type, Perkins said, which is built 25 meters wide and 50 meters long, would be 82.5 feet wide by 165 feet long. In this pool the deep water is in the center in the form of a narrow strip which extends the entire length of the pool. At one end the minimum depth is two feet. Smaller children bathe and are taught to swim in the shallow end. The other end may be made 2 feet, 6 inches or even 2 feet, 9 inches deep.

### Ideal for All

"This pool, therefore, provides depths of water suitable for three classes of bathers," Perkins said. "It is ideal for all classes and the amount of deep water may be held down to 25 to 30 per cent of the total area. Diving boards may be located on both sides of the pool so a larger number of deep water swimmers may be accommodated."

## Caracas Spot Adds 30G Outdoor Theater

CARACAS, Venezuela, Dec. 31.—Coney Island, local amusement park operated by Samuel Bakerman and J. A. Borges Villegas, recently completed construction of the largest open-air theater in Venezuela, at a cost of \$30,000.

George Gray, park manager, is booking talent for the new spot thru the William Shilling office in New York. On the opening bill were Juanita La Benten and her three American fem roller-skaters.

Bakerman also has ice-aquatic revues on tour under canvas and operates carnivals in Venezuela and neighboring countries.

### Important Item:

## Off-Season Activities Help West View Thru Winter Season

CHICAGO, Dec. 31.—The need for revenue at West View Park, Pittsburgh, during the winter season, prompted George M. Harton, park president, to swing into action a few years ago and since that time the winter program has been expanded to a point where it has even helped the summer's picnic department.

Harton told members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at the org's recent convention here of the many off-season activities developed at his park.

"Our first effort," he said, "was to build a year-round Danceland. The ballroom was completed in May, 1948. It is air-conditioned and arranged in night club fashion, with tables and chairs off the dance floor and accommodating around 1,000 persons. This does not interfere with our capacity of 4,000 to 5,000 dancers. We feature two types of dances in our ballroom, those open to the public and those for rentals for private parties.

"We hold dances Tuesday, Wednesday, Saturday and Sunday. The remaining nights are open for rentals. Tuesday, Saturday and Sunday we have modern dancing. Wednesday nights are given over to polka dancing. The polka program, started about a year ago, has developed to such an extent that a band like Frank Wojnowski's drew approximately the same number of people as Vaughn Monroe."

On the nights West View's ballroom is not open for public dancing, the spot is rented out. Harton says 90 per cent of the rentals are on Friday nights. The University of Pittsburgh alone rents the spot nine times during the school year. Duquesne University holds six dances a year at West View.

"These rentals not only provide us with winter revenue, but also provide us with future dancers for our ballroom on regular nights," Harton pointed out.

Harton also reported his ballroom has been rented to such industrial organizations as Carnegie Illinois Steel, Gulf Oil, Bell Telephone and many civic, fraternal and social organizations. High schools, too, are an important renter, he said, and provide future ballroom customers. The West View prez pointed out

## 5 Jersey Spots Get State Erosion \$ Aid

TRENTON, N. J., Dec. 31.—Five Southern New Jersey resorts have been given allotments by the State to combat beach erosion. The funds will be used for erecting jetties and bulkheads.

A \$100,000 grant has been made to Atlantic City and an allotment of \$160,000 to Ocean City. Stone Harbor was granted \$62,250. A \$35,000 appropriation was earmarked for Wildwood and North Wildwood was granted \$30,000.

In addition to the \$100,000 for Atlantic City the resort has available a balance of \$85,000 from a previous grant, making total funds of \$185,000 available. This money, as well as the money allotted to the other resorts, must be matched by the city to which it is granted. However, there is a possibility that when the Legislature convenes next month the present 50 per cent contribution by the cities may be cut to 30 per cent.

The resorts in almost all cases have complained of their financial plight. The New Jersey Beach Erosion Commission has approved the 70-30 plan and will recommend it to the Legislature.

that the industrial organizations booked for dances have developed into actual and potential picnics for the summer operation.

### Better Homes Exhibit

"As an extra winter operation, we were able to secure the Better Homes Exhibition last September," he said. "This was a nine-day affair. It was held right in the park, using the midway and general picnic grounds, plus some of the rides, for display areas.

"A most important benefit to West View Park in connection with the Better Homes Exhibition was the great amount of publicity we received as a result of the weeks of build-up for the exhibit. Too, it brought out many important civic dignitaries, such as the mayor of Pittsburgh, to our park. Prior to the opening of the exhibit, the local papers ran special sections giving West View Park as many as five and six pages on the various activities to be engaged in at West View."

While the ballroom operation and the Home Builders Exhibition are two good examples of off-season operation, which resulted in additional revenue for West View, Harton and his staff are not short-sighted about community obligations.

"We, like others, must do things for the community in which we live," he said. "Part of our public relations program is specifically designed to be helpful wherever and whenever we can. We constantly send our candy floss machines to children's hospitals and orphanages. We also see that our clown, whenever possible, visits veterans' hospitals and other shut-ins to give them a taste of the fun others are able to enjoy at West View Park."

## Gotham Execs View New Beach Cleaner; A. C. Buys 40G Unit

NEW YORK, Dec. 31.—Victor H. Chatten, inventor of a beach cleaner-upper device popularly known on the West Coast as Louise—She Delouses the Beaches, has been in town showing city officials movie shots of his pet in action.

Chatten's device, a 10-ton beach-combing machine drawn by a tractor, bites nine inches into the sand which it scoops on to close-meshed screens that pass the purified sand back to the beach and toss all foreign articles on to conveyor belts from which the machine's operator plucks any items of value before the rubbish is thrown into trash cans.

Chatten figures his Louise is a must for Coney Island and local officials are inclined to agree but desire an added gimmick that will rid the beach of scrap paper, the big headache at local beaches. Chatten says he will be back next spring with an improved model of Louise that will provide the surface clean-up as well as the sub-surface scrap removal.

Chatten's machine will probably be seen on the beach at Atlantic City next season as that resort's city fathers were so impressed with Chatten's movies of Louise that they are planning to earmark \$40,000 in the resort's 1950 capital improvement budget for purchase of the machine and a bull-dozer to tow it.

### Edgewater Equip. Status Quo

DETROIT, Dec. 31.—Bernard R. Siegel, speaking for the Wagner & Ferner interests, which recently took over Edgewater Park here, said no decision has been made yet on installation of new equipment at the funspot. Several members of the

# Life-Size TV At Woodside Proves Worth

## Operation Trouble Free

CHICAGO, Dec. 31.—The life-size RCA television installed in Sylvan Hall, Woodside Park, last May was an excellent investment, according to N. S. Alexander, owner of the Philadelphia funspot, who spoke on video in amusement parks at the recent convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) here.

The unit, including an RCA type TLS-86 projector, translucent screen and measuring 6 by 8 feet, cost about \$3,000, according to Alexander. "And I consider it an excellent investment," he said.

### Concerts Discontinued

Alexander declared the free Sunday concerts, which has been a regular feature at Woodside, were discontinued with the installation of TV.

"With the change, it was felt an intermission would be required after each hourly program," Alexander told the NAAPPB. "To our surprise, however, this was not necessary. About 75 per cent of the audience left at the conclusion of each program which brought about a continuous turnover. We were thus able to run the shows without interruption and interference with other park attractions."

TV was operated at Woodside this summer on Sundays and holidays from 7 to 11 p.m. and from 8 to 11 p.m. on other days.

### Count Maintained

He said an "in" and "out" count was maintained continuously for the first month of operation. This count showed conclusively, he said, that the turnover rate was quite constant. Average weekly attendance, he said, was about 5,000.

Operation of the set was trouble free, Alexander said, and the image and sound were entirely satisfactory. The screen size was adequate.

Woodside Park, insofar as known, was the first amusement park in the country to try television.

## Boardwalk Repairs Started at Rockaway

NEW YORK, Dec. 31.—Park department engineers are supervising a repair program under way on the Boardwalk, from Arverne to Seaside, at Rockaway Beach. Project, costing \$192,000, is part of the face-lifting work along the Rockaway peninsula, which was begun in 1948 under a \$407,000 appropriation.

A thoro overhaul job on the Boardwalk, between Beach 77th and Beach 97th streets, is being carried out, with support timbers being replaced and new decking laid down. Job is about half completed and will be terminated before the season opens this spring.

## Funspots Ink Pacts For Hamid Talent

NEW YORK, Dec. 31.—George A. Hamid, head of the talent agency bearing his name, this week reported that his firm's park bookings are coming in faster than they did a year ago.

Funspots already inked, Hamid said, include Conneaut Lake, Pa.; Belmont, Montreal; Palisades, N. J.; Kennywood, Pittsburgh, and Olympic, Irvington, N. J.

Edgewater exec staff attended the Chicago outdoor convention to look over new rides and equipment.



# Parks Chronology

Year's Review as Presented From 1949 Billboard Files

## January

**BENJAMIN E. FOX**, founder of the West Atlantic City resort in Southern New Jersey, died in Atlantic City Hospital December 18.

**ARTHUR P. BEERS**, veteran ride builder, died in New Rochelle, N. Y., January 6.

**WILLOW GROVE PARK**, Philadelphia, skating rink destroyed and two other structures damaged December 27 in \$100,000 fire.

**MAX B. KERNER**, co-owner of Eastwood Park, Detroit, for 20 years and more recently Jefferson Park, died December 18.

**FOR THE FIRST TIME** in several years parkmen out-purchased carnival men in the ride field at the December (1948) NAAPPB show in Chicago.

## February

**CINCINNATI'S** Coney Island damaged by Ohio River flood waters.

**A. SPILLMAN**, 85, inventor and manufacturer of riding devices, died in North Tonawanda, N. Y., February 1.

**PLAYLAND PARK**, Rye, N. Y., netted \$410,675 in 1948, up \$26,444 from 1947.

**NEW YORK SYNDICATE**, headed by George J. Costello, signed five-year lease for Million-Dollar Pier, Atlantic City. George A. Hamid was the former operator.

**MICHAEL SURSOCK** was named to manage Million-Dollar Pier, Atlantic City.

## March

**DR. REID BLAIR**, director of the New York Zoological Society's Bronx Zoo, died in New York March 1.

**IDLE HOUR PARK**, Phenix City, Ala., hit by freak windstorm, causing \$10,000 damage.

**MRS. ADRIAN W. KETCHUM**, wife of the owner of Forest Park Highlands, St. Louis, died March 13.

## April

**SEASIDE HEIGHTS CASINO**, Seaside Heights, N. J., purchased by New York group in a deal involving more than \$1,000,000. David Somon, John Christopher and John J. Fitzgerald Jr. head the group.

**E. H. BOLLINGER**, owner of Oaks Park, Portland, Ore., died in that city April 22.

**HARRY J. BATT**, owner of Pontchartrain Park, New Orleans, leased the Pontchartrain Beach bathhouse, parking lot and shelters for five years.

## May

**GEORGE SCHMIDT**, president-general manager of Riverview Park, Chicago, announced cut-rate days and car giveaway to hypo business.

**BOB LO PARK**, Detroit, purchased by Browning Lines, Inc.

**I. E. PIERCE**, long associated with Lake Compounce Park, Bristol, Conn., died April 29 in Bristol.

**LUNA PARK**, Coney Island, N. Y., hit again by fire May 15, destroying

the two-story frame administration building.

## June

**DECORATION DAY** week-end business was off for most parks from 1948, with most spots having unfavorable weather.

**GEORGE J. COSTELLO** bought out interests of partners and became sole owner of Million-Dollar Pier, Atlantic City.

## July

**REVERE BEACH**, Revere, Mass., struck by \$250,000 fire Fourth of July afternoon, but the amusement area escaped damage.

**MANAGEMENT** of Lake Pearl Park, Walpole, Mass., ordered to pay \$100 each to three of 18 Negroes who in a civil suit charged racial discrimination.

## August

**U. S. DEPARTMENT** of Commerce reported 1948 take from amusement parks and amusement devices as \$34,000,000.

**NORTHEAST** funspots reported biz off 15 per cent at New England Association of Amusement Parks and Beaches meeting August 2.

**JOSEPH STONE**, president of Paragon Park, Nantasket Beach, Mass., died July 30 in Hull, Mass.

**JOE COLIHAN**, manager, Excelsior Park, Excelsior, Minn., reported business 20 to 25 per cent behind 1948.

**MARCUS ILLIONS**, builder of Carousels and father of Harry A. and Rudolph C. Illions, died August 11 in Brooklyn.

## September

**CHARLES L. FELTMAN**, former co-owner of Feltman's, Coney Island, N. Y., restaurant, died in Brooklyn August 22.

**GRAND RAPIDS** (Mich.) Motor Coach Company, owner of Ramona Park, announced abandonment of the funspot.

**JOSEPH J. SARTORI**, former Coney Island, N. Y., restaurateur and property owner, died in Brooklyn August 27.

**LABOR DAY** park biz was "yes and no," weather being the deciding factor.

**ARSON** was suspected in the \$300,000 fire which wrecked a large portion of Atlantic City's Million-Dollar Pier September 13.

## October

**JOSEPH E. DRAMBOUR**, building superintendent of Riverside Park, Agawam, Mass., and builder of Roller Coasters, died in Brooklyn September 21.

**FRANK ROGERS**, former operator of parks in Mobile, Ala., and Frankfort, Ky., died in Tampa September 25.

**HENRY M. BRINCKERHOFF**, inventor of the third rail used for electric railroads, died October 12 in Englewood, N. J.

**SEA BREEZE PARK**, Sea Breeze, N. Y., hit by 60G fire September 27, destroying the Merry-Go-Round, Penny Arcade and five buildings.

## November

**MRS. AGNES MORRIS**, who with her husband, Charles Morris, was widely known in park circles, died October 26 in Hackensack, N. J.

**OAKS PARK**, Portland, Ore., was hit by 4G fire.

**SOL A. STEPHAN**, general manager emeritus of the Cincinnati Zoo, died October 28 in Cincinnati at the age of 100.

**IRVING ROSENTHAL**, Palisades (N. J.) Park, reported a finish with grosses about even with 1948, after being 30 per cent ahead going into August. Polio took its toll.

**CHARLES ROTHSTEIN**, part owner of Riverview Park before its closing 24 years ago, died November 13 in Detroit.

**DIRECTORS** of Long Beach (Calif.) Amusement Company announced continued expansion while noting phenomenal growth of the funspot since inception in 1887.

## December

**OSCAR BUCK**, pioneer builder of Merry-Go-Rounds and Venetian Swings, died November 19 in Queens Village, N. Y.

**HARRY J. BATT**, president-general manager of Pontchartrain Beach, New Orleans, renamed president of the NAAPPB and named winner of the Andrew S. McSwigan award for outstanding service to the park industry.

**JOHN A. HOFFMAN**, founder and former manager of Chain of Rocks Park, St. Louis, died in that city.

**MRS. JOHN WENDLER**, wife of John Wendler, president of the Allan Herschell Company, ride manufacturer, died December 12 in North Tonawanda, N. Y.

**C. EMERSON BROWN**, former director of Philadelphia Zoological Gardens, died in Philadelphia December 17.

## WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS! FOR BIGGER PROFITS

"GET THE BEST"



MINIATURE TRAIN CO.

Executive Offices: Rensselaer, Indiana

## FOR SALE FASCINATION

52 Units

A-1 Condition, in operation at 3006 Ocean Front, Ocean Park, Calif., or write

BOX A

Ocean Park, Calif.

## FOR SALE

CATERPILLAR, perfect condition, three years old. Can be inspected set up. Sacrifice price. Write, wire, phone

CONEY ISLAND

Cincinnati, Ohio

## MINIATURE TRAINS

The Custom Built to Order Line: Steam, Diesel, Electric, Amusement and Industrial Types. Track Gauges, 12" to 36", portable, permanent. Special: 30 Pass. Gas Train, \$2,975.00. Portable Train, \$1,995.00. Light Rail, Trade-ins accepted. Catalogue with 8"x10" Photos, \$2.00. IRON HORSE LINES

106 Main St.

Wareham, Mass.

## FOR SALE

One of the most beautiful parks in New England

## WHITE CITY

Worcester, Mass.

With 12 wonderful riding devices, including a rebuilt coaster by the Philadelphia Toboggan Company, a fine beach, 1,100 ft. lake front, almost walking distance from city, with wonderful transportation facilities.

Price, including land, Bowling Alley building which pays \$4,500.00 net rent annually, Amoco Gas Station, pays \$1,500.00 annual rent, plus large parking lot, numerous buildings, refreshment stands, etc. Price, \$175,000.00. Cash, \$50,000.00, balance 10 years, easy terms.

Reason for selling, preoccupied with other businesses; unable to give personal attention to beautiful White City Park. Unless you mean business, don't waste time.

GEO. A. HAMID & SON

10 Rockefeller Plaza

New York, N. Y.

## World's Largest Designer, Builder and Manufacturer

Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the Famous

## CENTURY FLYER MINIATURE TRAIN

Operating now in more than 100 leading parks in the United States with gratifying results.

Roller Coaster Chain, Rails and Equipment on Hand.

WRITE FOR INFORMATION TO

NATIONAL AMUSEMENT DEVICE CO.—Dayton 7, Ohio

## WANTED

## KIDDIE RIDE CONCESSIONAIRE

To install and operate a Kiddieland in prime location. Rides must be in top condition. Year 'round operation.

## OCEAN PARK PIER AMUSEMENT CORP.

P.O. BOX C

OCEAN PARK, CALIF.

## KIDDYLAND PARK

Baltimore's Newest Amusement Center. On Dual Highway, Six Miles From City Hall.

SWIMMING POOL

BINGO BUILDING—CONCESSIONS

Now Booking

Rides, Shows, Concessions, Motordrome, or What Have You? Contact

C. W. SWAN

No. 25 Eastern Ave. Baltimore 21, Md.

## Strong Biz Continues for R-B On Havana Stand; Matinees, Light at Outset, Build Rapidly

HAVANA, Dec. 31.—Ringling Bros. and Barnum & Bailey Circus, showing here for the first time, continues to do big business and with five more days to go the show probably will chalk up a record attendance for a circus in this city.

Matinees, which were light at the outset, started to build after the first week and three-quarter and full houses at the afternoon performances are now the rule, rather than the exception.

The second week-end (17-18) here, three matinees Saturday (17) gave big business. First show drew a three-quarter house, the second near capacity and the third was a turnaway. Sunday (18) the doors were opened an hour ahead of schedule and the first matinee was near capacity. Second show drew a sellout and the night show was a turnaway.

Org, which opened here Thursday (8), closes January 4.

Arthur and Antoinette Concello, together with Mr. and Mrs. Pat Valdo, returned to Sarasota, along with John Ringling North. Henry Ringling North spent the Christmas holidays here.

Personnel had a big Christmas celebration. A huge tree was erected in the wardrobe room. Christmas Eve a party was held in Charley Sing's American Restaurant on the Prado.

Merle Evans was elected president of the newly organized "Don't Push Me Club." . . . Jimmie Armstrong is president of the "No Obligation Club." . . . Giving three shows a day on Saturdays and Sundays remind many of the veteran R-B troupers of their vaudeville days. . . . Gracie Genders returned to Sarasota, Fla., after a visit here with her husband. . . . Fannie and Frank McCloskey visited for three days. . . . Bobby Mc-

### Wirth Inks Hartford Shrine

HARTFORD, Conn., Dec. 31.—Frank Wirth again will put on the annual (18th) Shrine Circus at Bushnell Memorial arena, for a week starting February 19. Two performances will be given daily. Wirth will be assisted by a local committee of Sphinx Temple members, consisting of chairman Harold K. Bonnick; Frank W. Beckwith, co-chairman; Fred W. Ward, show chairman; Calvin Shailer, secretary; Jeffrey O. Phelps, treasurer; Martin A. Hines, auditor; Tom J. Lilly, advance ticket sales; C. Shailer, program; William J. Hunter, program set-up; Elmer J. Odegard, stage director; J. LeRoy Schweyer, benefit performance chairman, and Frank V. Chameroy, traffic and public safety.

### Gould Parade Unit Clicks

OTTAWA, Ill., Dec. 31.—The Santa Claus parade unit of Jay Gould's Million Dollar Circus closed a successful tour of sponsored dates Friday (23) at Kalona, Ia., returning to winter quarters here to begin preparation after the holidays for the 1950 outdoor tour, reports Elmer Brown, general agent. The Gould unit opened November 25 in Aurora, Ill., and played 24 one-day stands in its 26th annual tour. Gould plans to enlarge the show for the 1950 tour of six States which gets under way in May.

### Beach to G. A. Biller Bros.

SENECA FALLS, N. Y., Dec. 31.—James M. Beach, well-known circus general agent, this week announced from local headquarters that he has been signed in that capacity by Biller Bros.' Circus for 1950. Beach said that he plans to leave here shortly after January 1 for the show's quarters in Athens, Ga.

Gough flew in from the States for a visit with her husband, Bill. . . . Holiday visitors included Nena Thomas and Bonnie Forbes and Jack Burslem. Jack recently underwent a tonsilectomy but is okay. . . . On the sick list recently, but okay now, were Charlotte and Hugo Schmidt, Lucretia Darnay and Justino Loyal, the latter suffering a minor injury during his riding act.

### Conn. Certificate Sought By Downey Bros. Org

HARTFORD, Conn., Dec. 31.—A certificate of organization has been filed with the secretary of state here for Downey Bros.' Circus Corporation, listing offices at 721 Main Street, Hartford.

Robert Levin Downey, Arkansas, is listed as president-treasurer; Walter F. Warrick Northampton, Mass., assistant treasurer, and Timothy O'Neil Fanning, Hartford, secretary. The officers also act as directors.

### Detroit Moose Schedule Indoor Show March 8-15

DETROIT, Dec. 31.—The Detroit Moose lodge will sponsor an indoor circus here March 8-15 for the benefit of underprivileged children with rheumatic fever, according to Jack Wengrow, owner of the Johnson & Wallace Indoor Circus.

Event, scheduled for the Michigan State Fair Coliseum, will be under the direction of Wengrow, who is currently booking acts and personnel.

## Record Turnout Visits Stevens' Winter Quarters

HUGO, Okla., Dec. 31.—A record turnout of visitors was registered at the winter quarters of Stevens Bros.' Circus here Sunday (18). Quarters are located two miles south of Hugo.

Owner Bob Stevens has added several animals to the menagerie, including two buffalo and an elk. He also announced the purchase of the Greer horse act from Vernon Pratt. A new deep freeze for the cookhouse trailer also has been purchased.

Org will have a new big top and marquee next season and 13 double-deck banners. George Bell will lead the six-man big show band.

### Miller in Arkansas

Notes: Art Miller, general agent of the Al G. Kelly-Miller Bros.' Circus, is spending the holidays with relatives in Walnut Ridge, Ark. . . . Paul Benjo and Benny Boss, of Stevens Bros., have an indoor unit playing schools in East Texas and Louisiana. . . . John Lynn, Clyde Bros.' Circus, spent his fifth season here in Stevens Bros.' quarters. He leaves January 3 for Jackson, Miss., for the start of his indoor dates. . . . The Babe Sherwin Players, med. opera, have everything ready for next season. . . . Douglas Riggs, w.q. superintendent for Bob Stevens, has a crew of seven men getting equipment in tip-top shape. . . . Mr. and Mrs. Bob Stevens are spending the holidays in Kansas. . . . The Gallagher Family, acrobats, are here for the winter. . . . Casey Smith's Grand Union Shows arrived last week. They have all rides and shows stored in their building on West Main Street. . . . Buck and Tavier Reger visited en route from Hot Springs to their home in Omaha. . . . Bobby (See Record Turnout on page 64)

## R-B To Pay 175G On Fire Claims, Leaving 660G Due

HARTFORD, Conn., Dec. 31.—Hartford Superior Court Judge Ernest A. Inglis has approved a dividend totaling \$200,551.75 for the benefit of victims of the July, 1944, Hartford circus fire.

Attorney Julius B. Schatz, representing Edward S. Rogin, receiver for the Ringling Bros. and Barnum & Bailey Circus, Inc., said that cash on hand amounts to \$25,551.75 and that the circus has promised to pay \$175,000 out of its 1949 income. This will be the fifth dividend paid and there will be about \$660,000 still due on claims totaling \$4,000,000 from estates of the 168 persons who died in the fire and the hundreds who were injured.

Method of distributing the latest dividend, which is equivalent to 5 per cent, will be worked out next week.

## Bridgeport To Stage 2d Barnum Festival

BRIDGEPORT, Conn., Dec. 31.—Another Barnum Festival is being set for June in this city. The 1948 Barnum celebration was a three-day event, which included a parade, contests, barbecues, concerts and ball, climaxed with a two-day showing of the Ringling circus. Mayor Jasper McLevy is enthusiastic about the idea and hopes to make the festival an annual event with nationwide appeal.

This week City Auditor Adolph D'Aulisa received a budget request that the city appropriate a sizable sum to take care of expenses for the celebration. J. William Hope, general chairman for 1948, is expected to be named again to head the coming celebration.

### Bette Leonard Re-Elected

WICHITA, Kan., Dec. 31.—Bette Leonard, Wichita, was re-elected president of the Circus Historical Society in the annual mail election. Other officers are Maurice Allaire, Portland, Me., vice-president; Robert King, Richmond, Ind., secretary; Walter J. Pietschmann, Detroit, treasurer; Harry M. Simpson, Camden, O., editor of *Bandwagon*, org's official publication, and Bill Green, Washington, Kan., election commissioner.

### Circus Clown Club

LOS ANGELES, Dec. 31.—New members are Louie LaVoie, James Warren and Ken Lott. Letters have been received from Ray Bickford, Mike Piccolo, Bob Adair, William Keays, Willard T. Northrop, Arthur George Lamont, Forrest Brown, John W. Swain, Stan Bult and Phil Kallail. Larry Valli clowned at the Phoenix fair.

Blondie Force is requested to write Secretary Marge V. Kelly, Box 606, G. P. O., Los Angeles 52.

and the Bertha Lucksinger-Louise Elias group, all troupers and residents of Springfield, O. Waddell is scheduled for a tour of California, Texas, Louisiana, Mississippi, Alabama, Georgia, Florida and the East Coast. In Los Angeles, week of February 5, with J. Ed Brown as emcee, he will address the Sunday Morning Breakfast Club, Pacific Coast Showmen's Association, and other organizations.

Art of writing workingmen's contracts consists of being sincere tho noncommittal.

Tubby the Clown played Santa Claus at Murphy's Department Store in Pittsburgh. . . . CFA members Jesse Amonett, Akron; Carlton F. Smith, Cuyahoga Falls, O.; George (See Under the Marquee on page 64)

## WINTER QUARTERS

### Biller Bros.

ATHENS, Ga., Dec. 31.—Eddie Bridgeman is superintendent of winter quarters and Charles B. Schuler is in charge of the office during the absence of Arthur Stahlman, general manager, who is on a business trip.

Mr. and Mrs. Pete Pierce and Mr. and Mrs. Larry Carlton and son, Sonny, spent the holidays with relatives.

On hand in quarters are Thelma and Walter Synph, Robert (Smokey) Jones, Leo (Possum Red) Harsh, Marie (Cotton) West, James Clayton, Buck Shurr, Joe Moriz, Tim Naravette; Leonard (Skid) Russell, chef, and Prince Ki-Gor, the latter recently returned from a visit to his home in Williamsport, Pa.

Recent visitors were Pete Tinsley, assistant coach at the University of Georgia; W. F. Duggan, Arthur (Hard Times) Leonard, Flo and Deacon McIntosh, Mr. and Mrs. Dave McIntosh, Mr. and Mrs. Jimmy Bagley and daughter, Mr. and Mrs. Jerry Keller Pressley and C. C. Smith. — C. B. SCHULER.

## UNDER THE MARQUEE

Chief Rolling Cloud, veteran circus trouser, is confined to his home, 815½ Main Street, Kansas City, Mo., from which point Tex Hunt reports that the Chief is in ill health and losing his sight. He'd like to receive letters from friends. . . . William (Sparkplug) Goodman and Rose Moran, who closed a successful season on Rogers Bros.' Circus in Plant City, Fla., December 3, are wintering in Tuskegee, Ala.

For sheer majesty, kings not to be compared, was the red-uniformed guy who fought the untameable lion in a Side Show.

### King Bros.

MACON, Ga., Dec. 31.—Activity here in Central City Park is at full blast. The shop force is building 10 lengths of new bible backs for the grandstand, under direction of Carl Wyche, with Jack Neville and Spike Calvin, assistants. The ring stock barn is in charge of Ettore Faccini who has added two Shetland ponies to the big military drill. John (Rags) Pugh, boss elephant man, is visiting his family in New York. Red Connelly is in charge of the nine elephants during Pugh's absence.

Lee Hinckley, who had charge of the big show band in '46 and '47, has been engaged as leader for 1950. He has been wintering in Umatilla, Fla. He and his wife are due in quarters the first of the year. Hinckley also will be the boss painter.

Lucio Cristiani is spending the holidays with his family in Chicago. Floyd King is back in quarters after undergoing a major operation in St. Joseph's Hospital, Louisville, No.

(See King Bros. on page 64)

Dales Bros.' Circus, owned by Mickey Dale, will open the '50 season in Lake City, Fla., early in January. Org is wintering there. . . . Jack (Abie) Tavlin, of Cole Bros.' Circus, was a Chicago visitor last week. . . . Dave Malcom, comedy juggler and clown, who has finished a five-week Christmas show at Gimbel's department store, New York, will not go on the road this winter.

Doc Waddell, of Mills Bros.' Circus, was honored guest at yuletide dinner parties in the homes of Paul Highmiller, past Noble Grand of Ohio Odd Fellows; John Minogue,

# Circus Chronology

Year's Review as Presented From 1949 Billboard Files

## January

F. BEVERLY KELLEY was named to head the press staff of Cole Bros.' Circus, purchased by Jack Tavlin and associates from Zack Terrell.

COL. HARRY THOMAS, long associated with Cole Bros. under Zack Terrell, signed with Ringling-Barnum as equestrian director.

HALF INTEREST in King Bros.' Circus was purchased by Lucio Cristiani troupe.

DEATHS—Harry Nelson, 71, Washington January 3; Mrs. Elizabeth Corning, 93, Elgin, Ill. (13); Arthur A. Wright, 63, Philadelphia (7); C. W. (Doc) Foster, 66, Coney Island, N. Y. (12); James McLaren, 86, Bedford, Va. (17); George Burns, Saginaw, Mich. (26); Ralph Morris, 51, Greenville, S. C. (17); George J. (Sunny Jim) Garber, 70, Los Angeles.

## February

CON COLLEANO signed with Cole Bros.' Circus.

RAYMOND B. DEAN was named chief of Dailey Bros.' press staff. Org bought 10 polar bears formerly with the Ringling show.

DEATHS—Mrs. Josie Hatfield, 93, Fairbury, Neb. (5); Frederick J. Murphy, 89, Utica, N. Y. (15); Lottie Aymar, 92, Santa Monica, Calif. (20); William F. Lindemann, 66, Sheboygan, Wis. (20); Edward B. Straight, Chicago (22); Mrs. Pauline F. Williams, 59, Rochester, N. Y. (21); Mrs. Gertrude T. Woolrich, 44, Leesburg, Fla. (11); Roy Cleo, 72, Chicago (17); Ida May Sparks, 80; Warsaw, Ind.

## March

DOUG AUTRY, brother of Gene Autry, was signed by Dailey Bros. as concert feature.

EVA DAVENPORT sold her interest in Dailey Bros.' Circus to Harry Hammill, Texas oil operator and former owner of Austin Bros.' Circus, for \$100,000.

DEATHS—Ernest H. (Deacon) Albright, Evansville, Ind., March 9; Albert Franklin Davidson (Great Gravity), Peoria, Ill. (16); Peter Siebel, 65, Long Beach, Calif. (4); Edward H. Fry, 73, Fort Snelling, Minn. (15); William H. Martin, 55, Zanesville, O. (12); Roy Wallace, 42, Miami (8); Chris H. Livingston, 92, St. Louis (28); Parker B. Campbell, 58, Omaha (27).

## April

BOBBY HASSON, Cole Side Show manager, lost his left eye when struck by a piece of steel while supervising construction of a platform at Cole Louisville quarters.

ROSE GOULD, aerialist with Polack Bros.' Western Unit, fell while rehearsing at Dayton, O., and was severely injured.

JOHN T. LEWIS, elephant trainer, sustained a crushed left chest and two broken ribs when trampled by a King Bros.' elephant at Baytown, Tex.

GENE AUTRY obtained a court injunction restraining Dailey Bros.' Circus from using his brother Doug's name in small print while displaying the name "Adtry" in big letters.

DEATHS—Maj. W. H. Crawford, Wapakoneta, O., March 19; Ben (Buckskin Ben) Stalker, 88, in Columbus, O., April (17); Jack W. Pratt, (6); Osai Hashimoto, Chicago (28); Elmer Porterfield, 76, Sioux Falls, S. D.

## May

RINGLING-BARNUM topped last season's gross at Madison Square

Garden, New York, by about \$200,000. It had a 33-day (65 performance) run.

DEATHS—Edward Broz, 48, Chicago, May 5; August (Nosey) Schwab, 68, Bethel, O. (13); Marie Alvina Lebeau, 75, Chicago (16).

## June

RAY G. HULING, 62, trainer and exhibitor of seals in this country and Europe, died June 4 at his home in Kingston, N. Y.

DEATHS—Hal Thompson, 74, Cincinnati (3); Leroy Conkey, 69, Los Angeles (5); Harlan Burkhardt, Indianapolis (20); Paul Dismukes, Jourdan, Tex. (19); Gene Hemmingway, Los Angeles (8); Vera Farthing, Ardmore, Okla. (21); Frank Keeble, 80, Jeffersonville, Ind. (26).

## July

PARAMOUNT Pictures and Ringling cemented a deal for Cecil B. deMille to produce a film under the title *The Greatest Show on Earth*. Big Show reportedly got \$250,000.

IRVING J. POLACK, 64, president of Polack Bros.' Circus, died in his Van Nuys, Calif., home (13), of heart disease.

W. R. MCKITRICK was named manager of Ringling-Barnum Side Show, replacing Red White, resigned.

SPENCER HUNTLEY, 47, elephant trainer on Robbins Bros., died at Dartmouth, N. S., July 28 of heart disease.

CHARLES SPARKS, 67, former circus owner, died in St. Joseph's Hospital, Hot Springs, July 28 of heart disease.

IRENE COBB, of the Hollywood Starlets, aerialists, was injured July 31 when she fell 60 feet during a performance at Narragansett Park, R. I.

DEATHS—Mr. Louise K. Main, Geneva, O., July 3; Fank G. Verdi, 48, Canton, Ill. (4); Mrs. W. H. Curtis, 74, Cuevas, Miss. (9); Albert J. Humke, 49, Marion, Ind. (11); Charley Chrysler, 77, Los Angeles (15); Jack Lopes, 32, Nebraska City, Neb. (13); Thomas E. Ontko, 44, New London, Conn. (18); Joe F. Willis, 47, Long Beach, Calif. (29); Joseph A. Kane, Chicago (30); William Cassin, Lowell, Mass.

## August

JOHN RINGLING NORTH went on a European talent hunt.

FRANCIS KITZMAN was replaced as manager of the No. 1 advance car on the Clyde Beatty Circus by William L. Oliver.

DEATHS—George Hubert Herbert, 77, Jacksonville, Fla., August 18; Harry Hillman, 75, Newark, N. J. (14); Walter Scott (Dutch) Ladd, Missoula, Mont. (6); Lizzie Lorton, 62, Dayton, O. (9); George E. Sherbenaut, Flint, Mich. (20); Mrs. Celia (Mom) Barrett, Chester, Pa. (17); Albert (Frenchy) Miller, Corydon, Ind., (28); Arthur Lincoln Reynolds, Miami (28); Frank L. (Kokomo) Anders, Mishawaka, Ind. (21).

## September

ROBBINS BROS. closed September 1 at Dowagiac, Mich. Show re-entered the U. S. August 28 after a successful three-month tour of Canada.

DEATHS—Melvin (Pinky) Hollis, 51, Toledo (3); Edward C. Madson, Omaha; Anthony W. Parker, 68, New York (22); Frank M. Drew, 97, St. Petersburg Fla. (24); Clarence G. Eckhart, 83, Columbus, O. (21); Charles (Dud) Lawrence, 53, Elgin, Ill. (11); William V. (Buckskin Bill) Nethken, 85, Sarasota Fla.

## October

LIL KERSLAKE, 84, former circus star, died at Riverside, Mass., September 29.

FOUR GUNMEN took \$16,000 from the Kelly-Miller circus at Berryville, Ark., the morning of October 19, and made good their escape.

MRS. CHARLES CONVERSE (Anita Nelson), 74, former member of the four Nelson Sisters, well-known circus trouper, died at St. Mary's Hospital, Waterbury, Conn., October 29.

DEATHS—Louis Stein, 93, New York (2); Frank S. (Dutch) Wise, 55, Louisville (2); George McDonald, 58, Brunswick, Ga. (11); Carl Fraser, 53, Chicago; Eddie Mitson, 65, Saginaw, Mich. (12); Elmer Vernon, 73, Warren, O. (21); George D. Lepien, 80, Veterans' Hospital near Phoenix, Ariz.; Harry Wills, 77, Huntington Park, Calif. (25).

## November

EMMETT KELLY, clown with Ringling-Barnum, was signed by David Selznick, Hollywood producer, for motion pictures.

JOE DOBAS, member of the perch act with Mills Bros., suffered a broken hip at Newberry, S. C., November 8 when he fell as the show lights flickered out for a moment.

JAN VOGEL, 30, trapeze performer professionally known as the Great Stanely, died November 18 in General Hospital, Kansas City, Mo., an hour after he fell during his act at the Shrine-sponsored circus there.

GARGANTUA, famous gorilla, since 1937 a super attraction with the Ringling-Barnum circus, died in his cage in Miami (25) of natural causes.

DEATHS—Walter James Goosenz, 62, Columbus, O. (2); Stephen B. Anderson, 72, Hanover, Ind. (6); Jose Barrera (Mexican Joe), 72, Pawnee, Okla. (16); William Wymore, 45, Jackson, Miss. (7); L. W. (P. ) Kramer, 62, Dallas (26); Walter E. Dumbley, 40, Houston (21); Mrs. W. G. Richards, 63, Pensacola, Fla. (30).

## December

FRANK (DOC) STUART, 62, former press agent, died in Wesley Hospital, Oklahoma City, December 1. In 1923 he established an outdoor advertising business there.

FRANK B. HUBIN, 81, who was in showbiz many years, died at his home in Atlantic City December 2.

HAVANA, getting its first glimpse of the Ringling-Barnum circus, went for the Big One in a big way, with weekday crowds more than satisfactory and week-end biz such that three shows were given Saturdays and Sundays.

MRS. MAE KOVAR SCHAFFER, 42-year-old lion trainer, was killed (20) in her training cage at the Louis Gobel animal ranch, Thousand Oaks, Calif., by an enraged lion while her children and elephant man, Rudy Muller, attempted her rescue.

DEATHS—Victor Hugo, 62, Sioux City, Ia.; Paul Alvares, 73, New York (1); J. W. Bonhomme, 73, Marsall, Tex. (2); Harry McDonald, 61, Grand Rapids, Mich.; Harry R. (Kendig) Long, 78, San Benito, Tex. (9); Roy Privett, 53, Oakland, Calif.; Frank Abbott, 55; Earle Woltz, 69, New Orleans (14).

## TWO PHONEMEN

Campaign starts January 3d; others to follow.

## SHAFER

Abba Shrine Temple,  
1056 Government Mobile, Ala.

## ATTENTION ACTS!

Am now contracting Acts for my 1950

Fairs and Circuses

## ERNE YOUNG

203 N. Wabash, Chicago, Ill.

## WANTED!

2 Phonemen Who Can Stand Prosperity

The OFFICIAL MUNICIPAL REPORTER, published by City Employees' AFL Union of Kansas City, can use 2 advertising salesmen with talented tonsils. Men must be familiar with labor, pitch fluently, ability to set checks of \$25, \$50, \$100 and UP for pick up. This copy does not endeavor to qualify men with NO this and NO that. Your personal idiosyncrasies, alcoholism, past performances and "what-nots" are your problems, NOT ours. If RESULTS is your middle name and you will pitch the advertisers and not us, contact:

DON WILSON

Gateway Publishing Co.

319 West 9th Street Kansas City, Mo.  
Victor 4839

## PHONE MEN MOOSE INDOOR CIRCUS

TICKETS—PROGRAM—BANNERS

Top Men Only

Deal Starting January 3

Show Dates March 8-15

Phone Woodward 5-0379

910 Hoffman Bldg.,

Detroit 1, Mich.

## WANT

For eight weeks in Florida with One Ring Circus, Dog and Pony Act starting January 9th.

## MICHAEL BROS.' CIRCUS

LAKE CITY, FLA.

## CALL—CALL—CALL

All acts and personnel with the show when we closed December 12 and all acts contracted since then, please acknowledge this ad. We open Galveston, Texas, City Auditorium, January 17, for matinee performance. Would like to hear from other acts, especially single traps and slack or tight wire. Jimmie Troy, answer. All replies to WEST BROS.' CIRCUS

General Delivery or care Western Union Galveston, Texas

## CIRCUS ACTS

Order now before the rush. Most reasonable, practical and dependable riggings made for Flying Acts, Casting Acts, Trampolines, Tight-Slack Wire Acts, Nets, Tumbling Mats, Webs, Trapeze, Perch, Globe Acts, Table Acts, etc. Special Trampoline, rubber cord and springs. White Hugore 6"-7" for supporters, \$1.25 yd. Address: CARL SAHLEN, W & B Apparatus, 727 Sweetser Ave., Evansville, Ind.

## TEXAS JAMES BROS.

Wild West Show wants Booking Agent for coming season, also Bronk Rider. Can use Side Show and Concert. Write:

c/o The Billboard, Cincinnati 22, Ohio

## TATTOOED PHOTOS

Twelve 5x7 Photos, highly tattooed men or women (choice) for two dollars. Fifty different for five dollars.

BERNARD KOBEL

BOX B FRANKFORT, INDIANA

## PHONEMEN

Newspaper Advertising, Labor Paper. All year work. You who know me, come on.

JACK MARTIN

522 Market St. Chester 2-1516 Chester, Pa.

## \$4,000,000 Plant Expansion Plan Voted by PNE Directors

Two \$450,000 buildings to be constructed for 1951 Vancouver event—\$3,000,000 Coliseum listed among future projects—\$108,253 profit reported for '49

VANCOUVER, B. C., Dec. 31.—A four-million dollar plant expansion program to begin immediately was voted for the Pacific National Exhibition (PNE) here at the annual meeting of the directors. Plans call for the construction of two buildings, a Manufacturers' Building and a British Columbia National Resources Building costing \$450,000 each to be completed in time for the 1951 exhibition. Other future projects include a Coliseum for livestock, an outdoor swimming pool for aquatic events, a lagoon and the development of the natural ravine on the property. Expenditure for the Coliseum will be about \$3,000,000, it is estimated.

PNE's president, H. M. King, in his annual report, termed the 35th exhibition in '49 as the "most comprehensive in the history of the city." "The need for the proposed Coliseum was brought forcibly to our attention during the exhibition," he said. "Seating accommodations in the livestock building could accommodate only a fraction of our spectators and participants."

### 685G Total Revenue

"The annual turnover of the PNE is now more than one-and-a-half million dollars and all profits earned by the exhibition are invested in additional facilities, which are owned by the city and operated for the benefit of the community."

For the 12 months ended September 30, 1949, the exhibition's total revenue was \$685,559. Included was \$84,605 from the nine weeks of racing, \$95,236 from rentals of the Forum, and \$30,005 from the use of the Gardens Building.

Total expenditures were \$577,306, yielding a surplus of \$108,253 for the year. The balance sheet showed current assets of \$570,718, current liabilities of \$97,958 and an operating surplus of \$472,760.

### 80C From Midway

Admissions to various PNE attractions accounted for 46 per cent of the event's revenue, with \$189,500 reported from that source. The exhibition's share of the Gayway was \$80,000. Commercial exhibits netted \$59,000, attractions (circus, etc.), \$41,000, government grants, \$41,000, and racing rental, \$11,000.

Financial returns from the Edgar Bergen show were reported as "disappointing," with the attractions committee indicating it will give serious consideration to the type of entertainment to be presented in 1950. Similarly, disappointment was expressed over the midway operations this year, with the directors indicating they will seek a railroad carnival for 1950.

The Miss PNE contest, in which girls from thruout the province vied for the title was declared a financial success as well as the most effective means ever used by the exhibition to build interest in the event. In the election of officers, Thomas Ingledov was named to the board of vice-presidents and G. Mort Ferguson was picked to head the finance committee.

## Press and Radio Reps To Talk Promotion At Ohio Convention

COLUMBUS, O., Dec. 31.—Representatives of the press and radio will participate in an open discussion on Ohio Fair Promotion at the annual convention of the Ohio Fair Managers' Association, in the Deshler-Wallick Hotel here, January 11-12.

Robert E. Minshall, of R. B. Howard & Associates, will serve as moderator. Participants will be R. Kenneth Kerr, publisher of the Lancaster Eagle-Gazette, and vice-president of the Ohio Newspaper Association; Earl McMunn, editor, Ohio Farmer, Cleveland, and Bob Miller, Radio Station WRFD, Worthington.

## Edmonton Hits Peak 175G Yield In Its Operations

EDMONTON, Alta., Dec. 31.—Operating profit of the Edmonton Exhibition Association for the year ended October 31, 1949, totaled a record \$175,900, James Paul managing director, told the board of directors, at its annual meeting here.

Last year the over-all profit was listed at \$163,675, the previous record. The net profit in 1948 was \$114,575.

Paul pointed out that the '49 profit did not allow for depreciation on buildings and other expenses, including ground improvements, painting and repair of buildings, donations to junior hockey clubs and insurance on the structures. These figures totaled almost \$140,000.

Actual profit from all sources was \$36,082. Losses recorded were: Fall show of 1948, \$2,004; spring cattle show, \$2,352; spring light horse show, \$3,510. Deficit on operation of the arena and grounds was \$52,409.

Profit on the summer exhibition was \$77,954. The spring race meet netted \$36,404. Rent received from the race track was \$700 and interest on bonds held by the association totaled \$1,267. Concessions in the Gardens for the year showed a surplus of \$11,003. Largest revenue received from the Gardens rental was \$9,628 from Ice Cycles.

Direct racing receipts from the summer exhibition showed a parimutuel operating account of \$92,048 less the provincial government tax of \$35,473.

Paul said that improvements to the Gardens had already cost more than \$200,000 and that the expenditure for the new grandstand would total \$800,000.

The Edmonton Flyers hockey team, sponsored by the exhibition association, showed a profit of \$1,031 on its 1948-'49 operations, altho club expenditures totaled \$79,283.

## Clinics, Talks To Highlight Mass. Conclave

GREENFIELD, Mass., Dec. 31.—Two clinics and addresses by prominent speakers will feature the program of the annual convention of the Massachusetts Agricultural Fairs Association in the Hotel Weldon here, January 19-20.

The major portion of the conclave will be concentrated on Friday (20), with the only event skedded for Thursday being a stag party for fair officials, carnival and amusements reps.

The Friday afternoon session will be highlighted by clinics. The first, The Business of Operating a Fair will include special features that bring increased attendance; function Clinics, Talks at Mass. on page 65)

## El Toreador!

DETROIT, Dec. 31.—Michigan's Mid-Century State Fair may offer a unique attraction for an American fair in the form of a bullfight. Manager James D. Friel is considering the idea and has asked State Attorney General Stephen J. Roth for legal advice. Friel is checking the legislative angle before going ahead with any definite plans.

## Saskatoon Nets Record \$75,354

Tops '48 surplus by \$8,000—Income from gate, midway, parking, concessions up

SASKATOON, Sask., Dec. 31.—The Saskatoon Exhibition board marked up a record-making operating profit of \$75,354, which topped the 1948 figure by \$8,000. Total revenue for the year was \$216,000, up \$29,000 from 1948, also a record. Cash assets were listed at more than \$200,000.

Increased revenue was largely due to increased attendance at both the summer fair and the spring horse show, A. Murran Duncan, president said. Paid attendance at the fair was over the 100,000 mark for the first time—106,782—while the horse show drew 12,000 payees.

Expenditures in 1949 totaled 141,328, an increase of \$21,000 over the previous year. The renovation program was nearly complete, Duncan reported. Capital expenditure in the four years totaled \$90,303, of which \$45,879 had been spent in 1949. Maintenance in the last four years cost \$90,303, it was reported.

Record revenues were derived from automobile parking, concessions, midway revenue, and horse race betting. Total wagered at the races was \$396,000.

S. N. MacEachern, manager, at the recent annual meeting here talked of needed improvements, including fencing, paving, enlargement of the grandstand, a new entrance and a park area. Consideration will be given a plan for the setting up of an indoor exercise ring and winter stabling facilities for light horses.

Officers re-elected were: President, A. Murray Duncan; vice-presidents, W. J. Bradley and Dr. F. G. Salisbury; treasurer, A. D. Munro.

## Superior, Wis., Anni Re-Elects Officers; Plans Improvements

SUPERIOR, Wis., Dec. 31.—All officers of the Tri-State Fair Association were re-elected and extensive plant improvement plans were disclosed at the recent annual meeting here.

Officers re-elected were W. L. Kimmes, president; E. S. Hard, vice-president; Max H. Lavine, secretary, and F. S. Campbell, treasurer. Seegar Swanson, managing editor of The Evening-Telegram here, was named assistant secretary.

The proposed improvement project will embrace rehabilitation of buildings, repair of fences and modernization of the lighting system. In addition the grounds and parking lot will be graded, ditches deepened and extended and the midway and drive-ways will be surfaced with gravel.

LOUSANA, Alta., Dec. 31.—W. E. Little was re-elected president of the Louisiana Agricultural Society. Vice-presidents are Sid Hepburn and Roy Gulliver. Mrs. Gladys Green was re-elected secretary-treasurer.

## \$81,841 Surplus For Regina in '49

Yield drops below '48 but holds to one of best—McKee moves up to president

REGINA, Sask., Dec. 31.—Tho its summer fair was hard hit by intense heat, the Regina Exhibition Association wound up its 1949 activities with an operating surplus of \$81,841, one of the largest in its history. Surplus in 1948 was \$66,502.

Total available funds of the association amount to \$314,515.

### Heat Cuts Figures

Surplus on the summer fair dropped from \$44,922 in 1948 to \$29,247. The decrease of \$15,675 was attributed to a drop in revenue of \$17,903 from the 1948 figure. All departments of the summer fair showed an increase during the first four days, but extreme temperatures, which went as high as 105 degrees on the last day, reduced patronage.

Paid admissions at the summer fair totaled 130,852, compared with 139,051 in 1948, and receipts were \$29,820, compared with a gate of \$31,798 the previous year.

Grandstand admissions totaled 68,781, compared with 84,447, and receipts amounted to \$51,466, compared with \$66,926 in 1948.

Horse race revenue was \$42,363, up \$2,000. The exhibition's share from the midway operators was \$21,815, a drop of 12 per cent. Concessions revenue was \$26,298, a decrease of \$2,066 from 1948, the record year for that department. The fall show showed a loss of \$2,585; the spring show a loss of \$2,676, and the light horse show a surplus of \$932.

### Rental Income Up

Revenue from rentals, other than the Stadium, was \$39,508, an increase of \$8,182, and expenditures on grounds and buildings aggregated \$22,181, leaving a rentals revenue of \$17,327.

Revenue from the Stadium was \$15,222, compared with \$6,099 in 1948. Repairs and improvements cost \$11,673, leaving a surplus of \$3,549.

Harness races held in the spring recorded a loss of \$529 and professional auto races July 1 showed a surplus of \$840.

At the exhibition's recent annual meeting Clayton B. McKee was named president, moving up from first vice-president. He succeeds Fred G. England, a member of the fair board since 1915, will be honorary president in 1950.

Vice-presidents are W. A. Small and John Gordon. T. H. McLeod continues as manager and Miss A. E. Hall is treasurer.

## Phoenix Profit Drops Off 27G

PHOENIX, Ariz., Dec. 31.—Net profit of the 1949 Arizona State Fair here was off \$27,000 from the previous year, the fair commission's financial report disclosed. Income totaled \$157,511.50 with expenses of \$149,086.98, while income and expenses in '48 were \$185,063 and \$150,000 respectively.

Approximately half the drop was due to a sharp decline in horse race revenue, according to Paul F. Jones, executive secretary. Other causes were the lower attendance, 153,000 in 1949 compared with 165,000 last year, and the absence of auto racing at the 1949 annual.

In a breakdown of earnings the 1949 fair reported \$82,815.75 was collected from gate admissions and parking lot fees; \$22,055.50 from entry fees; \$31,640 from rental of commercial space; \$25,000 from the midway, and \$7,077.22 from premium book advertising.

# Fairs Chronology

Year's Review as Presented From 1949 Billboard Files

## January

**CALGARY** (Alta.) Exhibition and Stampede reported 1948 profit of \$150,797, second highest in history. J. Charles Yule was re-elected general manager.

**JOHN C. WEHRLEY**, general superintendent of Kentucky State Fair, Louisville, was elected president of the newly organized Kentucky Association of Fairs and Horse Shows in Louisville.

**YORK INTERSTATE FAIR** netted profit of \$119,738 in 1948 and the society re-elected Sam S. Lewis as president-general manager.

**BENJAMIN F. MERCHANT**, 80, former president of Hillside (Mich.) Fair Association, died December 27, 1948, of a heart attack.

**ALBERT E. WHITMORE**, 72, former president of Regina (Sask.) Exhibition Association, died January 6.

## February

**R. H. REID**, 90, former secretary-manager of Halifax (N. S.) County Fair for 30 years, died in Tatamagouche, N. S.

**NORMAN Y. CHAMBLISS** purchased the interests of his partner, George A. Hamid, to become sole owner of fairs at Greensboro and Rocky Mount, N. C.

**WARD P. STEVENS**, 81, founder of New York State Fair, died February 2 in Syracuse.

## March

**JAMES O. PEET**, secretary of Gratiot County Fair, Ithaca, Mich.,

died March 8 in Florida of a heart attack.

**CARL TYNER** was appointed secretary-manager of Indiana State Fair, Indianapolis, succeeding Orville C. Pratt, who resigned to become secretary-manager of Allen County Fair, Fort Wayne.

## April

**RECORDS** were shattered by the 34th annual National Orange Show, San Bernardino Calif., with attendance of 290,689.

**AMEDEO BONDI**, 74, one of the founders of Eastern States Exposition, Springfield, Mass., died April 11.

**JERRY E. McCARTHY**, 58, superintendent of Salt Lake County Fair, Murray, Utah, died April 10.

## May

**BERNARD J. FRANKEN**, 66, president and treasurer of Altamont (N. Y.) Fair Association, died April 25.

**FOLLOWING** a \$1,000,000 blaze which gutted the Coliseum on Quebec Provincial Exhibition grounds, the city announced plans to build an agricultural building and ice rink costing \$849,000 in the vacant area.

**JOHN M. SENTELL**, 78, president of Louisiana State Fair Association, died May 16 in Shreveport.

**RAYMOND R. WILLIAMS**, 71, secretary of Central Wisconsin Fair, Marshfield, died May 12.

## June

**ARTHUR T. HUNTER**, 77, first president of Regina (Sask.) Exhibition Association, died May 10 of a heart ailment.

**CONTRACT** for \$1,100,000 was awarded by Calgary Exhibition and Stampede officials for construction of the 6,650-seat coliseum on the grounds.

**A \$100,000 FIRE** razed the grandstand at Northern Maine Fairgrounds, Presque Isle.

## July

**JAMES F. MALONE**, 61, secretary of Beaver Dam (Wis.) Fair and the Wisconsin Association of County Fairs, died June 20.

**LACK OF CASH** and strikes by laborers forced cancellation of Heart of Illinois Exposition, Peoria.

**SAN DIEGO** County Fair, Del Mar, Calif., played to 221,349, bad weather causing attendance to drop 12 per cent under 1948 figures.

## August

**NORTH MONTANA** State Fair, Great Falls, had a paid gate of 201,227, up 7 per cent from 1948.

**SASKATOON** (Sask.) Exhibition ran 10 per cent ahead of 1948 in almost every department, altho there was some rain.

**CRIPPLED** by publicity on polio, Illinois State Fair, Springfield, closed with attendance off approximately 50 per cent and midway gross of \$42,000 off about 65 per cent.

**ALL-IOWA FAIR**, Cedar Rapids, making its first eight-day run in 14 years, closed with attendance well above the previous high of 132,000 in 1948.

## September

**NEW RECORDS** in every department were set by Central Canada Exhibition, Ottawa. Midway gross was up 13 per cent, grandstand shows

played to several turnaways and paid attendance of 385,890 set a new record.

**WITH ATTENDANCE** estimated at over 200,000, Nebraska State Fair, Lincoln, topped the 1948 figure of 197,000.

**ALL RECORDS** for California State Fair, Sacramento, were broken when 698,235 persons went thru the turnstiles. This was 41,451 more than the previous record set in 1947.

**ALTHO SUSPENDED** seven years because of the war, revived New York State Fair, Syracuse, drew 364,784 people, only 17,216 below the record of 382,000 set in 1941. Biggest day was a Labor Day crowd of 103,000.

**CANADIAN** National Exhibition, Toronto, set an all-time attendance record of 2,651,000 in its 14-day run. The Olsen and Johnson grandstand show played to 350,000.

**FINAL COUNT** of 787,034 (543,841 paid) gave 10-day Michigan Centennial State Fair, Detroit, attendance 26 per cent higher than the 1948 event. Only the 16-day 1947 edition surpassed these figures.

## October

**BROCKTON** (MASS.) FAIR concluded one of its most successful eight-day runs with attendance of 218,424, a gain of 43,888 over 1948. The pari-mutuel betting handle, too, was up substantially.

**SECOND AND FINAL** edition of the 100-day Chicago Railroad Fair which closed October 2 drew attendance of 2,732,618, almost 250,000 more than the 1948 run. Combined attendance for the two years was 5,233,431.

**MAKING A STRONG** finish, Los Angeles County Fair, Pomona, Calif., attracted 1,027,466 patrons, winding up only 18.9 per cent behind the record 1948 annual which revived the event after a wartime lapse.

## November

**THREE** international trade fairs were scheduled for the United States in 1950, the Commerce Department announced. Chicago's will be held in August. One will be held in Detroit in October at Michigan State Fairgrounds, and the Atlantic City International Trade Fair Commission is planning one for November.

**STATE FAIR OF TEXAS**, Dallas, drew attendance of 2,047,540, topping by 153,213 the peak set in 1948. Net profit was \$496,000.

**ALVIN W. KALBUS**, 59, supervisor of county and district fairs in Wisconsin and former assistant manager of Wisconsin State Fair, Milwaukee, drowned November 13 near Madison, Wis.

**DESPITE** greater expenses, Calgary (Alta.) Exhibition and Stampede in 1949 had net profit of \$159,648, highest in the event's 64-year history.

## December

**GORDON M. COOK**, 62, secretary-manager of Prince Albert (Sask.) Agricultural Society since 1942 and before that in the same post at Lloydminster, Alta., died November 20 of a heart ailment.

**GEORGE O. ROWE**, 59, former president of Lethbridge (Alta.) Fair, died November 20.

**LLOYD B. CUNNINGHAM**, secretary, Iowa State Fair, Des Moines, was elected president of the International Association of Fairs and Expositions during the body's annual conclave in Chicago. Mrs. Bligh A. Dodds, Gouverneur, N. Y., was named president of the Women's Auxiliary.

**DEATH CLAIMED** four members of Washtenaw County Fair Society, Ann Arbor, Mich. Daniel B. Hutton, 77, and Frederick Heining, 77, were killed in a railroad crossing crash. Frank W. McLane, 60, president since 1941, died of injuries sustained in a highway accident, and I. E. Finkbeiner, 66, vice-president, died in a hospital.

# JUDY CANOVA



**BOOKING NOW  
1950 FAIR DATES**

Phone, Write or Wire

**WM. H. KING** 2025 No. Argyle Ave. Hollywood 28, Calif.

# POSTERS

**THAT BRING THEM IN**

RINKS, PARKS, ORCHESTRAS, THEATRICALS, AUTO & MOTOR CYCLE RACING

COLORFUL STRIKING FLASHY

FAIRS, RODEOS, CARNIVALS, TRAVELING SHOWS, SPORTING EVENTS

*Posters*  
INCORPORATED  
835 CHERRY ST. PHILA., PA.

UNION SHOP PHONE LOmbard 3-2000

## ATTENTION! FAIR SECRETARIES

Contact  
The  
**ERNIE YOUNG AGENCY**  
For Your 1950 Grand Stand Show  
if you are looking for NEW IDEAS.

203 N. Wabash Avenue, Chicago 1, Ill.  
Phone: Central 6-0661

## ACTS WANTED FOR OUR 1950 FAIRS

Now Contracting ACTS OF ALL KINDS  
★ LONG SEASON (6 to 10 WEEKS' GUARANTEE)  
★★ SHORT JUMPS  
★★★ TOP SALARIES  
Send Photos — Full Details State Salary.

★  
**J. C. MICHAELS ATTRACTIONS**  
Main Offices  
Reliance Building Kansas City, Mo.

## Jimmie Lynch DEATH DODGERS

**WORLD'S GREATEST  
AUTO THRILL SHOW!**

**GENERAL OFFICES**  
203 North Wabash Avenue  
Chicago 1 Ill.  
Phone: Randolph 6-3639

**ALL NEW THIS YEAR**

## SEE... NAT SHAPIRO AT THE FAIR MEETINGS

FOR THE BEST IN  
OUTDOOR ADVERTISING

**METROPOLITAN  
WINDOW CARDS  
POSTERS**  
Will Sell Your Show!

Stock LITHOGRAPHS for  
**CARNIVALS ★ RODEOS  
FAIRS ★ CIRCUSES  
★ AUTO RACES**

UNION PRINTERS

**METROPOLITAN  
PRINTING COMPANY**

1609-15 No. 5th St., Philadelphia 22, Pa.

**UP** go

HEADS to watch Selden perform.  
CROWD RECORDS with this top attraction.  
GATE RECEIPTS when patrons know Selden will perform.

*Selden*  
**THE STRATOSPHERE  
MAN**  
Permanent Address:  
**THE BILLBOARD**  
Cincinnati 22, Ohio

## Haiti Expo Biz Hits Skids; Indie Ops Headed for Home

PORT-AU-PRINCE, Haiti, Dec. 31.—Business at the International Exhibition petered out this week after an encouraging start. As a result, some concessionaires were packing their paraphernalia and heading back to the United States, via Miami, more than a month ahead of the official February 15 preem.

The natives took kindly to the rides, to the shows in a lesser degree and to the concessions hardly at all, as the Ross Manning Shows got in its first licks here beginning December 8. Business tobogganed to a starvation level after the first four days due, in part at least, to the fact that the vast majority of the natives are custodians of little money.

The concessions, allowed to work for money, had little appeal for the impoverished natives and none at all for the well heeled gentry who, if they felt so inclined, could satiate their gambling fever at the new national gambling casino or on the luxury yacht, Casino Citadelle, anchored in the harbor, which features roulette and card dice games.

### To Run Thru June

The \$26,000,000 exposition is skedded to run thru next June, but indications are that it will be a placid affair. One of the principal purposes of the exhibition is to attract more tourist trade to Haiti, hence the State-approved gambling. An influx of tourist trade will undoubtedly coincide with the official preem when the exhibit buildings of some 16 participating nations will be opened. However, tourist dollars are not expected to greatly influence the final outcome for amusement interests since gov-

## SLA Entertains 250 Moppets at Xmas Party

CHICAGO, Dec. 31.—The Showmen's League of America entertained 250 underprivileged kiddies at the annual Christmas party in the league rooms Saturday (24).

The moppets, picked up and returned to their homes in special busses chartered by SLA, were given gifts, candy and soft drinks and each was presented with \$1 on leaving.

John Dodge, SLA member, acted as Santa Claus.

Al Sweeney was chairman of the event. Dave Malcolm, Chicago booker, emceed the program and Earl Shipley served as clown. Acts included Paula Boone, singer; Helen Wong, accordion; Norman Atwell, magic; Larry Benner, Punch and Judy; Arizona Jack and family, ropes and whips; Harry Ferris, ventriloquist; Merlini, magic; Chuck and his wonder dogs, and Vincent Gottschalk, story teller.

Members of the SLA Auxiliary and Caravans handled the checkroom and helped with the kiddies.

## Henry H. Lagasse Forms Victor Amusement Service

HAVERHILL, Mass., Dec. 31.—Henry H. Lagasse, brother of the late Elie Lagasse, and his three sons have formed a new company to be known as Victor Amusement Service, it was announced here this week. The firm, Lagasse says, will specialize in the promotion of carnivals, parades and Christmas lighting decorations.

Active in the firm will be Lagasse's sons, Victor H., William G., and Arthur E. All are World War II veterans. Lagasse said that the new company replaces the Lagasse Amusement Company which his late brother operated for a number of years.

ernment officials are hopefully, but not expectantly, predicting a maximum of 2,000 visitors daily.

Opening grosses garnered by the Manning org indicated a highly satisfactory run. The rides alone tabbed a daily average of about \$1,100 for the first four sessions. The shows, comprising fewer units, did not do as well. The combined earnings of all units added up to good biz for the Manning org and most of the personnel involved.

### Opening Biz Good

Motordrome grosses on the first three days ranged from about \$175 to \$360, it was reported. The 75-seat bingo opened big, working for 15 cents a card with a \$2 cash prize. If business had continued to maintain or even approximate the opening pace, most personnel would have wound up with a few bucks and been quite happy in the bargain, since living here is not at all hard to take.

Exiting concessionaires opined that the natives are tapped out. On weekdays the fun zone has been virtually deserted and the week-ends following the opening have been way off. The population of this city, situated in the most densely settled part of Haiti, which is only about the size of Maryland, is 125,000. Attendance on opening Saturday and Sunday was estimated as high as 30,000.

## St. Louis Clubs' Yule Kid Party Is Giant Size

ST. LOUIS, Dec. 31.—The Christmas Eve party (24) for underprivileged children sponsored by the International Showmen's Association and its auxiliary, the Missouri Showwomen, surpassed all expectations, when the turnout of youngsters hit an estimated 1,000.

Make-ready preparations had been based on an anticipated attendance of 800, but the Salvation Army sent 500 moppets and they, plus the 500 guests the showmen and showwomen had invited, caused the International's secretary, Euby Cobb, to issue a last-minute call for additional toys and favors.

The youngsters also were treated to a vaude show, emceed by Mort Silvers, and which included Will Lindhorst, magician; Minette Buckman, with her line; Nancy Williams, Barbara King, Carol Doyen, Maurine Venatore, Anita Amato, Sandra Kolde, Richard Speicher, Barbara Uhlenbrock, Gloria Speicher, Carolee Binder, Harry Heidenrich, Sissy Ginnola, Shirley Newsome, Marilyn Kurtz, Jackie O'Shea, Audry Jaccard, Ronnie Silvers, Edward Rogers and Evelyn and Katherine Howerton.

Included among the women helping with the party were Ida McCoy, Estelle Regan, Verna Schantz, Elizabeth Mayer, Peggy Grimm, Rose Brown, Lotis Francis, Gertrude Lang, Adele Kraft, Ethel Hesse, Lenora Gydna and Virginia Von Behrens.

Men who assisted in handling the kids included George Regan, Fred Proper, John Shelley, Red Kelley, John Roth, Ed Campbell, Tom Cowan, Dave Keifer, Leo Lang, James Browne, Floyd Hesse, Edward Elkins, William Swayback, Larry Becker, John Francis, Danny Martin, John Schultze, Orville Hagan, James Flannagan, Tom Barry, Frank Hana-saki, Jim Howard, P. E. (Heavy) Waughn and Phil Kraft.

Donors of candy or toys were Acme Supply Company, Sol Rickensohl, R. J. Preismeyer, C. R. Frank and Lee Belmont.

## Showmen Pass Out Groceries and Toys

ARANSAS PASS, Tex., Dec. 31.—Seventy-five baskets of groceries were distributed to needy families here on Christmas Day and 500 packages of fruit, nuts and candy and 150 toys were given needy children at a public gathering Christmas afternoon by the recently organized Showman's Association of Aransas Pass.

Presentation of the candy and toys to the kiddies was made at the community Christmas tree in downtown Aransas Pass.

The project, which will be an annual affair, was financed thru personal donations of members and from receipts of a benefit dance held December 16.

Jack Edwards is president of the Aransas Pass org.

## National Orange Show Contracts Ferris Greater

SAN BERNARDINO, Calif., Dec. 31.—Ferris Greater Shows have been signed to play the National Orange Show here March 9-19, according to a joint statement issued by Larry Ferris, president of the org, and Ernest McCook, president of the National Orange Show. Papers were signed during a board meeting attended by W. C. Shay, chairman of the carnival and midway committee, and R. Z. Smith, secretary-manager.

According to the terms of the deal, Ferris will handle the midway and carnival area. Carnival area will be moved to the site of the old exhibit building, destroyed by fire early in 1949 and completely surfaced.

This marks the first time in approximately 10 years the expo officials have signed a new org, Crafts Shows having played the event during those years. Prior to that the affair had an indie midway.

## Tivoli Exposition Inks Du Quoin, Ill.

PEORIA, Ill., Dec. 31.—The Tivoli Exposition Shows have closed contracts to provide the midway attractions at the 1950 Du Quoin (Ill.) State Fair, it was announced here this week by B. J. Collins, Tivoli general agent.

Collins also disclosed that the show has been inked to play the McHenry County Fair, Woodstock, Ill.; the Northern Illinois Fair, Belvidere, Ill.; the Rock Falls (Ill.) Firemen's Spring Festival, the Dixon (Ill.) AMVETS celebration and the Columbia County Fair, Magnolia, Ark.

## Mississippi, Missouri Dates Okay for Cal-Mo

MAGNOLIA, Miss., Dec. 31.—Cal-Mo Shows, under direction of Manager Ralph Dietzel, wound up a good week's engagement here Saturday (24) under Veterans of Foreign Wars Post auspices. Mr. and Mrs. Charles Dietzel and Russ Dietzel left here to spend the holidays at their home.

E. L. Pilger added a dart game. Olive Burns is operating it. Manager Dietzel and E. H. Black, motored to Kennett, Mo., where they purchased a new truck.

Shows came in here from a 10-day stand in Summit, Miss., where they played to warm weather and satisfactory results. Otie's Lunch rejoined in Summit. The final day there the shows were rained out.

Mr. and Mrs. Mack Mullen, digger operators, left in Summit for a six-week vacation in Memphis. Org opened well in Lexa, Okla., but the final day of the week's stand resulted in a blank.

## Tampa Showmen Host 375 Kids At Yule Party

TAMPA, Dec. 31.—The Greater Tampa Showmen's Association clubhouse and grounds here took on a kiddieland atmosphere Saturday (24), when the organization set up rides and passed out refreshments and toys to over 375 underprivileged children, guests at the club's annual Christmas party.

The free rides, donated by Sam Holman, ride manufacturer, were set up on the club's parking lot and included a Sunshine Choo Choo, kiddie-planes and a Whirlwind.

Transported to and from the area by busses and private automobiles, the children, in addition to the rides, received refreshments, favors and toys, the latter from Santa Claus in the person of Red Fulgona.

A one and a half hour show for the kids was emceed by Sammy Paxton and included the following performers: Bill Winters, clown; Charles Odar's Punch & Judy show and educated dog act; Red Harrington, impersonator; Netiahault, Indian clay modeler; FFA string quartet; Caroline Gordon, organist, and Frank Benny, black-faced comedian.

Harry (Irish) Gaughn, chairman of the committee, was assisted by Gean Berni, Earl Maddox and Pete Burkhardt. Among the members of the Ladies' Auxiliary who acted as house mothers were Evelyn Kleider, Lois Sedlmayr, Jeri Ringlin, Esther Young, Helen Julius and Dotty Carrell.

Donations of toys and over \$500 to finance the party were made by individual members, the Wisconsin De Luxe Company and the Casey Candy Company.

## NSA Gals Toss Kid Party, Buffet Supper

NEW YORK, Dec. 31.—Ladies' Auxiliary of the National Showmen's Association put on two very successful parties in the NSA clubrooms during the week preceding Christmas. On Saturday (17) the annual party for underprivileged children was held and Wednesday (21) a buffet supper was tendered members of the NSA.

The 1950 kiddies attending the annual Christmas party were treated to a spread prepared by members of the auxiliary and were given games, toys and sweaters. Sam Rothstein handled the role of Santa Claus. Midge Cohen was chairman.

Entertainment program for the moppets was arranged by Dorothy Packman and Anita Goldie. Line-up of acts included Kric and Kroc, comedy acrobats; Gerald Jacobs, magician, and Charlie Frank, clown. As a guest of Cele Foreman, Bea Kalmus, radio songstress, also assisted at the party and brought along several dolls as gifts for the girls.

Entertainment chairman Mollie Spitz and the ladies of the auxiliary proved their culinary abilities at the open house for NSA members, Wednesday by loading up a huge smorgasbord table with an assortment of food, topped off by homemade cakes, cookies and coffee.

Affair was well handled, with ample tables arranged to accommodate the large crowd.

## Gaskins Re-Inked as General Agent by 20th Century Shows

OTTAWA, Kan., Dec. 31.—Frank Gaskins has been re-inked as general agent of the 20th Century Shows for the second season. Gaskins and his wife plan to remain here, the show's winter quarters, until the season's opening early in April.

Prior to the 20th Century, Gaskins was affiliated with the Buckeye Shows for several years and previous to that with Sheesley's Mighty Midway, the Gold Medal, Hill's Greater and the Silver State shows.

**C. W. (Chick) Franklin**, veteran press agent, who last season was with the Dodson Imperial Shows, has signed as a unit manager-lecturer with the newly organized Constellation Road Show Attractions, San Antonio, Tex., distributors for the Social Guidance Organization, producers of the film, "The Story of Bob and Sally." Franklin infos that Constellation Road Attraction is headed by **J. C. (Jake) Webb**, president; **Gidney Talley**, secretary-treasurer; **L. I. Pfeiffer**, auditor, and **Patrick O'Sullivan**, supervisor of general agents. Other unit managers are **Dave Brager**, **Don Phillips** and **Frank Van Zant**, while the general agents include **W. M. Wentworth**, **Glenn Fannin** and **George Kearer**. . . . **Robert W. Tilton** writes that he enjoyed a successful Christmas run at E. H. White's Department Store, Boston, as talker-lecturer for **Dave Irwin's "Eskimoland."**

Definitions of the word "screwball" vary but the native that grinds and bumps in front of a gal show while its ballyhooing is an interesting character.

**Clyde Graham**, veteran carnival trouper, is still in Oklahoma County Hospital, Oklahoma City, and would like to read letters from friends. . . . **George Spears Jr.** has inked his **Dolores**, **Monkey Girl**, attraction with **Lew Alter's Side Show**. Line-up will include **Susie Cole**, girl that never laughs; **Skeets Gallagher**, magician; **Dolores Gallagher**, mentalist; **Billy Habue**, iron tongue; **Ann Greina Shafer**, straight jacket; **Capt. Sig Anderson**, tattooed man; **Myrle Ferguson**, electric chair; **Tiny Sey**, big snakes; **Tennessee Slim**, front door; **Wally Mil-**

# MIDWAY CONFAB

ler, first openings; **Frederick Maura**, second openings; **Helen Alter**, No. 1 ticket box; **Whitey Henes**, No. 2 ticket box; **Dolores**, gorilla girl, No. 1 annex, and **Ted Metzke's Freak Babies**, No. 2 annex. **Colonel Sykes** is general manager.

**Joseph E. Karr** and family, who recently closed with **Marion Greater Shows** in South Carolina, have returned to **Mobile, Ala.**, to spend the winter with Mrs. Karr's parents, **Mr. and Mrs. Lovell**. Karr announced that he would reorganize his own show for the coming season and play Southern territory. . . . **Emory Kelley**, Mobile concessionaire, who operated a Christmas tree lot during the holidays, was a recent victim of stick-up artists who robbed him of \$215 in currency which he had in a cash box in his stock truck.

**E. H. Rucker**, Negro comedian, is seriously ill at his home, 8810 Nebraska Avenue, Tampa. He'd like to read letters from friends. . . . **Shorty and Peggy Sylvester** advise from **Eloy, Ariz.**, that they took delivery on a new trailer recently and that they plan to head east soon. . . . **Nat and Dot Mercy**, of **World of Mirth Shows**, who have their **Continental Vanities** on tour, hosted their personnel at a Christmas party in the **Hotel Raleigh**, Raleigh, N. C. Guests included **Monte and Shirley Novarro**, **Warren and Mya Ellison**, **George and Sandy Brock**, **Edith Lane**, **Dolores Gomez**, **Marion Reed**, **Joe Gleason**, **Bill Stinette**, **Gus Schultze**, **Ralph Cramer**, **Earl Graham**, **Dottie Velez** and **Anna Mae Miller**.

**Bunny Venus**, dancer, spent the holidays with friends in **Charleston, S. C.**, and planned on being in **Miami** shortly after the first of the year.

**James Cephus**, assistant boss canvasser for **Billers Bros.' Circus** the past season, is back in **Mobile** for the winter, doing some building in **Pan-American Animal Exhibit** winter quarters for **Manager W. F. Dugan**. . . . **Arthur Atherton**, secretary of **Cavalcade of Amusements**, spent Christmas with relatives at **Montgomery, Ala.**

**E. L. (Eddie) and Dolly Young**, owners of **Royal Crown Shows**, spent Christmas with their friends, **Mayor and Mrs. J. Frank Thomas**, of **Bowling Green, Ky.** They left the **Blue Grass city** December 27 for their **Tarpon Springs, Fla.**, winter quarters. . . . **Dave and Betty Ruther-**

ford visited with **Roxie Harris**, owner, **Royal Midwest Shows**, at his **Findlay, O.**, winter quarters recently while en route to **Columbus, O.** **Mr. and Mrs. Jimmie Johnson** also visited **Harris** in **Findlay** before heading for **Youngstown, O.**, for the holidays. . . . **Mr. and Mrs. T. H. Strong**, owner-operators of **Strong Amusement Company** and **Silver City Shows**, and their son, **Jack**, are vacationing in **Tucson, Ariz.** The shows are quartered in **Omaha**.

Sighted visiting **Prell's Broadway Shows'** midway in **Ruskin, Fla.**, recently were **Mr. and Mrs. O. A. (Pop) Baker**, **Mr. and Mrs. Johnny Hennessey**, **Mad Cody Fleming**, **John Anderson**, **Roy Duffy**, **Jimmy Herrington**, **Forrest Poole**, **Stanford** and **Helene Baker**, **Mrs. Clay May** and **Charley Fisher**. . . . Members of the **Thompson Bros.' Shows** framed an animal float, consisting of two live **Pennsylvania bears** and a 14-point deer, at shows' **Altoona, Pa.**, quarters for the **Santa Claus Parade** held there. The animals were used to represent stuffed toys sold in **Altoona's** stores. Helping in the construction of the float were **Leo, Ferd, Ferdie Jr., Pop, Donnie Thompson**, and **Jim Thompson**, **Richard Roesch** and **George Stoops**. . . . **Phil Isser** had to postpone his proposed trip to **Florida** because of a severe cold. He plans to head south soon, however.

**Betty Broadbent**, tattoo girl, and **Jose Leone**, armless boy, both with **C. E. Bros.' Circus Side Show** last season, and **Henry Ward**, knotty man, have been added to **A. J. Budd's Freaks on Parade**, on **E. K. Fernandez Shows** in **Hawaii**. **Hazel Morris**, of the **Morris Family** with **Budd's org.** is making new wardrobe for her mother and daughter, **Jackie**. They again will be featured with **Budd's No. 2 unit** on **Crafts Greater Shows**. . . . **George Regan**, treasurer, **International Association of Showmen**, **St. Louis**, and his wife, were hosts at a recent supper party for **Secretary and Mrs. Euby Cobb**, **W. (Bill) Snyder**, **Mr. and Mrs. Dave Prevost** and **Mr. and Mrs. John Francis**.

**Dee Nifong** will present his act on a carnival midway next season, he advises from **St. Louis**. . . . **Frank and Rose Merrow**, of **San Diego, Calif.**, attended the Christmas party of the **Arizona Showmen's Association** Tuesday (20) at the **Wishbone Inn**, **Phoenix, Ariz.** . . . **Joe Bellinger** is a patient at the army hospital, **Hot Springs**.

**INSURANCE**

**IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**LESLIE'S TRAILER PARTS AND ACCESSORIES**

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

**MERRY-GO-ROUND RECORDS**

Organ-Drums with Cymbal. Break-resistant Plastic. High Volume, Long-Lived Records designed just for you. Also complete line of Callio Records.

WRITE FOR FREE LISTING

MIDWEST RECORDED SPECIALTIES  
Elmhurst, Ill.

**FOR SALE**

Like new, Calumet Pop Corn Trailer, one-half original price. Also 12x12 Cypress Frame, blue fly, two sets Hoopla Blocks cheap.

**HAROLD GRIFFIN**  
PELICAN SALES  
GENTILLY HWY. NEW ORLEANS, LA.

**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  
General Delivery Aransas Pass, Texas

**BLUE GRASS SHOWS**

NOW BOOKING

SHOWS — RIDES — CONCESSIONS

P. O. BOX 621, OWENSBORO, KY.

**DARK RIDE FOR SALE**

One of the nicest on the road, complete, ready to operate, must sell at a sacrifice. Stored in Illinois.

BOX D-291  
c/o THE BILLBOARD CINCINNATI 22, O.

**FOR SALE**

**EDUCATIONAL HYGIENE EXHIBIT**

A Wax Museum of Anatomy, 40 Foreign Realistic Specimens Crates, Display Stands, etc. Ready to show. Government, state and municipal authorities welcome this exhibit. Operated by two people. Will also consider partner with cash.

**RAY C. HERBERS**  
390 ARCADE BLDG. ST. LOUIS, MO.

**ANCHOR TENTS**

CARNIVAL TENTS SHIPPED WITHIN  
**5 DAYS**

AFTER ORDER RECEIVED!  
SLIGHTLY MORE TIME REQUIRED  
FOR SHOW TENTS

WIDE SELECTION OF MATERIALS AND TRIM

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

BIDS WILL BE CONSIDERED FOR THE PURCHASE OF THE GREATEST CURIOSITY & SENSATION OF TODAY

**ONE TUCKER AUTO**

This rare curiosity is a beautiful, custom built, four door sedan. Guaranteed perfect running condition; clean and perfect body and appearance. Approximate mileage: 2000 miles. Drawing power, and earning possibilities as an exhibit at outdoor affairs during 1950, reliably estimated above \$250,000. Bids should arrive here prior to January 12, 1950. Clear title and immediate delivery to purchaser. Write or wire:

**ALBERT YOUNG**  
405 CUDAHY APARTMENTS MILWAUKEE 2, WISCONSIN

**T-E-N-T-S**

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK  
Beautiful Colors—Individually Designed

**JIMMY MORRISSEY**  
**ALL-STATE TENT & AWNING CO.**  
300 E. 9TH ST (Phone: Harrison 6867) KANSAS CITY 6, MO.

**Harry Adams**, Lee United Shows, is in the **Veterans Hospital** in **Dearborn, Mich.**, with a heart condition. . . . **Jack Ziegler**, formerly with **Motor State Shows**, has joined the **House of Stapleton**, **Detroit**, as a salesman for the winter. . . . **Ben Liddon**, of **Advance Service**, is in **Florida** for the winter. . . . **William R. Waugh Sr.**, former carnival concessionaire, returned to his **Detroit** home, following a sojourn in the hospital.

**Bill Hughes** will return to the **James H. Drew Shows** in 1950. . . . **W. H. Borrer**, cookhouse operator, is in **Gulfport, Miss.**, recovering from injuries sustained in a recent fall. . . . **Joseph (Pop) Parenteau**, carnival trouper, has been released from **St. Mary Hospital**, **West Palm Beach, Fla.**, and is recuperating at **Bob and Mary Pollack's** home, **Route No. 1, Box 95-B, Delray Beach, Fla.** He'd like to read letters from friends. . . . **T. A. Fuzzell**, owner-manager of **Fuzzell's United Shows**, was host to members of the shows at a Christmas party at **Little Rock**, winter quarters. Guests at the five-course dinner sent a large holiday package to the **State Hospital** for shut-ins.

**WHEELS OF ALL KINDS**

**PADDLES—LAYDOWNS**

**FAIR AND CARNIVAL SUPPLIES & EQUIPMENT**

- ALUMINUM MILK BOTTLES
- CANDY RACE TRACK
- COUNTRY STORE WHEELS
- CHUCK CAGES
- DEVIL'S BOWLING ALLEY
- HIGH STRIKER
- HOOP-LA BOXES
- JUMBO DICE WHEELS
- ROLL DOWNS
- SEVEN-ELEVEN BALL GAME
- SKILLOS
- THUNDERBOLT BUMP RACER
- WATCH-LA BLOCKS

Write for Catalog

**H. C. EVANS & CO.**  
1528 W. Adams St. Chicago 7, Illinois

5 min. PHOTOS



Never a breakdown with guaranteed **Amsco Quick Cameras**. Patented features mean more profits. Obtain list of bargains. New. Used. Low Prices. Beautiful. Durable. Also Portable Cameras.

**American Stamp & Novelty Mfg. Co.**  
Houston 6, Tex. (formerly of Okla. City)

**POP CORN**

It's time to mail us your permanent address. For 23 years we have been supplying the amusement trade with fine Pop Corn, both giant sized Yellow, medium sized Hybrids and White Hulless. Also Hoosier Pride Seasoning, Popsit Plus, Boxes, Bags, and Salt. Also Star, Excel, and Pop-a-Lot Machines. May we hear from you now?

**INDIANA POP CORN CO.**  
MUNCIE, IND. PHONE 9762  
(Open 24 hours daily)

**I Have Booked for Phila.**

3 of the biggest carnivals for early spring. Can place 2 more dates. I am opening in May, **Sanatoga Park**. Can place legitimate Merchandise Concessions, also Kiddie and Major Rides.

**C. H. WHEELER**  
4445 Garmen St. Philadelphia 42, Pa.

**WANT TO BUY ARCADE**

COMPLETE—50 to 75 Machines

Explain in detail number and kind of machines, size of top and condition, kind of transportation and lowest price for cash. I am not buying JUNK. If arcade isn't ready to work, save your stamps.

BOX 311, c/o The Billboard Pub. Co.  
189 W. Randolph Chicago 1, Ill.

## WANTED

★  
**HIGH REWARD**  
**FOR RIGHT MEN**  
★

Salesmen—If you can really sell coin machines to operators and distributors we have two outstanding machines for you . . .

- 1—A Low Priced, Low Service Cost CUP DRINK DISPENSER.
- 2—A Large Capacity, Simply Constructed ALL ELECTRIC CIGARETTE MACHINE.

Both machines are tried and proven and accepted by leading operators throughout the country.

Men must have past high earnings record and following in trade. Car essential. Leads furnished. SEND COMPLETE DETAILS FIRST LETTER WITH PHOTO. Replies held in strict confidence.

Box 485, Billboard, N.Y.C.

## FOR SALE

3 Slightly Used Star Series @ . . . \$200.00  
1 Slightly Used Rock-Ola Shuffleboard . . . . . 350.00

### A. L. KROPP, Sr.

Tuscaloosa, Alabama Phone 9251

## WANT WANT WANT SILVER SLIPPER SHOWS

Now Booking for 1950 Season  
Carrying  
**8 RIDES 6 SHOWS 40 CONCESSIONS FREE ACT TOURING**

Virginia, West Virginia, Kentucky, Tennessee, Alabama and Georgia.

FAIR SECRETARIES AND CELEBRATION COMMITTEES, contact our representatives at the FAIR MEETINGS before contracting your Midway Attractions.

CONCESSIONS—Everything open except Cookhouse and Popcorn. Will give exclusive on Bingo, Photo, Diggers, Novelties, Frozen Custard and Jewelry. Also want Ball Games, Penny Pitches, Glass Pitches, Hoop-La, High Striker, Bumper, Fish Pond, Duck Pond, Snow Balls, Floss Candy, Candy Apples, Lead Gallery. Also have open 4 P.C. and 4 Flat Outfits.

RIDES—Will book for our Kiddie Land: Kiddie Auto, Boat and Kiddie Train. Will book or lease with option to buy Tilt-a-Whirl, Octopus or Spitfire. Will book for small percentage.

SHOWS—Will book for small percentage Snake Show, Crime Show, Motor Drome, Fat Show or any Show not conflicting with what we have. HELP—Want Legal Adjuster, Advance Agent who knows Virginia and West Virginia, Truck Mechanic and Electrician who knows both transformer and G.M. Diesel, must have own tools. Want Operators for Wild Animal Circus, Fun House and Girl Show (Junior Higgins, write). FREE ACT—Want High Pole Act, Fire Dive Act or Lion Act for season; must be reasonable. All wires and replies to

**WILLIAM O. HAMMONTREE or FRED CANTRELL**  
General Manager Concession Manager  
1313 EAST 30TH STREET CHATTANOOGA, TENN.

## BOHN & SONS UNITED SHOWS

Want—Opening Early in February—Want

Due to disappointment, need Advance Agent who knows Middle West Country. Contact immediately to go to work now. Can also place Legal Adjuster, also Banner Man. Want to book Bingo, Hanky Panks of all kinds, Cookhouse, Shows with own equipment. Will book one Flat Ride not conflicting with what we have. Can place Wheel Man, Merry-Go-Round Man, Kiddie Ride Man, Ride Help of all kinds. Semi Drivers given preference. Winter Quarter at Airport now open. No phone calls. Address:

RT. 1, BOX 29, GALVESTON, TEXAS.

## A. J. BUDD WANTS

Outstanding Side Show Attractions, Freak to feature, Acts for Bally, Musical Acts, Girls for Illusions, Talkers who can keep the front 'hot,' Ticket Sellers, must be able to grind and make openings. Long season on West Coast. State all in first letter, no wires please.

Address: 216 Willow Road, Palo Alto, California

## LARRY NOLAN SHOWS

SEASON OPENS SATURDAY, FEBRUARY 18, 1950

Now booking Concessions, write fully what you have. No Flats, no Camps. Especially want Metro Derby. Want one Ride, prefer Spitfire. Can place Special Agent with car, must handle details and get up paper. Need sober, capable Electrician. Ride Men who drive. Agents for office owned bingo. Gary Hern can place useful People for four Shows. EVERYBODY WRITE: LARRY NOLAN SHOWS, General Delivery, Phoenix, Ariz. Winterquarters Now Open, Lights, Water and Ample Room to Build.

## CLUB ACTIVITIES

### Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16  
LOS ANGELES, Dec. 31.—The annual meeting and elections were held Monday (26) with President-elect Joe Krug presiding. Also on the rostrum were Vice-Presidents Larry Ferris and M. J. Doolan, Treasurer Al Weber and Secretary Louis Manley. A letter from President Earl Douglas was read in which he thanked all committees and members for their support during his administration.

Bobby Cohn and Sam Cooper were elected to membership.

Chairman Norman Schue reported on the Christmas dinner and thanked his assistants, who included Ben Beno, Jimmy Dunn, Eddie Coggin, Louis Bacigalupi, Hort Campbell, Clyde Gooding, Bob Clifford, Sam Cooper, Sidney Stillberg, Earl Stolze, Sam Dolman, D. J. Rose, Art Thompson, Dutch McCarthy, Larry Ferris, Dave Freidenheim and Louis Pettenari.

Hi-Jinks is being planned for February 6 for the benefit of the Welfare fund. Charlie Walpert was named chairman. A report on the cemetery fund was read by Ted LeFors.

Concessionaire Hap Young is reported in serious condition in the Pomona Valley Hospital.

Secretary Louis Manley cast a single ballot, electing the ticket for 1950, headed by President Joe Krug.

Present after absences were Ray Hodges, Red Atkinson, Lee Walters, Harold Mook, Leo Gotch, Charlie Paige, Sammy Guidero, Art Thompson, Tony Spring and Eddie Barnett.

### National Showmen's Association

454 Broadway, New York

NEW YORK, Dec. 31. — The meeting Wednesday (28) was presided over by Vice-President Bernard (Bucky) Allen, who also held the chair at the meeting of the board of governors. Other officers present were Third Veepee Joseph McKee, President Emeritus George A. Hamid, Chaplain Fred C. Murray, Counselor Max Hofmann and Dr. Jacob Cohen. A telegram was received from President Jack Perry regretting his inability to be present.

The New Year's Eve party tonight in the clubrooms will have music by Joe Basile's band, plenty of entertainment and dancing.

Harry Mirsky, who has been ill a long time, has recovered and is back at work. Shut-in James Cox had a three-day holiday pass for Christmas and paid the club a visit. Herb Shive visited the club recently and reported his recovery from an illness.

Off to Miami are Frank and Max Miller, Secretary Phil Isser and Mr. and Mrs. Arthur Campfield. Leo Bistany was in for a brief visit from Florida, returning to Miami by plane. Max Gruberg also came up from Florida and expects to remain here a while, as does Max Hofmann, who has been out West for several months.

Other visitors to the clubrooms were Ben Hoff, Joseph Prell, Sam Cohen, Murray Spitzer, Julius Roth, George Stern, Benjamin Agin, Edward Cohen, John McCormick, Leonard Traube, David Solomon, Jack H. Cherry, Harry Koretsky and Marshall Vogt.

Next meeting Wednesday (11).

### International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Dec. 31.—Euby Cobb wielded the gavel at the regular meeting Thursday (22), assisted by Leo Lang, treasurer, and P. E. (Heavy) Vaughn, acting secretary.

Dave Prevost, chairman of ticket sales for the New Year's Eve party, reported a sellout, and Mort Silvers, in charge of entertainment, reported completion of the show line-up.

George Regan and Cobb were given a rising vote of thanks for their part in installing the new bar in the clubrooms. Ed Mahoney showed motion pictures depicting prewar life in Germany to members of both the women's and men's clubs.

Correspondence included letters from Rev. James Johnson, Buff Hottle, L. M. (Pete) Brophy, Harold (Buddy) Paddock, Fred C. Murray, C. W. Parker and Charles Chaney.

Present after absences were Dee Lang, James Flanagan, Pat O'Sullivan, John Roth, Red Kelley, John Schultz, John Shelley, Al Proseri, George Jacobson, Russ Edwards, Ed Mahoney, Fred Proper, Rosco Griffin, Danny Martin, William (Bill) Snyder, James Lewis, James E. Newell and Orville Hagen.

## W. G. WADE SHOWS

Now Contracting for 1950 Season  
RIDES—SHOWS—CONCESSIONS

Will give careful consideration to  
**RELIABLE PARTY WITH  
GOOD CIRCUS SIDESHOW**  
For Entire 1950 Season  
Open in April—Close in October

C. P. O. Box 1488  
Detroit 31, Michigan

NOW CONTRACTING FOR 1950 SEASON  
Rides—Shows—Concessions

Will book or lease Major Rides. Want Shows with or without equipment. Will sell ex. on Popcorn, Caramel Corn, Mitt Camp, Cook House, Cotton Candy.

**Royal Midwest Shows**  
ROXIE HARRIS  
P. O. Box 142 Findlay, Ohio

### Lone Star Showmen's Club Dallas, Tex.

DALLAS, Dec. 31.—At a regular meeting Monday (26) it was announced that plans had been completed for the club's activities during the convention of the Texas Association of Fairs and Expositions here. Lucille Delaport, assisted by Martha Moss, will be in charge of entertainment. Katie Little announced a memorial service is skedded for 2 p.m. January 5 in the Baker Hotel.

A record turnout of 84 attended the annual Christmas party and dinner December 21. Joe Murphy won a roasted turkey. Packages of food and clothing were brought by the members and were taken to five needy families.

Honey Vaughn was reported to be back on the sick list.

## HAPPYLAND SHOWS

Now Booking for 1950  
3633 SEYBURN DETROIT 14, MICH.  
Phone WALnut 17924

FOR SALE—FOR SALE—FOR SALE

One Smith & Smith Chairplane, iron fence, ticket box, lights and stringer; One Allan Herschell 8-Car Kiddie Auto; One Kiddie Airplane Ride, 8 planes. These Rides in very good condition, ready to go, being painted now. One 50kw. Transformer, switch boxes, some cable; one 20 by 30 Top, stakes, poles, sidewall; one set Girl Show Banners; one Snow-Ball Concession, complete, large Snow-King Machine, Automatic Dispensers and stock; one Glass Concession, several cartons of stock; two Penny-Pitch Boards, one Pan Game, one 1942 Dodge Truck, one 1939 K.5 International, one 1936 GMC with new motor, van body; lots of other equipment not mentioned. You will have to come see this equipment to appreciate. Up on lot. Also permanent location if wanted. \$2,500.00 cash.

**BOBBIE HENDRIX**  
BOX 824 OR PHONE 5155, HOUMA, LA.

## EDDIE'S EXPOSITION SHOWS

Now booking for 1950 Shows,  
Rides and Concessions.

### EDDIE DIETZ

165 N. Monroe St., Butler, Pa.

## WANTED

Midget Troupe Singers, Dancers, Novelty Acts. State age, height and pictures. Answer air mail and when at liberty. All year's work. Contact

### L. E. LARUE

920 Filmore St., New Orleans, La.

## FOR SALE

Kid Ride, New Top, 1 1/2 Ton International Truck, \$400.00; Double Loop, New Motor, Fence, Aluminum Front and 22 ft. Trailer, '40 Dodge Tractor, good rubber, \$1100.00; Cookhouse, complete, \$125.00, with '37 Dodge, \$250.00; '42 2 ton Dodge, Tulsa Winch, '49 Motor, good rubber, \$600.00; new Outdoor Cable and Iron Stakes, Aluminum Show Fronts, Girl Show Banners, Show Tops, also other Trucks and Rides; '46 Pan-American 27 ft. House Trailer, Tandems, good rubber, good condition inside and out. Must have room for new equipment at once.

**KENNETH THOMPSON**  
R. #3, WATHENA, KANSAS

## PELICAN SHOWS

Out All Winter  
Want Octopus and Wheel Foremen. Can use Second Men. Must drive. CONCESSIONS wanted: Bumper, Pin Game, Slum, Clothes Pin, Scales and Age, Jewelry, High Striker, Photos, Cane Racks, etc. Contact Manager, PELICAN SHOWS, Plaquemine, Louisiana.

## L. J. HETH SHOWS

NOW BOOKING  
SHOWS—RIDES—CONCESSIONS

P. O. BOX 5415, NORTH BIRMINGHAM, ALA.



# PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

Now booking up-to-date Shows, Rides and Concessions. Will finance any meritorious Attractions. Winter season opens with 6 weeks of good Florida Fairs beginning at Punta Gorda, Fla., Jan. 23-28; Ft. Myers, Fla., and others will follow. All address:

**SAM E. PRELL, General Manager**

Prell's Broadway Shows, 216 Custer Ave., Newark, N. J.

## SIDE SHOW WANTED

COMPLETE FOR CASH

MUST BE FIRST CLASS — NO JUNK  
ALSO OUTSTANDING ACTS FOR 25 WEEKS IN  
CANADA RAILROAD SHOW — 21 FAIRS

FAT GIRL — GIANT — SKELETON  
MENTAL ACT — MAGICIAN

**J. BRANSON**

AND OTHER ACTS

c/o THE BILLBOARD

CINCINNATI 22, O.

## MICHIGAN SHOWMEN'S ASSOCIATION'S

Annual Party for the

### MICHIGAN FAIR ASSOCIATION

Sunday, January 15, 8:00 P.M.

At the Clubrooms,

3153 Cass Ave., Detroit 1, Mich.

Phone, Write or Wire for Reservations!

## GILLETTE BROS.' SHOWS

Opening April 10

FIRST CALL and LAST CALL

Want Concessions of all kinds—must be neat along with the operators. No drinks or chasers allowed. Have opening for Motor Drome and two Side Shows, with the best inducement in showmen's history. Will book on low percentage Tilt, Octopus or any other Flat Ride; must be in good condition. Cellar inventors, stay home.

FOR SALE OR TRADE

1 12-Car Whip, \$500.00; 1 Kiddie Airplane, \$450.00; 1 Kiddie Chairplane, seats 18, very flashy, \$450.00; 1 Single Loop-o-Plane, new motor, \$300.00. Whip needs some repair, others ready for the road. Also 4 Trucks, all Chevrolets. All replies:

GILLETTE BROS.' SHOWS

PITTSFIELD, MASS.

60 SHEPHERD STREET

## SHOW & RIDE OPERATORS

In California and West Coast Regions

Interested in booking Attractions at CANADIAN NATIONAL EXHIBITION, TORONTO — WESTERN FAIR, LONDON — THREE RIVERS — SHERBROOKE or QUEBEC CITY and our other Fair Dates.

Contact

**FRANK R. CONKLIN**

Biltmore Hotel, Los Angeles, Calif.

## FERRIS GREATER SHOWS

Now Booking for Early Spring Dates  
as follows:

### RIVERSIDE COUNTY FAIR & DATE FESTIVAL

Indio, Calif., February 17-22 Inclusive

### CALIFORNIA MID-WINTER FAIR

Imperial, Calif., February 25-March 5 Inclusive

### NATIONAL ORANGE SHOW

San Bernardino, Calif., March 9-19 Inclusive

And Valley Route To Follow.

Contact:

### FERRIS GREATER SHOWS

175 South Alvarado

Los Angeles 4, Calif.

Phone: DUnkirk 8-1307

## CRESCENT AMUSEMENT CO.

Now booking for season opening Texas in March. Playing Texas, Arkansas, Missouri and Iowa. Have booked 4 Iowa Fairs, 4 Missouri Fairs, 4 Arkansas Fairs, 8 Texas Fairs, and Rock Rapids, Iowa, for 4th of July. Best spring route any Truck Show. WANT Hanky Pank Concessions of all kinds, Long Range Gallery, Fish Pond, Duck Pond, Ball Games, Floss, Sno Balls, Photos, Hi Striker, Age, Scales. Exclusive has been sold on Diggers, Popcorn, Apples, Cookhouse, Bingo; everything else open. What have you? Party who had buckets with us in Jacksonville, write. SHOWS with or without outfits, Illusion, Midgets (Roy Dixon, write), Monkey, War, Crime, Mechanical City (no girl shows). Colored Performers and Musicians for Minstrel Show. RIDE HELP for 10 Modern Rides, Foreman for New No. 12 Big Ell Wheel, Merry-Go-Round Help, Second Men and Truck Drivers, Help for Cookhouse, Mechanic, Tower and Front Gate Men, Night Watchman. If you booze stay away from here, you won't last. Will be at Baker Hotel, Dallas, Jan. 5-6-7. Address:

**L. C. McHENRY, Manager; Jess Wrigley, Gen'l Agt.**

Box 769, Jacksonville, Texas (Winterquarters) 2 miles out on New Hope Road

PS.: For Sale—Set Girl Show Banners, 9 Side Show Banners. Want to buy for cash—Medium size Cookhouse with Butane Gas. Corcky Zimmerman, other party with us in Gilmer write, state fully.

## J. A. SPARKS SHOWS

**Concessions**—Will sell X on Cookhouse, Bingo, Popcorn, Grab, Diggers, Long and Short Range Shooting Gallery, Photo Gallery. All Hanky Panks open. Can place Roll Down, Razzles, Buckets, Skillo, Blower, Swinger, 8 Cat and Nail Games.

**Shows**—Monkey Show, Snake Show, Glass House, Illusion Show. Will book one Girl Show with own equipment or book any Show not conflicting with what we have.

**Rides**—Will book any Rides not conflicting with what we have.

**Help**—Want Man who can handle the mechanical work of my trucks and the wiring of the show. All who want connections with this show for 1950 contact at once. Doc White, let me hear from you. Will be at Kentucky, Tennessee, Georgia, Virginia Fair meetings. Show will open around the first of March. All reply to:

**J. A. SPARKS**

4232 Avenue U

Telephone 85200

Birmingham, Ala.

## ROYAL EXPOSITION SHOWS

WANT WANT WANT

F or Bowling Green, Fla., Fair, January 16 to 21; Mulberry, Fla., Phosphate Fair, January 23 to 28; Lake Wales, Fla., Veterans Fair, January 30 to Feb. 4th; then 5 more pending. Want Tiltawhirl, Octopus, Scooter, Caterpillar, Pony, Boats, Train, Auto Rides. Motordrome, any clean Shows with own outfits. Can use any merchandise concessions that work for stock.

All Address:

**J. P. BOLT, Manager**

Palamar Trailer Park, Orlando, Fla.

P.S.: Want Griddle Man and Counter Man for Dinor. J. T. Sellers, answer.

## SPLINTER ROYAL WANTS

Peek and Count Store Agents for six or seven weeks in Florida. Only those having conformations will be placed. F. E. "Red" Kelly will do the business. Opening Bowling Green, Florida, January 16. All answer.

**SPLINTER ROYAL**

Floridan Hotel

Jacksonville, Fla.

# RSROA Denver Meet Probes Insurance, ASCAP Problems; New Plan on Skating Tests

### Mull Trophies, Exhibitions, Regional Divisions

DENVER, Dec. 31. — Negotiations are being carried on with the American Society of Composers, Authors and Publishers (ASCAP) by Victor J. Brown, operator of New Dreamland Arena, Newark, N. J., on behalf of the Roller Skating Rink Operators Association (RSROA), whose board of control voted full confidence in Brown's handling of the issue at the semiannual meeting at Denver. As presented by Secretary-Treasurer Fred A. Martin, in the absence of Brown, a concrete plan acceptable to both parties is the objective, and still not reached after negotiating sessions, one lasting six hours, between Brown and ASCAP representatives.

The ASCAP situation, with an objective of working out of an over-all agreement to cover licensing of music for skating rinks across the country

on a uniform schedule, was discussed in detail by William T. Brown at the Denver meet. He pointed out that the entire entertainment field is required to pay such licensing fees, and that there is no practical way to avoid the issue.

New developments in the field of liability insurance for rinks were taken up at the meet, with a new plan, of which details were not disclosed, being worked out to provide liberal relief from present costs. This important development is under the direct charge of Martin and Victor J. Brown for the RSROA.

There was a lengthy discussion on the subject, and it was made clear that much of the blame for the reluctance or positive refusal of most insurance companies to take rink insurance lies upon rink management. "Lack of interest and the careless manner in which cases have been handled," are the principal factors, it was brought out.

A program for rink managers to instruct them in safety methods was discussed, upon the proposal of Carl Johnson, Denver, and Thomas Boydston, Lincoln. This would be done by means of a brochure. Special attention to the handling of injury cases was stressed in the preparation of such material, in an attempt to place rinks in general in a more favorable position to receive lower insurance premiums.

Provision for safekeeping of American championship trophies was made by the board, in the case of a win by an unattached skater. Instead of sending the trophy to the rink, it will be sent to the national RSROA office in the future, to be kept until the next annual meet. Another move in connection with trophies was a caution issued to member rinks to be sure that no name plates on trophies are re-

## Blind Organist Repairs Hammond

WICHITA, Kan., Jan. 7.—Roll-O-Rena here, operated by Layne Loeffler, is featuring the music of Charles Bodkin, blind organist, who is also an expert in the electrical field and able to handle all repairs on the Hammond. His wife, Gay, who is also blind, is a frequent skater at the rink.

Roll-O-Rena has an elaborate program of instruction, under the direction of Robert Embry, professional.

An unusual part of the service section is a Merry-Go-Round type skate rack.

moved. This will prevent the loss of names of older winners from the trophies.

Two new trophies for American championships were accepted by the RSROA—for intermediate fours, donated by George Horvath, Rollerland, Columbus, O., and for juvenile girls Class C speed championships, the Florence Morey Challenge Trophy, presented by Benjamin F. Morey, New Haven, Conn.

Considerable discussion was devoted to the presentation of a program at a member rink by a skater en route to or from a competition event "as an educational performance." It was disclosed that standard procedure allows sanctions for such an exhibition performance, and a widespread sentiment for such events exists among rink men. This type of exchange of skating talent is expected to assist the growth of skating generally. Preparation of a special brochure to give complete information on sanctions was authorized by the board.

### Tests Overhauled

The question of tests and differences between tests conducted at different rinks was considered in detail, bringing up the greatest number of actions taken on a single subject during the early sessions. Rules adopted provide:

1. A skater may take a test at the location of his choice.
2. If a skater fails on a test, any retest of the same test must be given at the same test center.
3. Any skater not attached to a skating club and who applies for tests will be directed to the nearest test center.

A special step was taken to honor senior skaters who may win the American championship three times by the presentation of a special plaque of distinction. This action is retroactive to the time of formation of the RSROA.

Regional divisions among Western States provided confusion, it was shown in a discussion of the situation, with particular criticism directed by W. J. Betts, Redondo, Wash., at the use of the terms "Northwestern" and "Pacific Coast" in the case of RSROA-sponsored regional championships. Instead, it was brought out, there are two divisions which require careful distinction—the Southwest Pacific, including California, Arizona, Nevada and Utah, and the Northwest Pacific, including British Columbia, Washington, Oregon, Idaho and Montana.

Sentiment at the Denver meet against the earlier proposed ban on regional championship trophies was aired, because of the differing views of various States and sections. It was pointed out that some States do not have any set-up for State meets, and that in such instances their skaters move directly to open regional meets. Because of this condition, a ban on regional trophies would not prove satisfactory.

### Okay State, Regional Meets

Official authorization for seven regional championships and 15 State meets was voted by the board. The following regionals were approved:

- Northwest Pacific, Rollerdrome, Nampa, Idaho, Mervin L. Teigs, operator; Southwest Pacific, Skateland, San Diego, Calif., Paul T. Agsten; Midwestern, Arena, Tulsa, Okla., Leslie O. Mitchell and John C. Mullins; Southern, Rollerdrome, Atlanta, Charles Z. Kahn; Great Lakes,

Rollercade, Toledo, E. M. Logan, and Eastern, Lexington Roller Rink, Pittsburgh, H. D. Ruhlman.

State meets, including one Canadian province and three interstate groups, are: British Columbia, Capilano Roller Rink, Vancouver; Washington, Southgate Roller Rink, Seattle, Mr. and Mrs. William T. Brown and Roy E. Brown; Oregon, Imperial Skating Rink, Portland, Mr. and Mrs. William T. Brown; Iowa-Nebraska, Skateland, Ottumwa, Ia.; Kansas-Oklahoma-Missouri, Roll-o-Rena, Wichita, Kan., L. E. and S. G. Loeffler Jr.; Colorado-Wyoming-New Mexico-Texas, Skateland, Denver, Carl Johnson; Wisconsin, Pallomar Roller Rink, Milwaukee, Phil Hays; Illinois, Arcadia Roller Rink, Chicago, Oscar Seltzer; Indiana, Riverside Roller Rink, Indianapolis, John L. Coleman; Ohio, Rollerland, Columbus, Hazel M. Kearney and George H. Horvath; Michigan, Rolladium, Pontiac; Pennsylvania, Capital Roller Rink, Harrisburg, Don Farr, William C. Miller and Fred Kehres; District of Columbia, Riverside Roller Rink, Washington, L. E. and S. G. Loeffler Jr.; Delaware, Printz Roller way, Holly Oak, Victor and Dorothy V. Caille, and New Jersey, Shore Rollerdrome, Neptune, William Junda and Thomas Livingston.

### Three New Members

Three operators were approved for admission to the RSROA—Frank Anthony Maiolo, Riverside Rollaway, Agawam, Mass.; Gene Charles Meek, Skateland, Ottumwa, Ia., and W. F. Bryant, Roll-a-Way Rink, Topeka, Kan.

Considerable time was devoted to discussion of the advertising and publicity program for roller skating, with Irwin Rosee, of News Alliance which has been working on national publicity, in attendance. This discussion was principally of internal interest, but it was apparent that the body was strongly behind "this grand work that was started last year," according to a resolution, and (See RSROA Denver on page 64)

**GLAMOUR-ROMANCE-SHOWMANSHIP**  
---DRAW BIGGER CROWDS---  
**HOLLYWOOD SPOTS-LITE**  
EASILY INSTALLED  
NOT A CRYSTAL BALL  
NO MIRRORS TO POLISH  
NO DUSTING - WIPING  
OR WASHING NECESSARY  
Glamorous new idea in modern showmanship, decorative beauty, lighting effects and sound projection. It's different, it's beautiful. It's an outstanding magnet for drawing more customers to—Ballrooms, Night Clubs, Taverns, Roller Rinks, Amusement Parks, Hotel Restaurants, Resorts, etc.  
Write for complete free details.  
**HOLLYWOOD SPOTS-LITE CO.**  
Dept. B 912 No. 16th St. Omaha, Nebraska

**SKATING GilAsh BOOTS**  
FIRST AGAIN  
Watch for Our New Design Patent 149,139  
**GEO. GILLIS SHOE CORP., Fitchburg, Mass.**

**"CHICAGO"**  
TRADE MARK REG. U.S. PAT. OFF.  
**Book Matches**  
Will Advertise Your Rink  
It Pays To Tie In With  
**Our National Campaign**  
"Attractive Couple"  
**For HEALTH'S Sake, Roller Skate**  
Everybody Uses Them  
Order NOW at Present Low Prices (no profit to us)  
1 Case (2,500 Books) \$11.00 and Freight  
4 Cases (10,000 Books) \$43.00 Prepaid  
Your Name Here  
**CHICAGO ROLLER SKATE CO.**  
4427 W. LAKE ST., CHICAGO 24, ILL.



**RECORD NEWS for ROLLER RINK OPERATORS & TEACHERS**  
JUST OFF THE ABC RECORD PRESSES  
**FRED BERGIN'S NEW AUTHENTIC FOLK DANCE RECORDS FOR ROLLER SKATING**  
"THE VARSOUVIANNA" "THE COOKOO WALTZ"  
"COTTON EYED JOE" "LACES AND GRACES"  
"THE BLACKHAWK WALTZ" "THE CAKEWALK" AND OTHERS  
THE BRIGHTEST, LIVELIEST RECORDS TO HIT THE ROLLER SKATING FIELD. SCINTILLATING MUSIC FOR THE NEW FUN DANCES, PLAYED BY FRED BERGIN AT THE HAMMOND ORGAN. ORDER NOW—COMPLETE SET OF 5 RECORDS—\$3.75.  
**ABC RECORDS, 1123 Van Ness Ave., Fresno, Calif.**

**The First Best Skate**  
  
**QUALITY**  
**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884  
3312-3313 Ravenswood Ave Chicago, Ill.  
**The Best Skate Today**

**SKATE CASES AT A NEW LOW**  
★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.64 Doz. Sample, \$2.47.  
★ ALL ALUMINUM CASE—"The Featherweight Champion." Light, sturdy with satin finish. Former OPA ceiling, \$6.50. NOW \$37.80 Doz. Sample, \$3.15.  
**L. & L. PRODUCTS**  
7019 Glenwood St. Chicago 26, Ill.  
Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.  
Write for Price List

**COMPLETE PORTABLE RINKS**  
SECTIONAL RINK FLOORS!  
Oldest Manufacturers of Rink Equipment  
**BILT RITE FLOORS & RINKS**  
430 S. Vine, Tyler, Texas Phone 4-9583

**CURVECREST "RINK COTE"**  
THE PLASTIC RINK SURFACE  
Write  
**PERRY B. GILES, Pres.**  
Curvecrest, Inc., Muskegon, Mich.  
Originator and Sole Distributor

If beating the SLUMP means ADULTS, don't fumble the job. You'll need proper skate action—soft rubber—correct instruction as found in  
**RAWSON'S SKATING BOOKS**  
No other combination can win!  
**RAWSON ASSOCIATES**  
Box 310, Asbury Park, N. J.









**No. 191-H MEN'S IMIT. HEMATITE Gold Flash Sides**  
 \$3.25 per doz.  
 \$36.00 per gr.

**No. 191-C MEN'S DOUBLE HEAD IMIT. CAMEO With Gold Flash Sides**  
 \$3.50 per doz.  
 \$39.00 per gr.

Free Catalog. Minimum order, one dozen. Send 25% with order, balance C. O. D.

**STERLING JEWELERS**  
 44 E. LONG ST. COLUMBUS 15, OHIO

**A MILLION SALES with CIRCLINE Fluorescent Fixtures**

The greatest lighting fixture yet made.

Here's Your Big Opportunity for Big Money Making.

**LOWEST PRICES**

Direct From Manufacturer  
 Write for Catalogue

**BELNORD PRODUCTS CORP.**  
 DESIGNERS • MANUFACTURERS • DISTRIBUTORS  
 FLUORESCENT FIXTURES  
 714 Cherry St., Phila. 6, Pa. LOmbarD 3-7789

**SELLS AT EVERY DEMONSTRATION**

**NU-DIE MYSTERY**

A White Dice with hole in center is inserted in a Red Plastic Frame. A cord is threaded thru frame and dice. When you know the secret, you can REMOVE THE DICE While Cord Is Held. A Clever Trick! EASY TO DO!

Sample, \$1.00—Wholesale Price, \$4.80 Doz. Remit Full Amount. We Pay Postage.

DEALERS! Write for wholesale prices of FAST SELLING tricks and jokes.

131-B W. 42nd St.  
 D. ROBBINS & CO. New York 18, 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.

**CHEWING GUM WHOLESAL ONLY**

Factory-Fresh—Cello Wrapped. All flavors! Prize Pack Chicks; Ball Gum, all types and sizes.

**AMERICAN CHEWING PRODUCTS CORP.**  
 4th and Mt. Pleasant Ave. Newark 4, N. J.

**STOPS FOGGY WINDSHIELDS NEW Chemical Mitt**

Amazing Discovery! Antists wildover new "No-Fog" Windshield Cleaner. Simply glide over windshield chemically-treated Mitt, at once glass sparkling clear. Mist, frost, sleet, disappear like magic. Stops fogging. Sells like wild!

**SAMPLES FOR AGENTS**  
 Sample offer sent immediately to all who send name at once. Agency must will do. SEND NO MONEY. Just your name.

CRISTIE CO., 1555 BAR STREET AKRON OHIO

## Pipes for Pitchmen

By Bill Baker

MRS. TERESA SIDENBERG . . . has opened a beauty shop in St. Louis, which has been doing good business. She says that the latchstring is ever out for any of the boys or gals in the pitch profession. She'd like to read pipes here from Madaline and Mary Ragan.

HOWARD R. LYON . . . is pitching tops to successful returns in Portland, Ore., where he is currently making his home.

Some pitchereros we know could accrue many more greenbacks with a bit more diversification in their approach.

HENRY H. VARNER . . . comes thru from his Akron haunts with what he terms a "lesson in stupidity." "A few days ago," Varnier writes, "in front of the B. F. Goodrich Company here, a worker was guzzled and fined \$25 for not procuring a license. The price of a reader locally is \$1 and 97 cents worth of stamps to start working. However, the worker, who was purveying plastic mechanical pooches, with wagging tail, probably took in a yard before being snatched. But he also obtained \$25 worth of free publicity. The people liked his pitch and he went over. The year 1949 has been an upside-down one here, but things are getting back to normal. Sales are increasing and we are getting our just share."

ROBERT HALLIE . . . pipes from his Los Angeles home that he took in the recent meetings of the Western Fairs Association at the Biltmore Hotel in the City of the Angels and renewed acquaintances with some pitch lads that he hadn't seen in over five years. "At the banquet table I talked with A. J. Beard, of powder puff note," Hallie writes. "He says that he plans to take out his own show in 1950. He worked fairs in California and Arizona the past season. Things around this city are not so good for members of the tripes and keister profession. The downtown business men have closed all the parking lots. If any of the boys plan to come out this way they had better bring it with them. There just isn't any place to work. The boys who tried to obtain Christmas money were forced to

leave. I've been working astrology in the Kress store here, but it's been so tough that I'm planning to head east. I've been out here for two years and in that time I've found that one can't make a living. You are licensed to death by the powers that be. Before you can go to work you must post a \$50 deposit in cash. Then you can obtain a city license. When you get the license they don't tell you that the town is closed to pitchmen. There are no refunds. Let's have some pipes from Jack Young, Danny Kaufman, Florence Bosford, Doc Charles Nye and Dave Rose."

WHAT HAS BECOME . . . of the pitcherero who was sighted in Brockton, Mass., using a water wheel to attract a tip?

V. L. TORRES . . . says that "Shamus on the glaminus" is nothing more than the highbrow terminology of today's sidewalk pitchman. Of course, we know that it actually signifies that cops are nigh, if not adjacent, a sign to fold up and take it on the Arthur Duffy.

F L A S H      F L A S H

**DOUBLE HEAD ELECTRIC SHAVER**

Never before have you seen such a precision made electric shaver at this sensationally low price. Individually wrapped with a \$22.50 price tag (including simulated pigskin pouch).

Price \$2.50 each in dozen lots. 25% deposit, balance C. O. D.

**National Distributing Co.**  
 Calumet Bldg. MIAMI, FLA.

**PORTABLE TYPE BINGO EQUIPMENT**

Flashboards and Blowers—"Priced so low you can own both!" Jobbers and Agents invited.

**LIPKA MFG. CO.**  
 617 E. 11th St. Spring 7-2327  
 New York 9, N. Y.

**START 1950 RIGHT MAKE BIG MONEY with JOSEPH BROS.**

Join the thousands who are making money every day with Joseph Bros.' dependable merchandise—we will not be undersold.

**Men's Guaranteed Watches**

- ELGIN —GRUEN \$8.75
- BENRUS —BULOVA \$8.95

Modern new designs. Reconditioned and rebuilt, guaranteed like new.

**LADIES' RHINESTONE CASE WATCH \$8.95**

7-Jewel Swiss Movement, guar. like new.

Write for 56-Page New 1950 Catalog. 25% with order—balance C. O. D. Wholesale only, 3 watches minimum.

**JOSEPH BROS.**  
 5 S. Wabash Ave. Dept. B-7 Chicago 3, Ill.

**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, Aluminum-ware, 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.

**OAK-HYTEX NM-10 Multi-Color**

**HOT HANDOUT!**  
 Workers Available See your Jobber

**The OAK RUBBER CO.**  
 RAVENNA, OHIO

**FREE MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES**

Man or woman—young or old, YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised KenDEX nylon hosiery sold with amazing guarantee that gives free replacement if hose runs or snags (regardless of cause) within period up to 3 months. Complete line including sheerest 60 gauge. Carries Good House-keeping Guarantee Seal, which provides replacement or refund of money if not as advertised therein. Also 3 additional lines: (1) beautiful lingerie (2) wonderful robes at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stockings, samples of lingerie-robe fabrics and complete money-making outfit. Nothing to pay now or later. No obligation. Write:

**KENDEX CO., BABYLON 47, N. Y.**

**ORIENTAL DESIGN RUGS \$25.00 Each**

Attn.: Merchants, Dealers, Auction Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 8 by 11 room size RUGS! Perfect Quality. Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear. Greatest Money-Maker today! ALL SIZES, COLORS, 2x4 to 9x12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. AGENTS WANTED.

**LD-US TRADING CO.**  
 Dept. P-5, 20 W. 27th St., New York 1, N. Y.

**Authorized Distributor for ALL OAK HYTEX BALLOONS**  
 25% With Order. Balance C. O. D.

**CASEY COMPANY, Inc.**  
 1132 S. WABASH AVE. CHICAGO 5, ILL.

**MEDICINE MEN!**

Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

**GENERAL PRODUCTS LABORATORIES, INC.**  
 137 E. Spring St. Columbus 15, Ohio  
 Dept. X

**PREMIUMS—GIFTWARE—NOVELTIES**

- Tele-Vision Clocks, Horse Clocks, Horse Radios, Horse Lamps, Evans Lighters, Horses, Etc. Ideal for Punchboards, Stores, Auctions, Wagon Jobbers, Installation Houses.
- FREE CATALOG

**Cash Sales Company**  
 608 Fifth Ave. Pittsburgh 19, Pa.

**Toy Salesmen Wanted**

by reliable manufacturer of Dolls and Stuffed Toys. We offer substantial drawing against commission with share of profits to experienced men who are familiar with and have good contacts with CONCESSION, CARNIVAL and SALESBOARD jobbers. Territory fully protected. Full details in letter. Write BOX 5058, 217 7th Ave., New York.

**ARTY, THE TRAPEZE**  
 A Very Unusual Mechanical Toy—Imported.

**PAN-AMERICAN TRADING CO.**  
 507 Hammond Bldg. Detroit 26, Mich.

**FLUORESCENT PLASTIC  
Non-Electric  
SIGNS**

"Masterpieces of Craftsmanship"  
Tomorrow's Creation Today

Self Fluorescent, Reflects, Retracts, Magnifies, Day or Artificial Light. All signs made to your order. Any type size or style.

**ELITE** ← Hanging Type  
**GARAGE** ← Base or Counter Sign  
**NYLONS** ← Wall Sign

**GROCERIES** ← Wall Sign

**JEWELRY** ← Vert. Bldg. Sign  
**OFFICE** ← Offset Wall Sign  
**H. D. JONES** ← Desk Plate Sign

**COLORS**

Blue, Green, Yellow, Black and White and Red. All signs mounted on crystal clear bars. Sizes: 1", 2", 4", 6", 8", 10", 12". Also mounted white opaque background at additional cost.

**AGENTS:**

Better than 100% PROFIT. Exclusive territories now open. Shipped same day on receipt of order via Railway Express Co. Sample Sales Kits available in \$10.00 and \$25.00 sizes. Money refundable at any time. Sample sent, remit by postal money order or certified check. Literature and confidential price lists included with sample kits.

**Additional Information**

Special attention is closely exercised into the workmanship and quality of these signs. We strive to cooperate that you may meet the sign needs in your territory. This firm is not connected nor affiliated with any other. Beware of imitations and imitation of name and product. J. E. Moore, formerly with J. A. Whyte & Sons, manages this concern.

**Shipments to Agents Only**

You are in business for yourself—Handle this business your way. Make your own deliveries. Money-back guarantee on all orders. We can furnish testimonials of many satisfied customers.

**Manufactured by**

**FLUORESCENT PLASTIC SIGN CO.**  
General Offices and Showrooms  
1732 Wisconsin Avenue N.W.  
Washington 7, D. C.

**RECORD TURNOUT**

*(Continued from page 50)*

Snodgrass is ahead of Dolly Jacobs' baby elephant show in Texas. Mr. and Mrs. George King are handling the exhibit.

**Shearer To Have Concert**

Oklahoma Shorty Shearer again will have the concert on the Stevens opera. . . Ted LaVelda, Monroe Bros.' Circus, is expected here after the holidays. . . Mildred Tate and Mrs. John Grady visited Mabel Stark in Paris, Tex., recently. . . Gil Gray has his horses, ponies, trucks and all show equipment stored at the fairgrounds here. . . Rex Rossie is spending his third winter here. He recently purchased another horse and a custom built trailer.

Visitors have included Howard Suesz, owner-manager of Clyde Bros.' Circus, and Charles (Butch) Cohen, E. J. Rumbell and Jean Allen, all of Gonzales, Tex., who visited John Grady.

**KING BROS.**

*(Continued from page 50)*

November 15. Oscar and Marion Cristiani visited quarters en route to Sarasota, Fla. A shipment of animals for the menagerie is due the first week in January.

Recent visitors were Tabe and Buck Reger, en route from Hugo, Okla., to Sarasota; Mr. and Mrs. L. D. (Doc) Hall, en route from Boston to Sarasota; Jimmy Bagwell, formerly owner of the Bradley & Benson Circus, en route with his family from Anderson, S. C., to Sarasota; Billy Powell and wife, Gee Gee Engesser, arrived from San Antonio. They spent the holidays with relatives at Gallatin, Tenn. Bob Dickman, car manager with Hunt Bros.' Circus the last few years, arrived in time for Christmas dinner here. Na-

oleon Reed, chef, fed 25 persons in quarters Christmas Day. Dickman left for Mobile, Ala., to work the advance of the Pan-American Animal Exhibit.

Other visitors were W. F. Duggan, S. L. May, Bert and Marie Pettus, en route from Lake City, Fla., to their home in Greenville, S. C., for the holidays; Roy E. Fox, who operated the Lone Star Minstrel in Texas for many years, now located in Macon, operating a theater; E. P. Gamble, advance agent, Brewton, Ala., and Charles Underwood, local contractor for Robbins Bros.' Circus the past season, wintering at the Hotel Knox, Macon.

**UNDER THE MARQUEE**

*(Continued from page 50)*

T. Ducham, Chicago, and Fred Roedel, Utica, N. Y., recently visited Ed Raymond, Polack Bros.' clown, at the May Company in toyland in Cleveland. . . The DeBarries played Christmas dates around Los Angeles with their bird act and had Charlie Perkins working props, reports John Henry Brown.

These loud speaker days make it possible for a balloon butcher to yell out his wares without being reprimanded by a Side Show talker for tearing up his opening with noise.

Mr. and Mrs. H. J. Rumbaugh, who are wintering their circus in Punta Gorda, Fla., spent the holidays in Everett, Wash. George Foster is in charge of the Rumbaugh quarters. Rumbaugh plans to open the show about mid-January. When Rumbaugh closed his John Pawling Circus last July in Lidgerwood, N. D., he leased his equipment to Hoxie Green. Rumbaugh plans to operate the show himself in 1950.

**RSROA DENVER MEET**

*(Continued from page 58)*

all member chapters were urged to pledge support.

Robert Gould, Des Moines, vice-president of the Midwestern region, pledged \$1,000 for his region from the floor, while Severin Loeffler, Washington, made a personal contribution of \$200.

Formal approval was given to the designation of the Northwest Pacific and Southwest Pacific regions, as discussed earlier in the sessions.

A discussion on the introduction of new, easy dances as an effective box office stimulant was presented by Fred J. Bergin, Skateland Roller Rink, Pueblo, Colo., who is dean of the Society of Roller Skating Teachers of America. Some effort is necessary on the part of professionals to present the new dances properly, Bergin said, and chided some operators for "retarding the possibilities of mass production" by being reluctant to try anything new to stimulate business.

At a later session this discussion was put to a practical test at Mammoth Gardens Rink, slated to be the scene of the 1950 national championships. The entire board membership and their ladies and guests adjourned to the rink following a dinner. There, Arthur and Francine Russell, professionals, demonstrated two new dances, the Varsouviennne and the Cuckoo Waltz, followed by group skating of the numbers. It was found that practically all present were able to skate these numbers after a short demonstration, and both exhibited quick popularity that appeared to prove Bergin's point.

**BROOKLYN, Dec. 31.**—Roland Cioni, Eastern Parkway pro whose Park Circle dance and figure teams of the past swept one RSROA national title after another, was probably the most surprised instructor in America on Christmas Day. His gift from wife and teaching partner Margaret was a Chrysler sedan.

**Complete Assortment of Jewelry**

- COMPACTS ● PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

**JEWELRY—That's Our Business**

**NEW ENGRAVING JEWELRY CATALOG**  
Newest Styles  
**NOW READY**  
Write for Yours Now!  
State Your Business

**JEWELERS ● ENGRAVERS ● DEMONSTRATORS**

All Orders Shipped Same Day Received  
All Phones: CE 6-7966

**BIELER-LEVINE**  
5 NO. WABASH AVE.  
CHICAGO, ILL.

**DIRECT From Manufacturer**  
**Sensational Value**

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed.

**SPECIAL PRICE**  
**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!**  
**H. EPSTEIN**  
27 East 22nd St.  
New York 10, N.Y.

**FREE!** JANUARY ONLY—\$1.00 PLUSH BOX with every watch

Men's & Ladies' Famous

**WRIST WATCHES**

★ ELGIN ★ BULOVA  
★ GRUEN ★ BENRUS  
★ WALTHAM

7-Jewel **\$8.75**  
15-Jewel \$12.45  
17-Jewel \$14.50

Reconditioned and guaranteed like new. Rhinestone Dial, \$1.50 add. Stretch Band, gold filled, \$1.25 add. Comb. Mesh & Stretch Band, \$1.50 add.

**Ladies' Guar. Brand New Rhinestone Case Watch**

Copies of expensive \$200 - \$300 watches. **\$10.95**  
7-Jewel .....  
17-Jewel, \$13.95.  
Rhinestone Dial, \$1.50 add.  
Write for New 1950 Free 54-Page Catalog on complete line of premium items.

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.

**MIDWEST WATCH CO.**  
5 S. Wabash Av Chicago 3, Ill.

**JOBBERS — DISTRIBUTORS**  
ORDER EASTER STUFFED TOYS NOW!  
BUY DIRECT FROM MANUFACTURER

- ◆ #38—38" Jumbo Begging Rabbit, high grade rayon plush, \$36.00 Doz. In 6 dozen lot—\$34.50. SAMPLE ..... 3.50 Ppdl
- ◆ #699—12" Rayon Plush Begging Rabbit, embroidered nose, movable eyes. \$10.80 doz. In 12 dozen lots—\$9.00 doz. SAMPLE ..... 1.25 Ppdl
- ◆ #83—14½" Cuddly Life-Like Fur Rabbit. Real rabbit skin. Comes in white, pink and maize! See illustration. \$19.00 doz. In 6 doz. lots—\$18.00. SAMPLE ..... 2.50 Ppdl
- ◆ #82—12" Begging Rabbit. Real rabbit skin. White, pink or maize. \$16.50 doz. in 6 doz. lots—\$15.00 Doz. SAMPLE ..... 2.00 Ppdl

**SPECIAL EASTER OFFER!**  
#84—12x6" Running Rabbit, white, real rabbit skin, moulin trimmed. Packed 6 dozen to carton, \$11.40 dozen. SAMPLE ..... \$1.35 Ppdl

Send \$10.00 and receive all 5 samples postpaid!  
25% deposit required, balance C. O. D. if not rated  
Send for FREE illustrations and price list of our new Easter line and Jumbo Concession and Carnival numbers.  
Special Jobber's Set-Up. SALESMEN: Choice territories open. Liberal commission. Write for details.

**ACE TOY MANUFACTURING CO.**  
*Manufacturers of Fur Stuffed Toys*  
122 WEST 27TH STREET NEW YORK 1, NEW YORK

**Pick Herculean PICNIC CASES**

A perfect premium. Gay, colorful steel clad picnic cases. Completely equipped with plates, tumblers and implements. Send for folder showing complete line. Serve two, four or six.

**GENERAL FIBRE PRODUCTS CO., FITCHBURG 7, MASS.**

**TINSELED XMAS SIGNS**  
To Stores, Homes, Offices, Clubs. Made of heavy cardboard with sparkling silver tinsel. Fast, easy sellers. Make Xmas money. 75¢ to \$2.00 sellers.

- 100 Metallic Xmas Streamers, 13x18 ..... \$40.00
- 100 Tinselled Xmas Signs, 11x14 ..... 12.00
- 100 Tinselled Xmas Signs, 14x22 ..... 25.00
- 100 Metallic Xmas Signs, 13x15 ..... 20.00
- 100 Metallic Xmas Signs, 15x26 ..... 40.00
- 100 Xmas Comedy Signs, 7x15 ..... 20.00
- 100 Ultra-Blue Stock Signs, 7x11 ..... 6.00
- 15 Ultra-Blue Xmas Signs, 7x11 ..... 1.00

L. LOWY, 8 W. B'way, N. Y., N. Y. Dept. 523

????????????????????????????????????

**NEWEST 1950 LAUGH ITEM**  
PROFUSELY ILLUSTRATED  
"The WHIMSY RETORT"  
25 for \$1.50 (Samples) Write for 3 for 25¢ Quantity Prices

MAIL SALES MART 773 Wiloughby Ave. Brooklyn 6, N. Y.

LOOK—NOVELTY AND TOY BUYERS—LOOK  
Marionettes, Horses and Riders ..... \$16.95 Gro.  
Art Model Two-Blade Pocket Knives. 40.95 Gro.  
Ball Dancers, Auto Window Novelty. 24.00 Gro.  
Gold Plated Baseball Key Chains ..... 7.20 Gro.  
\$2.00 brings samples of year round sellers.  
See what you buy. Please state your business.

**BLUE MOON CO.**  
11, Ravenswood, W. Va.



Communications to 188 W. Randolph St., Chicago 1, Ill.

# SALESBOARD SIDELIGHTS

Year-end news from Gardner & Company, Chicago, strikes a sales-note of optimistic proportions as firm officials predict good things for 1950. Gardner's news bearer, Joe Robinson, relays word that with 1949 closing on a high level of activity, new board designs and play-stimulators are now coming out of the planning stage to corral orders during the first months of the new year. Demand continues strong for the money and merchandise boards. Following these types are the tip,

cigarette and premium styles. With quality numbers and quick delivery to be accentuated during the next 12-month stretch, as it has for the past 40-plus years, Joe sees a growing host of friends rallying 'round the Gardner line.

**Sam Feldman**, sales manager at Harlich Corporation, Chicago, remains a strong advocate of the merchandise type board. A leading line in firm's presentation during 1949, he looks for a continuation of the merchandise trend thruout 1950. Harlich's nickel play, 1,200 hole Lady Luck board is also garnering a good amount of attention, Sam says. . . . **Milner Novelty Company**, La Fayette, Ind., has its hands full handling orders for its line of salesboards and jar tickets, 'tis reported. Firm has been successfully offering Glassine Banded Tickets, for which it is national distributor, for some time. Milner Novelty also looks for more good business news in 1950, and points to its steady level of activity since formed back in 1937.

Gayco, Derry, N. H., reports, via major domo **Capt. Charles Gay**, that its line of Jar-o-Do tickets is moving, with board operators finding them working in well with their boards. He expects to trade talk with Universal's **Joseph Berkowitz** when they meet in New York soon. . . . From **Tic Toc Manufacturing Company**, Omaha, comes more good-level sales news as the year closes. A full variety of salesboards and jar bingo

tickets are the order-getters here. . . . Same news note emanates from **Michigan City Novelty Company**, Michigan City, Ind., as the sales-tale tells of boards and jar tickets hitting high acceptance.

**Roy Galentine**, Crown Products, South Bend, Ind., reports his Lucky Poker Pak and Lucky Seven Pak have moved into the "cheers" level of operator acceptance. Roy offers a sample to ops who write in for same. Firm's Lucky Lulu deal is also raking in attention on an up-order trend.

### CLINICS, TALKS AT MASS.

(Continued from page 52)  
of the secretary's office during the fair; co-operation from local organizations; pre-fair ticket sales; the outlook for commercial exhibits in 1950, and let's give the judges a better break.

The second clinic, *The Importance of Home Arts and Crafts in the Fair Program*, will include discussions on hobbies and applied arts; needlework, clothing and home furnishings; canned and manufactured horticultural products, and arrangements from the standpoint of judges and public interest.

In addition to business and committee reports, **John Chandler**, commissioner of the Massachusetts Department of Agriculture will address the meeting. Other speakers will discuss *Insurance for Fairs, Large and Small* and *The ABC of a Good Grandstand Show*.

Features of the annual banquet, to be held Friday night, will be the presentation of the distinguished service award and a floorshow staged by **George Hamid and Son and Al Martin**.

## in Philadelphia it's RAKE

### FOR THE COMPLETE UNIVERSAL "JAR-O-DO" LINE

JARS—TICKETS  
RED, WHITE, BLUE COMB.  
LUCKY 7, BINGO, ETC.



STOP IN TO SEE

COIN MACHINE EXCHANGE

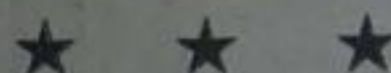
# Rake

609 SPRING GARDEN ST.  
PHILA. 23, PA.  
LOMBARD 3-2676

Distributors of Coin-Operated Machines and Salesboards

## WE WANT TO THANK

The many loyal customers throughout the country for their support during the past year and to wish them Health, Wealth and Happiness for the coming year.



## CAROL SALES COMPANY

312 E. Market St., Elmira, N. Y.

## PUSH CARDS

Straight and Skip-Number Cards with Winner under Seal. Straight and Skip-Number Cards without Seals. Turkey Cards, Money Cards. . . . Over 275 Different Sizes and Styles, from 10 to 600 Holes, Plain and Printed, Available from Stock. . . . You can buy from us with confidence—we have been in business since 1914. FREE CATALOG.

Write  
**W. H. BRADY CO., Mfrs.**  
Est. 1914  
Chippewa Falls, Wis.

### SALESMEN WANTED JAR TICKET GAMES

Sell in every town and community. Clubs, Cigar Stores, Pool Halls, Taverns, etc., are best prospects, or start a route of your own. No experience necessary. Free pocket sales kit. 40% advance comm.

**Worthmore Ticket Games**  
1825 S. Mich. Ave., Dept. B-17, Chicago 16, Ill.

### SALESBOARDS—BARGAINS

- |                                    |       |      |
|------------------------------------|-------|------|
| 1000 5¢ Double Fin, Prof. \$24     | ..... | .69  |
| 1000 25¢ Charley, Prof. \$50       | ..... | .69  |
| 1440 5¢ Barrel, Prof. \$18         | ..... | .98  |
| 1440 10¢ Barrel, Prof. \$36        | ..... | .98  |
| 1000 25¢ J. P. Charley, Prof. \$52 | ..... | .75  |
| 1000 to 1200 5¢ Asst. J. P. Bds.   | ..... | 1.69 |
- Minimum Order, \$10.00—Deposit, 20%  
DELUXE SALES, Blue Earth, Minn.

### 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

**FOR SALE—USED PHONOGRAPHS, PINBALLS**  
and Counter Games; cash or terms. **Ralph Alexander**, Seneca, S. C. ja28

**FOR SALE—10 1¢ ABT CHALLENGERS**, \$15 each; condition guaranteed.  $\frac{1}{4}$  deposit. **Birmingham Vending Company**, 2117 North 3rd Avenue, Birmingham, Ala.

**FOR SALE — 10 TELEJUICE MACHINES**  
(canned fruit juice), on location, in A-1 condition; will sell at sacrifice; retiring from business. **Box C-507, Billboard, Cincinnati, O.**

**FOR SALE—LIKE NEW NATION WIDE 22**  
ft. Maple Shuffleboard, electric scoreboard, \$275; 18 ft. Black Top, \$100; Bango, \$125; Shuffle Skill, \$150; Dale Guns, \$85. **Coino-Matic**, 3620 North Lincoln Ave., Chicago, Ill. LAkeview 5-0695.

**GENCO ADVANCE ROLLS, TOTAL ROLLS**, Big Citys. Sportsmens; sell cheap or will trade for Shuffle Alleys. **Metro Coin**, 2758 Madison, Chicago, Ill. Sacramento 2-9592.

**LEE SALES COMPANY, INC.**, FALL SLOT clearance sale; Black Cherries, good condition, \$75, for nickel, dime or quarters; Jennings Standards, Tie-Tac-Toes, Super Deluxes, at \$70 straight thru. 1815 South Lafayette St., Fort Wayne, Ind.

**OLD ESTABLISHED MUSIC, PINBALL ROUTE**  
and radio shop; consists of about 60 pieces pinballs, phonographs and consoles grossing over \$1,700 a month; low rent; will sacrifice for \$2,200 cash; this is a steal; reason for selling, have other business interest. Wire or phone 9152, **Melody Music Co.**, Union City, Tenn.

**OPERATORS—ONLY 60 1¢ SILVER KINGS**  
and Northwestern Ball Gum and Peanut Vendors left; 2 months old and like new; only \$5.50 each, 10 for \$50 or first \$250 gets all; first come first served; orders shipped same day received. **Alfred Livingston & Co.**, 1034 N. Virginia Ave., Lakeland, Fla.

**SILVER KING LATE MODEL 1¢ NUT**  
machines; 11; \$50 lot; two Selecto Vue Shipman Picture Machines and Film, \$30 lot;  $\frac{1}{4}$  deposit. **H. W. Des Portes**, 2321 Devine, Columbia, S. C.

**STAMP MACHINES—(5¢) SLOT**, \$2.95 EA.; sanitary napkin machines, \$7; Popcorn, Gum, Candy, Peanut machines. **U.S.P.**, Waterbury 5, Conn. ja7

**STAMP FOLDERS DIRECT FROM MANUFACTURER**; low, low price; immediate delivery; write for prices and sample. **J. Schoenbach**, 1645 Bedford Ave., Brooklyn, N. Y.

**STAMP FOLDERS—DIRECT FROM MANUFACTURERS** at lowest prices; write for prices and samples. **Plymouth Press**, 506 W. 122 St., New York City.

**WANT TERRITORY TO OPERATE SHUFFLE**  
boards; will operate on percentage or any other arrangement. **Reliable Shuffleboard Co.**, 2512 Irving Park, Chicago, Ill.

**WANTED — ABT MODEL F PISTOL**  
machines; no Challengers; postwar; also penny pin marble games, counter size. **Lee Hirschler**, 3801 Winding Way, Cincinnati, O.

**1 PIN GAME — WILLIAMS SARATOGA**;  
equipped with flipper and thumper bumper; perfect mechanical condition, \$60 cash with order, shipped F.O.B. **Casco**, Everett Van Drise, Casco, Wis.

**OPERATORS, IN  
CLOSED TERRITORY**

TRY

LUCKY POKER PAK  
LUCKY SEVEN PAK

PROVEN CONSISTENT  
MONEY MAKERS!

WRITE FOR  
PRICES and  
SAMPLE!

CROWN PRODUCTS

BOX 802 • SOUTH BEND, IND.

**ATTENTION  
OPERATORS AND JOBBERS**

Make big profits with high class Salesboards and Jar Tickets. National distributor for Glassine Banded Tickets. We have been in business here the past 12 years.

Write or Phone 2660  
for Information and Samples

**MILNER NOVELTY COMPANY**  
500 N. 9th Street La Fayette, Indiana

**FIRST QUALITY SALES BOARDS**

1000 to 1300 HOLE GIRLIE BOARDS	.....	\$1.75
1200 TEXAS or CHEERFUL CHARLEY	.....	1.10
1000 JACKPOT CHARLEY, THICK	.....	.85
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 Charleston, W. Va.
		Phone 25-771

## a Winner . . . .

CIGARETTE VENDER  
EVERY PUNCH  
IS A WINNER!

EACH HOLE WINS  
FROM 1 TO 10 PACKS  
OF CIGARETTES.

CIGARETTE VENDER  
FORM NO. 12333  
25¢ PLAY—THIN

Takes in . . . . . \$300.00  
Pays out in cigs. . . . . 261.20  
DEF. PROFIT . . . . . \$ 38.80  
Plus Profit on Cigarettes

HARLICH  
CORPORATION  
1200 NORTH HOMAN AVENUE  
CHICAGO 51, ILLINOIS

## SALESBOARDS—JAR TICKETS NEW LOW PRICES

ALL ORDERS SHIPPED  
SAME DAY RECEIVED

Holes Play	Description	Profit	Price
400 5¢	LUCKY BUCKS, THICK	Def. \$ 7.00	\$ .60
300 25¢	QUARTER KOLORS, THICK	Def. 15.00	.60
1000 5¢	5¢ CHARLEY, THIN	Def. 17.00	.90
1000 25¢	J.P. 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

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.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

## SALESBOARDS

**FREE!** Write "NEW WHOLESALE 'NET' PRICE BULLETIN"  
for  
NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS  
10th year giving immediate delivery on finest boards

**LEGALSHARE SALES**  
P. O. BOX 86-A 222 2nd St. HUNTINGTON BEACH, CALIF.  
Ph.: Lexington 4-3218



Communications to 188 W. Randolph St., Chicago 1, Ill.

## LEGISLATIVE PIC FOR 1950

### Trimount Co. Holds Largest Party in N. E.

800 Attend Shindig

BOSTON, Dec. 31.—The biggest Christmas party in its history and the biggest in the industry in New England was staged by Trimount Coin Machine Company at its local offices and salesroom for ops, factory reps and friends last week.

Dave Bond, president-treasurer, was host, and Irwin Margold, general manager, was in charge of arrangements. More than 800 members of the coin machine industry, recording artists and guests attended.

Flown in from Chicago just in time for display at the party was the new Williams' Twin Shuffle, coin-operated 10 cent and 20 cent competitive type bowling game, which met with an enthusiastic reception from New England ops.

The new game was location tested in Chicago, Margold said, and he predicted that New England ops would find the new game a natural for their locations because of the ingenious two player competition. Orders will be filled in rotation, he said.

#### Entertainment

Recording stars who attended the gala holiday party and entertained were: Hum and Strum, Freddy Hall, Judy Valentine, Sherm Feller, Frank Petty Trio.

Ops from Maine, Vermont, New Hampshire, Connecticut and Rhode Island were on hand for the annual affair, and factory reps present included Harry Kelley, of J. P. Seeburg Corporation, and Sol Gottlieb, of D. (See 800 TURN OUT on page 86)

### Columbia Arcade Damaged by Fire

COLUMBIA, S. C., Dec. 31.—Playland Arcade, on Main Street here, was damaged by a Christmas night fire but continued operations despite a \$3,000 property loss and \$3,700 damage to the building.

Origin of the blaze, which started in an upstairs photo studio and spread to a paint store next door, was not established.

Mike Cohen is operator of Playland, one of the city's largest arcades and novelty stores.

### Gotham Ops To Form Games Association

NEW YORK, Dec. 31.—With placement of shuffle-type games and coin pool tables on the increase here, a move was made this week to form an operators' association to help stabilize the industry. Called together by Lou Rosenberg, of Arrow Amusement, several key operators held a preliminary meeting at the Taft Hotel Thursday (29) and set January 12 as the date for an open organizational conclave. Jobbers and distributors are to be invited. The con-fab probably will be held at the Manhattan Center, according to Rosenberg.

### Bally Skeds Feb. Three-Day Service School at Factory

CHICAGO, Dec. 31.—The third in a series of monthly service schools will be held in the Bally Manufacturing plant February 13, 14 and 15. Vice-President Herb Jones announced this week. He added that operators and servicemen who wish to brush up on Bally game mechanisms are invited to attend all sessions or those on games in which they are particularly interested.

The first day will be devoted to study of one-ball games. February 14 has been set aside for consoles and the five-ball Hot Rods, while the final day, February 15, will include a session on the straight novelty game Shuffle-Bowler. Jones stated that interested operators and servicemen should drop a post card to Bob Breither, Bally field engineer, in care of the Bally plant, 2640 Belmont Avenue, Chicago, indicating the dates on which they will be present. On arrival at the factory, the visiting operators and servicemen should ask for Breither.

Jones explained that the schools are held to give coinmen an opportunity to increase their service efficiency. Classes are conducted by Bally's staff of field engineers. Mechanical and electrical features of games are reviewed with actual games and with enlarged diagrams and photographs. Circuits are explained in detail with emphasis on trouble-shooting technique, service short cuts and maintenance.

### New Pinball Tax

HARTFORD, Conn., Dec. 31.—The License Commission of Pittsfield, Mass., has announced a tax of \$20 on every pinball machine operating in that city, effective immediately. The tax is being levied against the owner or manager of the place of business where the machine is operated. Juke boxes, the commission said, will not be affected. They are already licensed at \$2 per year.

### So. Carolina Ops Report Conditions Fine in 1949

COLUMBIA, S. C., Dec. 31.—Distributors and operators of coin machines in South Carolina were generally surprised with the good business they found during 1949. Last January forecasts for the new year were gloomy, but business in most phases came along nicely, a survey reveals, and ended fast, with the greatest monthly gain shown during November.

Charles Fuller, of Carolina Music Company here, noted that music machine business had been "pretty good" for distributors and ops alike. The arcade and pin trade had been "fair," he said.

Saxons of South Carolina, cigarette machine ops in Central South Carolina, found a reasonable amount of coins flowing and trade actually better than had been anticipated. Distributors of cigarette machines in this area said they went faster than any other vending machine this year. Saxons operates machines in the Columbia, Rock Hill and Chester areas.

### Congress's Agenda Is Heavy With Issues of Interest To Coin Machine Industry

Social Security, Excise Tax, Basing Point Included

WASHINGTON, Dec. 31.—The nation's capital will tackle a heavy agenda of issues affecting the coin machine industry in 1950. Big news will revolve around Social Security for operators, a congressional drive to change the excise tax structure, an anticipated start toward revision of copyright laws, a prospective change in freight laws involving basing point prices, and debate on legislative proposals for authorization of fractional coins and establishment of a graduated system of cigarette taxes favoring low-priced smokes. Vying for Capitol Hill interest, several of the federal executive agencies will be giving heavy attention to numerous other problems and cases involving the industry. The handling of television allocations and regulation by the Federal Communications Commission (FCC) will determine to considerable extent the 1950 competition of the medium with juke box operators. The Federal Trade Commission (FTC) will be busy with such issues as proposed trade rules for candymakers and disposition of such long-pending cases as the one involving Automatic Canteen Company of America. The Cen-

(See Congress Agenda on page 79)

### Begin Delivery On Pyramid, New Keeney Console

CHICAGO, Dec. 31.—J. H. Keeney & Company has started deliveries on Pyramid, a two-way bonus bell, President Roy McGinnis announced this week. In addition to regular and major awards, the new upright console features a silver dollar award for lighting up the word bonus as it appears on the top of the unit.

Pyramid measures 60½ by 33 by 16½ inches and has a gold colored cabinet. It has jumbo type illuminated reels and the mechanism introduced on the Keeney Super-Bell. It is available with any combination of nickel and quarter play coin heads. The dollar tubes for the bonus award work on a gravity basis and hold 30 awards on the nickel side and 6 awards on the quarter side. A green light (convenient for the location attendant) lights when the dollar tubes are empty. They can easily be refilled from the side.

McGinnis pointed out this is the first unit with a spell bonus feature which awards a silver dollar on nickel play and five silver dollars on quarter operation.

### Indpls. Solons Pass New Coin Tax Ordinance

Venders Are Exempt

INDIANAPOLIS, Dec. 31.—The Common Council of Indianapolis passed an ordinance at its regular session here last week regulating and licensing amusement and music machines. It specifies that merchandise and service venders may operate without licenses.

High points of the ordinance follow: Effective January 1, 1950, no person may maintain or operate a coin-operated amusement or music machine without having procured a license for the unit. The per machine license fee is to be \$1, plus \$1 for the issuance fee.

Licenses will not be required of merchandise or service venders which do not include amusement, music making or gaming features.

All police officers designated by the Indianapolis chief of police and the city controller are to make regular inspections of coin machine locations to report any irregularities.

All individuals and firms owning or operating amusement and music machines are required to obtain from the controller a metal or other designated disk or tag to be affixed to all units. The controller is to certify a list and location of all licensed machines to the Indianapolis Board of Public Safety and if directed by the board to the chief of police.

Penalty provided for persons convicted of violating any provisions of the new ordinance is a fine not exceeding \$200. Each day a violation continues is to constitute a separate offense.

See story in Vending Section of this issue for more detailed information on that phase of the ordinance as passed in Indianapolis.

W. G. Griffin handles the Columbia office.

S. L. Shanks, distributor for Snively's Dispens-o-Lator, natural fruit drink machine, in the Carolinas found business generally good during the year. He's found trade good in all the colleges where he has placed machines. Six are now in operation at the University of South Carolina and doing top business. The Billboard survey showed that no other vender of uncarbonated drinks has been successful in this area, tho one was tested for a short time. Dispens-o-Lator is also going well in several industrial locations.

Arcade business flourished here during the fall and early winter months, despite an earlier prediction of death for the biz. Playland, one of the largest here, suffered heavy damage by fire Christmas night but is still operating.

Local distributors have been unable as yet to forecast business outlook for 1950 due to the rapidly changing conditions that marked the year just past.

# Dual Candy-Drink Routes Static

## Operators Cold-Shoulder "Seasonal Balance" Idea After First Enthusiasm

### Chicago Exception as Operations Prosper

CHICAGO, Dec. 31.—What started as a "seasonal balance" move by candy operators here in New York, Los Angeles and Detroit last summer (*The Billboard*, July 23) and involved the addition of cup-type soft drink equipment to their routes, now has taken on a "status quo" aspect and in a few instances a reverse trend has been noted. The current picture has Chicago as the stronghold of such dual operations, while the three other cities have grown "cold" to the idea. Generally, results of a four-city survey indicate that such double operations are not the looked-for answer to a more uniform level of year-round re-

turns for the average candy operator.

Basically, the idea was to boost summer earnings with drink sales and to write-off drink vender expense to a degree during winter months with hyped candy business. But a number of experimenting operators have (See *Operators Cold* on page 72)

### Two Bit Sales Stimulator:

## Something New Under the Sun; Now Comes Coin-Operated Cars

CHICAGO, Dec. 31.—Coin meters, playing a steadily increasing role in facilitating purchase of the more expensive household appliances during recent months, this week invaded a brand new field as a sales stimulator. An enterprising automobile dealer attached them to his cars.

With the idea that if television, washing machine, refrigerator and like appliances could be given sales impetus thru use of "pay as you use"

coin meter attachments, Max R. Tauber, a local Ford dealer, announced that time-buyers would be offered such a device to take the "sting" out of monthly payments. The meter, mounted in a convenient position on the dashboard, will accept quarters to accumulate the required payment.

### How It Works

Explaining the car-purchase-via-coin meter plan, Tauber said that each coin deposited permits a certain amount of driving, thus the per-coin payments are not likely to be "forgotten" or ignored. A buzzer sounds for five minutes as warning that the first quarter has paid for its allotted use and that another is required for continued operation of the car. The meter is connected with the car ignition system.

### Four-a-Day

Citing a monthly payment of \$30, Tauber said that the meter would be timed for 130 quarters a month, or four a day. The meter will take up to 60 quarters at a time. Special slugs are provided for emergencies when the customer has no quarters to keep the car "coin-operating."

## Per Machine Vender Taxes Removed in Indianapolis

CHICAGO, Dec. 31.—Vending gained an important victory in the fight against per machine taxation last week when Indianapolis removed from its books an ordinance requiring operators to pay a fee for each merchandiser.

Action followed appearance of Fred Brandstrader, National Automatic Merchandising Association's (NAMA) legislative counsel, together with a committee of Indianapolis operators, before the Indianapolis City council. All merchandising and service machines, in which there are no amusement features, will be exempted from the new coin machine tax. The law provides for a tax of \$1, plus an additional license issuance fee of \$1 for other coin-operated devices. (See story in General section).

Working with Brandstrader on the Indianapolis tax problem were Cliff Campbell, Automatic Canteen Company of America; Dick Howard, In-

diana Automatic Merchandising Company; Bill Wagers, House of Crane; Fred Niedenthal, Hamilton Harris; E. H. Kendrick, Kendrick Sales Company, and Fred Dickson, Coca-Cola Bottling Company.

The first Indianapolis ordinance which taxed coin-operated devices was passed in 1924. It specifically exempted candy, gum and nut machines, but placed a fee on cigarette venders and scales. The fee was then \$1 per machine, plus \$1 issuing fee for each machine. This law was in force until December, 1948, when a new ordinance was passed which increased the tax to \$5 on machines handling over a penny, and a \$2 yearly license fee on 1-cent machines. To this was added a \$1 fee for each machine license issued.

The new Indianapolis ordinance which exempts all merchandising and service machines goes into effect immediately.

## Blendow Named Auto. Products Sales Manager

NEW YORK, Dec. 31.—Sam Kresberg, vice-president of the Automatic Products Company, has named Al Blendow sales manager of the manufacturing firm, it was announced this week. Blendow, active in the coin machine industry for many years, was most recently associated in the distributing firm, Blendow & Meyers.

Automatic, producer of Refresho-Mat and Smokeshop, is currently expanding its network of outlets. It was understood that Blendow would devote much of his time to that phase of the company's operation.

## Wilson Returns To Mills; '50 Freezers Ready

CHICAGO, Dec. 31.—Following re-development of its counter ice cream freezer line, Mills Industries is now in production on 1950 models. Vice-President Robert A. Hoagland announced this week. He added that A. E. Wilson, a pioneer in the counter freezer field, has been appointed sales manager of the Mills Freezer Division.



A. E. WILSON

Included in the new line is a model which produces a continuous flow of frozen custard and related soft products as well as conventional ice cream. Its design has been simplified with a mix supply from refrigerated cabinet (two 10-gallon cans) attached to freezer or from an overhead tank holding four gallons for locations where floor space is not available.

Wilson's appointment marks a return to the Mills organization. In the 18 years prior to 1949 he also was in charge of its freezer sales. His field staff includes some of the most experienced men in the freezer industry, W. C. Graves, J. B. Schorer, J. H. Leadaman and O. E. Phillips.

# Only Trains Must Run on Time!

## Subways Take Post-Deadline Cup Mach. Bid

### Rival Ops Are Incensed

NEW YORK, Dec. 31.—A high bid by the Automatic Canteen Corporation to operate subway cup venders, submitted Thursday (29) about 20 minutes after the announced deadline for bids, heated tempers of other operators, who later hinted at legal action to invalidate the Canteen bid.

Following test operation of cup machines in city subway stations since the spring of 1948, the Board of Transportation announced it would receive bids for long-term operation until 11 a.m. Thursday. They were then to be opened publicly and read. Bids were for five-year contracts with the board, to become effective February 1.

At the appointed time, operators gathered in the board's hearing room heard nine bids read. After the board

## Keeney Reduces Cig Vender Tag

CHICAGO, Dec. 31. — Having effected reductions in overhead due to increased production, J. H. Keeney & Company this week reduced the list price on its de luxe electric cigarette vender from \$279.50 to \$249.50, John Conroe, vice-president and general manager, announced Thursday (29).

Conroe stressed the merchandiser is identical in construction and performance with the unit which previously sold for \$30 more. Now beginning its fourth year of production, it has a single nickel, dime and quarter chute; nine double columns, which vend alternately from front and rear, and a large storage area. It is equipped for instantaneous price adjustments, three-way match vending, a swing-up hinged front and electrical wiring designed for easy servicing. The unit bears a certificate of acceptability from Underwriters' Laboratories.

had turned to other business and most prospective long-term operators had left the room, John T. Collins, Canteen (See *SUBWAYS TAKE* on page 70)

## Charity Org To Intro New Cup Machine

### It's Hydraulically Operated

BARRINGTON, R. I., Dec. 31.—A new cup vender, which has by-passed conventional design factors by holding electrical components to a minimum, has been developed by the John W. Young Foundation, Inc., it was learned this week. Initial deliveries of the machine, both in single and dual-flavor models, is scheduled for April.

The Foundation, formed about three years ago to distribute financial contributions to charitable causes, will retain control of the vender. In a novel approach to the industry, all profits earned thru the sale of the machines will revert to the Foundation to further its work.

John W. Young said the new unit uses no electric timer and dispenses drinks thru hydraulic activation. The 600-cup machine is 25 inches wide, 17 (See *CHARITY ORG* on page 70)

**VICTOR'S AMAZING NEW TOPPER**

Special January Offers

1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only \$50.00 (with plastic globes)..... **\$52.00**

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only..... **\$36.00**

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only..... **\$51.25**

Samp. Topper, \$11.25

---

**RAIN-BLO GUM**  
140, 170 or 210 count, in 25¢ cartons  
**27c lb.**  
In lots of 150# or more with freight prepaid

**PISTACHIOS**  
25 lb. carton Large 48¢ lb. Small 45¢ lb. Full Cash With Order.  
Autographed Football Charms \$3.75 per 1000  
Write for our **FREE Complete Charm List.**

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.  
Orders Under \$10.00 Money in Full.  
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
161 SACKMAN ST., BROOKLYN 12, N. Y.  
Phone: Dickens 2-7992

**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

**RAKE COIN MACHINE EXCHANGE**  
609 Spring Garden Street  
Phila. 23, Pa. Lombard 3-2676

**RAKE COIN MACHINE AGENCY**  
2120 Fifth Avenue  
Pittsburgh, Pa.

**9-18 NATIONAL CANDY MACHINES**

These machines are in operating condition and come right off location

**PRICE \$45**

As is, with base.

F. O. B. points in Indiana and Michigan.

1/3 with order, balance C. O. D.

★ ★ ★

**PAUL STEICHEN**  
Univendor Representative in Michigan, Indiana, Kentucky  
6963 Oak Lane Indianapolis, Ind. Glendale 2060

**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 Cols.—Any Coin Combination.  
1/3 Dep., Bal. C. O. D.

Write for Details on Our **NYLON DEAL**

**STEINER MANUFACTURING CO.**  
Serving the Trade Since 1927  
363-5 Hudson Ave. Brooklyn 1, N. Y.  
Phone: TRIangle 5-0835

**Merchandising Clinics**

**Indiana Firm Conducts Its Biz Via Ten Commandments--Result Is a Most Successful Operation**

INDIANAPOLIS, Dec. 31.—The Indiana Automatic Merchandising Company, Inc., 537 East Ohio Street, follows ten commandments of successful vending operation and, as a result, has been successful in the operation of its business. J. Richard Howard, the young, energetic manager has been head of the concern since 1945. These are his "ten commandments" of the vending business:

1. Superlative service.
2. Good customer contact and sales.
3. Reasonable commission rate, but not excessive.
4. Maintenance of equipment and personnel in good appearance.
5. Maximum sales.
6. Low service cost.
7. Good inventory control—minimum shrinkage.
8. Minimum mechanical difficulty.
9. Good machine location.
10. Good, honest and accurate accounting and report system.

Howard started in the coin merchandising business with RCA's Indianapolis plant when it was operated by The Automatic Merchandising Company of Chicago with candy and cigarette machines. It was here he got his early training and education in the merchandising business. In 1945 he took over the business, organizing the Indiana Automatic Merchandising Company, Inc.

**Cleanliness**

It is needless to say that the plant is scrupulous as all plants that handle food products should be. "Cleanliness" says Howard, "is one of the most essential things about this business." The merchandise is classed and rated as a food product, and governed by the strictest sanitary laws in existence. It comes under the fourth commandment and we adhere to it.

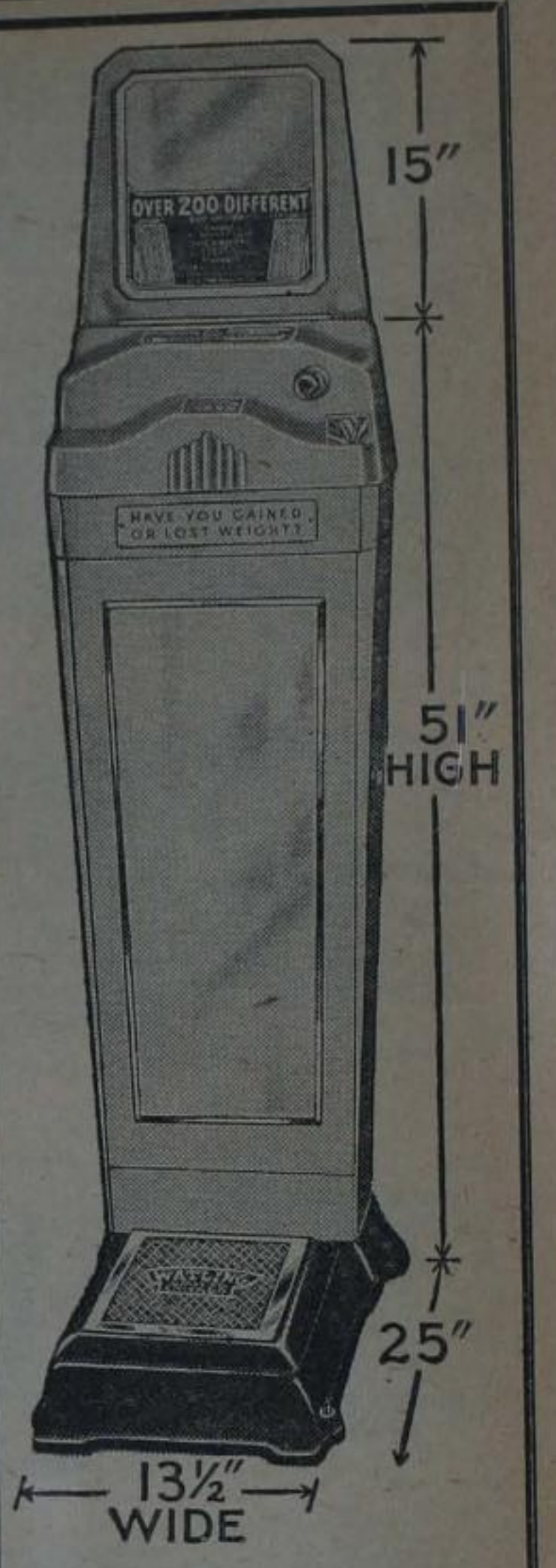
The company has eight service route men, who pay strict attention to condition of all equipment, filling machines, keeping them clean and polished and in good working order. Peanut machines, candy equipment and the penny gum and peanut machines are carefully inspected by the servicemen when they are filled. They inspect the glass, the cup and examine the machine thoroughly. This is the No. 1 commandment, "superlative service."

**Customer Contacts**

"The servicemen keep in constant contact with each and every customer because it is service that built our business. We maintain a 24-hour service, commandment No. 2, 'good customer contact and sales.' When a spot is not working, it means a loss, not only to us, but a loss of service to the industry where it is located," says Howard.

"Some operators neglect the penny machines. This a great mistake. We have them placed in plain view, next to the candy vender or gum vender and they are profitable. As a rule workmen will put a penny in the machine because it is all he wants at the time, but every penny counts in the long run. It helps your volume of sales and disposes of your merchandise. The more sales volume the larger purchasing power it will provide. Additional service means little because these penny machines are filled and taken care of by the regular serviceman while he is looking after the larger machine. It comes under commandment (6) 'low service cost.'

"Since the fair trade practice law has become effective it has increased cigarette sales to some extent. We have about 200 cigarette machines in location. These machines are (See INDIANA FIRM on page 71)



**\$25 DOWN**

Balance \$10 Monthly

**PENNY FORTUNE SCALE**

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

**WATLING**

Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**CHARMS—PROVEN SALES BOOSTERS**

**MYSTERIOUS FACES FROM FAR-AWAY PLACES** \$7.50 M  
6 assorted faces in gleaming gold finish. May be used as lapel ornaments.

**FOOTBALLS** 24 Team Names  
Colorful Plastic \$3.75 M  
Brown Plastic 3.75 M  
Gold, Silver Plated 7.00 M  
Copper Plated 6.00 M

**NEW HELMETS** Approximately 5/8"  
Plastic, 6 Colors \$5.00 M  
Copper Plated 8.00 M  
Gold, Silver Plated 10.00 M

**NEW BASKETBALLS** 24 Team Names  
Approximately 5/8"  
Colorful Plastic \$4.50 M  
Copper Plated 8.00 M  
Gold, Silver Plated 11.00 M

**NEW!!! #500 CHARMS**  
#500 Bright Plastic \$3.00 M  
#500M Metal Plated 5.75 M  
#500C Color Plated 5.75 M  
#500 Gold or Silver Plated 6.75 M  
#500 Metallic Plastic Bronze or Silver 3.25 M

**#494 ANIMAL CHARMS**  
#494 Bright Plastic \$3.00 M  
#494M Metal Plated 5.75 M  
#494 Color Plated 5.75 M  
#494C Gold or Silver Plated 6.75 M  
#494 Metallic Plastic Bronze or Silver 3.25 M

#3 Asst Small Plastic Charms \$2.50 M  
#3M Asst. Small Metal Plated Charms 4.50 M

**KARL GUGGENHEIM, INC.**  
33 Union Square New York 3, N. Y.

**CHARMS**

Over sixteen different series of new charms

**LOW PRICES**

Send 25¢ for cost of mailing samples, to be refunded with first order.

**THE PENNY KING COMPANY**  
415 Neptune Street Pittsburgh 20, Pa.

**FOR THE HOTTEST LINE IN CHARACTER CHARMS**

SHMOO KIGMY

Walt Disney and Al Capp Character Charms

NOW AVAILABLE

**CHARACTER CHARMS, Inc.**  
1607 East 16th St. Los Angeles 21, Calif.

**NEW NORTHWESTERN MODEL 49 SPECIAL OPERATOR NET PRICE LESS THAN \$10.00 EACH**

With each Model 49 Special ordered during this sale at billing price of \$14.75 we will include at no charge 5 lbs. Spanish #1 Grade Peanuts. Model 49 Special with 5 lbs. Peanuts \$14.75 Gross take 5.00

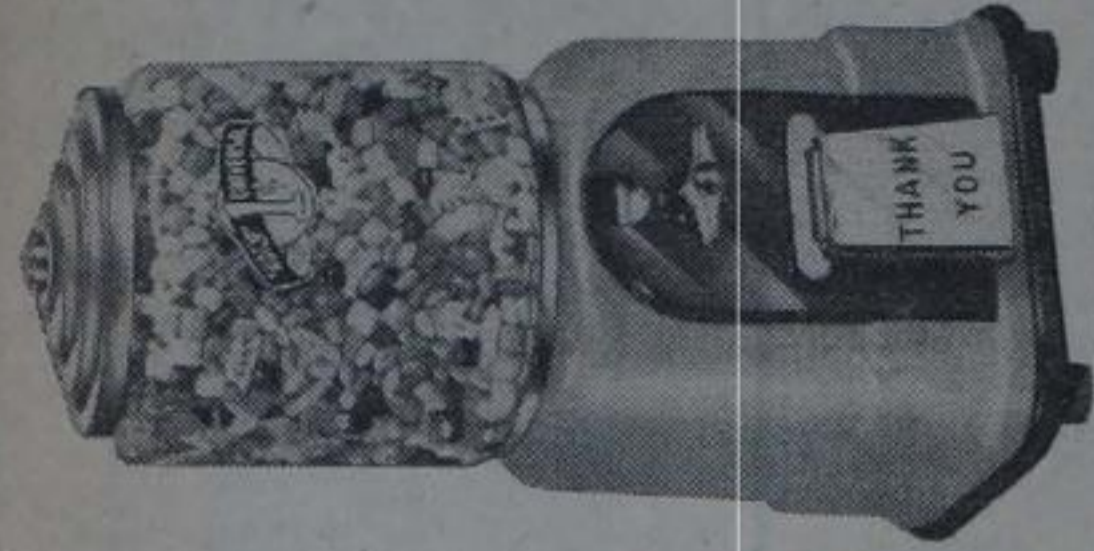
Your net cost when machine empties. **\$9.75**

**ORDER TODAY AND SAVE**  
Parts, Supplies, Charms—Write for List

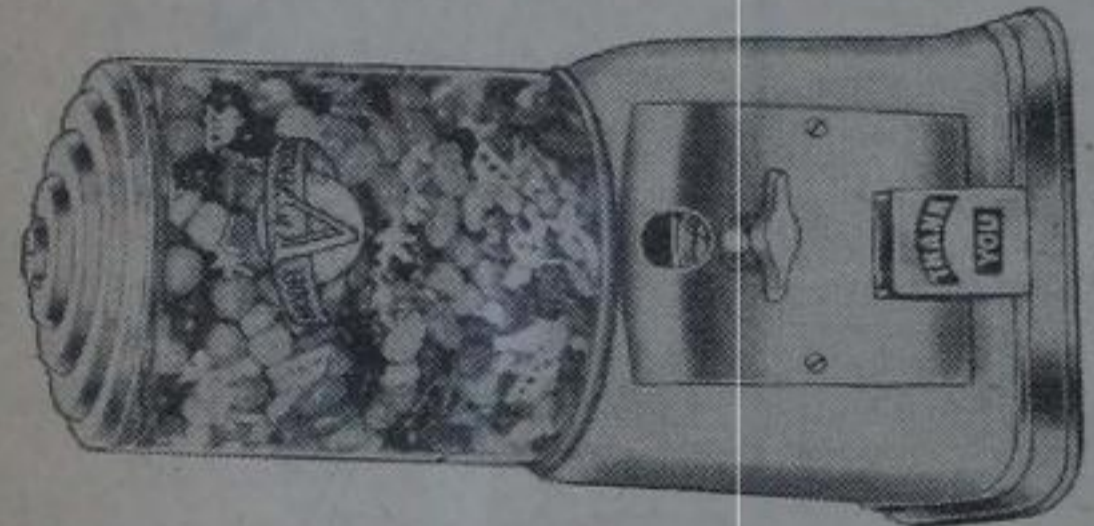
**BADGER SALES CO., Inc.**  
2251 W Piro Blvd. Los Angeles 6, Calif.



DOUBLE UNIT TOPPER



UNIVERSAL



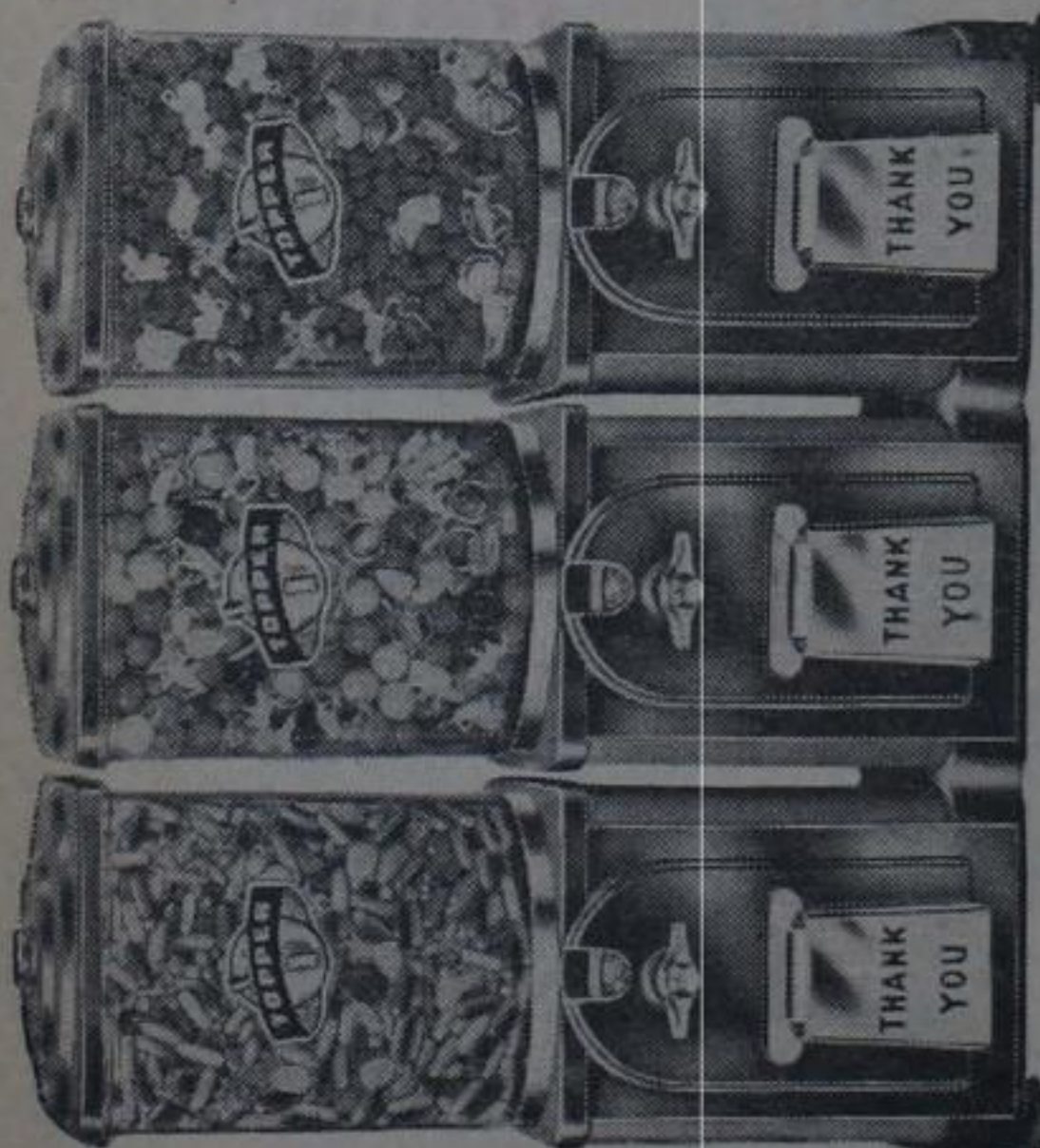
MODEL V



TOPPER



HOT-POP



TRIPLE UNIT TOPPER

**WITH PLASTIC GLOBES**

Our response to the operator's demand for compactness... Space-Saving... Attractive battery of Bulk Vendors... 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 money. 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

**VICTOR OFFERS THE ONLY COMPLETE BULK VENDING LINE**

When new, successful innovations and improvements are built into bulk vending equipment... 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)... YOU WILL FIND THEM ALWAYS FIRST decrease his servicing costs... YOU WILL FIND THEM ALWAYS FIRST

It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!

**VICTOR VENDING CORP.** 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

**Subways Take Cup Mach. Bid**

(Continued from page 68)

teen president, arrived with his firm's bid. He pointed to the board envelope which contained his bid on which the deadline was indicated as 11:30. All other envelopes carried the 11 a.m. deadline.

In another room, it was learned later, the board assumed responsibility for "the embarrassing error," and voted to receive Canteen's offer for consideration. Other operators said this action put them at an unfair disadvantage. They pointed to the fact that Canteen's bid had not been opened in public, altho its terms were read later to those still remaining.

Based on the experience of the test contracts, with about 115 venders currently in operation, the board asked for bids on nine sub contracts, divided regionally or by subway system, and one pact for exclusive operation in all stations. The competitive nature of the bidding revolved on minimum percentages of gross income offered, as well as minimum monthly guarantees.

**ABC Nosed Out**

For the over-all contract, Canteen's bid topped that of ABC Vending, the only other firm competing for an exclusive deal, in the minimum offered, altho it named a lower commission rate. (The higher figure each month must be paid to the board). Canteen offered \$31,252 per month, or 25 per cent of gross, while ABC bid \$25,000 or 27 1/2 per cent. For the most lucrative set of stations, those in mid-town New York, Canteen's minimum headed the list of all bidders at \$15,000. Nearest competitor for this contract was Coledrinx, Inc., with \$13,626.67. In all, Canteen's monthly guarantee bids were highest in five of the 10 contracts.

Other bidders included the Vendo-Drink Corporation, Spacarb New York, Good & Cold Drinks, General Vending, Cobbs Florida Orange, Interborough News and Drink Dispensers. The board said a decision might be reached within a week.

Late Thursday several operators sent telegrams to the board protesting reception of Canteen's bid. Some suggested that court action declaring the bid invalid might be sought.

**Charity Debuts New Cup Mach.**

(Continued from page 68)

inches deep and stands 62 inches high. All servicing is done from the front, with the mechanism easily accessible when the full-length front door is opened. The cabinet is finished in double-baked enamel with stainless steel trim.

Young, former president of the Pittsburgh research organization, Federal Laboratories, said the machine was in the development stage for the past year. He claimed that the actual design was undertaken to meet the need for a simple, compact and low-cost vender, after a survey disclosed operators considered these factors most important.

**Early Machines on Lease**

Facilities for production are now being set up. Machines in the first production run will not be sold, Young said, but will be leased to operators on a monthly fee arrangement. Later units will be sold at a price to be announced soon. It's reported the machine will list in "the lower price bracket."

A model of the vender has been on test for eight months.

The Foundation, which has offices at 29 Fairway Drive here, will form a wholly owned subsidiary company to handle distribution of the cup machine. Young says he will introduce a candy vender soon.

*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

**BUY SILVER KINGS  
KING OF VENDORS**

Nut and Ball Gum, Candy, Charms Vendors, 1¢-5¢, U. S. and Foreign Coins. "Hot Nut" Vendors



Bigger Profits from locations are a natural with Silver Kings or "Charm King" Ball Gum Vendor. Designed for sales compelling eye appeal as low as \$10.00 in quantities

At All the Best Dealers—or Write. Ask About the New "Hunter."

**SILVER-KING CORP.**  
622 Diversey Parkway CHICAGO, ILL.

**WRITE FOR CATALOG**

On Bulk Vendors, Merchandise, Games, etc.

**BUBBLE BALL GUM**

140 or 170 size, Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65  
100 lbs. or more ..... 21.90

**CHARMS**

Plastic Charms, small, 1,000 ..... \$2.50  
Copper and nickel, small, 1,000 ..... 4.50  
Copper and nickel, large, 1,000 ..... 5.75  
Silver Wedding Rings, 1,000 ..... 5.95  
Gold Wedding Rings, 1,000 ..... 7.95  
Stone Set Rings, 1 gross ..... 1.95  
Sassy Wise Crack Buttons, 1,000 ..... 5.95  
Cop. & Nick. basketball, 1 gr. .... 1.95  
Copper Alphabet Charms, 1,000 ..... 4.25  
Toy Watches, 2 gross ..... 2.50

**STANDS**

All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weights 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES. 1/3 DEP. ON ALL ORDERS.

**PARKWAY MACHINE CORPORATION**  
623 West North Ave., Baltimore 17, Md.

# ADVANCE DUPLEX-E

and  
OTHER SANITARY NAPKIN  
MACHINES AVAILABLE

IMMEDIATE  
DELIVERY

Order Sample Today!

Write for  
Quantity Prices!

## LISTO SANITARY NAPKINS

Sample and Prices on  
Request.  
Manufacturer and  
Distributor.

### J. SCHOENBACH

1643 Bedford Ave., Brooklyn 25, N. Y.



# Indiana Firm Conducts Its Biz Via 10 Commandments Set-Up

(Continued from page 69)

watched very close. In order to make them profitable, they must be kept filled and, under commandment No. 7, 'good inventory control,' they are seldom out of merchandise. The serviceman studies his sales, knows just when they are to be filled, and he is there on the spot to fill the vender. Idle vending machines are like dead soldiers, they cease to be profitable or render service. We preach superlative service and nothing but.

### Locations

"One thing we have experienced in our business is that the candy machines hold their own during business slumps. The income keeps up to the standard and the variation is so small it is hardly noticed. Of course, when a plant closes for any length of time it means a loss to us. This is not likely unless there is a general slump, and, to date, we have never experienced a general slump. This is a diversified business since we have spots in schools, taverns, restaurants and institutions. However, our biggest places and most profitable spots are in manufacturing plants.

"We are alert to new locations and make every effort to serve them. Industrial plants with cafeteria service, or plants that have their own eating counters, or restaurants and coffee shops, are not as profitable as those without these services for the candy vender. Candy in such spots does not move so well. While there is a fair to good demand, the income in spots where there is an eating place is not as profitable as those without them.

"We do not hold onto non-profitable spots. When they do not show a fair return the equipment is taken

out immediately and placed in a lucrative spot.

"We are very careful about the freshness of all merchandise and do not use anything but the best national-brand merchandise. A poor piece of candy, a dry package of gum, stale peanuts or nut meats will ruin a business over night. Freshness of all merchandise is highly essential, and when machines are serviced with good fresh merchandise, complaints are negligible."

## Agenda for Southern Candy Meet Planned; Faces Nut Problems

CHICAGO, Dec. 31.—National Confectioners' Association (NCA) announced the program this week for a one-day regional meet for candy manufacturers in 13 Southern States January 13. To be held at the Henry Grady Hotel, Atlanta, the NCA sponsored meeting will be chaired by C. O. McAfee, an association director.

Included in the business program will be a talk on the *Shelf Life of Peanut and Pecan Confections* by J. G. Woodroof, food technologist at the Georgia Experiment Station (NCA projects on refrigerated storage are now being conducted at this station). *Peanuts and Pecan Prices* will be the subject of Walter A. Richards, president of Tom Huston Peanut Company, Columbus, Ga. The *Department of Agriculture Candy Research Project* will be the topic of Dr. L. F. Martin, U. S. Department of Agriculture, New Orleans, and *Factors Affecting Candy's Future* will be discussed by Philip P. Gott, NCA president.



"The Magazine  
of Automatic Merchandising"

"We become more and more impressed with your magazine VENDOR; it certainly is filling a long-felt need in the automatic merchandising field. You are again extended our sincere compliments on the job you are doing."

Aaron Goldman

G. B. Macke Corp.  
Washington, D. C.

### VENDOR

2160 Patterson St.  
Cincinnati 22, O.

Please enter my subscription to VENDOR Magazine for One Year for which I inclose \$3.

Name .....

Address .....

City ..... Zone ... State .....

## VENDING ALMONDS

"LITTLE LOGANS"  
TEENEY SALTED ALMONDS 79¢ Per Lb.  
Packed in 5 Lb. Tins

LOGAN DISTRIBUTING CO.  
2320 Milwaukee Chicago, Ill.



# Sensational NEW LOW PRICE BRINGS THE KEENEY DELUXE ELECTRIC CIGARETTE VENDOR within easy reach of all...

FORMERLY PRICED AT \$279.50  
NOW ONLY  
**\$249.50**

YOU CAN'T AFFORD TO PASS UP THE GREATER CAPACITY AND TOP OPERATING ELECTRICAL PERFORMANCE OBTAINABLE AT THIS LOW PRICE!

Here is your opportunity to cash-in on the smartest value ever offered. Imagine! Keeney's DeLuxe Electric Cigarette Vendor—only \$249.50! Take advantage of this big \$30.00 saving. Order the vendor that will put your business on a paying basis.

- Operates on any combination of nickels, dimes and a quarter through a single coin opening. MEETS ALL PRICE CHANGES!
- Sells more cigarettes. 432 pack capacity—9 double columns dispense alternately at bottom. Always fresh cigarettes.
- Instantaneous price adjustments on each column. Dispenses king or regular size packs.

**THE PACK YOU SEE—IS THE PACK YOU GET!**

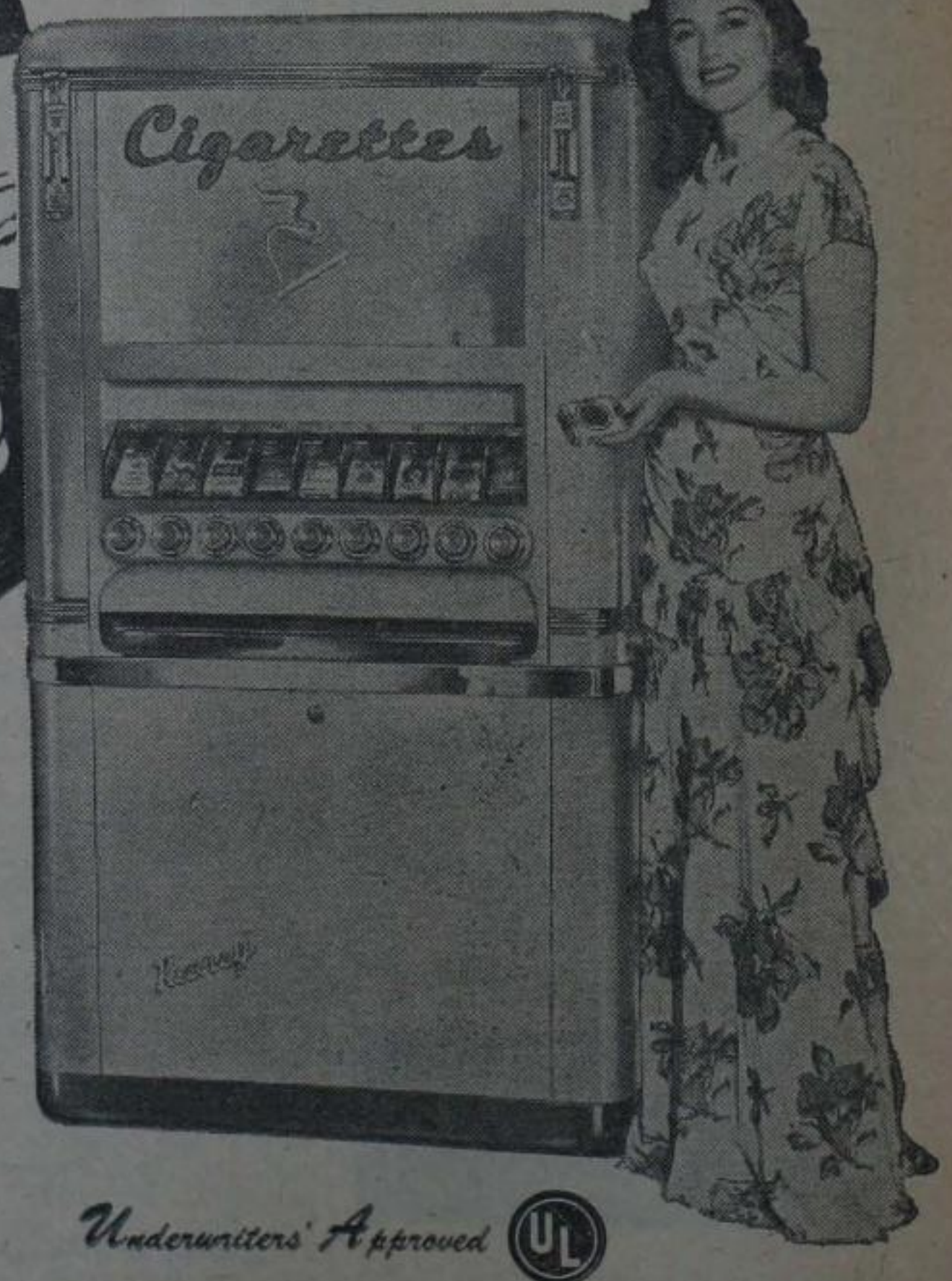
- SWING-UP HINGED FRONT for easy loading and easy servicing.
- THREE-WAY MATCH VENDING: (1) free with each pack; (2) free by pulling lever after each purchase; (3) with penny coin insertion.

Plan for YEARS AHEAD with The Keeney DeLuxe Electric Cigarette Vendor. Now in its 4th YEAR of Increasing Production!  
FREE DEMONSTRATION—Without cost or any obligation, our nearby representative will demonstrate the superior operating features of the Keeney DeLuxe Electric Cigarette Vendor.

# J. H. Keeney & CO., INC.

2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

YOUR QUANTITY ORDERS  
AND VOLUME PRODUCTION ENABLE  
US TO PASS THIS SAVING  
ALONG TO YOU!



Underwriters' Approved

**Eppy Gives You THE NEWEST CHARMS**

**6 New Items!**

<b>LICENSE PLATE CHARMS</b>	PER M
48 States—1950 colors	\$ 7.50
<b>PIRATE COINS</b>	
Metal-Plated	7.50
<b>WILD WEST TELESCOPE VIEWER</b>	12.50
<b>ANIMAL HEADS</b>	
Metal-Plated	7.50
<b>BOWLING PIN CHARMS</b>	
Plastic	4.00
Metal-Plated	6.50
<b>EPPI MIX</b>	
Super-Charm Mix	
400 Ass't'd in Bag	2.00
Fortune Ball Mix	
1 Gross Ass't in Bag	1.75
<b>FAMOUS #1 CHARMS</b>	PER M
Plastic—52 ass't charms	\$ 2.50
Metal-Plated—52 ass't charms	4.50
<b>BIG FAMOUS #2 CHARMS</b>	
Plastic—another 52 ass't	3.00
Metal-Plated—another 52 ass't	5.75
<b>BOXING GLOVE CHARMS</b>	
Plastic—30 Engraved Champs	5.00
Metal-Plated—30 Engraved Champs	7.50
<b>FOOTBALL CHARMS</b>	
Plastic—30 Engraved Colleges	3.75
Metal Plated—30 Engraved Colleges	6.00
<b>BASEBALL CHARMS</b>	
Plastic—30 Engraved Names	6.00
Metal-Plated—30 Engraved Names	10.00
<b>A-to-Z ALPHABET CHARMS</b>	
Plastic—Scientific ass't	2.00
<b>FUNNY FACE CHARMS</b>	
(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
<b>RINGS</b>	
Plastic—20 Styles	2.50
Metal-Plated—20 Styles	6.00
<b>JINGLE BELLS</b>	
1/2"—Ass't Colors	5.00
3/4"—Ass't Colors	6.00
<b>FORTUNE BALL PRIZES</b>	
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
<b>METAL PICTURE BUTTONS</b>	
60 Ass't Subjects	4.50
<b>COLOR PLATED CHARMS</b>	
Series #1	4.75
Series #2	5.75
<b>24-K GOLD-PLATED AND 100% SILVER-PLATED CHARMS</b>	
Series #1	5.75
Series #2	6.75

Get on Our Mailing List  
New Ideas Monthly from  
America's Largest Charm Mfr.

**EPPI**  
Samuel Eppy & Co., Inc.  
113-08 101st Ave., Richmond Hill 19, L. I., N. Y.

**Operators Cold-Shoulder "Seasonal Balance" Idea**

(Continued from page 68)

declared this has not worked out according to plan. Expense of setting up and maintaining what amounted to a separate service staff, plus initial cost of drink equipment and inexperience in handling (moving and installation) of same resulted in higher-than expected overhead and resultant curtailment of any "balanced operation" profits.

**Cig Ops Reports**

Cigarette operators contacted expressed a like attitude toward operation of soft drink equipment. Unlike the common cigarette-candy combination operations, operators do not hold that a pairing of soft drink-candy routes would offer the same type of "hand and glove" benefits as the former. They cite the great difference in product, machine, servicing, "know-how" and, again, initial cost as deterring factors.

From New York, where the negative nod was almost universal, the standard answer is that "drink operation is a specialized business." And without setting up, in effect, a new organization, service men handling candy and cigarette units could not take on cup machines. They would have to know a lot more about electricity (if the operation did not include electric cigarette venders) and refrigeration. Also it was pointed out than candy and cigarette operators, as a class, think of machines in terms of \$200 each, or thereabouts, and investing in just a few cup units is a heavy expense to them. And just a few drink machines do not add up to a profitable operation, they state.

**Kandy Kit Report**

Chicago candy-cigarette operator Joseph Kaden, Kandy Kit Company, who placed cup units in operation in the summer of 1948, reports a 300 per cent increase in such operation as of this month. Firm's cup units are installed along with candy machines in industrial locations and continue to pay good returns even thru winter months, Kaden says. Here the drink operation is handled by special routemen. Another Chicago operator, A. Garrick Alex, of Vendall Service Corporation, also continues to operate drink venders along with candy units. Starting with a single machine last May, Alex now has a dozen units spotted next to candy equipment in plant installations. Service thinking at Vendall follows the idea that on-location servicing chores are no more difficult for candy or drink units, but that shop work and repair calls require specially trained personnel.

Joining New York operators in their dual-operation views, Perry Rose, of Robot Sales, has abandoned earlier plans to add non-carbonated drink equipment to his suburban candy-cigarette route. He cites the same reasons for his move as those of the Gotham operators.

**West Coast**

On the West Coast, altho dual candy-drink operation appeared to be taking hold in early 1949, a check of

operators this week revealed that such a move had ground to a halt. One of the largest operations in Los Angeles, Weymouth Service, which had planned to add drink units to its candy-cigarette routes as far back as last spring, has yet to make a move in this direction. And this seems to be the general "wait and see" policy adopted by other local operators, as far as drink equipment is concerned.

**Detroit Pic**

Dual operation of candy and beverage venders appears to be almost unknown in Detroit. A check of known candy operators failed to disclose a single instance of one who has gone directly into the drink field, nor have major operators in either field uncovered any instances of competitors providing this type of operation.

From available data it appears that the Detroit candy men, already established in the field and in actual operation, have come, individually, to the conclusion that drink operation is so entirely different that it does not pay them to add it to their existing routes.

It was pointed out by one candy operator that the candy and beverage routes require different types of servicing, and that even in the case of a mixed operation, different crews would be assigned to handle the machines. Much of the value of a cost-saving and profit-boosting "dual operation" would thus be lost, he declared.

There is, however, a small volume of mixed operation in some of the medium-sized and smaller plants in this area. One instance was noted of a candy operator who added ice cream machines to his route—but not beverages.

In another instance a candy firm is considering an affiliation with a beverage vending operation, but this would be quite indirect, with no actual interchange of personnel. In fact, the two operations would be considered so separate that the second might be treated as an investment in another line of business, and not part of any related operation.

William S. Emig, of Variety Vendors, one of the largest firms in the candy field here, states that his personal talks with operators from diverse territories in recent weeks showed general agreement that beverage vending would remain a separate field, altho he commented on a tendency to combine hot and cold vending in the same beverage route.

**Heavy Investment**

Emig pointed to another reason for the reluctance of candy men to get into the drink business. "Drink machines mean a heavy investment per location, and tie up a lot of money in one spot," he declared. The candy machine operator is not familiar with that type of operation, and not anxious to take it on. It means an entirely new way of doing business, and one that does not appeal to him very strongly.

Check of the Detroit cigarette vending field shows that practically the same situation prevails with candy operators—they just "aren't having any" as far as beverage vending goes locally. However, there are many operations in both candy and cigarette fields in this area, a widespread and long-standing habit of local operators, who have found these two departments function well together in many ways.

Again, spot inquiry and reports from the major cigarette operators in Detroit fails to disclose a single instance of a local operator going into the beverage field. Available data from up-State gives the name of only one operator in this group—the Automatic Sales Company of Lansing, operated by Paul Ghinnelli. This firm, with a mixed candy and cigarette operation, has gone into the cup vending soft drink field on a sizable scale, but is almost alone in such multiple route operation.

"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

**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**

2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**DO YOU KNOW?**

You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. I. 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** LANSLOWNE, PENNA.

**GIVE TO THE RUNYON CANCER FUND**



# The New Sensational Northwestern

MODEL 49 SPECIAL

Less than 25. \$13.75  
Less than 100. 13.55  
100 or more .. 13.35

SPECIAL INTRODUCTORY OFFER

5 Model 49 Specials plus 25 lbs. 210 Ball Gum and 1000 of Rake's Special Assorted Charms—\$79.50.

N.W. De Luxe, 1c-5c Comb. .... \$27.00  
N.W. Model 39, 1c ..... 12.75  
Model 33, 1c ..... 11.50  
Model 33 Ball Gum, 1c ..... 10.50  
Model 40, Bulk, 1c ..... 9.50

## GENUINE LEAF RAINBOW BUBBLE BALL GUM

5/8" Size, 25c lb.—170 & 210 Ct., 25c per lb. Packed 25 lb. Cts. Orders of 150 lbs. or more shipped prepaid from factory less 2%.

We Carry a Complete Line of Charms. Send for Charm List 101 1/3 deposit, balance C. O. D. Fully payment must accompany all orders under \$20.00.

### RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA. 23, PA. LOmbard 3-2676

### RAKE COIN MACHINE AGENCY

2120 Fifth Ave. Pittsburgh, Pa. COurt 1-3842

## ABT CHALLENGERS

USED—GOOD CONDITION \$17.50

10 Machines, \$150.00

### OTHER USED MACHINE BARGAINS

1c Ball Gum, Cap. 1000 ..... \$7.95  
1c Peanut, Cap. 5-Lb. .... 7.95  
1c Northwestern Mod. 39 ..... 8.95  
5c Silver King ..... 8.95  
5c Columbus, Mod. ZM ..... 8.95  
1c 3 col. Peanut-Pistachio ..... 9.95  
1c Gottlieb Grip Scale ..... 9.95  
1c 5 col. Peanut-Pistachio ..... 12.95  
1c-5c Northwestern De Luxe ..... 14.95

### SPECIAL! BRAND NEW!

1c Cigarette Reel Penny Pack Counter Game ..... \$9.95 Ea.

Terms: 1/3 Dep., Bal. C.O.D., F.O.B. Newark.

### ASCO VENDING MACHINE EXCHANGE

55-57-59 BRANFORD STREET, NEWARK 5, N. J. BIGELOW 3-7744-5

Here is the New, Flexible

## ALKUNO

### CRACKER VENDOR

Four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 1/2" x 2 1/2" x 7/8". Has large merchandise display and self-illuminating plex-glass sign.

### MODEL 700

Metal Cabinet and Base. Ht. on Base, 60" Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery in Green Metal Lustre Finish.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO. 408 Concord Ave. New York 84, N. Y. Melrose 5-7757

## CHARMS

CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS. Write now for detail and price list on our Gold, Copper and Plastic Charms, Basketballs, Stone Rings and Novelties.

BECKER VENDING SERVICE • BRILLION, WISCONSIN



## 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

SALE \$62.50

### DuGrenier

MODEL W, 9 col., 308 pack cap., also WD Model.

### CANDY MACHINES

NATIONAL 9-18, 9 COL., 162 BAR CAP. .... \$100.00  
NATIONAL, 6 COL., 108 BAR CAP. .... 80.00  
NATIONAL, Counter Model ..... 70.00  
ROWE, 120 Bar Cap. .... 85.00  
VENDIT, 150 Bar Cap. .... 57.50  
U-Select-It ..... 35.00

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



'50 will be NIFTY 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
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

### MFG. CO., INC.

11411 Knightsbridge Ave. Culver City, California



### Distributors!

A Few Choice Territories Are Still Open. Write, Wire, Phone.

M. J. Abelson Gen. Sales Mar. 1349 Fifth Ave Pittsburgh, Pa Ph.: AT 6478

Follow the leaders They have Chosen Wisely



## LOW IN PRICE—HIGH in QUALITY!!

The new Victor "Topper" bulk vendors are filling a real need with operators for a dependable machine at a low price!

ONLY \$10.75 EACH

Lots of 4. Packed 4 to a case. (Lower prices in quantities.) Plastic Globes available on all new machines —50¢ extra per machine.

### PROMPT SHIPMENT

### R. H. Adair Company

6926 W. Roosevelt Rd., Oak Park, Illinois Send for free leaflets showing "Topper" and other Victor profit-producing vendors.

## LAST CALL for AMAZING NEW CHARMS



Hurry! Write now for illustrations 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.

## NEW VENDORS

Columbus Tri-Mor With Pedestal .. \$45.00  
Columbus Bi-Mor With Pedestal .. 36.00  
Adams Gum Mod. G. V., 6 Col., 1c .. 15.00  
Adams Gum Mod. N., 4 Col., 1c .. 22.50  
N.W. National Postage, Roll Type .. 69.00  
Shipman Triplex, 1c & 3c Stamp .. 39.50  
Marion Scales ..... 79.50  
Waffling Scales ..... Write

## RECONDITIONED VENDORS

Advance Ball Gum, 1c, like new \$ 9.95  
N.W. Mod 39, 1c, like new ..... 9.95  
N.W. Mod. 40, 1c ..... 6.95  
N.W. Mod. 33, 1c Ball Gum ..... 7.50  
Master #6, 5c ..... 8.50  
Duplex Vendor, 2 col. bulk ..... 12.50  
Yu-Chu Ball Gum, 1c ..... 6.50  
N.W. De Luxe 1c-5c Comb. .... 15.00  
Col. Ball Gum, 1c, like new ..... 9.95  
Exhibit Card Vendor, 1c ..... 15.00  
N.W. Dual, 1c-5c ..... 25.00  
Advance Ball Gum, 1c ..... 5.95  
Rowe Gum, 1c ..... 12.50  
U-Select-It Candy Bar, 5c, 54 Bar ..... 29.50  
U-Select-It Candy Bar, 5c, 72 Bar ..... 35.00  
Cash Trays, 5c (new) ..... 5.95  
Du-Grenier Mod. W. 9 Col., 25c Slot ..... 89.50  
Advance Stamp, 4-1c for 5c ..... 10.00  
N. Y. Stamp ..... 12.50  
Silver King Hot Nut, 5c ..... 15.00  
Silver King Ball Gum, 1c ..... 7.50  
Silver King Bulk, 5c ..... 8.50  
Columbus Peanut, 1c ..... 7.50  
Schermak Roll, 5c Stamp ..... 14.50  
Pop Corn Sec, 10c Slot ..... 75.00  
Sunshine Nibs, 5c ..... 65.00  
Nat. 6 Col. Cig., 25c ..... 49.50  
Match Box (New) ..... 4.95

Send for Our Complete List of Coin Operated Machines and Supplies

### WE TAKE TRADE-INS

LIBERAL ALLOWANCE 1/3 Deposit, Balance C. O. D. Full Payment Must Accompany All Orders Under \$20.00.

## Rake

### COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

Branch Office RAKE COIN MACHINE AGENCY 2120 Fifth Ave., Pitts., Pa. COurt 1-3842 Distributors of Coin-Operated Machines and Salesboards

## COMING SOON!

## VICTOR'S UNIVERSAL

# JUMBO

For Vending JUMBO SIZE Ball Gum

Tested and proven on location by Victor for over one year

Be FIRST with the FINEST ... Buy Victor's

## VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue Chicago 39, Illinois

### FOR COFFEE VENDING

# IT'S KOFFEE KING

## 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.

## DIGGERS

### FOR SALE

12 Merchantmen Diggers L. J. STOUT 1302 WILLOW VINCENNES, IND.

GIVE TO THE DAMON RUNYON CANCER FUND

# DETROIT BEGINS ORG DRIVE

## Plan 50 to 100 Leagues in Area; All Locations To Be Eligible for Competitions

### Rock-Ola Distributor Spearheads Loops

DETROIT, Dec. 31. — An all-out campaign designed to organize some 50 to 100 shuffleboard leagues in the metropolitan area is being launched after the first of the year under the personal leadership of Dave Linden. Program will be sponsored by the Brilliant Music Company, Rock-Ola distributors here, according to Joseph Brilliant, head of the company.

Objectives of the campaign are to stimulate shuffleboard play in the city and to keep interest at a high pitch," Brilliant said. Personal contacts will be made with all known locations thruout the city, under Linden's program, regardless of the type of location or shuffleboards used, in order

to make this an industry-wide drive. Under the plans, a particular section of the city will be carefully covered at a given time in an attempt to arrange for a group of 10 bars or locations to unite in forming a local league. With six players to a team, this is expected to mean a steady clientele of 60 players to a league, organized in regular competitive play.

With the objectives set high for the number of leagues necessary to cover the city thoroly, it is expected that from 3,000 to 6,000 players will be active on these teams.

#### Procedure

Organization procedure is to call a local meeting in each territory where teams can be organized into a league. The league members themselves will elect their own officers and turn the entire direction of the group over to them.

No plans for prizes are under consideration, since Michigan Liquor Control Commission regulations ban such awards. However, it is expected that a sizable number of teams from this area will be given the incentive to go to a national tournament to be held at Chicago, and that the big cash prizes offered there will help to draw a well-practiced delegation.

### It's a Woman's World:

## Stones Start From Scratch and Show Midwest How Shuffleboard Can Be \$\$ Winner for Operators

By Marguerite Stone

Secretary Indianapolis Shuffleboard Association

(Ed. Note: Following was written by one of the leading distributors and promoters of shuffleboard in the Midwest, Mrs. Marguerite Stone, Indianapolis, who herewith describes her experiences in selling and operating boards in that city.)

INDIANAPOLIS, Dec. 31. — The latter part of June, 1948, we were called to Chicago to see the new shuffleboard game just off the Rock-Ola Manufacturing Company's assembly line. After inspecting several of these shuffleboards on location in Chicago, and after contacting the home office, we decided to order two shuffleboards.

The boards were delivered to our office early in July, 1948, and we immediately started looking for locations. After canvassing about 90 per cent of the local taverns and restaurants we decided upon a spot for one of the boards, which was placed on a 50-50 basis. The first four days the gross income was \$78. But, because of inter-location difficulties, we had to take the board out. Following this, for six weeks we continuously moved these two shuffleboards thruout Indianapolis but they didn't seem to "fit" any place.

The turning point came when a fellow, who claimed to have been the national shuffleboard champion 30 years ago, came by and played one of the boards we had set up in the office. He taught us the fundamentals of the game and was one of the best players we had seen. We hired him and ordered more shuffleboards.

#### Tournaments

By October, 1948, we had decided that tournaments should be run. We started running elimination tournaments in each location and giving prizes to the winners. These prizes, at first, were cash. Later, we designed our shuffleboard insignia and had this put on various items, such as copper beer mugs, vanity cases, cigarette case and lighters. This prize method worked much better and the competition was greater. Finally, the word got around that shuffleboards were taking all the business from taverns which did not have boards. Our waiting list began to get out of hand and by the latter part of October we had as many as 60 and 70 people waiting for boards.

Deliveries were slow from the factory. However, by the first of 1949 we had placed about 250 boards on location.

We tried to interest the local and State music operators in the operation of these boards, but they refused to believe that shuffleboards had any future or that they had a location where they could place a board. Out of the many music operators in Indianapolis (See Stones Show on page 76)

## Shuffle Mfr. Seeks Ruling On Firm Name

### Sues Former Partners

SAGINAW, Mich., Dec. 31.—Valley Shuffleboard, Inc., reported this week it had obtained a temporary injunction to stop two former partners from using the firm's name and operating a similar business. Earl W. Feddick, head of Valley Shuffleboard, charged in a Circuit Court suit that Jacob and Adolph Kremiski, of Flint, Mich., had broken an agreement under which they were not to manufacture shuffleboards in the U. S. before February, 1952.

Feddick alleges the Kremiskis engaged in the manufacture of shuffleboard in Flint following the signing of the agreement July 22 and offered the boards for sale on the open market in competition with his own firm. He also claims the defendants have used trailers bearing the name, Valley Shuffleboard, Inc., in promoting the sale of their product.

Feddick is asking a permanent injunction to keep the defendants from violating the agreement, a court order for an accounting of their profits and damages.

## Name Specialists Rock-Ola Distributors

CHICAGO, Dec. 31.—Shuffleboard Specialists here has been appointed a distributor of Rock-Ola products in the Chicago territory, Julian Crum, of the distributing firm, announced Thursday (29).

Rock-Ola is in full production on Shuffle Lane, a straight novelty game which combines the highlights of both shuffleboard and bowling. Among its features are automatic scoring and puck return, a raised playfield and gutters which help to induce all the action of regulation bowling. Shuffle Lane is available in two lengths—8 and 9½ feet.

Firm also manufactures the Standard Shuffleboard and Magic Glo Phonograph.

## PUCK PATTERN

### Chicago:

After catching up on his work after a flying trip to the West Coast, Herb Perkins, head of Purveyor Shuffleboard, just before Christmas again boarded an airliner and returned to California, where he planned to spend the holiday season with members of his family and friends. Perkins, who reports shuffleboards are still moving along at a steady pace from the firm's Michigan plant, will return to Chicago shortly after the first of the new year. Meanwhile Bill Tucker will stay close to home base on Western Avenue to keep things rolling in Perkins's absence.

Mero Industries League 1 begins the second half of the schedule Tuesday, January 3. When play is over

## Indianapolis To Hold Shufflers' Victory Banquet

INDIANAPOLIS, Dec. 31.—Trophies will be awarded winners of the recently concluded city-wide shuffleboard tournament here at a victory banquet Wednesday (4) at the Hillcrest Country Club. Competitions were sponsored by the Indianapolis Shuffleboard Association.

At the banquet there will be a drawing for the first prize winner in the city elimination tournament to determine the city champions in the men's and women's divisions.

Clyde Hoffa is president of the local association, while Woody Neal serves as vice-president and Mrs. Peter Stone is secretary of the group.

the league will have been in action 18 weeks. Team leader at the half-way mark is Grove Inn, closely followed by Crystal Tap. Individual leader is Bob Gill, of Grove Inn. His nearest competitor is M. McKenna, Crystal Tap star. Frank Carroll, Mero official, reports that sales on boards and scoreboards are slow at the moment but an upswing is expected after the holidays.

Julian Crum, Shuffleboard Specialists, looks for a burst of activity early in January. His firm was appointed factory distributor of Rock-Ola's Shuffle Lane last week. Crum reports the firm is doing a steady trade in 18-foot boards with black tops and 22-footers with maple playfields.

At Rock-Ola Manufacturing interest in the firm's trailers continues at a high point. The unit not only can handle 22-foot playfields but is also useful for as much as 14 music machines or a similar amount of amusement games. The price of the trailer was dropped last week from \$950 to \$599.

### Union City, N. J.:

Ken Poulsen, field director of the American Shuffleboard Leagues, Inc., returned here last week after eight weeks on the road. On Friday (23) he left for Racine, Wis., to spend the holiday with his family. During his trip he met many in the industry who promoted play thru league organization. Among the outstanding, according to Poulsen, were: Clayton Beebe, of Peoria, Ill., who is credited with setting up 20 leagues almost single-handed; Dewey Wright, of Warsaw, Wis., who organized 10 loops involving 80 teams, and Helen Kuzmanoff, of Phoenix, Ariz., who was highly successful in getting several women's teams started.

## ASLI Teams Near 2,000 Mark; List Still Increasing

UNION CITY, N. J., Dec. 31.—Almost 2,000 teams are currently carried on the roster of American Shuffleboard Leagues, Inc. (ASLI), Ken Poulsen, field director, disclosed this week. Most of the teams are located in the Midwest where promotional activity has been most sustained, but greater penetration is being made in Southern shuffleboard territories, he said.

ASLI, which attempts to boost interest in board play thru organized competition, claims a player membership of more than 15,000. With the season already well advanced, Poulsen asserted new members are still being accepted. The deadline for joining, originally announced as December 20, has been extended to February 1. But new applications will be accepted only after approval by the ASLI director. Poulsen claimed that the ASLI membership has almost doubled in the past seven weeks.

Wisconsin was listed as the State having most ASLI-affiliated teams, with 348 competitive units now active. Other top States were given as Illinois, with 271 teams; Michigan, with 243, and Ohio, with 159.

The organization will soon make public a financial statement listing prizes to be awarded winners of regional tourneys next spring. All membership fees are earmarked for this purpose, it was said.

WANT REAL MONEY-MAKING ACTION?

Operate the Famous American

# CUSHION and REBOUND

## SHUFFLEBOARD

(U.S. Pat. No. 2312882)  
Other Patents Pending



HERE'S the outstanding, PATENTED American board specifically built for locations where space is at a premium and ingeniously designed to hypo the play and maintain the pace with a variety of games that satisfy everybody. If you're looking for a game that offers more thrills and tests of skill than can be found in any other game of popular appeal—if you're looking for a game that keeps them playing all day, every day, all night, every night—if you're looking for a game that brings in the heavy "coconuts"—brother, you just can't find anything that'll even compare with American's Cushion and Rebound Shuffleboard.



Every American Shuffleboard Carries a **UNIFORM WARRANTY AND GUARANTEE**

The American Cushion and Rebound Shuffleboard features the quickly removable Rebound Head (See Arrow). This Rebound Head can be stored on side of table (See Circle) for play from both ends if desired. Size of game is 3' x 12'. Lifetime rubber cushions unconditionally guaranteed for 2 years. Pins and score sheets for Bowling and special large size Bowling weight and overhead fluorescent fixture are included as part of the standard equipment.

### 32 GAMES IN 1!

THIS American game permits location patrons to play any one of these swell games — SHUFFLEBOARD, HORSE COLLAR, BASEBALL, BOWLING WITH PINS, GRAND SLAM, FIVE SPOT BOWLING, POKER and AMERICAN BOCCE—and, any of these 8 games can be played from 1, 2 or 3 cushions or from either end, as preferred. There it is—ONE American game that plays THIRTY-TWO different ways and makes money for you THIRTY-TWO different ways—that's a permanent installation and doesn't have to be "jockeyed" from one spot to another because its versatility always keeps play alive. Cushion and Rebound Shuffleboard is exclusively American. It retains the same meticulous detail and intrinsic quality of workmanship and materials that have stamped American as the "World's Finest" for over 21 years.

#### AMERICAN EXCLUSIVE CLIMATIC ADJUSTER

Enables anyone to true up the playing surface in minutes with one simple wrench. Now STANDARD EQUIPMENT on the AMERICAN CUSHION and REBOUND shuffleboard!

AMERICAN SHUFFLEBOARD CO.  
UNION CITY, N. J.

THINK OF TOMORROW'S PROFITS!  
MAIL THIS COUPON TODAY!

Gentlemen:  
I want to know how I, too, can increase my profits with the outstanding  
**AMERICAN CUSHION and REBOUND 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 THE NEW AMERICAN CUSTOM DELUXE SHUFFLEBOARD—

The Finest and Most Beautiful American of Them All. CHECK HERE.



UNION CITY, NEW JERSEY

PHONE: UNION 5-6633

# START THE NEW YEAR RIGHT . . . WITH SHUFFLE-MITE

PAT. APP. FOR

THE "SHUFFLEBOARD" WITH THE "CONTROLLED PLAYTIME"

NO PLAY WITHOUT 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

See Your Distributor or Write Direct

**TRAINING DEVICES, INC.**

1469 ELECTRIC AVE. ● LINCOLN PARK, MICH.

## Stones Show How Shuffleboard Can Be \$\$ Winner for Operators

(Continued from page 74)

diana only about three bought boards to operate. They made money and are still operating at a good profit. Some of their boards paid for themselves in three months on a 50-50 basis.

By the first of January, 1949, our locations were asking for a city shuffleboard tournament. We had a meeting of these location owners and decided to organize leagues. The first league consisted of 32 teams of 10 men each. Each team was sponsored by the owner of the shuffleboard and an entry fee of \$50 for each sponsor was required. Each team member paid \$1 for his membership card. This \$320 was used to defray printing and mailing expense and left a total of \$1,600 to be given in prizes. First prize was \$750 to the winning team, with the remainder divided according to team standings at close of the series.

Twenty additional men's teams were organized and also 20 women's teams, making a total of 72 teams playing during the early part of 1949. Winners of these leagues participated in the four-State tournament in Chicago, in June.

The latter part of 1948 and early 1949 we appointed sub-dealers in Fort Wayne, Evansville, Terre Haute and Logansport. In Evansville, especially, our representative decided to operate all his boards and he had about 80 on location at one time. The Fort Wayne representative also operates his boards, selling only to other local operators. The Terre Haute representative sold boards to the locations, operating only a few.

By May, 1949, we seemed to have reached the saturation point. All locations in and around Indianapolis, which had the room, or who could remove a partition to make room, had a shuffleboard. In many of the locations where we placed shuffleboards, booths, partitions, tables, walls and anything movable was taken out so as to make room for the standard 22-foot length board.

While the income of shuffleboards dropped during the summer, the decline was not more than one-third the normal winter income.

In August of this year we had another meeting of all local owners of Rock-Ola shuffleboards—and National shuffleboards—to organize our shuffleboard association. A constitution, bylaws and rules were adopted. Clyde Hoffa was elected president. He has had many years experience as president of local amateur baseball leagues. Our vice-president is J. W. Neil, second vice-president is Dorothy Rose. Neil has had extensive experience in the local bowling leagues and Mrs. Rose has worked with us in all the leagues.

Our fall league play started September 26, League, No. 2, with 20 teams, and the West Side National with 12 teams. Incidentally, we had to help the National League get started because of the fact that there is no distributor in Indianapolis. At present we have 84 teams playing in six leagues. These will be finished by January 1, at which time we plan our city series—one, two and out—to determine the championship team among both the women's and men's division. Trophies will be awarded each league winners, with a larger trophy, donated by our company, for the city series winners.

The income of all shuffleboards has increased since league play started. The cooler weather seems to have helped this increase also. Boards that checked \$35 and \$40 during the summer have started checking as high as \$80 and \$90 weekly gross. We are looking forward to the U. S. Shuffleboard Tournament being planned by the SSCA early in 1950. We have championship teams ready and I am sure we will bring back trophies and prize money in all divisions.

It is our experience that one cannot place a shuffleboard in a location and forget it. It takes work, planning and more work to keep the public interested. We feel that, with all the work we have done, there is still plenty to do. However, with our association, we believe we are on the right track and it is just a matter of time until we will have an organization as solid as any of the bowling associations.

Our biggest disappointment is the fact that the shuffleboard courts were not a success. We had planned junior leagues for high school children. Courts in our city catered to the after-hour trade and most of them were in places that the average parent didn't allow the children to attend. We hope to remedy this situation in the near future.

### Slightly Used SHUFFLEBOARDS

Nationally Known Brands  
Factory Refinished Tops

18-20-22 Ft.

**\$199**

Just a Few—Act Quickly!

Lieberman Music Co.

1124 Hennepin Ave.

Minneapolis, Minn.

AT 5509

### SHUFFLEBOARDS

Slightly Used

ROCK-OLAS  
NATIONALS

**\$169<sup>50</sup>**

1/3 Deposit, Balance C. O. D.

UNITED MACHINE CO.

9 North 11th St.  
Minneapolis 3, Minn.

### NEW YEAR BARGAINS!

JUST OFF LOCATION

22 FT. MAPLE TOP SHUFFLEBOARDS **\$150.00**

GOOD CONDITION  
PURVEYOR SHUFFLEBOARD CO.  
4322-24 N. WESTERN AVENUE  
Phone: UNiper 8-1814  
CHICAGO 18, ILLINOIS

### SHUFFLEBOARD SUPPLIES

YOU CAN'T BEAT THESE PRICES!  
Wax, in Doz. Can Lots . . . 29¢ Ea.  
Wax, in Gross Can Lots . . . 23¢ Ea.  
Pucks, Set of 8 . . . . . \$7.99

**MUNVES** 615 10th Avenue  
New York 19, N. Y.  
PLaza 7-2175

## Strike It Rich WITH ROCK-OLA SHUFFLE-LANE



TWO MONEY MAKING MODELS

Deluxe 8' Size

Super Deluxe 9' 6" Size

Real Gutters — Raised Playfield, Mechanism Drawer for Easy Servicing. Cash in on this money maker now.

We Are Official Factory Distributors for Rock-Ola Mfg. Co.—PROMPT DELIVERY

**\$200.00** NEW DELUXE SHUFFLEBOARD  
18' with MASONITE TOP  
22' with Maple Top . . . \$250



BEST ELECTRIC SCORE-BOARDS, \$95  
Pucks, Wax, Scoresheets, Climatic Adjusters

BEST QUALITY LOWEST PRICES

Maple Tops, \$125

Used Shuffleboards with New Tops, \$175  
100% Hard Wood Hand-Rubbed Cabinets with finest Maple or Masonite Tops.

**SHUFFLEBOARD Specialists**

1114 S. Michigan Ave. CHICAGO 5, ILL.

# AMI TO INTRODUCE MODEL "C"

## Sinclair New Sales Rep for Wurlitzer Co.

### Expanding Sales Program

NORTH TONAWANDA, N. Y., Dec. 31.—Continuing the expansion of its sales program, Ed R. Wurgler, general sales manager of the phonograph division of the Rudolph Wurlitzer Company, this week announced the appointment of another field sales representative, Gary Sinclair, long identified with the coin machine field. Wurgler, in announcing the appointment of the second field sales rep in as many weeks (*The Billboard*, December 31), reported the company



W. E. (GARY) SINCLAIR

plans to work with its distributors by contacting them directly thru experienced men in the field. Sinclair, who has operated all types of coin-operated equipment on the West Coast, was indirectly connected with Wurlitzer in 1946 in a national Wurlitzer advertising program. In this capacity he conducted distrib meetings thruout the country. During the past two and a half years Sinclair was connected with the F.A.B. Distributing Company, Wurlitzer rep in New Orleans, as sales manager. He joined the Wurlitzer organization August 1.

CHICAGO, Dec. 31.—Automatic Phonograph Distributing Company will hold three separate debut showings of the new AMI Model C. Mike Spagnola, firm official, said the three-city showings were a "first" for his firm. Previously, new model releases were confined to a single Chicago presentation.

Lead-off showing will be held at Automatic Phonograph's Milwaukee Avenue headquarters here Monday and Tuesday (9-10), with one-day unveilings set for Peoria Wednesday (11) at the Jefferson Hotel and in Rock Island Thursday (12) at the Fort Armstrong Hotel. All will offer visiting operators free refreshments, and will be hosted by Phil Weisman, Automatic's president; Fred Minter, traveling sales representative; Ray Grier, service department head, and Spagnola.

## National Show Week Starts January 8; Reps To Unveil New Phono Simultaneously

Will Reveal Full Details, Including Price, Next Week

By Norman Weiser

GRAND RAPIDS, Mich. Dec. 31.—AMI, thru its national network of more than 50 distributors, will introduce its newest coin-operated juke box, the Model C, to operators thruout the country the week of January 8, John W. Haddock, AMI president, announced today. First of the major phono manufacturers to bring out a new model in the new year, the

Model C will be given send-off via open-house celebrations which will be held by the distributors in their showrooms, and, in some cases, in other cities within their territories, during national show week.

Previewed for distributors at a sales meeting held at the Hotel Patlind here December 16-17, the Model C features the slogan, "The juke box designed with the operator in mind." While complete details will be available next week (including list price and other pertinent data) it is known that the unit includes new one-door servicing, lustrous color effects and a startling new sound system.

### Third in Series

The Model C is the third in the series of jukes built by AMI. The Model B was introduced to the trade about 18-months ago, and has been in constant production since, proving to be one of the top sellers.

Under Haddock's direction, many changes and additions have been made at the company's plant here, and as the Model C goes into production, the facilities available are the best in the firm's history.

In addition to the mechanical improvements during the past year, the firm has strengthened and solidified its distrib network thruout the country, and has added Jack Mitnick as Eastern representative and Ed Ratajack as Western rep. The Chicago office, focal point for the sales end of the firm, is under the direction of Joe Caldron, who succeeded the late Lindy Force.

### National Showings

Keying the introduction of the new phonograph so that showings will be held simultaneously thruout the country, it was decided to pick the  
(See AMI TO INTRO on page 78)

## Coin-Radio Op Biz Helps Two San Jose Juniors Thru College

SAN JOSE, Calif., Dec. 31.—The modern way of working one's way thru college is operating a coin-radio route, according to two students of San Jose State College who are now in their second year in the field.

The pair, Al Hooning and Don Wagner, entered the coin machine fraternity quite by accident. Hooning, looking for an interesting subject for a term paper on advanced composition, met a serviceman whose job was to handle collections and repairs in one of San Jose's leading hotels. After a few questions about the coin-radio business, Hooning decided to talk with the head of the operating firm. He conducted further research on the trade by interviewing other operators in San Jose and also San Francisco. One operator he contacted had a number of coin-radios for sale in a hotel only three blocks from the campus.

### A Firm Is Born

When Hooning returned to his quarters to work on his theme, he told his roommate, Wagner, about the possibilities of the business. Wagner

suggested they combine their finances and buy the machines near by, but this still left them about \$1,700 short of the asking price. With little more than solid reputations as security they approached a local bank for a business loan, which was eventually okayed and the partnership was ready for business.

For the 1949 fiscal year the enterprising juniors netted a profit of approximately 14 per cent on their original investment after deductions for depreciation, car operating expenses and a wage of \$2 per hour. Hooning and Wagner attribute their progress in the coin-radio business to sound merchandising methods. One was a weekly program guide, placed under a thick piece of plate glass affixed to the top of the cabinet. Besides saving the cabinet from cigarette burns, they say, the glass lends a pleasing appearance to their radios. Other little details which have been paying off are the polishing of cabinets following each collection and the soliciting of suggestions from location owners.

## Metro Diskery Sets Op Policy

NEW YORK, Dec. 31.—Following its reactivation earlier this month, Metro Record Company has announced a new release policy to aid the juke box operator. Thomas Martin, president, said that in addition to offering ops vinylite platters, special stress would be placed on songs, artists and arrangements most suitable for juke use.

Metro's initial release under the new program, out this week, is a rhythm number, *Right Me If I'm Wrong*, cut by the Arv Garrison group.

## WMG Aids Drive

WASHINGTON, Dec. 31.—Continuing its policy of assisting in worthwhile charitable activities, the Washington Music Guild (WMG) was one of the spearheads in the recent Christmas Seal drive. The group handled 750 coin receptacles located in cafes and restaurants, and Hirsch De La Viaz, president, in behalf of the org, donated a check for \$100.

# Conn. Operators Look to '50

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of *The Billboard* are:

**SHOWBIZ BILLS FLOOD CONGRESS.** Leading the list of proposed action is the bill against the excise tax on disks, etc. (General News Department).

**RONDO AND DISCOVERY GOING 45.** The two diskeries announce plans for new speeds after January 1 (Music Department).

**CORAL ADDS SEVEN NAMES.** In an expansion move, the diskery works to increase its pop roster (Music Department).

**DISKERS' HARD TREK TO NORMALCY.** Optimistic for 1950, the diskers have had a tough time, according to disk tax figures (General News 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.

## 1949 Biz Off As Summer \$\$ Volume Skids

### Grosses on Upgrade

HARTFORD, Con., Dec. 31.—The Connecticut coin machine trade had one major problem thruout the 1949 business year—adequate business.

Observers say that business during the year was "lower than anticipated," with coin machine operators reportedly suffering greatest from declining business during the summer months. But the picture for 1950, they said, appeared brighter, with biz on the upgrade as 1949 ended.

James Tolisano, owner of Superior Music Company of Hartford, coin ma-  
(See CONN. OPS on page 78)

## Connecticut Ops Or Meet Set for New Haven January 8

HARTFORD, Conn., Dec. 31.—Efforts to launch a Connecticut Coin Machine Operators' Association will get another boost with a meeting of coin operators interested in such a project scheduled to convene at the Hotel Taft, New Haven, Sunday, January 8. Spearheading the attempts to get a State-wide organization of coin operators into actual operation are Nat Cutler, of New Haven, currently serving as temporary chairman, and George Marra, of Danbury, holding down the title of business manager.

A meeting for Hartford area coin

## AMI Names Two More Distributors

GRAND RAPIDS, Mich., Dec. 31.—AMI this week added two new distributors to its list, both located in the Western half of the country. New reps are Wolf Distributing Company, Denver, and Garrison Sales Company, Phoenix, Ariz.

Wolf Distributing is headed by Wolf Roberts, pioneer operator and distributor, who has been associated with the coin machine industry since the turn of the century.

Phoenix firm is owned by Roy E. Garrison and maintains headquarters at 1000 Washington Street. Company will cover the State of Arizona for AMI.

Both appointments are effective immediately, and both firms will hold open house showings of the new Model C during national show week starting January 8.

operators was held at the State Music Distributing Corporation's offices, Hartford, recently, with Jim Tolisano, of Superior Music Company of Hartford, presiding. About 10 Hartford coin operators attended, with such matters as proposed dues and aims and objectives of a Hartford Coin Machine Operators' Association as topics of discussion. Tolisano believes that within six months after start of a Connecticut Coin Machine Operators' Association there will be the greatest trade unity ever noted in the Connecticut area.

### Meeting Sites

Ralph Colucci, owner of State Music Distributing Corporation of Hartford, has said that the proposed coin machine operators' group may hold meetings at the State Music office facilities at any time. "We appreciate Ralph's offer," Tolisano said. The future of a proposed State-wide coin machine operators' association looks bright, with such men as Tolisano predicting that within six months after initial organization more than 75 per cent of coin operators in Connecticut will be association members.

So far a number of meetings have been held in the Connecticut area by coinmen who would like to see a trade organization functioning in the State. Coinmen who have attended these meetings say that so far there's been nothing but enthusiasm on the part of trade figures for such a group.

### Initial Planning

It's understood that initial planning centered around regional or city area groups, with later planning following along on a State organization. There is a possibility that the January 8 meeting of key coinmen will settle existing problems on a State level.

## Connecticut Ops Look to 1950; 1949 Dollar Volume in Skid

(Continued from page 77)

chine operators, said: "We expected business to fall during the summer, but in reality our trade drop was lower than we had anticipated."

Last spring's business, from the coin machine operator's standpoint, according to Tolisano, was "promising." Business conditions during the summer were poor, however, with the fall months showing steadily increasing receipts in the juke box field.

"Toward the Christmas season," said Tolisano "we found that people were playing juke boxes more and that fact aided over-all coin operations. The winter outlook is brighter than last summer and, generally speaking, we're hoping for continuing better business thru the spring months."

### Promotion

Aggressive sales promotional activities on the part of all segments of the Connecticut coin machine trade marked all 12 months of 1949, as reflected in additional newspaper advertising by both wholesale and retail concerns.

James F. Smith, sales promotion manager for Stern & Company, Hartford area distributors for Columbia Records, escorted numerous Columbia recording stars to music stores, radio stations, newspapers and other locations. This, of course, resulted in additional juke box trade for the individual personalities recordings in the Hartford area. Similar efforts were handled by Jim Hogan, sales manager of the record division of Post & Lester Company of Hartford, Hartford area distributors for Decca Records.

### Biz Fluctuations

"Coin machine trade in 1949," declared Ralph Colucci, owner of State Music Distributing Corporation, coin distributors, and The Record Shops, downtown Hartford retail record stores, "was marked by varying fluctuations in business conditions. It was seasonal, but underlying all business activity, I believe, was a necessity for consistent all-out advertising. You can't sell anything without telling the public about it. The coin trade in 1949 used advertising on a seasonal basis. I think it should have gone on a continuous schedule in order to retain selling appeal at all times."

### Factors Involved

Colucci does not attribute the drop in coin trade in Connecticut during 1949 to the specific matter of advertising, however. He points out that such factors as a drop in the working population of Connecticut—particularly industrial concern employees—affected business grosses.

"Of course," he pointed out, "the amusement field is the first to feel declines when employment in other industries drops. We started feeling a decline in coin trade in the Hartford area whenever employment rolls in industrial corporations were drastically cut, and then we felt a gradual increase in trade when employment rolls were bolstered."

### Coin Tele

Coin television, altho making some dent in trade circles in other parts of the country, hasn't come into the Connecticut area to a great extent during the past year. Key men in the field blamed the year's diverse business conditions for putting the industry in Connecticut in the mood of just keeping old accounts functioning

and adopting a "wait and see" attitude on newer items, such as coin-operated television sets.

Altho coin machine operators business was down in this area, wholesale coin machine distributors found that the year's business was "anywhere from average to better than average."

### Price Situation

A number of wholesalers admitted that some coin operators had observed poor returns. Colucci declared that the manufacturing end of the coin trade could aid operators by giving the industry "a better deal on prices." "I think that the manufacturer should consider the operator in the light of the middleman in the coin machine field," he said. "The operator should be listened to more. His suggestions—and his complaints—should be at least studied by the manufacturer."

A bright spot for 1950 is the proposed start of a Connecticut Coin Machine Operators' Association, designed to provide the stimulus for additional business procurement on the part of the coin operator thru meetings and get-togethers.

## AMI To Intro Model "C" at Nat'l Show Wk.

(Continued from page 77)

week starting January 8 as national show week. By that time all distributors will have floor models of the new Model C on hand and will be set up for their open-house celebrations.

Included in the firms showing the new phonograph will be Friedman Amusement Company, Atlanta, newly appointed distributor in Georgia (*The Billboard*, December 31); Wolf Distributing Company, Denver, and Garrison Sales Company, Phoenix, Ariz., which were appointed AMI distributors this week. Former firm is headed by Wolf Roberts, who has long been associated with the coin machine field, having been a pioneer operator before settling in Denver and opening up his distributor headquarters. Latter company is headed by Roy E. Garrison and will cover Arizona for AMI.

Operators who would like to attend one of the showings in their territory may find out the location and dates by contacting Joe Calderon at the Chicago office, 127 N. Dearborn Street, or by contacting their local AMI rep.

## South Wind TONE ARM

Especially designed for WURLITZER AND SEEBURG PHONOGRAPHS "light as a Southern breeze"



comes complete with Volume and Tone Control Assembly

No Record Wear, No Scratch, Long Life

PERFECT REPRODUCTION

WURLITZERS (except counter models and P-12) ..... \$11.95

SEEBURG Hi-Tones ..... 9.95

Earlier SEEBURG Models ..... 10.95

"Specify Model When Ordering."

PHILLIPS MFG. CO.

2816 Aldrich Ave., So., Minneapolis 8, Minn.

see the

“

Next Week!

”

## Wurlitzer Distrib To Move

NEW YORK, Dec. 31.—Young Distributing, Inc., local Wurlitzer outlet, will move to new quarters at 599 10th Avenue February 1, Joe Young, president, announced this week. The firm, now at 525 West 43d Street, also handles soft drink, ice cream and cigarette vending equipment.

# Congress Agenda Is Heavy With Coin Machine Issues

(Continued from page 67)

Business Bureau within a couple of months will start issuing reports on the business census taken last year. For the industry this census will give the first reliable picture of the economic situation in all segments, inasmuch as previous business censuses have been limited to an over-all survey with only a limited number of breakdowns. The coming statistical reports will show expenses and incomes of operators of vending machines, jukeboxes, arcades and amusement games.

### Social Security

One of the first items on the agenda of Congress when it resumes its session January 3 will be the House-approved amendments to the Social Security Act. The Senate Finance Committee will start hearings late in January and expects to have legislation ready for Senate consideration by February.

If the Senate goes along with the House, operators will be included under Social Security thru a clause of the omnibus bill containing the amendments and dealing with self-employed. It is contemplated that self-employed, with the exception of a few classes of professional workers, will be entitled to benefits and subject to Social Security taxes.

### Excise Tax

The excise tax picture next year will be an interesting one. Unless a recent proposal to wipe out the entire excise structure and replace it with a general manufacturers tax is enacted, little chance is seen for the coin machine levy to be included when other excises are considered for reductions. The bite on phono parts, however, will probably be eliminated, resulting in some saving in the cost of juke boxes.

If the 20 per cent tax on spots having live entertainment is cut to 5 per cent, there may be some effect on juke income. The American Federation of Musicians (AFM) and various vaudeville talent unions have complained that the higher tax has resulted in many spots replacing live talent with juke boxes. These unions figure a reduction in the cabaret tax will result in live talent returning to places now having only a juke box.

### Copyright Act

Whether or not the House Judiciary Committee starts its overhaul of the Copyright Act will depend upon the speed of its running probe into anti-trust laws now scheduled to continue thru April. The approaching elections will probably spurt the legislators to seek a wind-up of the session in late July which would leave little time for a copyright probe. Once the act is given a thorough revision, it is considered likely that an amendment will be inserted eliminating the exemption from disk royalties now granted juke operators.

### Basing Point

Basing point legislation pending in Congress will have some effect on costs of coin machine manufacturers, but whether costs will be raised or lowered is a matter of contention. The pending bill would legalize basing point practices virtually outlawed by FTC and the Supreme Court. FTC's theory is that elimination of basing point systems will result in lower freight prices for steel. Many congressmen do not agree.

The cost of rail freight on coin machines is likely to drop during 1950 as a result of the anticipated abolition of the 3 per cent freight tax. President Truman is backing repeal of this tax, and the move has had bi-partisan Congressional support.

Little hope is held for enactment in the coming session of bills authorizing new coins or the one for a graduated cigarette tax. Such proposals have been bandied around Congress for years without ever getting out of committee. Proposed as new coins are 2½-centers, 7-centers, and 12½-

cent pieces. Industry men who favor new coins are chiefly interested in the 7-cent piece as a possible replacement for the standard nickel operating price of most coin machines.

### Cig Tax

Backers of the graduated cigarette tax proposal include most of the tobacco growers, but ciggie manufacturers have been generally indifferent. The idea is to keep present federal taxes on the popular cigarette brands and to reduce taxes on cheaper cigarettes in order to encourage their increased manufacture.

The FTC case against Canteen should be ready for disposal in the coming year. The agency has accused the vending firm of inducing lower prices from its suppliers in violation of the Clayton and Robinson-Patman Act.

In a case against a couple of small distributors of peanut machines, FTC has charged that the respondents advertised for salesmen and then attempted to peddle machines to the applicants. It is a comparatively minor case and should be cleared up in the next few months.

### Candy Code

The agency's proposed code for candymakers was recently discussed at a hearing and was approved by representatives of the manufacturers. Its adoption will be routine. The code lists a set of practices which are banned, including such things as misrepresentation, use of lottery devices, and selling below cost with the object of driving out competition.

Justice Department is prosecuting a case of interest to coin machine industry. The agency has charged a Pittsburgh retail record and individual dealers with violation of the anti-trust laws. One of the points in the complaint is that the defendants conspired to fix prices to juke operators and to attempt to keep operators from getting access to cheaper labels. Now in the hands of a federal grand jury, the case will probably be decided around mid-1950.

### TV Competition

The advance of TV competition with jukeboxes into new areas is presently at almost a complete halt. While trying to figure what to do about allocations and color, FCC has granted no new station permits since September, 1948. The Commission plans to end its freeze sometime during the year and the resulting rush of new TV applications will eventually result in TV moving into virtually every city over 25,000 population as well as a number of smaller communities. It will, however, be at least a year after the end of the freeze before any newly authorized stations can be completed.

### Supplies

Supplies affecting coin machines will be plentiful in 1950, according to forecasts by Commerce and Agriculture departments, though prices are expected to continue high. Despite the recent steel walk-out, Commerce currently expects supplies of steel to be sufficient for requirements. United States Steel's hike of \$4 a ton a few weeks ago is expected to spread thru-out the steel industry and will result in higher costs to coin machine manufacturers. Copper wire, glass, and lumber will all be plentiful during the year, with prices expected to remain about the same as in 1949.

The only possible shortage in farm crops that wind up in vending machines are in popcorn and coffee supplies. The current popcorn crop is only half that of a year earlier. The 1949 production, however, is still about average in comparison with crops of the last decade. Coffee supplies are tight and expected to remain so for the next five years. The rapid advance in prices in the last couple of months, however, is expected to level off soon. Peanuts and other varieties of nuts will be available during 1950 at prices about the same as during 1949.

## Trade Directory

### New Equipment

Custom Deluxe—shuffleboard—American Shuffleboard Company, Union City, N. J.

Shuffle Pool—novelty game—Nation Wide Novelty Company, Chicago.  
Twin Bowl—straight novelty game—Williams Manufacturing Company, Chicago.

### Personals

American Coin Machine Manufacturers' Association officers: Herb Jones, Bally Manufacturing Company, president; Bill Ryan, Universal Industries, vice-president; Vince Shay, Bell-o-Matic Corporation, secretary; D. W. McClay, O. D. Jennings & Company, assistant secretary; Roy McGinnis, J. H. Keeney & Company, treasurer, and Jerry Haley, Buckley Manufacturing Company, assistant treasurer. Board of directors: Pat Buckley, Buckley Manufacturing; Dick Hood, H. C. Evans & Company; O. D. Jennings, O. D. Jennings & Company; Ray Moloney, president Bally Manufacturing, and Roy McGinnis, Bill Ryan and Vince Shay.

Robert Baer was appointed field sales representative of the phonograph division of Rudolph Wurlitzer Company, North Tonawanda, N. Y. Maurice Baruch was appointed market counseling engineer for the Hupp Corporation. He will headquarter in New York City.

Dixie Cup officials: A. R. Lillicrapp, W. G. Genne and A. J. Nolan elected vice-presidents. Staff changes: W. O. Roe, assistant to president; B. Kearney and R. Koch, assistants to Executive Vice-President Van Schaick; R. Stocker, assistant development director; S. Muther, assistant to Vice-President Nolan; J. Juebler, general works manager; W. Bachman Jr., Easton plant superintendent, and C. Melick, production planning, inventory control supervisor.

John J. Driscoll, Philadelphia, appointed general manager of Eastern Engineering & Sales, Inc.

H. J. Foster, New York, named vice-president of Spacarb, Inc., in charge of sales.

### Purchases

Bernard Weinberg, Philadelphia, bought out partners in the Scott-Crosse Company, becoming sole owner.

### Distributors

AMI, Inc., Grand Rapids, Mich., appointed Friedman Amusement Company, Atlanta, to cover all but a few Southern counties in Georgia.

R. F. Jones Company added two sales representatives: Marshall Pack, Salt Lake City, to cover the Intermountain area, and Ralph Perrin to cover the Northwest.

Oak Manufacturing Company named four new distributors: 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 Rock-Ola Manufacturing Company, Chicago, appointed the Amusement Sales Corporation, Chicago, to distribute Shuffle-Lane.



**FIGHT  
INFANTILE  
PARALYSIS**

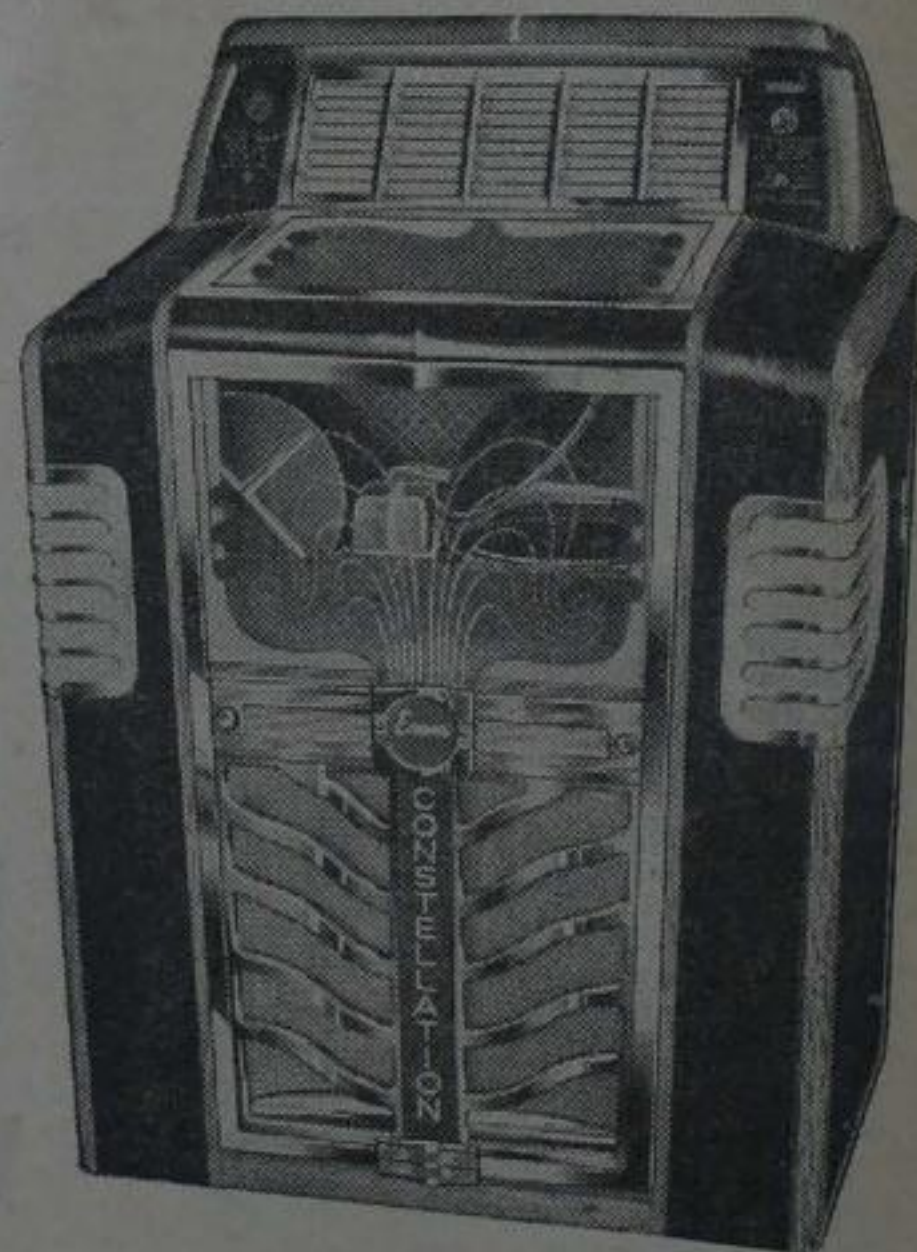


**JOIN  
THE MARCH OF  
DIMES**

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

## GROW WITH CONSTELLATION!

However high your ambitions may be for your Music Operating, Evans' 20 Record 40 Selection Constellation helps you realize them as no other phonograph can. Constellation's all-around trouble-free performance assures a firm foundation for steady growth. 40 Selections provide reliable appeal that insures consistently larger revenue.\* To enjoy greater peace of mind, more personal gain and healthier business expansion in 1950, see your Evans Distributor or write Factory direct, now!



### EVANS' 20 RECORD 40 SELECTION CONSTELLATION

\* Latest reports from locations coast to coast reaffirm Constellation earning power . . . prove 40 Selections the most profitable to operate.

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 Street

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 93

**COMING SOON**

*a Sensational New*  
**WURLITZER**  
**PHONOGRAPH**

**DESIGNED AND PRICED  
FOR TODAY'S MARKET**

*to be shown*

**BY YOUR WURLITZER  
DISTRIBUTOR**

*on*

**NATIONAL  
WURLITZER DAYS**

**WATCH FOR THE DATES**



# COINMEN YOU KNOW

## Washington:

The new Washington telephone directory, issued in December, lists a number of changes under the vending machine heading in the classified section. Acme Amusement Company has changed to Acme-Phillips Novelty Company. New additions are Allied Beverage Company, Automatic Music Devices, Banner Vending Company, Candy Man Vending Company, Joe McDonald Enterprises, Inc., Kwik Kafe Vending Company, Sidney Lotenberg, William Pantazes, Inc., Select-O-Mat of Virginia, Inc., Tele-Matic Services, Inc., and Vend Mart Corporation.

Formerly listed in the vending machine company but no longer there are Alco Amusement Company, Hub Enterprises, Inc., and Chico Vending Company.

New arrivals in the coin-operated machines classification are Almor Coin Wash, Inc., Banner Vending Company, D. C. Novelty Company, Midway Arcade, Northern Virginia Music Company, William Pantazes, Inc., Prince Georges Amusement Company, Schermack U. S. Stamp Venders, Starke Associates, Washington Coin Machine Company, Westway Vending Company, Sidney M. Wildman, and Jack Wolf.

No longer under the listing are Clark's Vending Machines, Harvey Goldman, Meter Wash Company, P. B. Novelty Company, and Pinball Machine Service Company.

Gene Autry's version of "Rudolph, the Red-Nosed Reindeer" was selected by disk jockey Eddie Galla-her as his juke box record of the week just before Christmas. . . . The Hirsh Coin Machine Company presented its customers with novel telephone indexes for Christmas.

## Detroit:

Jack Brown, Ohio sportsman, has been named factory representative for that State by Continental Service & Equipment Company. . . . Joseph J. Kupke, director of the Continental Company and also president of the Kem Company, is spending several weeks in Los Angeles, where he has contacted a number of coin machine men. He reports a lot of enthusiasm for the new Wise Own Quizette. . . . Louis Nemesh, who heads Music Systems, Inc., is still distributor for Seeburg here—a slip of the pen gave him the wrong line in this column recently.

E. C. McNeil and C. L. Skidmore, California coin machine men, have joined the Continental Service and Equipment Company as Western factory representatives for the new Wise Owl Quizettes. They will (See DETROIT on page 82)

## Bridgeport, Conn.

Gustave Poitsch, steward of Schwaben Hall here, received a purse from the Shuffleboard division of the Schwaebischer Maennerchor at its annual Christmas party December 17.

This organization, one of the largest German groups in Connecticut, has its own shuffleboard league. Its officers are Ernest Simon, president; August Muermann, vice-president; Alfred C. Poetch, treasurer; Rudolph B. Falk and William Fink, team captain.

## Vital Statistics

### Deaths

Alfred Van Tassel, 57, the past 10 years with S. H. Lynch & Company, Dallas, in that city December 20.

## New York:

Lew Jaffa, Eastern Electric veepee, returned last week from a biz trip to the West Coast. He reports that Mario Caruso, founder of C-Eight Laboratories, is due back in the States January 15. Caruso will remain about three weeks before returning to Italy. He is expanding his metal-working plant in Naples. Meanwhile his son, Anthony Caruso, is supervising production of C-Eight Electros in New Bedford, Mass.

Bill Goetz, head of Capitol and a director of the Automatic Music Operators' Association (AMOA), was given a surprise birthday party by Al Denver, president, and AMOA board members at the org's headquarters last week. . . . Jim Sherry, of Sherry Music, has recovered from a bad case of blood poisoning.

Eddie Lane, president of the American Q-Ball Congress, has taken on Phil Rose to aid in promotion work. Rose was formerly a member of the Lane Bryant public relations staff. . . . Herbert Cohen, local music op, has become a member of AMOA. . . . Al Blendow has joined Automatic Products as sales manager.

A dozen operators attended a preliminary meeting at the Taft Hotel Thursday (29) to discuss formation of a local games' association. Called by Lou Rosenberg, of Arrow Amusement, the confab drew Teddy Blatt, attorney; Jack and Herb Semel, Teddy (Champ) Seidel and Harry Ross, among others. It was decided to hold an open organizational meeting January 12.

Top expecs of some leading cup vending firms heard bids read at the Board of Transportation Thursday (29) for long-term operation in the subway. They included John Collins, of Canteen; Buddy Rosenthal, Coldrin; Arnold Fink, General Vending; Lew Braverman, Drink Dispensers, and George Booth, Interborough News.

Murray and Bill Wiener, Eastern Electric factory reps, will hold a three-day service school and showing of the C-Eight Electro starting Thursday (5) at their coin row headquarters. . . . Sandy Moore, of Peninsula Vending, has opened new offices in Inwood, L. I. . . . Ruth Michaelson's daughter, Judith, was married Saturday (24). Michaelson operates a local juke route.

## Hartford, Conn.:

Maurice Becker, owner of the Becker Novelty Company, Springfield, Mass., juke box concern, was the victim of a holdup recently. He was robbed of between \$10 and \$15. . . . Peter Paul, Inc., Naugatuck, Conn., candy manufacturer, has announced a 5-cents-an-hour pay boost for 200 hourly and piece work employees. . . . The East Longmeadow, Mass., Board of Selectmen has voted to prohibit pinball machines in that town, subject to the approval or disapproval of the residents.

## Brief and Important Late Digest of Coin Machine News

### Stoner Adds Sales Rep

Bip Glassgold, sales manager of the Stoner Manufacturing Corporation, has announced the appointment of Burt C. Class, Elmhurst, Ill., to the firm's sales staff. Class will cover West Virginia and most of Ohio for Stoner, Glassgold stated.

### Jacobs Sells Indianapolis Plant

The idle F. L. Jacobs Company factory here, where Coca-Cola vending machines were manufactured, was sold to the Bryant Heater Manufacturing Company, Cleveland. The Jacobs firm closed the factory after losing a reported \$5,000,000 in its postwar venture. Rex C. Jacobs, president of the firm, said his company took an estimated loss of \$889,274 on the plant.

## Los Angeles:

Pico Street was practically deserted last week following the Christmas holiday, but some of the old familiar faces were in evidence, including Pete Shupp who snagged the limit on ducks during his hunting trip and is now concentrating on looking over new equipment. . . . Roy C. Jones Jr., of Ridgecrest, was in town renewing acquaintances.

William R. Happel Jr., of Badger Sales Company, distributed over \$2,000 in bonuses to his employees Christmas. His gift from the Badger crew was an elaborate bronzed electric desk clock. The firm finally got its shipment of Williams Twin-Shuffle, via air freight, after bucking the holiday rush. . . . Mel Snodderly, Compton coinman, was making the rounds.

The new Bard Music Company headquarters on Pico Street are being readied for an early opening. The firm has taken over the building which formerly housed the Paul S. Powers Company. . . . Harold Sharkey, Huntington Park operator, made the rounds. . . . Ditto for R. Donohue, who operates Pismo Beach, famous for its clams.

Ed Wilkes, of the Paul A. Laymon Company, is still awaiting shipment of Bally's Shuffle Bowlers. In the meantime orders are piling up, the firm reports. . . . Merrill Knapp was in from his Nogales, Ariz., headquarters to look over some games. Another recent visitor was A. G. Speer, San Bernardino coinman.

Al Weymouth, of Weymouth Service, planned to San Francisco where (See LOS ANGELES on page 82)

## Indianapolis:

The record department of the Janes Music Company was open every night last week so that buyers could make purchases after working hours. An extensive advertising program increased sales far above last year according to Clarence Hohman, manager. . . . Peter and Mrs. Stone, were hosts to relatives and friends who spent the Christmas holidays in Indianapolis. The Stones are the Rock-Ola Phonograph distributors. . . . Fred Barrick, who formerly operated a string of coin-operated phonographs here, has disposed of his route, and now is resurfacing shuffleboards. Barrick invented his own equipment for refinishing and surfacing the boards. . . . The three popular disks used on phonographs at present are "Rudolph, the Red-Nosed Reindeer" (Columbia), "Blues Stay Away From Me" (Coral) and "Beyond the Sunset" (RCA Victor).

Employees of the Nik-O-Lok Company here received bonuses amounting to 10 per cent of their year's earnings. The firm manufactures coin-operated door locks for public rest rooms and other toilet fixtures. Approximately 50 employees were present at the annual dinner where the bonus checks were distributed.

## Chicago:

A. Garrick Alex, president of Vendall Company, is off on a two-week business trip. With candy manufacturers predicting higher sales for 1950, Alex sees a steady upward sales trend during coming months for the candy operator. Hiked output by candy makers should result in holding of price levels and continuation of fat bar size, he opines. . . . Victor Vending Corporation is shipping its new jumbo ball gum model unit designed to handle the Leaf Gum Company's 15/16-inch bubble ball gum, introduced during the NAMA show.

Jack Nelson Jr., Logan Distributing Company, forecasts brisk business activity thru '50 and points to firm's Victor Vending bulk unit offerings, plus Logan's own counter game and bar bracket, for remote selection boxes, as top sales incentives for coinmen. . . . Leon Segal, Kandy Korner, is an on-his-toes operator who continued his route expansion program thru 1949 and sees more of the same for the next 12 months. Fred Hebel Corporation, Franklin Park, is moving closer toward production line output of its five-flavor ice cream bar vender, designer and firm head Fred Hebel reports.

Oscar Schultz, Automatic Coin, reports Irving Owitz recuperating from a recent major operation. Latter is expected to leave his bed at Michael Reese Hospital in about 30 days. Meanwhile Oscar says vest pocket bell units are now in big demand, with production barely keeping up with orders. He expects to see this demand exceed supply in the very near future.

A recent visitor to this city was Frank Overkamp, Clinton Vending Company, Clinton, Ia. Frank dropped in to see Vince Shay, Charlie Bender and the rest of his friends at Mills and Bell-o-Matic. He reported biz in his area was holding strong and is adding some new Seeburg Select-o-Matic 100s to his music operation.

Universal Industries' growing staff and production line employees were feted at a Christmas party Friday (23). President Mel Binks and Vice-President Bill Ryan led the group in singing Christmas carols and also gave out door prizes to lucky ticket holders. The firm's one ball Photo-Finish is in its seventh month of production while its Arrow Bell recently began its second year on the line.

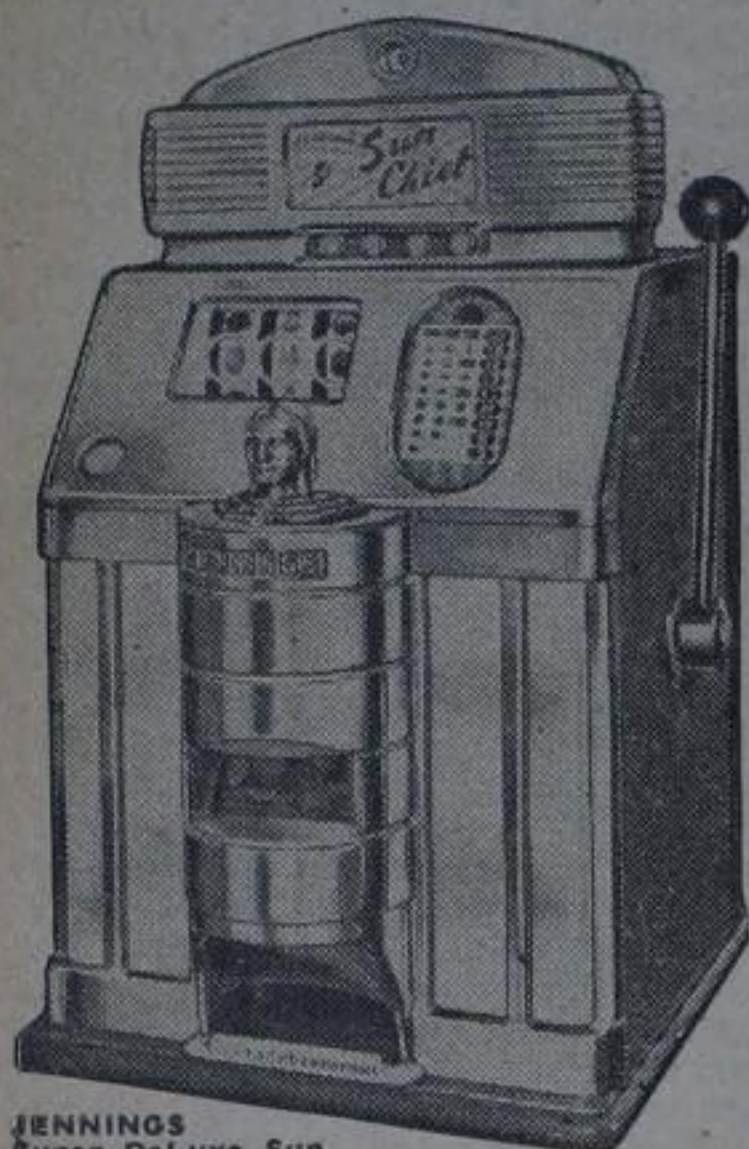
At Williams Manufacturing Sam Stern and Paul Federman were besieged the past two weeks with out-of-town visitors who were in to see Twin Shuffle, the firm's new shuffle bowling game, which can be played by either one or two persons. . . . (See CHICAGO on page 82)

## Philadelphia:

Charles Amsterdam, head of the Charles Sweets Company, vending machine firm, is out of the hospital and back at his desk. . . . City fathers in suburban Elkins Park approved the installation of 150 parking meters in the two business areas in the township. . . . Berlo Vending Company awarded a first prize of \$50 to Frances Schlesinger, of the Rio Theater in Reading, Pa., for the most courteous and interested supervision of the vending firm's candy stand at the playhouse. . . . Leslie Saunders has been named record promotion manager for Raymond Rosen and Company, local RCA Victor distributors.

Near by, in Atlantic City, the opening of the Little Brown Jug Bar meant a new cigarette machine location for John M. Murphy and a music box location for the Music Box Corporation.

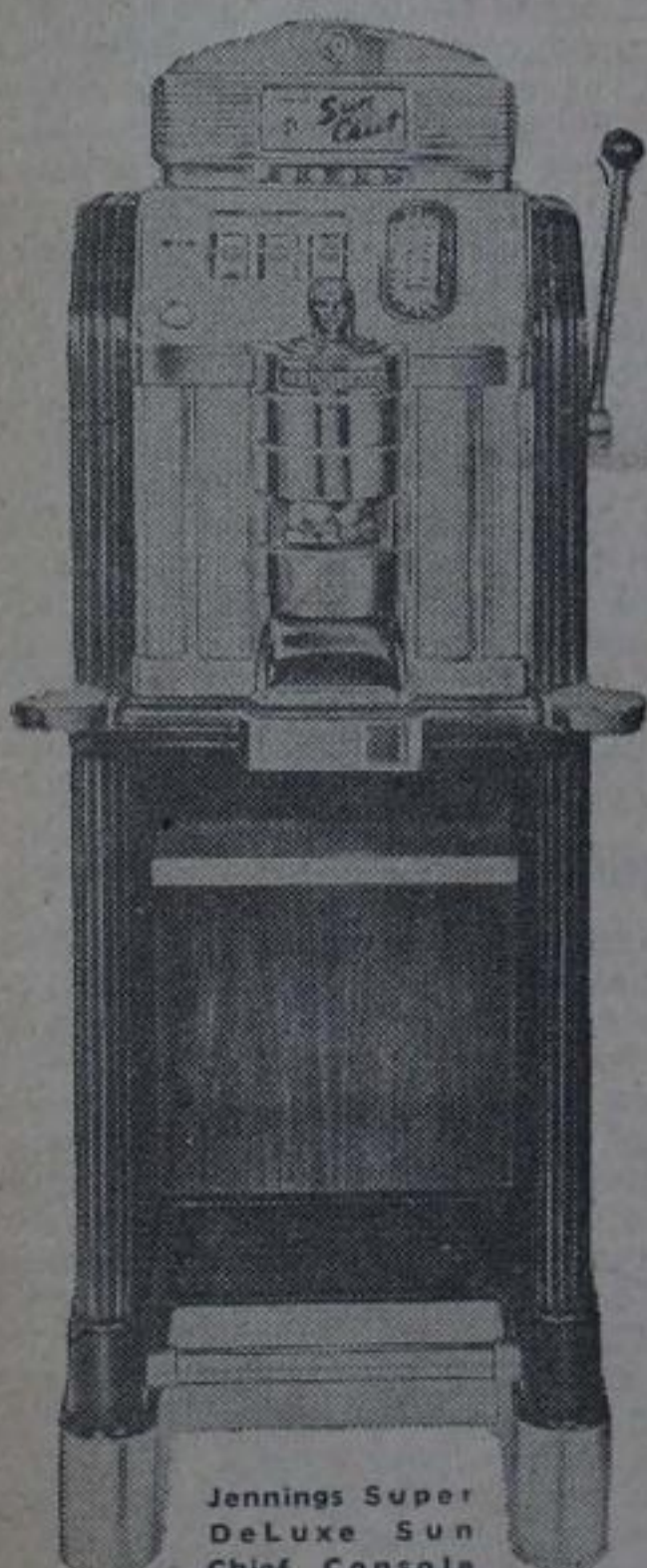
# BEAUTIFUL DEPENDABLE Trouble-Free



JENNINGS Super DeLuxe Sun Chief, COUNTER Style.

- ★ Eye-catching, in your choice of three color combinations with light-up fronts.
- ★ Equipped with famed Jennings precision-built one-piece "Chief" mechanisms.
- ★ Automatic or hand-load jackpots optional—NO increase in price.

If you can use and service mechanically operated coin machines, Jennings offers you an opportunity to expand your earnings. Write for details and Jennings' outline of profit opportunities for 1950.



Jennings Super DeLuxe Sun Chief Console Model, with ashtray, beverage holder, purse shelf, foot rest and other refinements.

**O. D. JENNINGS and CO.**  
4307 W. Lake St. Mansfield 6-2612  
Chicago 24, Illinois

## COINMEN YOU KNOW

### Chicago:

(Continued from page 81)

Charlie Gillard reports a large number of inquiries on his new Shuffle Pool game, which combines the highlights of shuffleboard with the fast action of pool. It can be played by one or two patrons. Gillard has returned from an out-of-town trip, having completed tests on the new game.

Roy McGinnis and John Conroe expect big things from the new Keeney console Pyramid. A twin coin head unit, Pyramid is expected to make a lot of new operator friends for the Keeney organization. . . . Frank Mencuri, Exhibit Supply arcade division manager, is working on some units especially designed for a fair he will attend early in '50.

World Wide Distributors, thru Wally Finke, reports peak demand on shuffle-type bowling games which are still the hottest items in the trade. He points out Williams' Twin Shuffle is now one of best producers on location and says this is because one or two persons can play and all phases of scoring are identical to bowling. Unit is fully automatic. Monte West is helping Finke and Al Stern handles out of town customers this week.

### Detroit:

(Continued from page 81)

headquarter in Los Angeles. . . . Walter Kanar and Michael Ferguson, officials of the Continental Company, are selecting qualified distributors for the new Wise Owl to complete an organization which will cover the country.

Carl Hill, of the Hill Vending Service, is planning a promotional campaign for the Victor vending line to start in January. . . . William Bufalino, business agent of Service Drivers' Local No. 985, reports all his members staying close to home for the holidays this year.

Irving Ackerman, counsel for the Michigan Automatic Phonograph Owners' Association, reports members are planning for the annual convention in March. . . . Carl Angott, head of the Angott Distributing Company, Wurlitzer distributor, has returned from a business trip to Washington. . . . Charles H. Stapleton advises his father-in-law, Ben Liddon, who heads the Advance Service Company, is leaving for Florida where he will remain for the remainder of the winter.

### Los Angeles:

(Continued from page 81)

he met **Low Jaffa**, vice-president and national sales manager for Electros. Jaffa then accompanied him here for the holidays. . . . **Sam Johnson** was in from Oceanside for a look-see at new games. . . . **Pop Burris**, Montebello operator, was making the rounds. Ditto for **Charles DeWitt** who operates in Fontana. Other visitors on coin machine row included **Ivan Wilcox**, Visalia; **Ernest Bryant**, Glendale, and **Pete Peterson**, Delano.

## CTA Asking New Bids for Drink Vender Contract

CHICAGO, Dec. 31. — Chicago Transit Authority (CTA) asked for sealed bids on its C-3 vending contract, covering cup soft drink machines for rapid transit station placement, beginning today.

Final day for submission of such bids will be January 13, H. L. Poland, public relations director announced.

The cup drink vender contract was not awarded with three other vending contracts earlier this month (The Billboard, December 17.) all such bids being rejected.

Forms on which to submit bids for the C-3 contract may be obtained from CTA offices at 175 W. Jackson Boulevard, Chicago.

## Yale & Towne Adopts New Charter at Meet

STAMFORD, Conn., Dec. 31.—The Yale & Towne Manufacturing Company, makers of locks for postage meter machines, which has been operating under a piecemeal charter since 1882, has a brand new one now.

Fred Dunning, executive vice-president and secretary of the firm, announced this week that at a recent stockholders' meeting the firm adopted the new corporate charter which was passed by the Connecticut Legislature last January. Heretofore the company has operated under a charter which was covered by seven different legislative acts passed between 1882 and 1921.

The directors also declared a 25-cents-per-share dividend, payable to stockholders of record December 12.

ELMIRA, N. Y., Dec. 31.—Thatcher Glass Manufacturing Company, Inc., last week declared a dividend of 60 cents per share on convertible preference stock. It is payable February 15 to stockholders of record January 31.

### FOR QUICK SALE PRICED RIGHT

HOT ROD	WRITE
STAR SERIES	\$249.50
GOLD CUP	119.50
SPECIAL ENTRY	49.50
TELE CARD	89.50
COLLEGE DAZE	149.50
THREE MUSKETEERS	119.50
BOWLING CHAMP	89.50
CITATION	269.50

All Machines Clean, Ready for Location  
1/3 WITH ORDER, BALANCE C.O.D.  
**A. M. AMUSEMENT CO.**  
1000 POYDRAS NEW ORLEANS, LA.  
CA. 5338

## Look To The GENERAL For LEADERSHIP

**SPECIAL SALE!**  
**WILLIAMS QUARTERBACK**  
Thousands Sold New At \$389.50  
LIMITED QUANTITY  
SLIGHTLY USED MACHINES  
ALMOST LIKE NEW . . .  
**\$195**  
Also a few brand new Quarterbacks in original factory cases, while they last  
**\$235.00**  
Terms: 1/3 Cash with order; Balance C.O.D.

**GENERAL Vending Sales Corp.**  
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

**WAKE UP!!**  
GET YOUR SHARE OF THE BIGGEST TAKE IN LEGAL AMUSEMENT GAME HISTORY  
OPERATE  
**UNITED'S SHUFFLE ALLEY**  
**WILLIAMS' TWIN SHUFFLE ALLEY**  
IMMEDIATE DELIVERY  
"ASK THE MAN WHO OWNS ONE"  
CALL OR WRITE  
**LAVOIE & HILLMAN, INC.**  
2 EAST MAIN STREET Phone: Fall River 3-7844 FALL RIVER, MASS.  
Member of C. M. I. Established 1926.

**Olshein's Bargain Mart!!!**  
STEEL BALL ROLL DOWNS, \$10.00 each (Singapore and Tropicana)! TOTAL ROLL, \$19.50; Auto Roll, \$24.50; Vest Pockets, \$19.50; Columbia, \$34.50; Jennings Club Bells, \$59.50; Seeburg Ray Guns, \$32.50; Tommy Gun, \$19.50; Aircons, \$75.00; Wurlitzer 81, \$35.00.  
**OLSHEIN DIST. CO.**  
1100 Broadway Albany 4, N. Y.

**DELUXE PHOTOMATICS**  
with Envelope Venders  
Clean—Ready for Location  
Combination Coin Chute  
**\$325.00 each**  
Crating Extra  
**Ed P. Stockman**  
37 2nd St. Oakland, Md.

**Harold "Micky" Walsh**  
Will greatly appreciate hearing from the above person or anyone familiar with his present whereabouts. Very important.  
**BELL NOVELTY CO.**  
636 W. Bowery St. AKRON, OHIO  
Phone: FR 6428

**QUICK MONEY**  
For Postwar Bally Free Play and Payout One Balls. Universal Photo Finish, Wurlitzer, Seeburg and A.M.I. Postwar Phonographs, Bally Clover Bells, console, write.  
**SILENT SALES CO.**  
Silent Sales Bldg., 200-08 Eleventh Ave., South, Minneapolis 15, Minn.

## Agriculture Department Reviews Supply Situation for New Year

WASHINGTON, Dec. 31.—Popcorn prices may be advancing soon as a result of a 1949 harvest only half as large as 1948, the Agriculture Department reported in its annual crop survey. The department, however, indicated that supplies of most farm products, affecting venter operations, will be adequate in 1950.

Popcorn production during 1949 amounted to only 157 million pounds as compared with last year's bumper crop of 309 million pounds. The 1949 harvest is about 8 per cent below average. Agriculture attributed the low production to both lower acreages and lower yields than in 1948. The department added that "the acreage was curtailed primarily because of the rather large production last year which moved to market at a relatively low rate late last fall at prices which were not as high as growers had anticipated."

Quality of the 1949 crop was generally good but not equal to that of 1948, Agriculture said. Popcorn hybrids have been gaining in popularity, with 87 per cent of Illinois acreage having been devoted to the hybrids.

### Peanut Supply

The 1949 peanut crop is also well below that of 1948, but Agriculture anticipates no shortages in 1950. Figured at 1.8 billion pounds, the current crop is about equal to the 10-year average but below the 1948 record of 2.3 billion pounds. Cutbacks in peanut plantings and generally poor peanut weather in the Virginia-Carolina area were responsible for the 1949 decline.

Over the past several years, consumption of edible peanuts has been dropping off, altho remaining well above prewar years. The percentage of peanuts used in candy has been on the downgrade for the past two years, while the ratio used for salted nuts remains about the same. Agriculture Department keeps close control on the amount of peanuts available on the open market. In the event that the smaller crop should cause a shortage in 1950, the department will simply cease buying its usual large amounts for foreign relief.

### Other Nuts

Production of other types of nuts has been heavy in 1949, with almonds, walnuts and filberts all reaching record levels. The pecan crop is estimated by agriculture to be average. The large crops of walnuts and filberts is not likely to result in lower prices because both are under marketing agreements which restrict the amount of shelled nuts available.

### Cig Situation

According to the amount of cigarette tobacco harvested during 1949, cigarette production will be about the same in 1950 as in 1949. The tobacco crop ran about 2 per cent ahead of 1948 for one variety and 1 per cent ahead for another variety. Agriculture figures 1950 cigarette consumption to be close to the all-time record being racked up for 1949.

Any venders who decide to go into the apple business next year will find supplies plentiful. The 1949 domestic crop is estimated at 133 million bushels, the largest since 1939. The total includes some 10 million bushels not even harvested because of low prices. The Canadian crop of apples is also estimated to be considerably above average, with a large percentage of the crop slated for U. S. markets.

## Universal Sets First Delivery Of Feature Bell

CHICAGO, Dec. 31. — Universal Industries, thru President Mel Binks, announced its Feature Bell console is now in quantity production and initial deliveries have started. New unit combines the high points of the Arrow Bell console and the one ball Photo-Finish.

A single head, multiple coin console, the standard model has a nickel coin chute, with dime and quarter chutes optional. Following the insertion of the initial coin, the odds flash and advance on a mystery basis. Additional coins inserted for the same play can increase the odds to as high as 500. As more coins are inserted for a single play, the odds either advance or remain as high but in no instance do the odds drop.

### Flash Button

During play, when the patron has inserted a sufficient number of coins to establish the desired odds, he presses the feature flash button which leads to a variety of added scoring opportunities. After the insertion of feature flash coins cherry, orange, plum or bell symbols may become "wild" on the first reel. Another advantage of the feature flash idea is that previously established odds advance as additional coins are dropped. It is even possible for all three reels to end up at the "wild" position, insuring a winning score. Among the other new console ideas introduced on Feature Bell is the bar special, which when lit builds up the single bar possible score to as high as bell odds. The bar special carries over from game to game and

## Gottlieb Bows New Five-Ball, Old Faithful

CHICAGO, Dec. 31.—D. Gottlieb & Company has started quantity deliveries on a new five-ball game, Old Faithful, advertising manager Alvin Gottlieb announced Thursday (29).

Designed with a wide-open playfield for cross ball action developing from a skillful use of the game's flippers, Old Faithful features pyramid scoring and automatic reset bumpers which build up rollover switches for free plays.

### Objectives

One of the main objectives of the new Gottlieb product is to make the 1-5 bumper series as many times as possible. The first time each unit of this series is contacted the score advances 10,000 points. After all five units have been contacted the first time, the bumpers reset and each additional contact in the second series records 20,000 points. After the second reset all bumpers in the 1-5 series jump to 30,000 points. This same principle holds thru the third and fourth sets at which point all numbered bumpers have a value of 50,000 points each. After five resets, both side rollover lanes light for replays. Other ways of making the 1-5 series are by energizing a spot rollover button in the center of the playfield and in the case of the 2, 3, 4 and 5 bumpers only by going thru bottom rollover switches bearing each of these numbers.

### Bonus Points

High score runs to 3,900,000 points. Bonus points, set up by making the 1-5 series one or more times, may be transferred to the main score by guiding a ball thru a center bottom rollover just above the outhole. Old Faithful has a fifth ball scoring feature which gives players with a comparatively low score for the first four balls a chance to win extra blocks of points on the final ball.

Among the technical improvements of the new five-ball is a numbered disc on the free play unit which replaces the projection bulb usually used for this unit. Its principal advantages are that it is easier to see the number of free plays on the board and there is no longer a chance for the free play bulb to burn out.

## Muto Ups Twin Bowl Output

NEW YORK, Dec. 31.—The International Mutoscope Corporation has stepped up production of its competitive bowling game, Twin Bowl, by 50 per cent since December 1, Herb Klein, sales manager, announced this week. The game is being used primarily as an operator's piece, altho arcade installations have been made.

Two players can compete on Twin Bowl at the same time, rolling wooden balls at skill pockets for high scores. Units are fitted for 10-cent operation. The scoring simulates that used in bowling.

### Lone Star Corp. Chartered

DOVER, Del., Dec. 31.—Lone Star Vender Corporation has been chartered by the secretary of state's office here to deal in vending machines. Capital was listed at \$30,000; principal office at the Corporation Trust Company, 100 West 10th Street, Wilmington, Del.

is an added attraction for patrons to play Feature Bell.

Vice-President Bill Ryan pointed out the new Universal product utilizes the same type of electrical construction introduced on the firm's game Photo-Finish. It has oversized, motor driven reels which are illuminated. Feature Bell's new type top glass is metal trimmed and fits flush with the cabinet.



**\$139<sup>50</sup>**  
**BRAND NEW**  
**ROL-A-TOPS**

SIZE: 23" High, 14" Wide 15" Deep  
Net Weight: 88 lbs.

**5c-10c-25c PLAY**  
**FACTORY REBUILTS**  
**\$95 EACH**

Above Prices F. O. B. Chicago

**WATLING MFG. CO.**

4650 W. Fulton St.  
CHICAGO, 44, ILL.

Est. 1889—Tel.: COLUMBUS 1-2772  
Cable Address: "WATLINGITE," Chicago

## REMEMBER THIS

**acme PLASTICS**

ARE UNCONDITIONALLY GUARANTEED  
AGAINST BREAKAGE FOR 3 YEARS

SOLID COLORS THRU AND THRU—NOT  
SPRAYED OR PAINTED. ALMOST 1/4"  
THICKNESS—PERFECT FIT.

A Complete Line of Phonograph Plastics.

**ACME SALES COMPANY**  
505 West 42nd St., N. Y.  
Longacre 3-4138

## HEADQUARTERS for SLOT MACHINES

We Offer Only the Best,  
Unconditionally Guaranteed!

MILLS—All Models •  
BLUE BELLS • BLACK BEAUTY BELLS  
"CRISS CROSS" • TIC-TAC-TOE

Complete Machines and Conversion Kits.  
Used Machines Taken in Trade.

SAVE MONEY WITH

**BAKER NOVELTY CO.**

1700 W. WASHINGTON BLVD.  
CHICAGO 12, ILL.

## MECHANIC WANTED

For Phonograph and Pin Ball Route, Central Missouri. Prefer middle aged man, honest and sober. State experience, give reference, salary expected.

**BOX D-289**

c/o The Billboard Cincinnati 22, Ohio

When you buy from Runyon

**YOU BUY THE BEST**

**A GREAT BUY**

Reconditioned—  
Can't Tell From New

**SOLOTONE ENTERTAINER UNITS**

(Like New) EA. \$369.50

**SOLOTONE ENTERTAINER BOXES**

(Like New) EA. \$22.50

**RUSH ORDERS TODAY**

1/3 Dep., Bal. C. O. D.

**RUNYON SALES COMPANY**

Exclusive AMI Distributors in N. Y. N. J. & Conn.

593 10th Avenue : 123 W. Runyon Street

New York 18, N. Y. : Newark 8, N. J.

Longacre 4-1880 : Blgelow 3-8777

## WORK YOUR COUNTER SPACE TO THE LIMIT WITH COUNTER GAMES

Bat-a-Ball	\$15.00
With Stand	19.50
Whirl-a-Ball	18.50
Kicker & Catcher (New)	35.00
Kicker & Catcher (Used)	22.50
Keeney Texas Leaguer	45.00
Steeplechase (New)	39.50
Flip Sk'ill	49.50
Art Show (Shipman), New	49.50
Camera Chief (New)	19.50
Skill Test (New)	55.00
Bingo	17.50
Best Hand	25.00
Mexican Baseball	25.00

COMPLETE LINE ARCADE EQUIPMENT  
Free: 1949 Catalog — 10 Pages, 75 Illus.

**MIKE MUNY'S**

575 11th Ave. at 43rd.  
N. Y. 18, N. Y. (Bryant 9-6677)

**FOR SALE**  
**22 FT. ROCK-OLA SHUFFLEBOARDS**  
 Used less than 3 months—\$375.00.  
 In lots of 3—\$350.00  
 18-20 Ft. Shuffleboards ..... \$250.00  
**FORST MUSIC & NOVELTY CO.**  
 1808 Willow St. Green Bay, Wis.  
 Phone: Adams 5682

**SHUFFLEBOARD SUPPLIES**  
**YOU CAN'T BEAT THESE PRICES!**  
 Wax, in Doz. Can Lots . . . 29c Ea.  
 Wax, in Gross Can Lots . . . 23c Ea.  
 Pucks, Set of 8 . . . . . \$7.99  
**MUNVES** 615 10th Avenue  
 New York 19, N. Y.  
 PLaza 7-2175

**WOODEN BALLS**  
  
 Manufactured for All Games  
**NEW YORK BILLIARD TABLE CO.**  
 334-336 Bowery New York 12, N. Y.

# Turning Back the Clock

**15 Years Ago This Week**  
**CHICAGO, Dec. 29, 1934.**—Optimism for 1935 was the general feeling in the coin machine trade based on the fact that 1934 ended on a rush of business and new products that met with instant success. Among the trade leaders who voiced their predictions for 1935 in *The Billboard* were Sam Wolberg, Chicago Coin Machine Company; Fred Mann, president, Organized Operators of Chicago and president of the Automatic Merchandisers Association of America; Fred C. McClellan, president, Pacific Amusement Manufacturing Company, Los Angeles; Lee S. Jones, American Sales Corporation; J. Kenfield Morley, O. D. Jennings & Company; Dave Robbins, Robbins & Company; Sanford Ruttenberg, Dudley-Clark Company, Chicago; E. V. Ross, Oriole Coin Machine Company, Baltimore, and

Leo J. Kelly, Standard Ticket Games Corporation, Chicago.

The pinball game, Shooting Star, was elected by the Metropolitan Skill Games Board of Trade, New York City, as the game to be used in a court test. New on the market, Shooting Star stressed progressive scoring and automatic kickers. . . . Harry Williams, president, Automatic Amusements Company, moved into new offices, decorated to resemble a hunting lodge. . . . Nate Faber opened his fifth sportland in New York's Times Square. . . . C. S. Darling, secretary, National Association of Coin-Operated Machine Manufacturers, pointed to the approval of the Code of Fair Competition as one of the most significant trade developments of 1934. . . . Safety Zone, a new pin game by Scientific Machine Corporation, was placed on the market with a list price of \$32.50. . . . Other games in production at the end of 1934 were Stoner's Esquire, Evans' Darby, Genco's Criss-Cross and Grid-Iron and Bally's Action.

Bill Rabkin, head of International Mutoscope Reel Company, was the subject of a pingame story in *Time* magazine. . . . The Vending Machine Operators' Association of Chicago elected the following officers at its annual meeting: C. W. Hoffman, president; N. Siegel, William Fischer and R. Stanley Allison, vice-presidents; H. D. Hudson, treasurer, and Pat Consideine, secretary. In 1934, the association was 10 years old and was considered the oldest group of its kind still active.

### 10 Years Ago This Week

**CHICAGO, Dec. 30, 1939.**—Bally Manufacturing completed elaborate plans for the 1940 Coin Machine Show. Its display was to be made up of six products including a gum vender. Sales Manager George Jenkins also predicted that the Bally Alley machine would be one of the show hits. . . . Monarch Coin Machine Company thru Al Stern announced that 1939 was the best year in the firm's history. Stern later became head of World Distributors. . . . Among the new games on the production lines were Exhibit Supply's Bowling Alley, an arcade piece, and Congo a free play unit which accepted up to three coins for a single play; Chicago Coin's Commodore, a free play game; Stoner's Ali Baba, a pin game featuring skill lane roll-over switches, and Genco's Follies of 1940, an amusement game convertible to free play.

Rock-Ola Manufacturing completed one of its best music export years in 1939, President Dave Rockola announced. A good portion of this trade was handled by A. L. Cannon, assistant export manager, who had spent several years in Mexico, Central and South Americas. Rock-Ola's 1939 music machine was the Luxury Lightup. . . . Other music machines in production at the same time were the Mills Throne of Music, Wurlitzer's 700 and 800 models and a new Gabel music box.

Altho the war in Europe was already three months old, British coinmen were generally optimistic about 1940 trade. Most of the British manufacturing concerns had announced cessation of production and as a result few new machines were available. Leading firms in the British trade in 1939 included Scott, Adickes & Company, Samson Novelty Company, British American Novelty Company, Chicago Automatic Machine Supply Company, Stannite Automatics, Goddard Novelty and Coin Amusement Machine Supply Company.

Folsom & Brown, Dallas, won the distributors sales contest held in 1939 by the Northwestern Corporation. . . . Top tunes of the day as 1939 came to an end were *Stop, Its Wonderful*, *Scatterbrain*, *South of the Border* and *Oh, Johnny, Oh*. Others predicted to be hits in 1940 by *The Billboard's* Record Buying Guide were *Careless*, *Bluebirds in the Moonlight*, *Billy and I Didn't Know What Time It Was*.

# finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in **BEAUTIFUL SHAPE, READY FOR LOCATION**

**USE THIS AD AS YOUR ORDER FORM**

Quantity		
<input type="checkbox"/>	ALI BABA	\$54.50
<input type="checkbox"/>	BANJO	29.50
<input type="checkbox"/>	BARNACLE BILL	79.50
<input type="checkbox"/>	BERMUDA	34.50
<input type="checkbox"/>	BIG TOP	89.50
<input type="checkbox"/>	CATALINA	34.50
<input type="checkbox"/>	CONTACT	39.50
<input type="checkbox"/>	COVER GIRL	34.50
<input type="checkbox"/>	GRAND AWARD	74.50
<input type="checkbox"/>	HOLIDAY	79.50
<input type="checkbox"/>	HUMPTY DUMPTY	34.50
<input type="checkbox"/>	MAJORS '49	89.50
<input type="checkbox"/>	MAJOR LEAGUE	24.50
<input type="checkbox"/>	MARDI CRAS	49.50
<input type="checkbox"/>	MERRY WIDOW	49.50
<input type="checkbox"/>	MONTERREY	39.50
<input type="checkbox"/>	MOROCCO	49.50
<input type="checkbox"/>	ONE-TWO-THREE	79.50
<input type="checkbox"/>	ROBIN HOOD	29.50
<input type="checkbox"/>	SALLY	49.50
<input type="checkbox"/>	SCREWBALL	49.50
<input type="checkbox"/>	SHANGHAI	39.50
<input type="checkbox"/>	SILVER MOON	29.50
<input type="checkbox"/>	SPINBALL	34.50
<input type="checkbox"/>	ST. LOUIS	109.50
<input type="checkbox"/>	STARDUST	59.50
<input type="checkbox"/>	STORMY	29.50
<input type="checkbox"/>	SUMMERTIME	54.50
<input type="checkbox"/>	SUNNY	34.50
<input type="checkbox"/>	TEMPTATION	69.50
<input type="checkbox"/>	THRILL	59.50
<input type="checkbox"/>	VIRGINIA	44.50

### ARCADE EQUIPMENT

Quantity		
<input type="checkbox"/>	EX. DALE GUN (Late Model)	\$109.50
<input type="checkbox"/>	CHI. COIN PISTOL	109.50
<input type="checkbox"/>	WILLIAMS QUARTER BACK (4 Only), Late Model	259.50
<input type="checkbox"/>	PITCH 'EM AND BAT 'EM	139.50
<input type="checkbox"/>	BING-A-ROLL	129.50
<input type="checkbox"/>	AUTO ROLL	59.50
<input type="checkbox"/>	ADVANCE ROLL	59.50
<input type="checkbox"/>	STAR SERIES WITH LATEST BATTING ASSEMBLY	249.50
<input type="checkbox"/>	EVANS 1947 TEN STRIKE	69.50

### PARTS SPECIALS 10 DAYS ONLY

ENDING JANUARY 14

Quantity		
<input type="checkbox"/>	ALUMINUM ROLL OVER BUTTONS, Large, Doz.	\$1.75
	Small, Doz.	1.25
<input type="checkbox"/>	THUMPER BUMPER KITS (Except Genco), Ea.	2.10
<input type="checkbox"/>	RUBBER RINGS—PURE GUM, 4-Inch Only, Per 100	5.20
<input type="checkbox"/>	SHUFFLE PUCKS—HARD CHROME STEEL, Ea.	1.75

MANY OTHER PARTS SPECIALS—WRITE.

1/2 Deposit With Order, Balance C. O. D.

**Scott-Crosse Co.**  
 1423 Spring Garden Street  
 Philadelphia, Pennsylvania  
 RIttenhouse 6-7712

# SENSATIONAL REDUCTIONS FOR '50

Unconditionally Guaranteed . . . AT NO EXTRA CHARGE!

Wurlitzer 1100	.....\$439	Seeburg 148ML	.....\$439
Wurlitzer 1080	.....299	Seeburg 148SL	.....399
Wurlitzer 1015	.....269	Seeburg 146-8M	.....349
Wurlitzer 1017	.....259	Seeburg 147M	.....339
		Seeburg 147S	.....299

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCKOLA	SEEBURG			
750E	.....\$129	1422	.....\$179	146M	.....\$269
850	.....99	Super 40	.....69	1941 R.C. Special	129
950	.....99	Standard 39	.....69	Hightone, RC	109
800	.....99	Commando	.....59	Hightone E.S.	89
500	.....69	President	.....59	Colonel	79
600K	.....69	12 Record	.....39	Major	79
600R	.....64	MILLS		Commander	69
Victory	.....39	Constellation	.....\$239	Cadet	69
616	.....39	AIREON		Regal	59
		'46 Deluxe	.....\$269		

These Prewar Phonographs Available With . . .  
 ✓ Mechanism Overhauled  
 ✓ Worn Parts Replaced  
 ✓ Amplifier Reconditioned  
 ✓ Tone Head Renewed  
 ✓ Speaker Inspected  
 ✓ Professionally Refinished Cabinet  
 ✓ Unconditionally Guaranteed  
 . . . For An Additional \$35.00

### WALL BOXES

Seeburg W6-L56, 5/10/25 Wireless	.....\$55.00	Seeburg Prewar, 5c, 3 Wire	\$12.50
Seeburg 3W2-L56, 5c, 3 Wire	.....29.00	Seeburg W5-2Z, 5c, Wireless	9.95
Seeburg W1-L56, 5c Wireless	.....27.50	Seeburg S-20-12-30 Wire	3.50
Seeburg WB-1Z, 5/10/25, Wireless Baromatic	.....17.00	Wurlitzer 3020	.....39.00
Seeburg DSB-1Z, 5/10/25, 3-Wire Baromatic	.....17.00	Wurlitzer 3021, 5c, 30 Wire	15.00
		Wurlitzer 125	.....7.50
		Wurlitzer 120	.....3.50
		Packard Pla-Mor, 5c	.....15.00
		Rock-Ola Dial-a-Tune	.....3.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

**DAVIS DISTRIBUTING CORP.**  
 Seeburg Factory Distributors  
 738 ERIE BLVD. EAST SYRACUSE, N. Y.—PHONE 5-5194  
 Branches in Buffalo, Rochester, Albany

## OPERATORS INFORMATION ON REQUEST

RECONDITIONED PIN GAMES READY FOR LOCATION

Laurelina	.....\$37.50	Majors of '49	.....\$97.50
Blue Skies	.....60.00	Moon Glow	.....70.00
Circus	.....42.50	One-Two-Three	.....57.50
Floating Power	.....82.50	Ramona	.....67.50
Holiday	.....77.50	Tennessee	.....52.50
Jack & Jill	.....59.50	Three Feathers	.....115.00

### NOW DELIVERING NEW EQUIPMENT

Dalcer, K. C. Jones, Quarterback, Basketball, Rip Snorter, Hot Rods, Bally CHAMPION, Bally CLOVER BELL, Keeney PIN BOY Bowling Game, 9 1/2 ft. long, 2 ft. wide. A real bowling game with automatic bowling scoring and automatic puck return. The nearest game to actual bowling.

Keeney Electric Cigarette Vendor, Mills "21" Bell, Mills Duplex, Mills Bonus Bell, Mills Blue Bell, Mills Black Beauty, Downey-Johnson Coin Counter.

On Display! See It Today!  
**KEENEY'S PYRAMID**  
 2-Way Bonus Bell, Here's the New 5c/25c Double-Quick Profit Producer.

Established 1913 **ROY MCGINNIS CO.**  
 2011 MARYLAND AVE., BALTIMORE 18, MD. •PHONE BELMONT 1800

## 100%

Return privilege within 10 days if not satisfied with our reconditioned equipment.

### SINGING TOWER

20 SELECTIONS Fully repainted. Perfect condition. Ready for location.

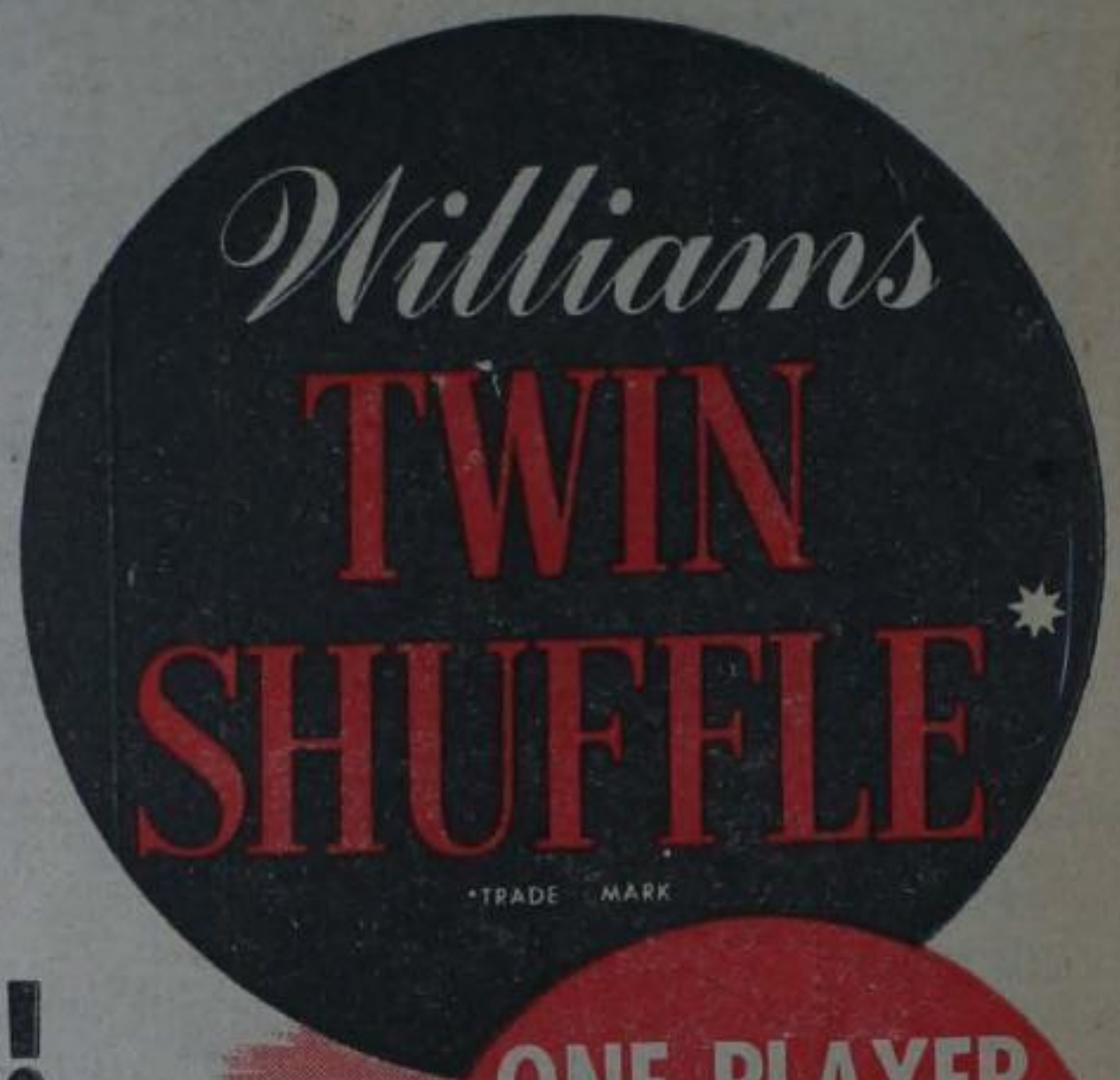
\$99.50 (crated)

1/2 With Order, Balance C. O. D. Send for Complete List.

**DAVID ROSEN, INC.**  
 Exclusive AMI Distributor  
 855 N. Broad St. Philadelphia 23, Pa.  
 Stevenson 2-2903



**FIRST** BOWLING TYPE SHUFFLE GAME  
 with AUTHENTIC BOWLING SCORING  
 for 1 or



ONE PLAYER  
**10c**  
 TWO PLAYERS  
**20c**

GETS  
**DOUBLE**  
 THE  
**EARNINGS!**

ALTERNATING  
 FRAME BY FRAME  
 SCORING  
 FOR EACH  
 PLAYER!

STRIKES  
 SPARES  
 TURKEYS  
 SPLITS  
 RAILROADS  
 ETC.!

A TERRIFIC COMPETITIVE  
 PLAY GAME!



CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE ST.  
 CHICAGO 24, ILLINOIS

- MECHANISM DOOR IN SIDE OF CABINET
- AUTOMATIC PUCK RETURN
- PUCK LOCKED IN AFTER EACH GAME
- IDEAL SIZE FOR ANY LOCATION—APPROX. 8 FT. LONG, 2 FT. WIDE

RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER!

SEE-IT BUY IT AT YOUR DISTRIBUTOR NOW!

### 1950 Means GREATER PROFITS with Williams TWIN SHUFFLE



- 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!

Does the impossible! Authentic bowling score with two players. All spares and strikes tabulated with perfect accuracy while TWO players alternate from frame to frame. Collections at their highest! One player, 10¢; two players, 20¢.

**SLOTS**

Mills JEWEL BELL, 5¢	\$135
Mills JEWEL BELL, 10¢	135
Mills JEWEL BELL, 25¢	145
Mills JEWEL BELL, 50¢	215
Mills VEST POCKET BELL, Late Model, 5¢	39
Jennings STANDARD CHIEF, 5¢	150
Jennings STANDARD CHIEF, 25¢	150

**WORLD WIDE FIVE BALLS**  
We have a huge selection of finest reconditioned late model flipper games. Write at once for listing.

**WORLD WIDE 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.

**EXHIBIT SILVER BULLETS**  
For competitive play. Realistic indoor shooting. 8 targets, 2 guns. Sensational recoil pistols. Good for years.

**WORLD WIDE WILLIAMS QUARTERBACK**  
Passing, running, kicking, thrilling game for players because they control all action.

**WORLD WIDE ARCADE MACHINES**

TELEQUIZ, 1948 model 100. Like new, 5¢ or 10¢ play. Now only...	\$175
Williams STAR SERIES	245
Williams ALL STARS	125
Exhibit DALE GUN	95
Chi Coin PISTOL	125
Chi Coin REBOUND, 10¢ Play	75
JUNIOR SHUFFLEBOARD	45
TOTAL ROLL	25
ADVANCE ROLL	40
HY ROLL	85
Chi Coin ROLL DOWN	35

Bally SHUFFLE BOWLER  
United SHUFFLE ALLEY

**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.

**CONSOLES**

Keeney TWIN BONUS		Bally DeLuxe DRAW BELL	\$195
SUPER BELL	\$275	DRAW BELL	165
SINGLE BONUS		TRIPLE BELL	350
SUPER BELL	175	5-10-25¢	295
SUPER BELL, 5¢	50		
Jennings CHALLENGER, 5-25¢	\$215		
Mills DUPLEX, 5-25¢	295		

**GENCO GLIDER**  
Fast, exciting. Terrific money earner. 5¢ play. Average game 45 seconds. Easy to understand. Simple to operate. Only 5 available. **Only \$125**

House of Values

Write for Our Fully Illustrated Catalog Terms: 1/3 down, balance sight draft.

## WORLD WIDE DISTRIBUTORS, INC.

2330 N. WESTERN AVE. CHICAGO 47 EVerglade 4-2300

**COLUMBIA DOUBLE JACKPOT BELL**

SPECIAL SELLOUT PRICE **\$69.50**

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet re-baked to give new machine appearance.

**COIN OPERATED AMERICAN EAGLE**  
Fruit Reels—Free Play Token Payout or

**MARVEL Cigarette Reels**  
Cigarette Token Payout (Reconditioned) Specify 1¢ or 5¢ Play.

**\$20.50** Lots of **\$18.50**  
Ea. 3 or more Ea.

**NON-COIN OPERATED Gov. Tax Free**

AMERICAN EAGLE Fruit Reels	\$27.50 each
MARVEL Cigarette Reels	\$25.50 lots of 3 or more

Reconditioned Specify 1¢ or 5¢ reels

**THIS WEEK'S SPECIAL!**

**MILLS VEST POCKET**  
**\$39.50** Cash Payout

**LIBERTY Fruit Reels**  
Free Play token payout Reconditioned Token Payout

**\$16.50 each \$15.50** lots of 3 or more

**MERCURY Cigarette Reels**  
Cigarette token payout Reconditioned Token Payout

**\$16.50 each \$15.50** lots of 3 or more

**ALL CABINETS REFINISHED AND REBAKED, AND ALL MECHANISMS REBUILT TO LOOK AND OPERATE LIKE NEW**  
1/3 deposit with order, balance C. O. D., F. O. B. Chicago  
All equipment sold on money back guarantee. Write for free new catalog.

King of counter games

## Abco NOVELTY Co.

2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILL.

**WANTED—USED ONLY**  
5 SEEBURG SELECT-O-MATIC 100's  
25 SEEBURG WALL-O-MATICS  
CASH WAITING  
BOX D-278, c/o The Billboard, Cincinnati 22, Ohio

## 800 Turn Out For Trimount Co. N. E. Party

(Continued from page 67)  
Gottlieb & Company. Representatives of banking associates of Trimount Coin from the First National Bank of Boston and the Rockland-Atlas National Bank of Boston also attended.  
Long tables of hors d'oeuvres flanked the salesroom, along with a bar and tables and a cleared space for dancing.  
Trimount Coin, which is exclusive Seeburg, Gottlieb and Williams distributor, has one of the biggest and best stocked service and repair shops in New England. The Seeburg Select-o-Matic 100 has been going over big in the territory and a cleverly designed lapel pin, a gold replica of the Select-o-Matic 100, was given out to ops at the party by Irwin Margold.

**'50 Outlook**  
Speaking on the outlook for 1950, Margold pointed out that there is a definite trend to coin-operated skill games of the shuffleboard type, and that manufacturers are conscious of this and aware of the possibilities.

He said ops are in much better financial position now than at any time in the last three years, and that the outlook for 1950 is extremely optimistic. Ops, he felt, have seen that it is to their advantage to cover their top spots with contracts, and he predicted that ops with Seeburg Select-o-Matic 100 machines will ask for long-term contracts in 1950. Contracts, he said, place the operator in a more advantageous position than before, and that ops are now in a better position to ask for contracts.  
The new craze for shuffleboard-type coin-operated games has definitely cut into pinball grosses, he revealed. Straight shuffleboard is still dormant in the area, he said.  
Also on special display for the party, along with Williams' Twin Shuffle, was Chicago Coin's Bowling Alley and Genco's Bowling League in 8 and 10-foot lengths.

have you shipped **YOUR TRIPLE ACTION** for conversion to . . .

# JUMBO

THE BEST YET

LOCATION ACCEPTED

SHIP YOUR COMPLETE GAME VIA PREPAID MOTOR FREIGHT

**NATE SCHNELLER, INC.**  
1427 North Broad St. Phila. 22, Pa.  
STevenson 2-0242  
GET ON OUR MAILING LIST FOR FUTURE NASCO CONVERSIONS

**K. C. HAS ALL SHUFFLE TYPE BOWLING GAMES**  
For IMMEDIATE DELIVERY including

**UNITED—BALLY CHICAGO COIN—GENCO KEENEY—ROCK-OLA**

New Keeney BAND WAGON  
New Genco RIP SHORTER  
WRITE FOR SPECIAL PRICES

5 Used Williams STAR SERIES, Late Model ..... \$249.50  
1/3 Dep., Bal. C. O. D.

**K. C. NOVELTY CO.**  
419 Market St. Philadelphia 6, Pa.  
Market 7-6391 or 7-4641

# You'll have fewer out-of-order calls with a Jennings!

**O. D. Jennings & Co.** 4309 W. Lake St. Chicago 24, Ill.

Genco Gliders	\$149.50	Milc-Gay Recordio	\$149.50	Chi Coin Hockey	\$ 49.50
Chi Coin Goales	109.50	Exh. M. M. Diggers	95.00	Evans '49 Ten Strike	119.50
Boomerang	69.50	Groetchen Typers, 10¢	169.50	Batting Practice	69.50
Tumbler	69.50	Exh. Ft. Vitalizers	79.50	Sky Fighter	79.50
Exh. Dale Guns	109.50	Scient. Pokerino	79.50	Advance Rolls	49.50

United Shuffle Alley—Bally Shuffle Bowler—Chicago Coin Bowling Alley.  
Genco Bowling League, 8 Ft. and 10 Ft.  
Rock-Ola Shuffle Lane, 8 Ft. and 9 1/2 Ft.—Keeney Pin Boy—Williams Twin Shuffle.

**WANT: EVANS' POSTWAR WINTER BOOKS—BANGTAILS—GALLOPING DOMINOS**  
in J. P. P. O. Models. WILL PAY SPOT CASH OR TRADE.  
We Have Every Type of New and Used Equipment—Write, Phone or Wire

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

# Calendar for Coinmen

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 8-9-10—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. (MAPOA), 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—Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.

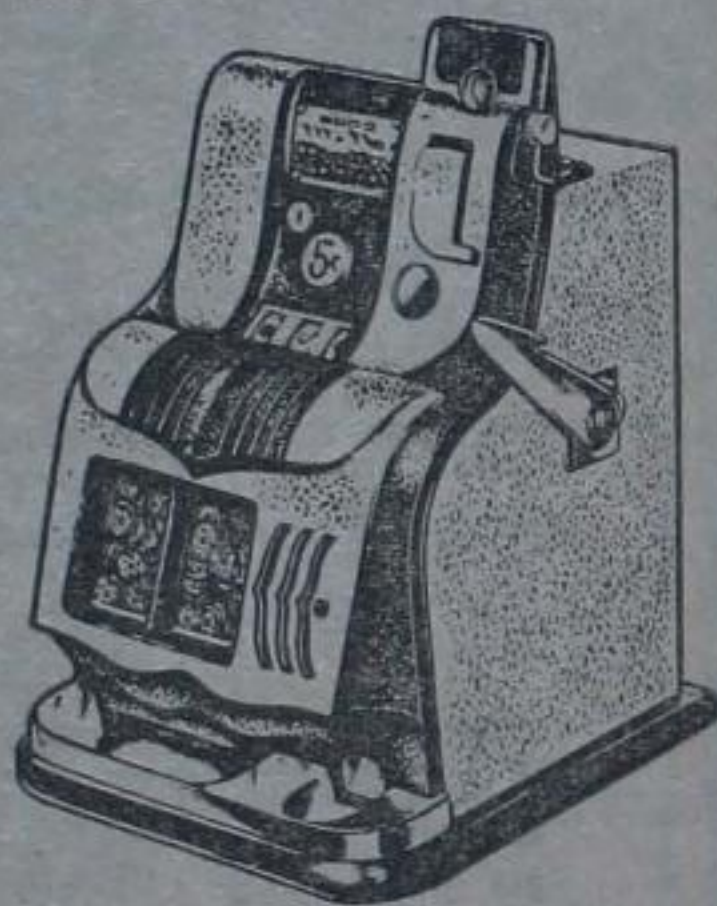
January 26-27—National Dairy Council (NDC), annual meeting, LaSalle Hotel, Chicago.

January 31—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

February 6—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore. (Association will hold its annual dinner dance February 5 at the Lord Baltimore Hotel.)

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

## MILLS' NEW 1950 BELLS



**MILLS' NEW VEST POCKET BELL**

Operates on 3-5 Mystery Payout System. 5¢ Play ..... \$65.00

WRITE FOR QUANTITY PRICES.

**MILLS' NEW QT**

A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play, \$115.00; 25¢ Play, \$137.50.

"21" BELL    BLUE BELL    BLACK BEAUTY    BONUS BELL    TOKEN BELL  
5¢-10¢-25¢-50¢ PLAY    WRITE FOR PRICES.

## GUARANTEED RECONDITIONED MACHINES

### 5-BALL FREE PLAY GAMES

Gems	\$17.50	Malsie	\$22.50
Treasure Chest	17.50	Nevada	22.50
Ranger (Flipper)	27.50	Mexico	27.50
Big Hit	17.50	Singapore	27.50
Defence	17.50	Havana	27.50
Baffle Card	17.50	Tropicana	27.50
State Fair	17.50	Manhattan	34.50
Zig Zag	17.50	Major League	
Miss America	17.50	Baseball	37.50
Mystery	17.50	Bumpy Dumpty	44.50
South Seas	17.50	Bermuda	44.50
Stage Door		Catalina	44.50
Canteen	17.50	Wisconsin	44.50
Step Up	17.50	Summertime	49.50
Suspense	17.50	Triple Action	49.50
Rocket	17.50	Monterrey	54.50
Torchy	17.50	Virginia	54.50
Tornado	19.50	Crazy Ball	54.50
Ballyhoo	19.50	Cinderella	54.50
Hawaii	19.50	Tennessee	54.50
Crossfire	19.50	Genco One-Two-Three	99.50
Gold Ball	22.50	Ramona	119.50
Nudgy	22.50	Major '49	119.50
Playboy	22.50	Buttons & Bows	124.50
Surf Queen	22.50		
Rio	22.50		

### 1-BALL FREE PLAY GAMES

Citation	\$269.50	Longacre	\$32.50
Victory Special	49.50	Thorobred	32.50
Special Entry	69.50	Dust Whirl	32.50
Jockey Special	89.50	Sportsman	32.50
Gold Cup	114.50	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
Bally Wild Lemon (New)	325.00
Bally Draw Bell (New)	325.00
Bally Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
Mills Jumbo Parade (F.P.)	69.50
Mills Super Bell, 5¢	69.50
Keeney Bonus Super Bell, 5¢, 10¢, 25¢	399.50
Paces Races	149.50
Evans Bangtail (Comb.—New)	499.50
Evans Races (Comb. F.P. & Cash)	349.50

### ARCADE EQUIPMENT

Bally Hi Roll	\$149.50	Super Skee Ball	\$99.50
(NEW)		Exhibit Vitalizer	69.50
Undersea Raider	69.50	Mutoscope Movie	
Red Ball Pool Table	99.50	Iron Model	69.50
Exh. Dale Gun	114.50	Chi. Coin Pistol	129.50

Guaranteed Reconditioned Mills Bells  
New Box Stands. Single, Double and Triple Safes for All Bells.  
Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED

Write for Circular and Price List. 1/3 Deposit With All Orders.

**SICKING, Inc.**

America's Oldest Distributor  
Established 1895

1401 CENTRAL PARKWAY  
CINCINNATI 14, OHIO

Associated with

SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.  
SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

**MILLS**  
**Black Beauty**



This is a handload type Bell ideal for club locations. Big Jackpot display that kicks automatically on 3 bars. Colors: Turquoise blue, burgundy and Roman gold, heavy decorations, polished aluminum ornamentations. New, black background reel strips with the fruit symbols beautifully colored and outlined in white. Black reward card to match. Finish is of famous Hammerloid paint, hard, durable and lustrous. Use Black Beauty for top spots!

**BELL-O-MATIC CORPORATION**  
4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

## Superior in Looks! Superior in Operation!



**REBUILT PHONOGRAPHS**

These outstanding trade-ins are rebuilt to give long-term service . . . they're practical money-makers for alert operators who will snap them up in a hurry. To insure getting the best quality phonographs available at the price, send your order in immediately.

### USED EQUIPMENT

<b>Phonographs</b>			
Seeburg 148-ML	\$499.50	Seeburg Crown	\$ 75.00
Seeburg 148-SL	475.00	Seeburg Mayfair	75.00
Seeburg 147-M	399.50	Wurlitzer "1015"	279.50
Seeburg 146-M	339.50	Hideaway	249.50
Seeburg 146-W	325.00	Wurlitzer "800"	89.50
Seeburg 146-S	299.50	Wurlitzer "850"	75.00
Seeburg H-148-M		Rock-Ola "1422"	225.00
Hideaway	400.00	Rock-Ola "40 Hideaway	99.50
Seeburg H-147-M		Packard Phonograph,	
Hideaway	350.00	Model 7	99.50
Seeburg H-146-M		Packard Hideaway,	
Hideaway	325.00	Model 400	95.00
Seeburg 8200, RC	100.00	<b>Wall Boxes</b>	
Seeburg Plaza	75.00	W6-L56 Wall-o-Matics	\$ 59.50
Seeburg Vogue	75.00	W4-L56 Wall-o-Matics	59.50
Seeburg Gem	75.00	3W5-L56 Wall-o-Matics	59.50
Seeburg Classic	75.00	W1-L56 Wireless Wall-o-Matics	32.50
Seeburg Casino	75.00	3W2-L56 Wall-o-Matics	29.00
		<b>WB-1Z Bar-o-Matic</b>	\$ 22.50
		<b>WS-2Z Wireless Wall-o-Matics</b>	15.00
		<b>DS20-1Z 3-Wire Wall-o-Matics</b>	15.00
		<b>Packard Wall Boxes</b>	15.00
		<b>Wurlitzer "3031"</b>	15.00
		<b>3-Wire WOM</b>	15.00
		<b>Arcade Equipment</b>	
		Voice-o-Graph	\$399.50
		18" Natl. Shuffleboard	350.00
		Q.T. Pool Table	225.00
		Mercury Athletic Scales	59.50
		Grip Scale	29.50
		A. B. T. Challenger	24.50
		Skill Thrill	12.50
		<b>Consoles and Slots</b>	
		3¢ Super Bonus Bell	\$200.00

SHAFFER-SEEBURG

Phone—Wire—Write



**SHAFFER MUSIC COMPANY**

Cincinnati, Ohio    Indianapolis, Ind.    Columbus, Ohio  
2393 Gilbert Ave.    1327 Capitol Ave.    606 S. High St.  
Charleston, W. Va.    Wheeling, W. Va.    South Bend, Ind.  
1619 W.    2129 Main St.    (Location to be announced later)  
Washington St.

SALES-SERVICE STATES



The whole world is  
**QUIZ-MINDED!**

**SEE IT!  
GET IT!**



No. 80 is: Massachusetts  
**YOUR QUIZ NO. 81**  
How much money is spent on genetics in a normal year in U.S.A.?  
Correct Answer See Next Quiz.

No. 81 is: Seven Hundred Million Dollars  
**YOUR QUIZ NO. 82**  
What city is called the Hub of the Universe?  
For Correct Answer See Next Quiz.

THE NEW, MONEY-MAKING

# QUIZZETTE

WISE OWL

THE MOST SENSATIONAL QUESTION AND ANSWER,  
EDUCATIONAL COIN MACHINE EVER DEVELOPED

Everybody is interested, everybody plays it—young and old—because everyone always wants to add to their fund of popular information. A penny in the slot gets the Correct Answer to your Quiz. Set one of these Quizzettes on every table in:

- RESTAURANTS
- BEAUTY PARLORS
- DRUG STORES
- SODA FOUNTAINS
- GOLF CLUBS
- WAITING ROOMS
- TAVERNS
- BOWLING ALLEYS
- CIGAR STANDS

It is operated manually; does not require electricity

**A PROVEN MONEY MAKER**

The Quizzette is a Pre-Proven Money Maker on hundreds of different kinds of location tests. It holds 500 different Quizzes at a Penny per Quiz; the coin box holds \$5.00.

Make arrangements today with your local distributor to place Quizzettes at your location and begin taking your profit—or contact us direct.

DISTRIBUTORS: SOME PROFITABLE TERRITORIES STILL OPEN.

WRITE FOR EXCLUSIVE POLICY INFORMATION.

**Continental Service and Equipment Co.**  
3832 HOLBROOK AVE. DETROIT 12, MICH.  
Telephone: TRinity 3-5060

EXCLUSIVE NORTHERN OHIO DISTRIBUTOR FOR THE FINEST IN ALLEYS:

UNITED'S SHUFFLE ALLEY	CHICAGO COIN'S BOWLER	KEENEY'S PIN BOY
<b>MUSIC</b>	<b>VENDORS (Used)</b>	<b>ARCADE EQUIPMENT</b>
4 Wurlitzer 1013 .... \$275.00	25 N.W. #33 B.G. .... \$ 6.50	Scientific X-Ray
4 Wurlitzer 1100 .... 465.00	25 N.W. #39 B.G. .... 6.50	Pokers ..... \$ 85.00
2 Wurlitzer 750 ..... 135.00	or Nut ..... 6.50	Pitchem & Batem ..... 275.00
4 Wurlitzer 600R .... 95.00	25 Silver King, 5¢ Nut 6.50	Bally Big Inning ..... 275.00
1 Wurlitzer 500 ..... 95.00	25 Silver King, 1¢ Gum 6.50	Sky Fighter ..... 110.00
5 Wurlitzer 616 ..... 50.00	(all above are postwar models)	Rotaries With Claws ..... 250.00
3'46 Rock-Olas ..... 250.00	8 National 9 Col. 5¢ Candy Vendors ... \$85.00	Scientific Baseball ..... 175.00
1'46 Seeburg ..... 325.00		Strikes & Spares ..... 75.00
		Scientific Baseball Gun ..... 95.00
		Mother-in-Law Gun ..... 95.00
		Boomerangs ..... 50.00
		Exhibit Vitalizer ..... 95.00
		Photomat, Late ..... 495.00
		Quizzers ..... 195.00
		Heavy Hitters ..... 65.00
		Chicago Coin Hockey ..... 85.00
		World Series ..... 95.00
		Tommy Gun ..... 95.00
		Undersea Raider ..... 95.00
		Jack Rabbit ..... 100.00
		Evans Ten Strikes ..... 69.50
		Drivamobile ..... 175.00
		Chicago Coin Pistol ..... 135.00
		Exhibit Dale Gun ..... 115.00
		Groetchen Metal Typer ..... 195.00
		Keeney Air Raider ..... 125.00
		1 Solar Horoscope with Scrolls ..... 85.00
		1 Goalie ..... 100.00
		1 Chi Coin Basketball ..... 225.00
<b>COUNTER GAMES (Used)</b>	<b>BALL GUM</b>	<b>SKEE BALLS</b>
6 Whirl-a-Balls ..... \$12.00	The finest BUBBLE GUM packed in 25 lb. cartons in 140, 170 and 210 count—100 lbs. or more, 28¢ per lb.; 500 lbs. or more, 27¢ per lb.	Bank Balls, 9'-12'-14' \$95.00
20 Pop Ups ..... 12.00		Supreme Alley, 9' ..... 75.00
15 Gott, 3-Way Grip-pers ..... 18.00		Premier 9' Barrel Roll 75.00
4 A.B.T. Challengers 18.00		2 Seven Hi Pool Tables ..... 125.00
<b>CIGARETTE MACHINES (Used)</b>	<b>SLOTS &amp; BELLS</b>	
National 950's ..... \$95.00	5¢ Mills Blue Fronts \$ 50.00	
National 9A's ..... 95.00	10¢ Mills Blue Fronts 60.00	
National 930's ..... 65.00	5¢ Mills Brown Fronts 50.00	
Unedapak 500, 9 Col. 65.00	10¢ Mills Brown Fronts 60.00	
Unedapak 500, 15 Col. 75.00	25¢ Mills Brown Fronts 70.00	
Unedapak Monarch, 10 Col. .... 95.00	5¢ Cherry Bells ..... 50.00	
DuGrenier Challenger, 7 Col. .... 95.00	10¢ Cherry Bells ..... 60.00	
Rowe Imperial, 6 Col. 65.00	25¢ War Eagles ..... 70.00	
DuGrenier W's, 9 Col. 55.00	5¢ Melon Bells ..... 40.00	
Rowe President, 10 Col. .... 95.00	10¢ Melon Bells ..... 70.00	
	5¢ Gold Chromes ..... 60.00	
	10¢ Gold Chromes ..... 70.00	
	5¢ Jenn. Silver Chiefs 50.00	
	10¢ Jenn. Silver Chiefs 60.00	
	25¢ Jenn. Silver Chiefs 70.00	
	5¢ Jennings 4 Star ..... 40.00	
	25¢ Jennings 4 Star ..... 60.00	
	10¢ Master Chiefs ..... 50.00	
	5¢ Black Cherries ..... 110.00	
	10¢ Black Cherries ..... 115.00	
	25¢ Black Cherries ..... 120.00	
	5¢ Mills Golden Falls 115.00	
	10¢ Mills Golden Falls 120.00	
	25¢ Mills Golden Falls 125.00	
	DeLuxe Double Revolvearound Safes 185.00	
<b>SHUFFLE GAMES</b>		
5 Bangos ..... \$115.00		
1 Glider ..... 150.00		
5 Shuffle Skills ..... 115.00		
3 Chicago Coin Rebounds ..... 100.00		
5 Cleveland Coin Rebounds ..... 95.00		

**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO  
ALL PHONES: TOWER 1-4713



TERMS:  
1/2 deposit with all orders, balance C. O. D.

NEW ONE BALLS	NEW SLOTS	NEW CONSOLES
Universal Photo Finish \$645.00 Bally Champion, F.P. . 645.00 Bally Kentucky, P.O. 645.00	Complete Line New JENNINGS and MILLS. Write for Operators' Prices.	Univ. Arrow Bell \$800.00 Jennings Challenger 595.00 Bally Clover Bell 845.00 Evans Coaltown, P.O. 825.00
<b>ROCK-OLA SHUFFLE LANE</b> 8 ft. and 9 1/2 ft. lengths. Real Gutters — Raised Playfield — Mechanism Drawer for easy servicing. <b>Immediate Delivery!</b>	<b>CHICAGO COIN BOWLING ALLEY</b> 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.	<b>United SHUFFLE ALLEY</b> Scores like bowling! Spares, strikes, splits, turkeys, etc. Totals automatically, frame by frame! Puck returns under play board. New drop chute. <b>Immediate Delivery</b>
<b>WILLIAMS TWIN SHUFFLE</b> Authentic Bowling scoring 1 or 2 players. 1 player, 10¢; 2 players, 20¢. Top mechanical features. Terrific competitive play! <b>Immediate Delivery!</b>	<b>NEW PIN GAMES</b> CHICAGO COIN TAHITI GOTTLIEB OLD FAITHFUL KEENEY BAND LEADER BALLY HOT RODS GENCO RIP SHORTER EXHIBIT SHANTYTOWN	<b>Bally SHUFFLE BOWLER</b> 9 Ft. Alley. Side door mechanism. Allows swing of actual bowling! Completely automatic. Puck returns under playboard. <b>Immediate Delivery!</b>
<b>MILLS CONSTELLATIONS</b> 40 Selections. Metal Cabinet. Completely Reconditioned and Refinished. <b>\$275</b> Each	<b>WURLITZER 1080's</b> Used approximately 6 weeks. Operate and look like new. <b>\$345</b> Each	<b>ROCK-OLA MODEL 1422's</b> Mechanically overhauled. All worn parts replaced. Cabinet refinished. <b>\$245</b> Each

Terms: 1/3 Deposit, Balance C. O. D.

**Atlas NOVELTY COMPANY**  
2200 N. WESTERN AVE. · PHONE ARmitage 6-5005 · CHICAGO 47  
Division of ATLAS MUSIC CO.  
Assoc. Offices } ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19  
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

**EVERY MINUTE OF THE DAY!**

Yes, every minute of the day there's a quarter dropped into a CORADIO Coin-Operated Radio some place in the United States! Only Coradio gives this action—only Coradio is built to take this action!

**CORADIO, INC.**  
Phone BEekman 3-0038  
212 Broadway New York 7, N. Y.



# There is No Substitute for United's Original **SHUFFLE-ALLEY**

## For Immediate Delivery in this territory

MAINE  
NEW HAMPSHIRE  
VERMONT  
MASSACHUSETTS  
RHODE ISLAND  
CONNECTICUT  
NEW YORK  
NEW JERSEY  
DELAWARE  
MARYLAND  
D. C.

### CONTACT YOUR LOCAL JOBBER OR DIRECT FACTORY AGENT

# DAVE SIMON SIMON SALES, INC.

627 TENTH AVE., NEW YORK 18, N. Y., PHONE PLAZA 7-5660

APPROXIMATE SIZE  
2 FT. WIDE  
8 FT. LONG

**SIZED RIGHT  
PRICED RIGHT**



**"THE FIRST WEEK IT GROSSED OVER \$200**

**... its present gross is \$2,039.90 ... I haven't the slightest doubt that the take of this machine will be over \$3,500 annually."**

From a recent letter written by a prominent bowling alley proprietor. Name upon request.



**BOWL-O**, the sensational bowling game, is earning tremendous profits wherever it has been installed. Investigate this terrific new moneymaker for bowling establishments, arcades, taverns, etc., etc. Write today for illustrated literature and earning records.

**SUTPHEN PRODUCTS Corporation**

61 West 56th Street  
New York 19, N. Y.

**BOWL-O** Provides the Thrills of America's Greatest Sport  
Enjoyed by 50,000-000 People.

**EARNING CAPACITY  
\$4.00  
PER HOUR**

**Bowl-O ... THE ONLY REAL BOWLING GAME**

# END OF YEAR SALE

## GUARANTEED FACTORY REBUILT 5c, 10c, 25c



## AUTOMATIC JACKPOTS OR GUARANTEED JACKPOTS

WITH TOKEN PAYOUT and METER

### LOOK LIKE NEW! OPERATE LIKE NEW!

### \$95.00 to \$150.00 MONEY BACK GUARANTEE

**BUCKLEY MANUFACTURING CO.**  
4223 W. LAKE ST. CHICAGO 24, ILL.



**NEW OR USED  
GENCO GLIDERS — SHUFFLE ALLEYS  
DALE GUNS**  
Write or Wire Quantity and Price  
**A. G. SEBRING CORP.**  
2300 ARMITAGE CHICAGO 47, ILL.

**ALL THE THRILLS OF BOWLING**



**ALL THE SKILLS OF SHUFFLEBOARD**



**YOU'VE SEEN THE REST**



**NOW GET THE BEST**



**GENCO'S BOWLING LEAGUE**

**COMING SOON!**

**GENCO 2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.**

**AUTOMATIC COIN America's Bell Machine Center**

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products

United Shuffle Alley  
Chicago Coin Bowling Alley  
Keeney Pin Boy  
Rock-Ola Shuffle Lane, 8 Ft., 9 1/2 Ft.

Bally Shuffle Bowler  
Cenco Bowling League  
Williams Twin Shuffle

limited quantity brand new



**MILLS VEST POCKET BELLS, \$65.00**

Jobbers and Distributors, Write for Special Price!

**NEW LOREN COIN CHANGER**

ONLY \$38.50

FAST! ACCURATE!



Jobbers and Distributors, write for prices!

**MILLS NEWEST! 21 BELL**

BLUE BELL BLACK BEAUTY  
TOKEN BELL JEWEL BELL  
MELON BELL BONUS BELL

**DALE GUNS**

Reconditioned and Refinished \$109.50

**BACK AGAIN! BRAND NEW! JACK-IN-THE-BOX**

Safe Stands for Slots WRITE FOR PRICE Immediate Delivery

**RECONDITIONED ONE-BALLS AND CONSOLES**

Victory Derby, P.O. \$ 59.50  
Mills 1948 3-Bells 210.00  
Mills Jumbo, P.O. 69.50  
Buckley Track Odds (No DD) 189.50  
Buckley 1947 Track Odds, Double Tube Model 550.00

**GUARANTEED FINEST Reconditioned-Repainted SLOTS**

Mills 5c, 10c or 25c Prewar Bonus Bells \$ 99.50  
Mills 25c Golf Ball Vendor 375.00  
Mills 5c, 10c or 25c '48 Bonus Bells 175.00  
Mills 5c, 10c or 25c Brown Fronts 75.00  
Mills 5c, 10c or 25c Chrome Bells 85.00  
Mills 5, 10 or 25c '47 Black Cherry \$119.50  
Mills 5, 10, or 25c '47 Gold Falls, HL 119.50  
Mills 5, 10 or 25c '48 Jewel Bell 150.00  
Mills 5, 10 or 25c '48 Melon Bell 150.00  
Mills 5, 10 or 25c '48 Black Gold, HL 150.00

Terms: 1/3 Dep., Bal. C. O. D.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

**AUTOMATIC COIN MACHINES & SUPPLY CO.**  
TELEPHONE: CAPITOL 7-8244  
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

**Sensational MUSIC CLEARANCE**

- 12 46M SEEBURGS, COMPLETELY SHOPPED .....\$275.00
- 86 3 WIRE OR WIRELESS 5c SEEBURG POSTWAR WALL BOXES, COMPLETELY SHOPPED & REFINISHED. EA. 32.50
- LOTS OF 10 OR MORE ..... 30.00
- 8 1422 ROCK-OLAS, COMPLETELY SHOPPED AND REFINISHED ..... 175.00

LARGE ASSORTMENT OF PRE-WAR PHONOGRAPHS AT GIVE-AWAY PRICES . . . WRITE FOR COMPLETE LIST.

EXCLUSIVE SEEBURG DISTRIBUTORS



Remember . . . IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS  
Tel. Liberty 2-9480

**LAKE CITY Specials**

BELLS	FIVE BALL GAMES
Black Cherry, 5-10-25 \$95.00, \$100.00, \$105.00	Summertime \$ 59.50
Silver Chief 72.50	New Heavy Hitter With Stand 59.50
Blue & Brown Fronts 65.00	Humpty Dumpty 55.50
<b>CONSOLES</b>	Wisconsin 61.50
Evans Bangtail \$ 59.50	Bowling Champ 125.00
Keeney Super Bonus 315.00	Robin Hood 55.00
Bally Multi-Bell Write	Alice in Wonderland 80.00
Mills 3 Bells 175.00	Barnacle Bill 90.00
Baker's Races 125.00	Ramona 125.00
	Boston 160.00

**NEW** HOT RODS—SHUFFLE BOWLERS  
BALLY'S SENSATIONAL MONEY MAKERS . . . WRITE!  
WILLIAMS "TWIN SHUFFLE" SCORING FOR 1 OR 2 PLAYERS  
WILLIAMS DE ICER 5 BALL GAME  
POSTWAR NON-FLIPPER PIN GAMES .....\$17.50

**LAKE CITY AMUSEMENT CO.**  
1648 ST. CLAIR AVENUE • CHERRY 7067 • CLEVELAND 14, OHIO

Save at Least Part of Each Week's Earnings  
Buy U. S. Savings Stamps and Bonds

**A MONEY MAKER you'll OPERATE  
2 YEARS from NOW!!**

**SILVER BULLETS**

*Exhibit's* **NEW GREATER!**  
**PISTOL SHOOTING GALLERY**

**A COMPETITIVE GAME**  
2 NICKELS and ONE NICKEL PLAY

BUILT to serve the most realistic indoor target practice shooting ever offered to make a daily habit with location crowds all year round for BIG EARNINGS. YOU SHOOT with a realistic 45-COLT AUTOMATIC PISTOL with the sensation of the RECOIL and GUN KICK with each shot.

**EIGHT TARGETS to AIM AT.**  
**MOONSHINE JUGS and MOONSHINERS**

TWO GUNS TO SHOOT—where the quickest draw to shoot fastest—aim the straightest is the WINNER...TWO LIGHT UP SCORE BOARDS register the HITS of each player. A LONE PLAYER can also enjoy target practice shooting. You are chasing 4 scooting moonshiners IN and OUT of their HIDE-OUTS at an apparent distance of 50 feet away from you. All this takes place in a colorful typical native backwoods scene.

**SEE IT!! GET IT!! FROM YOUR DISTRIBUTOR**

**EXHIBIT SUPPLY CO. (EST. 1901) 4218-40 W. LAKE ST., CHICAGO 24, ILL.**



BEAUTIFUL QUIET TONE CABINET—CHROME TRIMMED befitting to any type location. Occupies approximately 4 square feet of floor space.



**GUARANTEED RECONDITIONED CONSOLES**

NEW BALLY BELL	Write
KEENEY BONUS 3-WAY, 5-10-25	\$495.00
BALLY 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
BALLY DOUBLE UP	225.00
KEENEY BONUS 1-WAY, 5¢	195.00
EVANS WINTER BOOK	275.00
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, 5¢-25¢	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
UNITED SHUFFLE ALLEY, NEW	Write
GENCO ADVANCE ROLLS	39.50

**ARCADE**

CHICAGO COIN PISTOL	\$114.50
EXHIBIT DALE GUN	159.50
BALLY BOWLER	169.50
CHI BASKETBALL CHAMP	149.50
EXHIBIT ROTARY MDSR.	249.50
UNDERSEA RAIDER	95.00
GENCO BING-A-ROLLS	109.50
GENCO LINE-UP	Write
NEW KEENEY LINE-UP	124.50
SEVEN-HI POOL TABLES	259.50
WILLIAMS STAR SERIES	195.00
QUIZZER, LIKE NEW	195.00

**Badger Sales Co., Inc.**  
2251 WEST PICO BLVD.  
LOS ANGELES 6, CALIF.  
ALL PHONE: DUnkirk 7-4326

**Badger Novelty Co.**  
2546 NORTH 30TH STREET  
MILWAUKEE 10, WIS.  
ALL PHONE: KIL 3030

**SPECIAL LOW PRICES ON POPULAR GAMES**

TRIPLE ACTION	\$39.50	SHANGHAI	\$29.50
TRADE WINDS	39.50	CATALINA	29.50
MARDI GRAS	39.50	BERMUDA	29.50
MERRY WIDOW	44.50	TRINIDAD	29.50
SCREWBALL	49.50	SPINBALL	29.50
PUDDINHEAD	59.50	CRAZY BALL	29.50
1-2-3	64.50	THRILL	39.50
VIRGINIA	39.50	SALLY	49.50
TENNESSEE	39.50	HUMPTY DUMPTY	39.50
YANKS	44.50	LADY ROBIN HOOD	44.50
SPEEDWAY	49.50	CINDERELLA	44.50
DEW-WA-DITTY	49.50	JACK & JILL	44.50
RONDEEVOO	39.50	ADVANCE ROLLS	49.50
MAJOR LEAGUE BASEBALL	39.50	BING-A-ROLLS	89.50
AQUACADE	69.50	SPORTSMAN ROLLS	29.50
CARNIVAL	69.50	BOX SCORE	49.50
HEAVY HITTER (w. stand)	29.50	CHICAGO COIN REBOUND	59.50
MELODY	29.50	ALL STARS (Williams)	109.50
TOTAL ROLLS	29.50	GLIDER (Genco)	Write for Price!

All Games Cleaned and Checked! Specify Second Choice

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

**S. L. Londen Music Co., Inc.**

3130 WEST LISBON AVENUE  
MILWAUKEE 8, WISC.  
Division 4-3220



2605-7 HENNEPIN AVENUE  
MINNEAPOLIS 8, MINN.  
KENWOOD 6612

**MUSIC AND PIN BALL ROUTE**

AND FULL EQUIPMENT FOR SALE IN THRIVING INDUSTRIAL CENTER

Doing business well in excess of \$50,000.00 yearly. Established route for over 15 years in heavily populated city in Southeastern part of Pennsylvania. Equipment consists of late model Music, many Wired Installations, late Five Balls with Flippers and Amusement games, late model Truck, Parts, Records and Office Equipment. Real opportunity for interested party. Full price—\$45,000.00. To be sold because owner desires to retire from business. Write

BOX D-285, c/o The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

**14 SKEEBALL ALLEYS FOR SALE—14**

All in Good Condition—\$50.00 Each

**Harry Stahl, Eastwood Park Amusement Co.**  
GRATIOT AVE. AT 8 MILE ROAD  
EAST DETROIT, MICH.

**Williams**  
**TWIN**  
**SHUFFLE**

TRADE MARK

**NOW ON DISPLAY  
IN OUR  
SHOWROOMS**

**SEABOARD**

**NEW YORK CORP.**  
583 10th Ave. (Cor. 42nd St.)  
New York 18, N. Y. BRYant 9-5620  
**NEW ENGLAND BRANCH:**  
624 Franklin Ave. Hartford, Conn.

**Start the New Year Right with Low Priced Used Machines!**

**\$14.50 ea. FREE PLAY GAMES \$14.50 ea.**

**3 for \$40.00**

- Ballyhoo — Big Hit — Baffle Card  
 Fiesta — Gold Ball — Lucky Star  
 Maisie — Mystery — Miss America  
 Kilroy — Smoky — Superliner  
 Suspense — Starlite — State Fair  
 Stage Door Canteen — Singapore  
 Tallyho — Tropicana — Tornado

\*In ordering above games, state 2nd choice, as we have only one of some games, and they move out quickly.

**USED ARCADE EQUIPMENT**

Williams All Stars ... \$ 99.50	Chicago Coin Pistol .. \$139.50
Enterprise Bank Roll.. 59.50	Exhibit Dale Gun..... 119.50
Parachute Gun ..... 59.50	Quizzer ..... 149.50
Star Series ..... 239.50	Best Hand ..... 12.50
Pop Up ..... 12.50	Big Game Hunter .... 12.50
Target Masters ..... \$ 69.50	
THE FOLLOWING ARE LIKE NEW!	
Williams Flying Disc.. \$150.00	Genco Glider ..... \$195.00

**LATE FREE PLAY GAMES**

Ali Baba.....\$ 79.50	Monterrey .....\$ 39.50
Aquacade ..... 119.50	Merry Ole King ..... 29.50
Boston ..... 139.50	Maryland ..... 129.50
Banjo ..... 39.50	Majors '49 ..... 109.50
Ballerina ..... 39.50	Major League ..... 29.50
Barnacle Bill ..... 79.50	Magic ..... 49.50
Bermuda ..... 39.50	Oklahoma ..... 129.50
Big Top ..... 89.50	One, Two, Three ..... 69.50
Black Gold ..... 109.50	Phoenix ..... 89.50
Bowling Champ ..... 119.50	Pinch Hitter ..... 109.50
Buttons & Bows ..... 109.50	Puddin Head ..... 69.50
Circus ..... 49.50	Round Up ..... 89.50
Cinderella ..... 69.50	Ramona ..... 59.50
Carnival ..... 49.50	Rainbow ..... 59.50
Carolina ..... 99.50	Summertime ..... 49.50
Catalina ..... 29.50	Speedway ..... 49.50
Contact ..... 29.50	Screwball ..... 59.50
Cover Girl ..... 29.50	Sally ..... 59.50
Crazy Ball ..... 29.50	Saratoga ..... 79.50
Dey-Wa-Ditty ..... 59.50	Sharpshooter ..... 119.50
Dallas ..... 119.50	Short Stop ..... 29.50
Double Shuffle ..... 139.50	Showboat ..... 89.50
Floating Power ..... 99.50	St. Louis ..... 109.50
Gondola ..... 129.50	Sunny ..... 39.50
Gir Rummy ..... 129.50	Tueson ..... 119.50
Gold Mine ..... 39.50	Telecard ..... 99.50
Humpty Dumpty ..... 39.50	Trinidad ..... 29.50
King Cole ..... 69.60	Triple Action ..... 39.50
Lady Robin Hood ..... 49.50	Virginia ..... 49.50
Leap Year ..... 59.50	Wisconsin ..... 39.50
Morocco ..... 59.50	Yanks ..... 29.50

**ONE BALLS**

Citation ..... \$299.50	Daily Races ..... \$ 19.50
Gold Cup ..... 139.50	Hot Tip ..... 39.50
Jockey Special ..... 109.50	Special Entry ..... 69.50
Victory Special ..... 39.50	Longacre ..... 29.50

**CONSOLES**

Hi Hand ..... \$ 59.50	Postwar 3-Bells ..... \$199.50
Fast Time, Cash P.... 39.50	5c-25c Bonus Bell ... 279.50
5c Bonus Bell ..... 199.50	5c Draw Bell, Reg. ... 179.50
5c Draw Bell, Deluxe, \$209.50	

**PHONOGRAPHS**

<b>SEEBURG</b>		<b>WURLITZER</b>	
Commander ..... \$ 69.50	E. S. Envoy ..... 89.50	500A ..... \$ 69.50	600A ..... 59.50
R. C. Envoy ..... 99.50	R. C. Lotone ..... 119.50	750E ..... 129.50	780E ..... 99.50
R. C. Hitone ..... 89.50	R. C. 8200 Hitone... 99.50	850 ..... 89.50	800 ..... 89.50
R. C. Cadet ..... 79.50	Classic ..... 99.50	700 ..... 89.50	
147 S. .... 375.00	147 M. .... 395.00	<b>ROCK-OLAS</b>	
Colonel ..... 89.50		1422 ..... \$199.50	1426 ..... 249.50
<b>PACKARD</b>		1418 Commando ... 69.50	
400 Hideaway ..... \$ 89.50		<b>AIREONS</b>	
AMI Model A. .... 395.00		1200 A. .... \$ 79.50	1200A with Cobra Tone Arm ..... 89.50
		Fiesta ..... 99.50	

Terms: 1/3 Deposit, Balance Sight Draft.

"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

Established 1923  
 624 S. Third St., Louisville 2, Ky.  
 240 Jefferson St., Lexington 2, Ky.  
 3011 E. Maumee Ave., Ft. Wayne 4, Ind.

FIRST WITH THE LATEST  
 228 W. 7th St., Cincinnati 2, Ohio  
 603 Linden Ave., Dayton 3, Ohio  
 325 N. Illinois St., Indianapolis 4, Ind.

**MUSIC ACCESSORIES**

Seeburg 3W2-L56, Postwar 3-Wire Box ..... \$32.50
Seeburg W6-L56, Postwar 5-10-25c Wireless ..... 40.00
Seeburg DS20-1Z, 5c 3-Wire Box ..... 17.50
Seeburg W1-L56, Postwar 5c Wireless Box ..... 25.00
Wurlitzer #320 Wall Boxes ..... 7.50

# United's Shuffle Alley

Endorsed By Banner

brought to the wide awake operators  
an abundance of Christmas cheer.

We are convinced that

# The United Shuffle Alley

will contribute mightily to the  
operator's prosperity in the New Year.

## BANNER SPECIALTY COMPANY

Endorsing Only The Best Since 1917

Philadelphia, Pa.

Pittsburgh, Pa.

### SLOTS—SAFES New and Used

5c Blue or Brown Fronts	\$ 69.50
10c Blue or Brown Fronts	74.50
25c Blue or Brown Fronts	79.50
5-10-25c Melon Bells	85.00
5c Black Cherrys	94.50
10c Black Cherrys	99.50
25c Black Cherrys	104.50
50c Black Cherrys	195.00
50c Jewel Bells	245.00
50c Pace—like new	175.00
5c Standard Chiefs	149.50
10c Standard Chiefs	159.50
25c Standard Chiefs	169.50
5c New Vest Pockets	69.50
5c Mills Q.T., A-1	65.00
10c Mills Q.T., A-1	69.50
5c Columbias	79.50

### ARCADE EQUIPMENT Specials

Voiceograph, Like New	\$325.00
Photomatic, Refinished A-1	269.50
Chi Coin Rebounds	119.50
Pitch'em and Batt'em, Floor Sample	269.50
Total Rolls, A-1	49.50
2 Bang-a-Deers, A-1	99.50
Chicken Sams, A-1	59.50
New Chi. Coin Pistol	249.50
Life Leagues, A-1	49.50
6 Buckley Treasure Isle Diggers, A-1	99.50
New United Shuffle Alleys	345.00
New Genco Gliders	295.00
Undersea Raiders, Bally	99.50
Sky Fighters	79.50
Keeney Submarine	79.50
Goatee, Like New	99.50
Skee Alleys, 7 Ft.	89.50
Exhibit Dale Guns	165.00
Bat a Ball Sr., New	49.50

Write • Wire • Phone • **ADAMS 7254**  
**CENTRAL OHIO COIN**  
MACHINE EXCHANGE

525 S. HIGH ST.

COLUMBUS 15, OHIO

## EVANS' WINTER BOOK with NEW ADDED FEATURE!



**VISIBLE ODDS 10 TO 1 UP TO 100 TO 1!**

**ALL COIN PAYOUT! Twin Payout Tubes! No Tokens!**

**THESE EXTRA WINTER BOOK ADVANTAGES SHOW WHY WINTER BOOK OPERATING IS PROFITABLE!**

- Faster Action! Steady Play! Location Security! Mechanical Reliability PLUS!
- Sensational Winter Book Odds! No Build-up Necessary!
- Nonpariel 7-Coin Head, history-making improvement!
- Takes in up to 7 coins every game! Don't be satisfied with less!
- Precision Engineered! Custom Built Cabinet! 5c or 25c Play.

Order From Your Distributor or Write Direct

### H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 79



### ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUF SAID

Screwball	\$49.50	Humpty Dumpty	\$34.50
Yanks	34.50	One-Two-Three	74.50
Caribbean	29.50	Big Top	89.50
Catalina	29.50	Speedway	59.50
Monterrey	39.50	Temptation	69.50
Wisconsin	34.50	Mardi Gras	44.50
Dew-Wa-Ditty	69.50	Triple Action	39.50

1/2 With Order—Balance C. O. D.  
Send Us Your Name for Our Mailing List.

## ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST.  
PHILADELPHIA 30, PA.  
FRemont 7-4495

58 FRELINGHUYSEN AVE.  
NEWARK 5, N. J.  
Blgelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

EVERYTHING IN COIN MACHINES

EMPIRE'S SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

LET US PUT YOUR NAME ON OUR MAILING LIST

NEW PIN GAMES EXH SHANTY TOWN GEN RIPSNOTTER GOTT. OLD FAITHFUL RALLY HOT ROD CHICOIN TAHITI \$185.00

NEW ONE BALLS UNIV PHOTO FINISH \$645 BALLY CHAMPION, F.P. 645 BALLY KENTUCKY, P.O. 645

New Phono Specials WURL. 1080 \$445.00 EVANS' CONSTELLATION, 40 Selec. WRITE

NEW SKILL GAMES UN. SHUFFLE ALLEY \$345.00 CHI. BOWLING ALLEY 345.00 GEN. BOWLING LEAG. Write BALLY ENTRY, BOWLER Write UN. SHUFFLE SKILL 125.00 EX. SILVER BULLETS Write EV. BAT-A-SCORE 69.50 FLASH HOCKEY 150.00 CHICOIN PISTOL, F.S. 150.00 TARGET MASTER 150.00

REBUILT SLOTS CRISS CROSS BLACK BEAUTY H.L. BLUE OR JEWEL BELL, 5-10-25c \$165.00

BARGAIN BOX ROLL DOWNS Total Roll, \$29.50; Super Roll \$49.50 Advance Roll, \$39.50; Steel Ball 34.50 Cleaned and Checked! Write for Special "As Is" Prices!

NEW COUNTER GAMES BUDDY, Cig Reels \$24.50 DAVAL CUB, 1c, Cig. 21.50 S. K. HUNTER 45.00 ABT MODEL F 47.50 ABT CHALLENGER 45.00 ABT SKILL GUN 57.50 SHIPMAN ARTSHOW 49.50 DAVAL BEST HAND 34.50 BALLY HEAVY HITTER, Brand New Closeout

NEW SLOTS MILLS BLACK BEAUTY, H. L., BLACK GOLD, H. L., BLUB BELL, MELON BELL, BONUS BELL, JEWEL BELL, JENNINGS SUN CHIEF, STANDARD CHIEF, LITE-UP CHIEF COLUMBIA, J.P. \$139.50 DE. L. COLUMBIA \$169.50 VEST POCKETS 65.00 Q.T., 5c, \$115.00; 25c 142.50

SLOT SAFES, STANDS, ETC. CHICAGO METAL REVOLVING SAFES - DE LUXE Single \$132.00 Double \$192.00 Triples \$288.00 UNIVERSAL Single Safe \$87.50 Double Safe 128.50 BOX STANDS \$27.50 5-WAY SR. COIN CHANGER 37.50

NEW CONSOLES UNIV. ARROW BELL, Twin Multiple \$800.00 BALLY CLOVER BELL 795.00 EVANS RACES Write EVANS WINTERBOOK Write EV. BLACK DIAMOND Write EVANS BANGTAILS Write EVANS CASINO BELL Write JENN. CHALLENGER 595.00

NEW VENDORS ACORN VENDOR \$13.95 ATLAS DE LUXE 1c 14.50 ATLAS 5c BANTAM TRAY VENDOR 12.50 POP CORN WARMER 69.50 KLEENEX VENDOR 49.50 MARION SCALE 79.50 FRANTZ SCALE 115.00 AMERICAN SCALE 169.50 SILVER KING 13.95 S. K. HOT NUT VEND 29.95 5c 4-WAY MINT 14.50 N.W. STAMP VEND 69.00 N.W. 49 SPECIAL 12.75 N.W. DUAL NUT 15.95 N.W. DE LUXE 45.00 N.W. MODEL 39 27.00 N.W. 33 BALL GUM 12.75 ALCO-DEREE CANDY MART, ELECTRIC 199.50 10c COMB VENDOR 21.50

SLOT SALE!

MILLS BLACK CHERRY, 5-10-25c \$99.50 50c BLACK CHERRY 149.50 JEWEL BELL, 5-10-25c 119.50 GOLDEN FALLS, H.L., 5-10-25c 99.50 50c GOLDEN FALLS (REBUILT) 139.50 25c BLUE BELL 149.50 BLUE FRONT, 5-10-25c 59.50 BROWN FRONT, 5-10-25c 64.50 BONUS BELL, 5-10c 69.50 CHROME BELL, 5-10-25c 69.50 25c Q.T., BLUE CABINET 89.50 VEST POCKETS 44.50

EXTRA SPECIAL! BRAND NEW MILLS MELON BELLS, 5-10-25c, EACH \$185.00

JENNINGS STANDARD CHIEF, 5-10-25c \$99.50 LIFE 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

22 FT. SHUFFLEBARDS Crated, Factory Reconditioned Tops and Cabinets Valley \$250.00 Rock-Ola 295.00

EXCLUSIVE DISTRIBUTORS IN ILLINOIS, MICHIGAN AND IOWA UNITED SHUFFLE ALLEY

22 Strikes 'n Spares Some new—plus \$1,000 worth of parts—uncrated, F. O. B. Northern Ohio. Entire Lot \$2,500.00

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, F.P. 49.50 JOCKEY CLUB, P.O., '42 MOD. 49.50 KENTUCKY, P.O. 49.50

RECONDITIONED 5 BALLS 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 Moonlight 99.50 Temptation 99.50 One-Two-Three 99.50 Saratoga 99.50 Barnacle Bill 94.50 Buccaneer 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 Screwball 79.50 Gizmo 79.50

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 249.50 MUTO, ACE BOMBER 129.50 DRIVEMOBILE 129.50 CHICOIN GOALEE 129.50 UNDERSEA RAIDER 119.50 SCIENTIFIC POKERINO 89.50 HOCKEY CHICOIN 49.50 EXH 4-COL. CARD VEND. 2c & 5c 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 D'Grenier, Mod. W., 9 Col. 80.00 U-SELECT-IT 52 Bar 35.00 ROWE DELUXE, 8 Col. 100.00

ALL PARTS FOR UNITED SHUFFLE ALLEY IN STOCK

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. 265.00 JENN. CHALLENGER, 5-25c, LATE EV. GALLOPING DOMINOES, 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

Hundreds of Post War 5 Balls with Flippers Installed \$39.50 ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2600 CHICAGO 22, ILL. Distributors for All the Leading Manufacturers

\$\$\$ SAVE \$\$\$ with COVEN ALL EQUIPMENT IN A-1 SHAPE THE FINEST AVAILABLE CITATIONS \$285.00 DELUXE DRAW BELLS 179.00 WURLITZER 850 99.50 WURLITZER 1080, Fl. Model. WRITE EXCLUSIVE BALLY DISTRIBUTORS for SHUFFLE-BOWLER and HOT ROD SPECIAL! FRANKLIN'S KIT FOR CARE OF PHONO PLASTICS Kit Contains: 1 Can Cleaner 1 Can Burnisher 1 Can Wax 5 Kits or More \$1.75 Each 1/2 Deposit With Order. Coven Distributing Co. 1181 ELSTON AVE. CHICAGO, ILL.

COLUMBIAS COLUMBIAS PLAY ANY FOREIGN COIN Size of USA Dime to USA Half Dollar TWIN JACKPOT 1-5-10-25c GOLD AWARD REAR PAY CIG. REELS 1-5-10-25c DELUXE CLUB BELL 1-5-10-25c TWIN FALLS CONSOLE 5-10-25-50c EAGLE—25-50c WRITE FOR CIRCULARS GROETCHEN Tool and Manufacturing Co. 126 N. Union Avenue Phone: RAndolph 6-2807 Chicago 6, Illinois

ABT Challengers Reconditioned Like New \$25.00 T. O. THOMAS CO. 1572 Jefferson St. Paducah, Ky.

WANTED PANORAMS Full screen or personal view FUNLAND 1223 New York Ave., N.W., Washington, D.C. Phone: EXecutive 7849

WANT TO BUY Jennings Totalizers Any Amount. State Price and All Particulars. Write BOX 44, Columbia, S.C.

# DOUBLE YOUR PROFIT NOW WITH Chicago Coin's **BOWLING ALLEY**

## IT IS BETTER

### THAN ANY OTHER SHUFFLE-TYPE BOWLING GAME

*Because—*



SEE YOUR  
DISTRIBUTOR TODAY

**BOWLING ALLEY**  
MAY BE PLAYED  
BY EITHER  
**1 OF 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**

**A DOUBLE  
MECHANISM THAT  
COSTS YOU LESS**  
THAN MOST  
SINGLE PLAYER  
GAMES

**ACCEPTED  
EVERYWHERE!**  
**LEGAL IN CHICAGO**  
**LICENSED IN  
NEW YORK CITY**

**BOWLING ALLEY**  
IS ONLY 8 FT. LONG  
— RIGHT LENGTH  
FOR ALL LOCATIONS  
— CAN BE PLACED  
EVERYWHERE

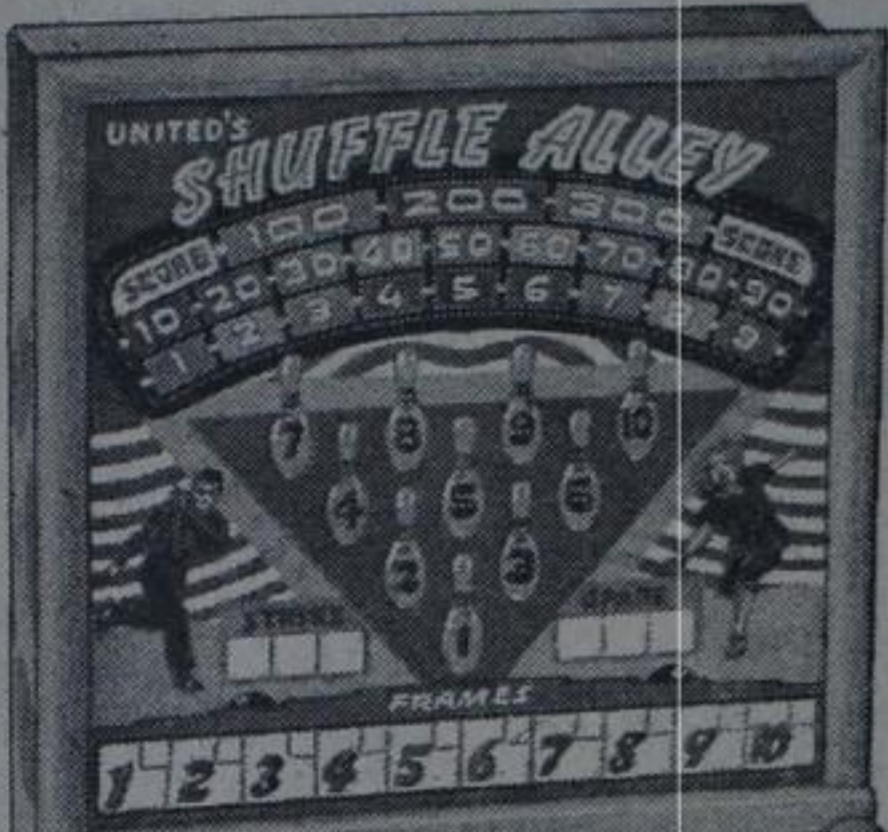
**BOWLING ALLEY'S  
PRICE IS  
COMPETITIVE  
WITH ALL  
OTHERS**

**BOWLING ALLEY  
IS  
DIFFERENT—  
NOT A COPY OF  
ANYONE ELSE'S  
GAME!**

# 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  
TOTALED 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 6 FT. LONG

 **UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



*You Can Count on It!*

The regular inspiring performance of Old Faithful Geyser is a phenomenal attraction at Yellowstone National Park.



# GOTTLIEB'S OLD FAITHFUL

IS A SENSATION FOR PROFITABLE

*Action!*



- PYRAMID SCORING WITH ADVANCE BUTTONS AND ADVANCE ROLLOVERS!
- AUTOMATIC RE-SET BUMPERS BUILD UP ROLLOVERS TO AWARD FREE PLAYS!
- SPECIAL BONUS ROLLOVER!
- SOUND EFFECTS BUMPERS!
- "POP" BUMPERS!
- 5TH BALL SPECIAL SCORING—  
increases scoring values . . . gives all players a chance to come up with a winning score!
- NON-SEQUENCE SCORING!
- 2 SPOTTING FEATURES!
- NEW TYPE FREE PLAY UNIT—EASY VISIBILITY!

**FAST**

FASCINATING PLAY!

*D. Gottlieb & Co.*

1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

**ORDER FROM YOUR DISTRIBUTOR TODAY!**

**NEW...FAST...THRILLING!**

# Bally Hot-Rods



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, Rollends

**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**

SINGLE-SYMBOL winners attract and hold biggest, steadiest play in console class. See SPOT-BELL and CLOVER-BELL at your distributor today. You'll be convinced.

**Bally MANUFACTURING COMPANY**  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# New!

# UNIVERSAL'S FEATURE BELL



THE GREATEST SINGLE HEAD  
**MULTIPLE COIN CONSOLE**  
OF ALL TIME!  
★ MYSTERY-TYPE ODDS ADVANCE...

*New* **FEATURE FLASH BUTTON—**  
WITH GAME-TO-GAME CARRY-OVER AND BUILD UP  
FIRST TIME EVER INCORPORATED IN CONSOLE PLAY!

- ★ Packs those EXTRA COINS in the chute and holds players for positive repeats.
- ★ Player can "buy" up to a complete set of WILD symbols!
- ★ Single Bar Score builds up from game to game as Feature Flash coins are played—even as high as BELL ODDS!
- ★ Extra Odds Advance!

*Instantly Convertible*

5¢ CHUTE STANDARD—10¢ or 25¢ CHUTE OPTIONAL

FLUSH METAL TRIMMED TOP GLASS

**ADDED FEATURES THAT CLINCH THE PLAY:**

- ★ TOP SCORE: 500 POINTS
- ★ JUMBO ELECTRIC MOTOR-DRIVEN ILLUMINATED REELS
- ★ NEW CABINET DESIGN

Order FROM YOUR UNIVERSAL DISTRIBUTOR!



FREE PLAY  
Convertible to  
1 or 5 Ball Play.  
Also Available in  
AUTOMATIC MODEL

UNIVERSAL'S  
**PHOTO-FINISH**  
PULLS MORE PLAY...

Take full advantage of this profitable, busy game season by replacing your present equipment with the outstanding 1-ball money maker of all time—

**PHOTO-FINISH**

WRITE • WIRE • PHONE  
See Your  
UNIVERSAL  
DISTRIBUTOR



**UNIVERSAL INDUSTRIES, INC.**

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

MANUFACTURERS OF  
THE FAMOUS TWIN HEAD  
ARROW BELL



# 100 SELECTIONS

*means "music for everyone"*

*at the phonograph*

*anywhere in the location*

100 selections . . . all visible at one time . . . all cataloged under five musical classifications. This greater music service means greater opportunity for you because there is music for everyone . . . for tots, for teen-agers, for old-timers. In addition, the Select-O-Matic "100"—with its mechanical "brain"—has sensational sales appeal. And, best of all, it's the most trouble free, economical music system ever developed—full operating power consumption is only 240 watts.



The same 100 selections right at the finger tips of the public . . . wherever seated . . . all cataloged under five musical classifications . . . visible 20 selections at a time . . . thanks to the Wall-O-Matic "100", the most remarkable remote selection system ever developed. Appearance-wise, it's a beauty too. Compact, chromium plated with a single coin chute for nickels, dimes and quarters.



# Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION  
Chicago, Ill.

SEE YOUR SEEBURG DISTRIBUTOR TODAY FOR THE COMPLETE SELECT-O-MATIC "100" STORY