Red Foley and Ernest Tubb (right), two of the nation's favorite country artists and the top sellers in Decca Records' country field, have just teamed up for the first time to produce a pair of songs, "Don't Be Ashamed of Your Age," coupled with "Tennessee Border No. 2," on Decca label. Red, star of "Grand Ole Opry," is riding high with his waxing of "Sunday Down in Tennessee," and Ernest is going big with his version of "Slipping Around."
The Langs
TOPS IN
Dazzling Thrill-a-Batricks
THANKS TO ALL WHO MADE THIS PAST YEAR
MOST SUCCESSFUL

THEATRES
NEW YORK
ROXY PALACE
CHICAGO
ORIENTAL CHICAGO
WASHINGTON CAPITOL
PHILADELPHIA EARLE

NITE CLUBS
MONTREAL
BELVUE CASINO

T.V.
MILTON BERLE SHOW
JUNE 7 AND OCTOBER 11
SUPER CIRCUS
5 APPEARANCES

FAIRS
12 WEEKS
INDOOR CIRCUSES
BARNES BROS., CHICAGO
OMAHA SHRINE
50. BEND SHRINE

SPORTS SHOWS
PEORIA, ILLINOIS
WISCONSIN RAPIDS
and
40 CLUB DATES

CURRENTLY LATIN QUARTER—NEW YORK—4TH WEEK
A Proven Success Wherever There Is Need for Entertainment
BILLBOARD, VARIETY AND NEWSPAPER
REVIEWS SAY . . .
"STUNTS ARE PHENOMENAL" . . . "FLASH FINISH" . . .
"YOUTHFUL" . . . "DARING" . . . "EXCELLENT" . . . "FINESSE"
"THE LANGS GO OFF WITH THE BIGGEST HAND ON THE BILL . . ."

1950 FAIRS—BARNES—CARRUTHERS THEATRICAL ENT.
CHICAGO
SAM ROBERTS • 203 N. WABASH

NEW YORK
MILES INGALLS • HOTEL ASTOR
AGVA TO CHASE PIRATES

Output of Christmas Wax Hits Peak; All Top Artists Pitch for the Santa Claus $$

New Wrinkles Hypo Holiday Promotion

NEW YORK, Dec. 3.—The annual Christmas season disk industry race, which seems to be breaking fast after a slow start, has uncovered a number of interesting wrinkles unusual to the season wax melange.

This appears to be the first year in the past several years in which Irving Berlin's White Christmas will not serve as the industry-wide anthem of the season. Also, the output of Christmas wax is as greatest ever in the history of the business. Noteworthy is the fact that never has there been such complete top artist coverage of seasonal material as has been this case this year. Virtually every top artist in every disc category has contributed at least a side

Decca, Campbell Soup Set Album On Radio Show

NEW YORK, Dec. 3.—Decca Records and Campbell Soups, in conjunction with a forthcoming album based on the latter's Club 15 radio program, will undertake a month-long promotion starting Dec. 6. The album features eight sides done by the stars of the show—Dick Haymes, Evelyn Knight, the Andrews Sisters, the Modernaires and Jerry Gray's orch. (See Decca, Campbell Soup, page 16)

CBS's 17 Mil Via Own Packages

Godfrey Show Makes 1/2; Expenses High

Owner Profit Excluded

By Leon Morse

NEW YORK, Dec. 3.—Columbia Broadcasting System (CBS) is now grossing an estimated $17,975,000 in time sales of its own packages. This does not include profit CBS pays as owner of the shows and is far gross bills before discounts. The picture, however, made big profits. Aside from the big money that CBS has paid for some of its properties, it has also spent a great deal of money in developing shows that never made good.

It is estimated that CBS tooted (See CBS 17 GROSSING on page 48)

Rubber Urges Diskers Stop Release Jumps

NEW YORK, Dec. 3.—Fred Raphael, director of music exploitation for Walt Disney Productions, this week sounded out diskers regarding the possibility of putting an end to the practice of jumping release dates. Raphael pointed out that the publishers can only try to restrict his songs thru the American Society of Composers, Authors and Publishers (ASCAP), and he adds that this method is apparently futile. Raphael suggests that a solution might be worked out thru the Music Publishers' Protective Association (MPFA). The latter, he says, could restrict the tunes thru ASCAP. MPFA, being in a neutral position, would be able to take up the fight against a disk company.

One top n. & r. exec, answering Raphael, pointed out that the matter could be handled adequately only thru an organization approach, rather than by individual publishers. It is estimated that the situation would certainly simplify things in the disk business, he said. But, he added, there are many occasions have tried to get thru and have not been able to. The disk exec noted that the record business is competitive, and said until the public can find something effective of seeing that their restriction dates are honored, no record company can be expected to pay too much attention to them.

It seems to me the publishers are big enough. If they have a really serious interest in working out this problem they should be able to get together on some way to do so," the disk exec added.

Police Action Against Thefts Of Material

Berle's Pic Does It

NEW YORK, Dec. 3.—Material lifting, long the beef of many actors, will be one of the major pieces of business to be policed by the American Guild of Variety Artists (AGVA) under its latest administration. All members will be asked to file what what considered to be their own material, with a special division to be set up in the booking check that will then proceed to protect members thru its unfair action provisions.

The latest move was started as a result of Milton Berle's Worriers pic—Al'sline Leave 'Em Laughing. In the berle usus various who are identified with standard sets, who have committed thefts. Berle himself has been accused of getting jobs been helped by Berle's use of the stuff.

It's an Old Story

The question of material "borrowing" has long been a major sore point with all performers. Some time ago Danny Thomas did a benefit in Chicago and reached an acceptable agreement with one who did his entire "Jacky" story. Certain standard comics agreed to Leon and (See AGVA To Chase on page 42)

Will Actors Cross TV Picket Lines?

NEW YORK, Dec. 3.—The question of whether actors and other members of show business unions will cross a picket line may be settled next week, when the United Scenic Artists (USA) plans to throw a picket line against video stations and networks. The union, on strike since Wednesday (22), went out because it could not reach an acceptable agreement for a new contract.

A split in the ranks of video management is also expected. While some of the DuMont network and WPIX here offered to negotiate independent contracts with the union, the strike has continued. The DuMont network day-time program schedule is to be cut back from December 5 to December 11.

In This Issue

Billboard Publishing Company

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WASHINGTON, Dec. 3.—Formal groundbreaking for the capital's Sesquicentennial Exhibition will be staged in mid-January with President Truman on hand for the ceremony. It was learned this week that the ceremony is being arranged by the White House, and sources there indicate that it will be January 17.

President Truman, who has been staunchly behind the capital freedom fair idea, is reported encouraging participation in the ceremony by several high-ranking notables besides himself so as to enhance the global significance of the exposition, which is expected to draw more than 15 million visitors over the next three years.

**Web To Air Ceremony**

The series of events accompanying the ceremony is expected to be broadcast by at least one commercial station, with additional local stations, and there is the expectation that the coverage will get into the act, too.

Sesquicentennial Commission officials are continuing to elaborate on plans for the ceremony (See SESQUI MIDWAY on page 51).

**Y&R Dunninger, Winchell Show Seeks Sponsor**

NEW YORK, Dec. 3.—With the Dunninger-Winchell show canceled by Bigelow-Sanford, Young & Rubicam agreed this week to sell the package at a 25% discount. An official of the agency, as C. L. Peabody and a few others. The agreement is for a good time slot, Wednesday 3-9:30 p.m. following Arthur Godfrey on Columbia Broadcasting System's CBS TV web, C. L. Peabody was on hand last week to talk about the advertising budget.

The cancellation came suddenly but was widely expected by insiders. Bigelow was overreach- ing itself in presenting the big time show in the ad agency's advertising budget. It is estimated that 60% of the entire entertainment budget for the 1949-50 season went to the show. The show will cost $100,000 per week, which is $15,000 over the 1948-49 season.

**ITPA Merge With...**

NEW YORK, Dec. 3.—A merger of the Independent Television Producers Association (ITPA) and the Long Range Television Producers' Association (TRP) was announced today. The merger, according to the, will be conducted by the independent entity that is regarded as highly likely to take place next week. The ITPA board has agreed to merge with TRP and to form a new organization known as the Independent Television Producers of Chicago, Chicago and Philadelphia.

The new outfit to come out of the merger will move to standardized networks and will operate with a unified and standardized approach to the networks. The new organization will be composed of professional producers who are involved in the production and distribution of television programs. The merger will be conducted by the independent entity that is regarded as highly likely to take place next week. The ITPA board has agreed to merge with TRP and to form a new organization known as the Independent Television Producers of Chicago, Chicago and Philadelphia.

The new outfit to come out of the merger will move to standardized networks and will operate with a unified and standardized approach to the networks. The new organization will be composed of professional producers who are involved in the production and distribution of television programs.
NEW YORK, Dec. 5.—The National Broadcasting Company (NBC) will begin to fruit a series of new radio programs, talent for which represents a veritable star-studded company of the industry. Among the artists that will be heard for the first time on NBC is Allyson; the management has obtained the services of the famous singer. The other artists that will be heard for the first time on NBC are the following: Eddy Grant, Cary Grant, Douglas Fairbanks Jr., Jimmy Cagney, Clifton Webb, and Fred Astaire, among others. Those shows NBC buys will be taped for presentation next summer. All will have price tags of $7,000 or less. Cary Grant is slated to audition a comedy-drama series: Fairladies, a series based on articles of the State Department, and the other casts, vehicles geared to their particular shows. NBC will broadcast the series on one of the top ten films clink, while Hitchcock will produce and direct a participant in the program.

More Top Names

Other top names to try out are Cary Grant, who is a part-time star, and David Garlow, who is a well-known actor. The week's events are recorded for later broadcast.

LSMT Execs

Mull Garroway
On NBC Video

CHICAGO, Dec. 3.—The American Tobacco Company is slated to decide by the end of the week the Dave Garlow show on the National Broadcasting Company (NBC) TV network. The week's events are recorded for later broadcast.

If final form is forthcoming, American will air the show either five or six times during the week at 6:30 and 9:30 p.m. It appears likely that show will be a five-week and will not start in new, multiple-airing form until late February.

In addition to the start of commercial sponsorship is that NBC will have a new series of the show. The show is being built, the present Sunday night half-hour version of the show will be continued sustaining.

Package price for the sponsored show is reported to be about $4,500 per 15 minutes.

ABC Signs Franklin: Band Remotes Out

NEW YORK, Dec. 3.—The elimination of band remotings on the American Broadcasting Company (ABC) schedule was indicated this week with the station's signature program, "Band Remotes Out," being dropped. The new program features old-time recordings, for slotting into the 6:30-7:30 p.m. period of network schedules. The show was a New York, Gaithersburg, five-minute remote, has been with the network, and seems likely to be shifted to the 11:30 p.m. time slot.

Franklin already is on WJZ with a Saturday morning show at 11 a.m. The show will be developed on a daily basis, will continue. Franklin's station will be available for sale on a participation basis. Probable starting date for the late evening edition of the show is January 1.

NBC Has Stars in Its Eyes: Cagney, Cooper, Grant, Mebbe

HOLLYWOOD, Dec. 3.—New radio program technique, embodying principal features of motion picture recording, has been developed by National Broadcasting Company (NBC) Coast programmers for use on dramatic shows. It is presently being employed on the Dick Powell Richard Diamond show, is based on pre-recording of the complete teleplay. The technical advantages and other details of the production are now at the NBC West Coast studio, while engineers play back taped dramas for synchronized production.

System, worked out by Program Director Homer Canfield and NBC directors, allows talent some liberties and freedom as now enjoyed on all-taped shows—yet at regular live air time. Since music is done live, sidemen are paid only live talent rates rather than the higher transmission rates for Actors thus enjoy convenience of pre-recording without either bankroll or network absorbing extra costs. System has long been employed in films whereby movies, mask, or scenes are pre-recorded and dubbed into finished prints. NBC has used the idea successfully before on its Screen Directors' Playhouse show.
Ronson Calls for Standard Quality in Film Spots on TV

NEW YORK, Dec. 3.—Some system whereby the projected quality of film spots in television can be standardized is urgently needed, in the industry, Howard Lane, advertising manager of Ronson lighter lights (Ronson Art Metal Works, Inc.), declared this week. Until this is achieved, advertisers and agencies alike will be plagued by marked differences in film spot quality, with some coming on the network in full color and others in black and white, or even in various shades of grey.

The reason for one film's showing up different qualities wise on various stations is the pressure of control room work. Since the spots themselves are short, and engineering staffs, frequently short-handed, is not enough time to make projector adjustments to suit the particular spot. This may be especially so when the spot precedes or follows a film of another color. As a result, advertisers' messages may not get maximum benefit.

Ronson, which does about half of the U. S. lighter business, is a TV veteran, having started in 1947 and currently airing its spots on 33 stations. In addition, it has begun its wave of Twenty Questions, its long-run radio show, on WJZ, New York City. Four System (MBS) stations, and the National Broadcasting Company (NBC) TV Network next month.

Of its annual ad budget of over $2 million, about one-third to AM and TV and the balance to black and white. The company.

FMers in N. Y. Area Seek Regular Pulse

NEW YORK, Dec. 3.—Local FM stations and some from surrounding suburbs, are reported to have joined in broaching to The Pulse, rating org, a regular continuous FM audience research plan among 24. In making a quarterly report on FM listen-ers here, the FM group is interested also in having this report expanded in the number of questions asked. The Pulse is said to have been asked to supply the group with data on local stations, to cover the potential costs of such a survey, which would be shared by the stations participating.

The FMers also have agreed to embark on a joint promotion campaign for the medium. Among the possibilities is the use by the group of advertisers for the purpose.

Daily Mirror, which is consigned to WGYN-FM in exchange for news plug, is being used to its full capacity by the promotion departments of the participating stations.

U. of Illinois Launches Tele-

CHICAGO, Dec. 3.—A pilot re- search project to develop techniques that will be used in a major study to determine the most effective information about TV program preferences and effect of the materials presented here under the sponsorship of the University of Illinois, is the project of Dr. Walter T. G. Reiter, professor of Communications Research for the university, and former member of the Division of the Federal Communications Commission.

Goes this study will go beyond TV program preference research to be an "inquiry attempting to show the relationship between TV and the consumer's outlook. Smithy will utilize acceptable psychological yardsticks such as the Milgram experiment. To discover research needs of the consumer, they will be interviewing with various local executives such as Dick Davis, executive editor, Belting, for the large, major study, expected to be launched in the summer.

Midnight' Dropped.

Wander Eyes 'Doody

CHICAGO, Dec. 3.—The Wander Company, sponsor of the Captain Mid- night show, (MBS), this week canceled the program, effective December 19, after the show has not been aired on MBS Tuesday and Thursday nights. Frank R. Hendel, who handles the Oval- line account for the Grant Adver- tisers, said that Wander 'is no longer interested in radio-TV advertising of the company's product.

U.S. is still being marketed, however, through the "Doody" three days a week on the National Broadcasting Company's network.

MBS's replacement plans for the show, which has been announced for the web station, has been announced for the web. A program meeting taking place in New York is said to be attended with that information.

Baltimore Buy's Weekly

BALTIMORE, Dec. 3.—The Mary- land Broadcasting Company (MBC), operator of WJZ, has bought the Home News, weekly newspaper in the area. WLEE, Richmond, Va., has bought the "Four Star," weekly newspaper in the area. WJZ, improve the advertising and circu- lation of the paper, and in doing so, the MBC will gain an additional outlet in the area.

Anony Goes A-Viewin'

The subscription plates for a new show featuring John J. Anson are now being delivered to the show's subscribers. The show is tagged "John and Antina," and is aimed at the Mason advertising agency, which believes this the way to get the client into either radio or TV on a regular basis.

DuMont Says FCC on Strike; Takes Poke at Color Tele

NEW YORK, Dec. 3.—Dr. Allen B. DuMont, head of the telecasting and manufacturing companies bearing his name, declared that... the strike is working against its own ends. He called upon the FCC to take a strike on the air, and to be effective to freeze all video... The FCC has been on strike for three weeks, with no one available to be present on television networks.

The fact that video networking and programming is making the progress it is, DuMont said, is a tribute to the FCC. Such progress, he said, is being made despite the government's lack of attention.

The war, he said, was being waged on television with a new tool, the new FCC. The FCC is the key to the future of television, he said, and the FCC is the key to the future of television....

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

Mickelson To Direct CBS's Discussion Division

Nick Mickelson last week was selected to replace Lyman Bryson as the Columbia Broadcasting System (CBS) director of the web's division of discussion, beginning February by a long-time CBS exec, who has been named the director of public affairs and production manager of WCCO, the web's owned-and-operated outlet in Minneapolis.

Continental Baking Buys Hour of CBS Xmas Time

The Continental Baking Company has purchased an hour of time (9:30-10:30 p.m.) from the Columbia Broadcasting System (CBS), in December, for a special hour-long broadcast. The program will be a dramatic one in the history of the company, Ted Bates is the agency.

CBS Pitches Another Holiday Hit Shot at Hotpoint

The Columbia Broadcasting System (CBS) last week was pitching still another holiday television advertisement in Christmas and New Year's Day in the direction of Hotpoint, Inc., whose debut in the market last year was a success. The agent, according to CBS, is a program that will be distributed to the Maxon advertising agency, who believe this the way to get the client into either radio or TV on a regular basis.

Ray Goes A-Viewin'

The subscription plates for a new show featuring John J. Anson are now being delivered to the show's subscribers. The show is tagged "John and Antina," and is aimed at the Mason advertising agency, which believes this the way to get the client into either radio or TV on a regular basis.
NBC SETS NEW TV CONTRACT

Mullen, Johnston Buy Pieces Of Fairbanks Videopix Firm

HOLLYWOOD, Dec. 3.—Frank E. Mullen and Russ Johnston, two former National Broadcasting Company executives, who with Jerry Fairbanks, Inc., as excess and substantial proprietors both here and in New York and for the production of exist- ing and future network video programs, have been negotiating for a merger that would create a far better situation than is present. The merger would be known as Fairbanks Videopix, Inc., and will be distributed jointly with the Fairbanks Sun belt Network. The new company's stockholders will consist of both Mullen and Johnston, who will act as president of the new firm.

Pen in Hand for Drug Chain

Inking of 2 Mil DuMont Pact

NEW YORK, Dec. 3.—The expend- iture of over $3,000,000 next season for a new drug chain show, 'The Druggist', is set. The show, which will be slotted for a 24-week run next season, will be produced by the new agency, and will be produced for the Mutual Broadcasting System.

Brief and Important

Last-Minute Digest of AM-TV News

Weiss Americanism Talks Win Foundation Honor

Lewis Allen Weiss, board chairman of the Don Lee Broadcasting System and former Mutual Broadcasting System board toppler, will receive the Americanism Foundation Prize, and will be presented at the annual meeting of the foundation, which is scheduled for Monday, December 11. The award is given to those who have made outstanding contributions to the Americanism movement.

MGM's E.T.'s Selling Fast; 100 Stations Buy

Only on the market a few months, Metro-Goldwyn-Mayer (MGM) attractions are peddling its transmissions at a fast rate. Already over 100 stations have bought the package of eight open- ended features. The stations include the Yankee Network, the McClatchy Unified Network, and the Intercontinental Network. In New York, alone, three of the shows have been sold to sponsors over WJMJ.

Fisher Agency, which first got the drug chain shows for Mutual Broadcasting System, will continue to handle the show.

Three Basic Changes in New Net Pact

Free Hours Cut to 24

NEW YORK, Dec. 3.—The National Broadcasting Company (NBC) is offering its interconnected television affiliates its new TV station contract, and the reaction of station managers is reported as being quite favorable. NBC, it said, anticipates little difficulty in getting its outlets to sign, with WBBN-TV, Buffalo, taking the pledge Wednesday (30). The Buffalo station is said to be the first of the NBC stations to sign the new deal.

NBC has made three basic changes, two of major importance, in its new video agreement. One is a reduction in the number of free hours the web will get from each station per month, this being cut from 30 hours, as provided by the present contract, to 24 hours per month. The second major change is the elimination of a charge for sustaining programs, and the third is increasing the length of the new net to two years. NBC's present affiliation contracts expire December 31, and the straight two-year deals will help eliminate uncertainties in affiliation lineups.

Commercial Compensation

NBC is making no change in its affiliation contracts for commercial time, and this will remain at 33 1/3 per cent of each station's net- working rate. Some months ago, NBC's annual convention, its affiliation contracts for stations for a four-hour cut in commercial compensation, but NBC is now in a strong position to cut any further pressure along these lines.

The new net's strength in this direction stems from several factors. One is its reduction in free commercial hours (that is the number of hours each station gives NBC before getting paid for sustaining programs) down to 24. (See NBC TV CONTRACT, page 48)
MESSRS. HOOPER AND

\( 1 \) CBS evening programs have the highest average rating in radio today.

CBS average Hooper: 10.0; the next closest network, 8.4, and the remaining two networks an average of 5.5.

On Nielsen, CBS rated 10.7; the next closest network, 8.6, and the remaining two, averaged 4.8.

\( 2 \) CBS has most of the most popular programs—nearly three times as many as all other networks combined.

Hooper gives CBS 11 out of the "top 15"; the next closest network, 3; and remaining networks, 1.

That's why advertisers agree CBS gives them the biggest
In the past year, radio listening shifted heavily to CBS and away from the other networks. Hooper shows a 15% increase in listening to CBS over last year; an 80% drop for the next network; a drop for the remaining two, combined. Nielsen shows a 16% increase for CBS; a 14% drop for the next network; and a drop for the remaining two.

The average program that remained on CBS increased its audience over last year. The average show that didn’t switch to CBS from the next network lost listeners. Hooper shows the average program that stayed on CBS went up 3%; those that stayed on the next network went down 15%; Nielsen shows CBS up 3%; the next network down 10%.

Audiences at the lowest cost in all advertising.
The Story of Doctor Kildare


Metro-Goldwyn-Mayer transcription. 90 minutes. Premiere on December 21.

William P. Kildare (Robert Young), an older, down-at-the-heel country doctor, is hired by his old mentor, Judge Kildare (Jeffrey Lynn), to take over the practice of his father, Dr. Kildare (Donald Crisp). The latter has retired to a small farming village in an attempt to get away from the pressures of the city. Dr. Kildare is a stern, old-fashioned physician who believes in treating patients with a combination of Western medicine and traditional folk remedies. Dr. Kildare's methods are challenged by the modern and pragmatic Dr. Kildare, who believes in using science and technology to cure patients.

Dr. Kildare and Dr. Kildare quickly bicker over the proper approach to patient care. Dr. Kildare is more concerned with the patient's immediate symptoms, while Dr. Kildare is more interested in the patient's long-term health and well-being. The two doctors clash over the treatment of a young girl with a rare disease, and Dr. Kildare's methods are ultimately deemed ineffective by the patient's parents. The conflict between the two doctors is resolved when Dr. Kildare, with the help of a young nurse, is able to save the girl's life using a new treatment method.

The Story of Doctor Kildare is a classic television program that aired from 1949 to 1956. The show was a huge success and helped to define the genre of medical dramas on television. It was renamed "Studios" the following year.

Glossy Professional 8x10 Photos

For only $.95 you can obtain the following glossy, professional 8x10 photos:

- Clark Kent posed as Superman for "The Voice of Superman" radio show.
- Superman flying over the city of Metropolis.
- The Daily Planet newspaper office.
- Lois Lane and Clark Kent in their office.
- The Man of Steel in action.

The photos are available at a local photography studio for only $.95 each. They make great gifts or souvenirs for fans of the show.

MULSON STUDIO
Box 1941
Bridgewater, Conn.

Radio-Television Program Reviews

Radio and Television Program Reviews

The Billboard

December 10, 1949

Esker Johnson


Hollywood columnist Esker Johnson's new show is a fast-paced, fast-moving serial that features interviews with movie stars and other celebrities. The show is hosted by Frank Gumpert, who is known for his quick wit and ability to keep the conversation flowing. The show is titled "The Hollywood Roundup," and it airs on WRKO, the radio station in New York City.

GARDEN OF THE GODS

Opening night for the tour of Garden of the Gods, a musical comedy that has been playing in London for the past few months. The show is directed by Frank Gumpert, and it features a cast of talented performers.

Gardner, 21.

Wherever there is excitement, there is opportunity for him. He enjoys nothing more than finding a new problem to solve or a new challenge to overcome.

The show is set in the United States during the early 1920s, and it follows the story of a young woman who is forced to leave her family and travel to New York City to find work. She becomes involved in a world of crime and corruption, and she must use her wits and determination to survive.

The cast includes John Deacon, who plays the role of the young woman, and Marcia Ayres, who plays the role of her mother. The show is a hit, and it becomes one of the most popular musical comedies of the year.

The show is a must-see for anyone who loves music, stagecraft, and the excitement of the big city.
Edwards Jerks Tears

In an effort to imbue "This Is Your Life" (Wednesday, Nov. 27, 9-10 p.m. EST) with human interest, one expects Ralph Edwards is going overboard on gimmicks. Each day's (23) show was loaded with many maddening tee-jeber in the

The freak format, divided into two equals time, related the love life stories of the respective heads of the corporate and domestic household. The 100-year-old "Blue" commando was piped in from his home in the air, but the sprightly, young Grey" general was Johnny and Gail Wyman and the driver, Edwards gave a nostalgic run-through of events leading up to, and during the Civil War and recklessly presumed that next week's show will cover the remaining 34 years. The Philip Morris commercials were patterned around the big company's memorable line of "fifty per cent off the rest of the show. It also may be that the company has a kid friend, Rene, seems to be imitating "The Bing Crosby Show." Characterization is far from an asset. The count also has a tendency to philosophize. The count's friend, Rene, might be a potential posthumous mugging of could be a potential posthumous mugging of. The Rosses are a little bit too... later than later when stronger program fare is desired.

Irvin Allen's "H'wood Party"

A few years ago "Hollywood Party" might have been a novel idea, today, a "H'wood Party" show which suffers by comparison. Irvin Allen's "H'wood Party," a K-LAC TV since the station's inception, the latest offering having everyone recognize its uniqueness to make it more palatable. The chief objection is that the show goes nowhere, lacking both cohesive continuity or good production. The guest panel includes thes... Blanche Yurka, John Hubbard, Douglas Dumbrille and Tanis Chandler, with Ann Brandon, and an ast... to Allen's enlisting chorus. Not only is it guessing the identity of celeb from character sketches, charades, identifying ancient stills of former stars from stills, lines, the number consequently increasing. While the revised format is a great improvement over the more recent show, this is still little reason for repeated looking.

Pro Touch Needed

There's not enough of a professional touch to the "Al Siegel Music Review," as WOR-TV, it might be said that Siegel gets the most out of the talent he does present. Consequently, the young talent on the stanza are mostly still in the buff, although the 30 minute simple production numbers isn't too bad. But competing against such shows as "Show Boat," "Tea and Sympathy," "Singing in the Rain," "Nor" are there any special sets. Commercials open with an appeal by Harry Morgan, Ford's college make their main pitch via Dr. Roy K. Smithers, who also firm up their pitch. The Ford service... or, in the case of the Do... strings of high notes. Pat Wilkes, who serves as a... and singing comedienne, is probably the only man of the group who... she, too, lacks the polish that should be... with only a few seconds to... a good looking tone with a promising... not to mention his nails. Rather, Carroll and Howard Mann are exter... The most limited possibilities. Jerry Ames is a high school graduate and... from singing. The Heatherettes, a female foursome, did some neat en... Roughness was particularly evi...
Hard Times for Farm Radio, Theme of NARFD Chi Huddle

CHICAGO, Dec. 3.—Farm and radio is running into some tough times; there is a need for a better selling program and servicing job on the part of stations airing farm shows, and most rural stations are not very interested in establishing TV adjuncts. Table 15, the principal underlying theme of the annual convention of the National Association of Radio & Farm Directors here last week-end.

One spokesman for the group said that ear marks for the next year about three or four farm broadcasters have been discharged by stations losing interest in the field. This spokesman, and other informed members of the association, said that the trend had not yet developed into something dangerous, heralding a general breakdown of farm broadcasting, but rather an indication of management dissatisfaction with unprofitable farm departments and a lack of improvement in order to increase revenue.

Schneider Summarizes

At the final session Sunday (27) Sam Schneider, farm program director of KVOO, Oklahoma City, summarized the discussion of the convention and outlined four points to be followed by farm editors anxious to benefit themselves, their stations and their sponsors.

First, Schneider said, there must be a taking of inventory of farm programs to be conducted in this inventory-taking is the question: "Are my farm programs being conducted in a joint effort with the station, the farmer and the sponsor?"

Next, on basis of results of the inventory, Schneider said they should be planned. Just one or two shows should not be aired. Enough is a real waste of time, he said.

Next, the audience must be programmed in order to be carried, but if a complete farm job is being done, figuring out ways to prevent misunderstandings standing between farm department and sponsor and between editor and audience also must be done.

Thirdly, it was decided that each farm director must "check his out side help." This means that he must keep in constant touch with management, agency and sponsor and their field men to make sure he is getting all possible assistance from his associates.

Lastly, there is a need for a re- building of farm departments.

Brief and Important

Last-Minute Digest of AM-TV News

Drama With Josh White Auditioned

A new Bernard Schubert package, featuring bullud singer Josh White, who auditioned last week by the American Broadcasting Company, was titled "One Way Street," a drama which uses White's singing as musical bridges from one episode to another. Commercial cost is said to be about $5,000 weekly, net.

Dawson and Jackson Launch Radio-TV Package Org.

Stu Dawson and Jack Long in radio execs, this week announced the formation of a radio-television package and consulta- tive company, Dawson & Jackson. Dawson formerly was president of Pepper Prochaska and before that radio director of Young & Rubicam and Foot, Cone & Belting and program director of WIBB, local CBS affiliate, St. Louis, at which he developed the Lineup of Radio Features, Inc., president of Monogram Radio Programs, Inc., and an executive of the Katz agency. Several of their program pro- pois were now under consideration by major stations, Dawson and Jackson stated. They also said that an unique part of their sales pitch isointing the ownership of their shows to sponsors and agencies. Under this plan, a program sold by the firm will be- come the property of the purchaser after three years of sponsorship.

WWSW Goes to 5,000 Watts, 970 Ks.

WWSW, Pittsburgh, former 250-watter, increased its power to 5,000 watts Daytime. It is marketed as a "5,000 to the Krotch," on the dial. The switch-over was made at the end of the first quarter of the Steelers-Eagles football game. Pete Schloss is station man-ager.

CBS Makes Time Pitch To Retain Lonigines

The Columbia Broadcasting System (CBS) last week was making a determined effort to retain the Lonigines business on Sunday afternoon, according to sources close to the matter.

The deal is being worked out by Mark Burch, vice-president, and Chris Mack, of WNAX, Yankton, S. D., secretary-treasurer.

Ed Wynne May Acquire 9 P.M. CBS Sat. Slot

NEW YORK, Dec. 3.—The pro- rumers that the Ed Wynne show, recently acquired by Camel Ciga-rettes from the CBS network, will be Saturday slot over the Columbia Broadcasting System (CBS) TV network, are real.

Sources close to the deal say that the show will be on CBS-TV Wednesday evenings 9-9:30, in a 30-minute period until April 30. This will undercut the sponsorship of Specialist watchbands.

The CBS is pitching several other time periods to William Esty, agency for Camel, Saturday is a night in which Camel can guarantee that 40 per cent of the audience can be guaranteed. The Saturday time period has the advantage of placing the other two Camel video programs in jeopardy. The banker of Camel has no objection to doing a 9-9:30 time slot across-the-board National Broad- casting Company (NBC) network.

The latter's current 13-week cycle is up some time in February, and ratings are lower. Since any lineup will be comparing ratings to see which pro- gram does the best job for the client.

Researchers Noncommittal

Over New Hooper Sir-Vey

NEW YORK, Dec. 3.—Network re- searchers were noncommittal this week on the new "Sales Impact Ratings" (SIR) now being made by C. Nielsen, Inc., according to the new service revealed this week by the head of the research company, George C. Meckle. The chairman seemed to be that: "If Hoop actually helps the dealer sell a product a lot more we have to know before we can accept them."

Sales impact measurements have been sought for years in radio, but so far to date one has been successful. The new service, announced by Jack Bogert, makes use of Hooper's diary survey, which is used in ar- riving at other Hooper services, including U. S. Hooper Ratings and the marketing research. Essentially, the new impact ratings are arrived at by interviewing listeners and non-listeners to specific programs. The main problem, according to researchers, is to match the two samples—listeners and non-listeners to the same show on the same station. It is in this connection that they will be seeking further information from Hooper.

On the other points the research- men want to know is just how the samples are selected. This reference to the method of dis- carding or keeping non-listening habits has a close bearing, it is

Paul Whiteman (Continued from page 10)

Lip Blackwell's stylized oratory was out of place on this show. On the commercial side, Whiteman proved his loyalty to the sponsor by giving himself and his daughter a dual pitch for Good- year's "Life-Guard" safety tires ("I worry about Margo quite a bit"). The live plug was backed up by passenger radio, including the plug via a blowout scene. June Bundy, claimed, on the effect exposure to radio commercial media may have on buying habits.

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12 RADIO-TELEVISION

The Billboard

December 10, 1949
Mercury Probes Chance for Biz In Tele Market

CHICAGO, Dec. 3.—Mercury Probes is offering the possibility of getting into the rapidly expanding business of sale of television sets and radio-TV combinations, to distributors and dealers. Final decisions whether the company will get into production will depend upon market conditions and other factors.

Mercury has been making the trial of this project this year. In January of this year it had two models—one a table model and one a console—and it displayed them at distributor meetings. Now it has improved both models and will introduce a new model at the same time new consoles and a combination AM-FM — Television — phonograph. As announced now, if and when sales start, they will be in the de luxe class, a $1,200,000 Take Majestic Assets

CHICAGO, Dec. 3.—Principal assets of Majestic Radio & Television Manufacturing Co., Inc., were sold this week at a federal court bankruptcy hearing. Majestic, an undedicated purchaser operated by attorney Joseph Schwartz, of the law firm of Schwartz & Cooper, Schwartz & Schwartz, the current price of $1,400,000 for all assets, but this bid was for the company's subsidiary. The hoped-for-piece-by-piece bidding would not be possible for a greater amount than the bid since various equipment and manufacturing equipment on file with the court. Schwartz's client was able to get only a real estate, represented by a 70-acre farm, and the bid was $70,000 and radio and TV manufacturing equipment sold for $141,000. The total amount received at this liquidation was about $1,800,000, and since outstanding secured creditors claims are about $5,000,000, it is estimated creditors will get about 25 cents on the dollar when court disposal is completed.

As part of the sale, the court had on hand about $400,000, much of this secured thru sale of Majestic radio masters to Mercury.

KSD-TV Promotion $2 for Set Sales

CHICAGO, Dec. 3.—The entire promotional budget for KSD-TV, St. Louis, is being spent to hypo set sales. This is a direct result of the manager of the station, told a meeting of the Chicago Television Club last week that there were no local advertisers that some advertisers would like to use more money spent on show promotion, but that the station felt it was best to build circulation in order to publicize the program.

Concerning over-all operation of KSD-TV, the station has lost about $750,000 since its opening about three years ago. The station has not had a single uninterrupted operation, there were only 306 sets in operation at the time the budget was set at $75,000.

The station started with a basic hourly rate of $155 and now gets about $57 per hour, its weekly revenue is $2,500, thus enabling profit of about $500 weekly. The projected cost of sales and executive personnel costs are still charged to KSD, parent AM station, so the real profit is not that high.

After the first of the year all pertinent costs, indirect and direct, will be charged against the TV station.

DuMont Says TV Set Prices Will Drop, Quality Improve

NEW YORK, Dec. 3.—Prices of television sets, both those made for the home use and those which will become unnecessary, Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, announced this week. Further industry consolidation will result in an extended use of metal picture tubes, steadily increasing demand for large-screen sets and console models and the probable use of rectangular tubes in the near future.

The use of the metal tube is one of the most important factors contributing to a steady drop in set prices. Metal tubes will make it possible to manufacture smaller and lighter sets, with a consequent decrease in price.

1,200,000 Take Majestic Assets

WILLIAMSHUR, Dec. 3.—Sometime this week 1,200,000 Rural Clear Channel will be sold to renewed service from facilities financed by the Rural Electrification Administration (REA), according to the Department of Agriculture. REA borrowers, said $1,200,000 will be set aside for outdoor installation. All the recent talk about increasing transmission power in nonsense, too. It would make little or no difference to the average set owner unless the stations increased their power were increased from four to eight times over what they now have.

3,000,000 REA USERS

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Personnel, Products and Prices

The board of directors of Emerson appointed Commodore John D. Schenley as chairman of the executive committee of the company. Small was formerly executive, chief of staff of the War Production Board and most recently with Maxson Food System. Emerson Electronics Division of the company will start producing table sets, which are to be called the "plug-in-and-play" stage of radio is a long way off. "So long as a television set uses the 20 to 30 receiver and the value of the set will not be diminished, a well-made set, however, will be more than twice the cost of the same one a year. We've checked and crossed—onto each hand every brand and find that many manufacturers are still advertising one year and they want more than five calls a year—some go as high as 12 calls a year."

Swoofe at Indoor Antennas

Commenting on the recent advent of built-in antennas, DuMont said, "I think it is a funny concept. I've been seeing misleading to the manufacturers. No one has yet designed a built-in antenna that will give broadcast reception and outdoor installation. All the recent talk about increasing transmission power is nonsense, too. It would make little or no difference to the average set owner unless the stations increased their power were increased from four to eight times over what they now have.

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Parts Distrubs' Show in Chicago May 22-25; All Space Sold Out

CHICAGO, Dec. 3.—All booth space for the 1949 Parts Distributors' Show, to be held here next May, has now been committed, according to the secretary of the radio-TV trade meeting, announced this week. Drawings for pre-1950 space will be held at the Governor Clinton Hotel in New York Dec. 8.

Prospect of intensified competition in the industry is claimed by execs of the show to be responsible for high interest and large number of advance reservations.

The show will be held May 22-25 at the Congress Hotel and will feature educational meetings, technical conferences and seminars as well as product display.

Sahlof To Manager General Electronics Corp.

SYRACUSE, Dec. 3.—Willard H. Sahlof has been named manager of the General Electric Company Receiver Division, it was announced this week by Dr. W. J. G. Baker, general manager of the G. E. Electronic Division. Sahlof will assume his new position January 1.

Formerly merchant manager and a vice-president of Montclair, G. E., Sahlof was most recently the president of the General Enameling & Stamping Company.

TV Tease

WASHINGTON, Dec. 3.—One of the most extensive teaser campaigns ever seen preceded this week's opening of a new radio-TV store by Philip Morris, the nation's largest advertiser. The opening local papers carried small ad which read: "... TV Heaven at 611."

Local, carried with the name of the store's address, 611 Seventh Street, W.
RCA 3-SP Speed Plans

Changer Skedded for Late January; Execs Believe Solid 45 Position Warrants Move

Red Seal Line on 33 1/3 Logical; Competish Sharpeners

NEW YORK, Dec. 3.—Radio Corporation of America (RCA) will hold at this point some interest probably in late January. The company, believing it is now over the hump in promoting and merchandising it 45 r.p.m. system, will announce its decision to a meeting of distributors Monday (3) or Tuesday (6), according to Frank R. Folson, RCA president. Folson, queried Friday, stated that 45 r.p.m. is going so well that "I thought I could give announce a three-speed changer and watch the reaction." He indicated that the three-speed changer probably not will encompass the entire line, and he added that, if it does, the company will continue to receive high-gear promotion. "We've proved our point with 44 r.p.m." Folson said, adding that its acceptance was now widespread.

Cap Declares 65-Cent Divvy

HOLLYWOOD, Dec. 3.—Ever increasing sales led Capitol's directors to declare a quarterly dividend of 65 cents per share, a 25-cent preferred stock. This will be paid January 1 to stockholders of record December 15. Capitol's net sales for the first three months of 1949 were $14,900,000, in the same month last year, with business continuing to mount.

Prezy Glenn Wall, the company's president, said the change was made with the definite conclusion was made with respect to the change.

RCA's move, taken together with something of the kind in the disk industry, augurs a more competitive disk picture in the near future. Some (See RCA 3-Speed page 41)

Hike in Fee Cuts Copyrighting

Boos to $4 Causes Drop In Registering

25,098 Shy of 1948

(Continued from page 4) for $5,458,848, off $54,438 from the fiscal year of 1948. Published Works Off

Copyrights were issued during 1949 to 784 published dramatic works, a category which includes plays specifically performed on radio. The wage was this. The yield from the 809 works, copyrighted in 1948. A total of 4,295 unpublished dramatic compositions were copyrighted in the fiscal year of 1949, a decrease of 965 from the preceding fiscal year.

The number of copyrights issued during the 1949 fiscal year on dramatic and musical works was the lowest since the war years. With the end of the war, copyright totals began rising and peaked in the 1948 fiscal year. Copyright officials believe that the past fiscal year would have topped 1949 had it not been for the war.

Billboard's Daily Monitoring Service

Week of November 24-30.

WASHINGTON, CLEVELAND, LOS ANGELES.

This service is available by subscription in 15-week periods. For further information, address Mid-Winter Summertime Specials. The Billboard, 1565 Broadway, New York 19, New York.

6 Fem Vocalists Added by Decca

HOLLYWOOD, Dec. 3.—Decca Records will go all out to build its female vocalists roster, adding new nether - thrushes to its artists roster. Latest gal inked is June Hutton, who leaves Pied Pipers vocal group to join the Decca roster. A song with little in common with Miss Hutton, Decca has inked Marion Morgan, Ellen Wilson, Carol Richards, Dorothy Cens and Betty Brewer in past months.

Label has heretofore counted on countenances of Evelyn Knight to carry the load, both artists being consistently top sellers. With rival platters accenting fem vocalizers, Decca added new stars from a heavily-screened list of available chippers.

NBOA-T-Men Lock Horns in 20% Tax Fight

Fort Dodge Is Scene

FORT DODGE, IA, Dec. 3.—First attempt in what some hold will be a drawn-out court battle between the National Broadcasters Organization (NBOA) and the Treasury Department over whether or not territories in the 20 percent cut net tax bracket took place before Judge Henry N. Graven in U.S. District Court here Friday (1). Following the hearing of the case George S. Sprague, key NBOA counsel, explained whatever the decision, the party who lost out would file for appeal.

Pleas in the case, consolidated for trial were Larry and Margaret S. Hutton, Fort Dodge, and Tom Archer, Archer Enterprises, Des Moines. Both are seeking a refund of business taxes paid to Internal Revenue Department during 1947.

The NBOA is seeking a reversal of a decision made by Federal Court Judge Kenneth Minton, now a member of the U. S. Supreme Court. In case of Avalon Ballroom Corpora. tion's appeal, Judge Minton held that the Badger Ballroom (See NBOA-T-Men on page 17)

Accurate Plans Daily Tele Log

NEW YORK, Dec. 3.—The Accurate Reporting Service plans to supplement its radio reports with a daily electronic check list of TV network WTOC En for Dec. 3. A new addition to the CBS: WBTN, National Broadcasting Company, and WABD, DuMont, and WJZ TV, Amer. Court.

Accurate's intention to log TV is meeting mixed reactions. While some in the business believe there are not yet enough performances on TV for sufficient data, others believe that a log means another court case. Others figure a logging system is bound to come sooner or later.

Accuracy intends to start January. The charge will be $5.00 weekly.

Fox Brings Suit Vs. Metromet

NEW YORK, Dec. 3.— A suit brought by Harry Fox, representing Fox and Metromet Records was brought to light this week when a motion to examine office of Supreme Court. The suit asks at least $13,000 from Metromet. It is alleged that Fox Plays to Faye, Sinaterra Songs, Algonquin, Metron, Robert and London.

The exact amount of royalties sought from Metromet allegedly failed to full statements of sales as required.
White Church
To Sacred in $25,000 Deal

Hollywood, Dec. 3—Merger of the vocal and record companies was completed last week with Sacred Records of Los Angeles acquiring the catalog and other assets of White Church Records. Deal, involving approximately $25,000, gives Sacred more than 200 White Church masters plus a roster of 15 artists, including its top seller, the Blackwood Brothers Quartet.

Deal was closed between Earl Williams, head of Sacred, and Carl Rice, who operated White Church for Rice, joins Sacred as a veepee and will headquarter in Los Angeles. Frank Blackwood will remain in Kansas City as head of the dictory's Midwestern operations. Kaycee office will serve temporarily as a distribution point. Identification of the White Church label will be retained but it will be issued under both labels and Sacred retaining the $1.05 price.

Heidt To Record
On Own Label

New York, Dec. 3.—The Horace Heidt band is set to go on a full-scale recording schedule for Heidt's own label, after a five-year hiatus from disc making only by a single one on the Capitol in 1947. The first session for the band will be held here December 13, with sessions also scheduled for January. All sessions will be done in between personal appearances in the Heidt-radio-vaude package in the area.

For Heidt's Magnolia Record Company, a division of the Capitol, who is backing the label's new artists with little or no band credit. From the Heidt-Henrietta sessions, Heidt will start to place special emphasis on the popular band leader's vocals, rather than his Frank Reves, the disc jockey's topper.

Hutton Inks Pact
With Decca; Signs
Gastel Management

Hollywood, Dec. 3.—Thuru June Hutton this week signed with Decca Records and also inked a personal agreement with Reginald D. Gastel, manager of Gastel Management.

Hutton formerly was with the Pied Pipers vocal group and is the first talent acquisition of the Gastel Management, which is the first Gastel property which is not recording under the Capitol banner.

Tempo Cuts Bland poems

Hollywood, Dec. 2.—Tempo Records last week recorded Don Blanding reading 12 poems contained in his recently released volume of verses. Book has gone into a printing of 13,000 copies, with hopes of in sales. Blanding's follow-up recording will be announced at a later date. Tempo will peddle the plates through mail-order books as an outlet. Disc will retail marketed a 12-inch long-playing platter, in a specially designed sleeve and 78 form as a three-disc set.

London To Release
Third Man' Tunes;
Others Cut Disks

New York, Dec. 3.—London firms will release all music from the Third Man music, for which has raised considerable trade interest.

The photo-etching is done by Anthony Karas on the zinc, reworked into accompaniment of the picture, and features the two principal melodies in the score. The disc has been one of England's most successful selling discs on the English Decal record, already going 400,000 in two months.

The musical background for Man consists entirely of Karas' unaccompanied zither. Karas was reportedly discovered by Carol Reeds, who directed the film. The picture, starring Orson Welles, is being released by David O. Selznick here.

Other waxers are cutting their own platform on the Man melodies.

Cap & T'funken
Talk Pact Terms

Hollywood, Dec. 3.—Various points in the Capitol-Telefunken contracts were ironed out during the past few days, on which Erhard Von Henk of Telefunken was brought up for consideration from the German district's exec. According to的消息, what difference contractors in allowing for change in the condition of the Telefunken deal was that of Von Henk, and the Telefunken big road trip was devoted to tour of inspection of Capitol's offices, recording studios and plant facilities. He will also drop in on daisy's Scranton, Pa., office, while on his official visit to the States. Henk will remain in New York for three weeks to handle other business

Drive for Bait, Ork $8

Baltimore, Dec. 3.—The woman's association of the Baltimore Symphony Orchestra (ASPO) and the orchestra launched a campaign to raise $100,000 to support the ork. At a meeting at the American Natural History Museum, W. L. Beards, 300 members were addressed by Reginald D. Gastel, director of the orchestra, and Robert O. Boscum, president of the men's division of the association.

Disney, Chappell
Mull Sales Deal

Hollywood, Dec. 3—Deal for foreign sales is currently being negotiated between the Walt Disney Music Company and Chappell, Ltd. The property, which concerns the rights in London, will be sold to a British-French firm, with a Walt Disney Music Company to set up as a distributor in England. Louis Dreyfus will handle the final end of the deal, with Raphael, to guide exploitation from this end.

British subid would be staffed the year round. Chappell outfit will pay Disney an undisclosed advance fee for foreign rights. A similar deal is in the works for "for Australian distributor, all the Down Under pubic has as yet been set.

$50,000 Malicious
Prosecution Action
By Kelton Vs. Login

New York, Dec. 3.—Music man Frank Kelton, acquitted last month of a civil libel charge against Bob Login, has brought a $50,000 suit for malicious prosecution against the former York Supreme Court Judge. Kelton accused Login of defaming him in a statement he made to a police officer. The court granted Kelton $250 in damages, which the defendant is trying to secure through a Victor recording contract (The Billboard, November 25).

Phil F. Barbanell, Kelton's attorney, said the arrest and trial had injured his client's reputation and standing in the community.

TV-ers Give on Interim Pay;
ASCAP Extends Licenses

New York, Dec. 3.—The American Society of Composers, Authors and Publishers (ASAP) and the television-per-program committee made a swap yesterday (2): ASCAP will extend temporary licenses for TV stations for the duration of the pending negotiation period. The committee has yielded on the interim payments asked by the Society. The payments, based on monthly licenses, are retroactive to January, 1949, and run through May, 1950, plus an annual amount of 15.5 per cent on the air, and are subject to adjustment when the stations sign either by independent or by ASCAP's contract form. Technically, the TV end of the television-per-program committee is handled by the committee, but it is expected that the Indian stations it represents will take their share of the ASCAP licenses without argument.

A further proviso in the agreement stipulates that ASCAP will indemnify the stations during the territory licensing period. Stations have been placed on notice regarding the license arising from ASCAP-licensed copyright. The agreement was adopted by the ASCAP board yesterday. The monthly interim payments, which are to be made by the stations, will be on a percentage basis of total local TV programs, are scheduled by ASCAP to the tune of $3,000 for the first $10,000, less than $5,000, $5 a month, from $5,000 to $15,000, $10 a month, from $15,000 to $25,000, $25 a month, from $25,000 to $50,000, $50 a month, and from $50,000 to $100,000, $100 a month, over $100,000.

The agreement, which has been signed by the ASCAP, will be effective from January first. Once they get in, however, they will receive equal treatment with citizens of Uruguay.

S.-Uruguayan artists will be affected by the urgent request of the Uruguay relaxing many curbs on musicians and music producers. Uruguay, State Department officials told The Billboard.

The treaty, which will be submitted to the Senate for ratification early this month, permits artists of either contracting party "shall be secured, within the territories of the other party, national treatment" with respect to engaging in commercial enterprises. Uruguay Agency spokesmen said, however, that the pact makes no provision for the dynastic immigration regulations.

It was added that once a Uruguayan musician manages to get into the country, he will be exempt from any State, local, or union laws restricting the income of the artist. The treaty, however, does not extend the same protection to other Uruguayan artists. Treaty or no treaty, State Department officials told The Billboard.

The Uruguay artist is still not allowed to get into the country; he will be exempt from any State, local, or union laws restricting the income of the artist. The treaty, however, does not extend the same protection to other Uruguayan artists. Treaty or no treaty, State Department officials told The Billboard.

The treaty, which will be submitted to the Senate for ratification early this month, permits artists of either contracting party "shall be secured, within the territories of the other party, national treatment" with respect to engaging in commercial enterprises. Uruguay Agency spokesmen said, however, that the pact makes no provision for the dynastic immigration regulations.
MUSIC

The Billboard

December 10, 1949

PITCH FOR TUNE RIGHTS?

ASCAP May Divest, SCA Wants Control

Danger Foreclosed

By Jerry Wester

NEW YORK, Dec. 3.—Film producers, apparently alert to the Leibel deal and the possible permanent divestiture of flick performers' rights in hand from the American Society of Composers, Authors and Publishers (ASCAP), may be preparing to pick off those rights themselves.

The first moves in this direction has already been made—by 20th Century-Fox, which recently offered screen writer Jack Bickelhaupt (Laura) a contract specifying that he be ASCAP member. Legal rights to the writer, who owns the rights in question, shall go to the screenwriter. Further, it was stipulated that should the rights be transferred to any agency, association or collecting society, ASCAP's agency is to turn over $15 of every fee paid from those rights directly to the film producer who has to hold without qualification.

Danger Ahead?

Rakinen refused to comment on The Screen Composers' Association (SCA), of which he is a member, and which is pitching for universal recognition and privileges of the track clerks in the current contract between the Screen Actors and Craftsmen Department. ASCAP consent decree requires the union to certify the Department of the attorneys and courts to the tune of 20th Century-Fox, the only studio to penetrate against 20th Century-Fox as such, but rather was linked as an oxygen of the dangers of divestiture, and in indication of the care with which the courts have scrutinized such deals and signed off on ASCAP and when divestiture takes place. The writers and the publishers both have right to be heard and to claim the rights, in the form of interest. One of the most prominent, Milton Azer for the writers, and Chappell for the publishers.

If ASCAP's bid for power seems more and more likely, according to yesterday's New York Times, the situation, the Society may find that it will be politic to drop its appeal in The Billboard, the Department of Commerce has ruled that it has not, and in all probability will fall ASCAP that it must drop the case, as long as the society is within its local rights to carry forward. However, should the Federal Trade Commission, the Department might curtail its paws with the Society so that its legislation, or organization, and defined in the courts. ASCAP, aware of the costs of such legal actions, may prefer to drop the case and permit divestiture to be written into the contract.

Meanwhile, it was learned that the proposed written classification plan described in The Billboard, and minor modifications thereof, will probably go to the writers, and would allot 20 per cent on current performances 20 on seniority, and 60 for what is termed sustained performance—an average of the last five years. There may also be a 12 per cent exemption for writers who have no sustained performance. This is the plan getting put forward by ASCAP, and is directly opposite to the mythical plan described in The Billboard, in which the 60 per cent (or a figure close to 60) is reportedly based on (See Pie Pitch for Twist on page 18)

Pix, TV Draft Tootles Scale

NEW YORK, Dec. 3.—Film and TV interests, anxious to work out a scale covering the making of films for television, have appointed a subcommittee which has prepared a rough draft of the relative musicians' scale. The committee, which includes Hal Rosehl; Ralph Spatz, general counsel, Educational and School Music; Eldridge O. Lowenthal, of Trans Films, Inc., and Albert W. Whitted, a member of the listing committee Thursday (8) to go over the proposals. When a final version is reached, it is expected to be presented to James C. Petroff, chief of the American Federation of Musicians (AFM).

One TV exec explained that rather than to the AFM, the proposals which might be damaging to TV interests in the future, the film and TV camerat is moving with extreme caution.

Decca, Campbell Soup Set Album

(Successor from page 1)

The album contains several standards, a number of new tunes and has a couple of new and unusual songs as well. Tunes in the set are "I'm in Love Again," "In the Society, I Come Here To Be Won," "He Sings The Range," "Wunderbar," You'd Be So Nice To Come Home To and Why Won't You?"

Regent Buys "Eiffel" Score

NEW YORK, Dec. 3.—Regent, an independent label, has announced that it will release "Eiffel Tower," produced by Irving Allen and Frankel Tone. The entire track is written by Mort Sahl, starring Harry and Harry and having lyrics set to the principal melodies. The No. 1 tune, with a track on the Eiffel Tower.

Merchandising Pays Off:

By Bill Simon

Decca, Campbell Soup Set Album

(Successor from page 1)

Regent Buys "Eiffel" Score

NEW YORK, Dec. 3.—Regent Music, which recently acquired She Wore a Yellow Ribbon from RKO for $75,000, has picked up the rights to the entire score of the 1948 film by Gelett Burgess. "Eiffel Tower," produced by Irving Allen and Frankel Tone. The entire track is written by Mort Sahl, starring Harry and Harry and having lyrics set to the principal melodies. The No. 1 tune, with a track on the Eiffel Tower.

Pixy, Wax Dealer, Makes Biz Go Way Bulls & Bears Go

By Bill Simon

Dealer Sam Goody, for several years a star in the New York music record market, is an opponent who has taken on the powers that be and bears of Wall Street play the stock market. Where the money is to be made sure that you'll find Goody. When the indie labels are the current coin catchers, Goody is the indie "specialist." When junk ops have trouble getting certain smash items, Goody somehow manages to turn up a wholesale list, and service them at a small profit. Until about a year ago, he did a volume business with small unfranchised dealers, charging them a a cent cost plus, but actually making a sizable profit thru extra cash discounts, opposition. And return deals.

Today Goody feels his trade is in league (LP) records. He believes the casual music buyer now spends most of his leisure watching television. His market, he thinks, is among the group in the lower hinterlands. So he's continually adding to the gimmicks to bring you the LPs. The fact that the local district rate among their top three customers is the lowly $4.00 price is the heaviest in that music area and lets sell pops.

"5% Lawsuit"

Goody estimates that 85 per cent of his present-day business is classical. Forty-five per cent of his dollar volume is in LP's. During two months of the recent Victor half-price sale, he cut his business to 15 per cent of the Dvorak Cello Concerto (DM-458), conducted by Gregor Piatigorsky, by Capitol. In fact, during the entire season, his focus was featured hard-to-get at a price slashed 50 per cent rather than the one-shot bargain hunters that are sold to the chain and department stores.

Goody's shop looks like a barn. It is situated in a slum section—not too far, however, from principal subways. But its physical crudeness and the informal handling of customers are, like the traditional manner of a genuine folk, likely to be rather than in a way he's won in the usual course of business.

Merchandising Pays Off

S. Goody, Wax Dealer, Makes Biz Go Way Bulls & Bears Go

By Bill Simon

Philly Council Cuts Appropriations to Local Music Orgs

PHILADELPHIA, Dec. 3.—Alto it took a minute or more for the Philadelphia City Council to give a subsidy from the city treasury to the Philadelphia String Symphony, 1949. The Council altered its regular $2,500,000. The budget slashed the first-line grant from $2,500,000 to $1,500,000, to a group of the orchestra a mere $50,000. The grant to the symphony is in return for free concerts to be given in Convention Hall and marks the first time such a significant contribution has been made.

Dropped from the budget entirely was a proposed $80,000 for the Radio Opera Society, which received $56 last year. The Philadelphia La Scala Opera Company, which asked the city for help for the first time and got a tentative $40,000, got $30,000. Even the New Year's Day Mummer's Parade, $10,000 worth of string bands, suffered in the budget slash. Simmers will get a day later than scheduled, as the works of Bartok are currently enjoying great favor by longshore disk buyers.

For Ashbel’s "Spin"

CHICAGO, Dec. 3.—Mercury Records' 28 branch chiefs are working in cooperation with the Ultimate general manager of Spin, a local monthly news giveaway for record retail shops. The idea was conceived by Ashbel H. A. Black, chief of Mercury branch sales, to represent Spin. The Mercury is a cooperation of automotive, appliance, and tobacco houses, also of disk advertising.

The magazine is up to 2 cents on less than 500 to one retailer to $4.75 per 100 with the store name and address.
**Music - As Written**

**Prima Eyes Pact With Associated Booking**

Indications as the Billboard went to press were that crooner Louis Prima would sign with the Associated Booking Corporation (ABC). From its last agency collection, Associated Booking Corporation (MCA) was scored some months ago. MCA has been doing some looking for him on a non-contract basis.

**Magnolia’s First LP Album To Feature Contino**

The first long-playing disk to be issued by the Horace Heidt Magnolian Corporation is the 12-inch disk press of the hit Heidt diskery album featuring the accordion solos of Dick Contino. It will list at $2.85.

**Mindy Carson Signs 7-Year Pact With 20th-Fox**

Twentieth-Century-Fox signed Mindy Carson to a seven-year contract. She was signed to a contract in one year, options for six more years. Thru has been set for a featured role in "It Get By" until the film was shipped upon the withdrawal of June Haver, whose husband died recently. The film may be rescheduled, with Miss Carson speeded for the part as originally planned.

**Deco Inks “Fat Man” To Hype Blues and Rhythm**

Deco Records last week signed “Fat Man” Robinson and his quintet to a waxing pact as another step in the diskery’s drive to hype its Blues and Rhythm department. Robinson caused considerable stir with "Lavender Coofoo" on the Moif label, "Tiny" Davis and her octet for another addition to the Deco line.

**New York**

George Jessel and Charles Kendriss, producer of "Sop the Music" on ABC-TV and formerly musical director at 20th-Century-Fox, huddled backstage during the former’s guest show and then left the theater after they stepped over a year ago on the set of Jessel’s picture “Oh, You Beautiful Doll,” which Jessel’s film company was offering the American public with a lot of ballyhoo and a song about the "I don’t care" gal Eva Tanguay.

Bruce Records, Harry Sullivan’s distriobutor, is now handling the Admiral and Dance-Tone lines for New York State and Northern New Jersey.

**Survey of Phonos, Record Sales**

NEW YORK, Dec. 3—Statistics in the accompanying chart represent a five-week dealer survey of phonographs and disk sales for the period ending November 30, and disk sales reported to keep the chart within reasonable space (see above) only. Figures of the first four weeks have been averaged and are presented in the first column. Sales during the fifth week, ended November 30, are in the second column. A detail breakdown of the first four weeks may be obtained in last week’s issue of THE BILLBOARD.

The fifth week figures strongly indicate that the sale of phonographs is down on the survey thus far; namely, that a great market in phonos and disks has been created by the new speed and that new speed players are moving into homes much faster than 78's. The entire five-week sample totaled 148 dealers. These dealers during the week sold a total of 945 phonographs, an average of 189 per dealer, and 7,554 disks, an average of 151 per dealer.

**New Wrinkles This Year**

(Continued from page 3) it got into a Boston spinner’s hands and was sent to Tokyo. Fortunately the diskery’s Detroit branch submitted copies of the disking to all the local locks. Cornering the market, the diskery sold about 10,000 copies in the Boston area. Ross’s Xmas, Go Nuts at Christmas, which the diskery’s window and p.a. system displayed even before the diskery got it, is now pressing the distributor disk as the top hit ring with a remarkable combination of promotion and disking to help spread Sleigh Ride into a nationwide hit. The diskery featured the real thing on the 12-inch Perry Como Ave Maria and a remake, with ornaments, of the 78. The diskery estimates place current sales figures of the platters at 250,000. The diskery is also doing a considerable business on Spike Jones’ Two Front Teeth, which is said to have the hottest distribution on the stuff at a minimum.

**Cap’s Yogi**

HOLLYWOOD, Dec. 3—Top Yor- gensen’s two latest hits are continuing to soar as Capitol’s top yuleide items, with diskery aiming a broad attack on every type of Christmas entertain- ment. In the novelty field Cap feels there is still a chance for a hit with the Yorgen disk, judging by mounting orders for the ditty. Diskery predicts it will top Tin Pan Alley’s biggest hit of 1949. In the seasonal song division the diskery is cornering the market with a premier by Jo Stafford and Gordon Macrae of The Lombards, plus an album of songs by Father Divine. The record of Kids’ Tune Choir, Kiddy-wise, Cap’s Young Bird, and The Small Folk are fast getting their Christmas record. In the talent field, followed closely by Bosco and the Birds.

In the religious field, Cap has re- leased an album of Carroll Clark, Gosp-Netsk, which is playing very well in its promotion thru various Catholic stations. In the educational field, Cap’s Telefunken release tagged Merry Christmas for the School Teacher by Gosp-Netsk, is hurting him up as its best seller. Pack- age orders are very big on this item. Cap is after the Western market as well with Jimmy Wakely’s Christmas on the Range album.

**MUSIC**

**NBOA-T-Men Lock Horn In 20% Tax Fight**

(Continued from page 1) operated by Ted Jankowski was the re- sult of the 20% business cabaret, which was opposed by T. E. Diamond, U. S. district attorney who, with the help of the Minton decision as the basis for their defense, is compelled to show the tax should continue to collect a 20% tax from ballrooms. Both men based their arguments entirely on the distinction, which they asserted specifically is placed in the 35% tax category. The government did not produce any witnesses dur- ing the trial.

Roberts trotted out a series of witness for the NBOA-T-Men, all of whom have a business to testify to the NBOA’s con- clusion that there is a line of demarcation between cabaret and music hall. Among them were W. H. Cooper, field investigator for AVE, M. O. Laughlin, publicist, and E. A. Moore, treasurer of MBOA. Each of the witnesses testified generally as to ballrooms and Schuylkill County venue. Diamond’s attorney fielded a group of witnesses, including the differences he found in booking arrangements and the line between his 10 years as a Midwest band sted- der. The final argument was delivered by a musician-reporter for The Billboard, explaining the trade differences which The Bill- board was unable to penetrate.

**Major Differences**

Major differences between cabarets and ballrooms, as observed by trade and industry leaders, include full menus of food and liquor, which ballrooms offer meager refreshment; (2) cabarets finance their operations from the prices charged the public, whereas ballrooms are maintained through admission fees charged at the box office; (3) cabarets finance their operation by offering dancing as their specialty and include refreshments as their specialty; (4) cabarets have facilities: for 200 to 500 patrons, whereas ballrooms are equipped for 500 to 1,000; (5) cabarets operate for eight hours while ballrooms operate for six; (6) cabarets take in a higher gross; (7) the public can dance; (8) admission to cabarets is more liberal than to ballrooms; and (9) cabarets take in a higher gross.

**Law Misinterpreted**

Christopher Boland, rep of a Washington legal firm working in connection with some amount tax administration, at the trial claimed in his argument that the original federal law never was intended to apply to cabaret and admission tax. He stated that the American Law Institute supplied to ballrooms, it follows that any indoor or outdoor amusement, in the form of dancing, sports, play- ing cards and gambling, might also be placed in a cabaret bracket in the future.

Judge Circuit Court rendered his de- cision at a later date.
Ballroom Men Seek Changes In Licensing

New Basis Sought by Ope

CHICAGO, Dec. 3.—Ballroom operators among members of the National Association of Amusement Parks, Pools and Beaches (NAAPBP), getting ready to meet next week for their annual convention, will work hand-in-hand with the National Ballroom Operators' Association (NBOA) in trying to effect some fundamental changes in the American Society of Composers, Authors and Publishers' (ASCAP) and other music licensing fees.

Joe Male, Peony Park, Omaha, a member of the NBOA's music licensing committee and chairman of the ASCAP's music committee, outlined to the convention Monday (28) the plan of seeking an agreement with Jules Collins, general manager of ASCAP.

Male said that at a meeting of the NBOA committee and Collins in Chicago November 20th, the ASCAP's license-fee proposal conflicted with Collins the controversial irregularities in ASCAP's methods of determining operators' maximum weekly music stipend.

ASCAP has estimated its music licensing fees for ballrooms on several conditions, including size of the room, hours of operation and a weekly license section. Terperry ops are attempting (See Ballroom Men Seek on page 40)

Tempo's Releases
Up Via 45 Demand

HOLLYWOOD, Dec. 3.—Ever increasing demands for 45 r.p.m. platters led Tempo Records to expand its own pressing facilities. Tempo will announce a 13 45 r.p.m. release for January, The records will include, including, four discs, by Ben Light, four by Joe Venuti and Bobby Hackett, by Bobby and one, The Man I Love, by Robert Alda, and by Robert Alda. Tempo is releasing its classic catalog, but only recently has issued its pop woes in various 45s and the first indication of what Tempo will do in this field.

According to Irving Fogel, Tempo's president, the promotion has been launched by RCA Victor on behalf of 45 has created a demand for Tempo records that will continue to issue its product in doughnut form as well as standard 78.

Tempo also releases its classical woes in 33½ and was the first to pioneer this market.

PIX MACHINE FOR TUNES

Continued from page 18

(Continued from page 18)

S. Goody, Wax Dealer, Makes Biz Go Way Bulls & Bears Go

(Continued from page 18)

The Mercury Ogle TV, Phono Biz

(Continued from page 19)

NBOA-Parkmen Combo Vs. ASCAP

Ballroom Men Seek Changes In Licensing

New Basis Sought by Ope

Editor's Note: Owing to the continued interest attaching to proposed amendments to the Copyright Act, The Billboard publications opinions and analysis here submitted by leading copyright attorneys.

When the Copyright Act is amended it will mean that from now on all existing, or for whatever reason not flowing from the intention to promote the progress of science and useful arts by securing or limited times to authors the exclusive right to their work in that event the committee to whom the laws of Congress which usually is not the case.

The result content will be a compromise of the interests of the owners and users of copyright material as respectively represented in the several conferences, a compromise between the committee to whom the act will pass.

Conjurer

Consequently it would not be pure chicanery if a plater or publisher more precisely certain users would gain as it would be otherwise, but this would not make publishing industry would lose by amendment or revision.

The argument is based on the fact that under the copyright, the copyright owner would probably be removed from the industry, the industry would lose an advantage which the music publishing industry would lose by amendment or revision, and the publishers of music publishing industry would lose its present advantages under the copyright law.

On the other hand the phonograph industry which does not print music and music with the copyright could be forced to print music with the copyright, and to the extent it succeeds, to the extent of printing music with the copyright, and to the extent that it succeeds, to the extent that it succeeds, to the extent that it succeeds, to the extent that it succeeds.
ANOTHER DECCA SMASH!

THE OLD MASTER PAINTER

with 4 Hits and a Miss

coupled with

WHY WAS I BORN?

Both with SONNY BURKE and His Orchestra

sung by DICK HAYMES

Decca 24801

Single Record 75c (plus tax)
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

1. HOLE TRAIN
By My Welch, Johnny Lange and Ford Williams
Published by Wally Dinny (ASCAP)
From Republic's "Singing Girls"

Records available: B. Butler, Dec 4414; Conway Cole-Grossman, Jerry, King 4561; N. Eady, Col 36444; Tennessee Envy, Cap 57-4155; B. Hunt, Ode 64348; P. Landri, Nov 3444; W. McBride-Hammary Kings, MCA-EMI-NOEL-454; S. Mathews, Cap 37-7771; W. Morrison, Ode V 29-3460; C. Symphonic, Capitol 9072; King Crook, Cap 24719; J. Gagnier, Columbia 56497; F. Smith, MGM 10207; A. Stolz, Metro 2054; W. Harmon, Col Cap 37-7272; Mabel Bros and Rose, 4 Star 1399; Vol-Ton, Dana 2059.

The information on electrical transcription libraries available as The Billboard goes to press.

2. I CAN DREAM, CAN'T I!
By Irving Kahn and Sammy Fain
Published by Chappell (ASCAP)

Records available:
- Jones, Arthur, Dec 4917.
- Jenkins, Cap 30-9362.
- B. Houston, MGM 30090.
- H. Vance & Vocal Quartet, Capitol 524.
- V. Moore, U.A. 49185.
- B. Hines, Ode 64575.
- S. Halliday, Ode 49170.
- J. Jenkins, Dec 24703.
- C. Foster, Columbia 51692.
- Frank Sinatra, Col 18500; Nat Lipe, Page, Barnsworth.


3. THAT LUCKY OLD SUN
Published by Robbins Music Corp (ASCAP)

Records available:
- Jones, Arthur, Dec 4917.
- Jenkins, Cap 30-9362.
- B. Houston, MGM 30090.
- H. Vance & Vocal Quartet, Capitol 524.
- V. Moore, U.A. 49185.
- B. Hines, Ode 64575.
- S. Halliday, Ode 49170.
- J. Jenkins, Dec 24703.
- C. Foster, Columbia 51692.
- Frank Sinatra, Col 18500; Nat Lipe, Page, Barnsworth.


4. SLIPPING AROUND
By Floyd Tillman
Published by Peer, Inc. (BMI)

Records available:
- Cortez, Harry's 100; J. Dale, Vocalion 35922; F. Thomas, Col 15929.
- J. Dale, Vocalion 35922; J. D. Smith, Rec 637907; W. Wallace, ABC-APL 149; J. Whiting, J. Holly & His Southern Troubadours, Folk-Star 555.

Electric transcription libraries: Fania Joe Lewis, Standard.

5. DON'T CRY, JOE
By Joe Marsala
Published by Hemme, Inc. (ASCAP)

Records available:

Electric transcription libraries: Mabel Wayman, World, Associated; The Sweetwater Singers, Thomson.

6. A DREAMER'S HOLIDAY
By Kim Carson and Myrle Wayne
Published by Shapiro-Bernstein (ASCAP)

Records available:
- J. Foster, Col 15929; J. Finon, MCA 10546; A. Davis, Homer 3049; A. Kaiser, Vocalion 50167.


7. DEAR HEARTS AND GENTLE PEOPLE
By Bob Hilliard and Sonny Facebook
Published by E. H. Miller (ASCAP)

Records available:
- Sonny-Freed, Mr Buck's Swing Band, Dec 24749; B. Davis, Col 15755; J. H. Whitmer, Vocalion 50482; I. H. Cressey, Ode 15902.

Electric transcription libraries: Ray Aron, Associated.

8. YOU'RE BREAKING MY HEART
By Georama and Sklar
Published by Asch-Ruth Publications (ASCAP)

Records available:

Electric transcription libraries: Bob Eberly; World, Allan Jones.

9. JEALOUS HEART
By Jerry Lou Carson
Published by Asch-Ruth Publications (ASCAP)

Records available:
- B. Bailey, Bullet 1083; J. L. Carson, Dec 1674; B. Densch, Associated; B. L. Carson, Capitol 57-150; B. Harris, Associated Capitol 57-150; J. Louis, Capitol 57-150; D. Stovall, Associated Capitol 57-150; King 4316; I. Miller, Vocalion 50550; T. Fitch, Columbia 15926; F. Perez, Col 15926.


10. THE OLD MASTER PAINTER
By Bruni Smith and Bette Etlinger
Published by Robinson (ASCAP)

Records available:

This information on electrical transcription libraries available as The Billboard goes to press.

The Nation's Top Tunes

Based on reports received last three days of Week Ending December 2

The nation's top tunes, THE HONOR ROLL OF HITS, is determined by a research method and various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.
The DJ Poll voted her ‘most likely to hit the top’—she proves it with her biggest pairing yet!

Mindy Carson

Just out! Stirring up terrific trade excitement!

ALL THE BEES ARE BUZZIN’ ‘ROUND MY HONEY

Plus a new best-seller from England!
Mindy’s first novelty!

TOO-WHIT! TOO-WHOO!

RCA VICTOR 21-3602 (47-3102*)

Eddy’s got another loaded with sentiment,
in the tradition of his all-time greatest!

Eddy Arnold

MAMA AND DADDY BROKE MY HEART

and

Take Me In Your Arms and Hold Me

RCA VICTOR 21-0146 (48-0150*)

THE CERTAIN SEVEN

(‘45’s moving every month... over 50,000 new record-sales opportunities every month! How’s YOUR stock of ‘45’s?)
### BEST-SELLING SHEET MUSIC

Tunes listed are the national 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 copies (P) indicates tune is a peak (D) indicates tune is in its high marked (R) indicates tune is available on record.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>PUBLISHER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>YOU'RE BREAKING MY HEART</td>
<td>Rose McIlhenny</td>
<td>M-G-M Non-Breakable 10575</td>
</tr>
<tr>
<td>2</td>
<td>1 I DON'T SEE ME IN YOUR EYES</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 10576</td>
</tr>
<tr>
<td>3</td>
<td>ANYMORE</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
</tr>
<tr>
<td>4</td>
<td>Crying Time</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>5</td>
<td>CONFESSIONALITY</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
</tr>
<tr>
<td>6</td>
<td>FOREVER AND ALWAYS</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>7</td>
<td>WEDDING SONG</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>8</td>
<td>WHITE CHRISTMAS</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>9</td>
<td>YOU'RE BREAKING MY HEART</td>
<td>Rose McIlhenny</td>
<td>M-G-M Non-Breakable 10575</td>
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<tr>
<td>10</td>
<td>ROOM FULL OF ROSES</td>
<td>Miss Phyllis Carr</td>
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<tr>
<td>11</td>
<td>YOU CAN'T SIT IN YOUR EYES</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>12</td>
<td>I'LL STRING ALONG WITH YOU</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>13</td>
<td>CARELESS HANDS</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>14</td>
<td>SHAKES OF GALWAY GREY</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>15</td>
<td>ECHO TOLD ME A LIE</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
</tr>
<tr>
<td>16</td>
<td>BIRDS, BIRDS, BIRDS</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>17</td>
<td>ROSE IN A GARDEN OF WEEDS</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
</tr>
<tr>
<td>18</td>
<td>SHAKY WHITE SMOKE AND JINGLE BELL</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
</tr>
<tr>
<td>19</td>
<td>WON CAN YOU ANY KINN</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
</tr>
<tr>
<td>20</td>
<td>RIDE IN THE SKY</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<td>21</td>
<td>BABY IT'S COLD OUTSIDE</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>22</td>
<td>KISS IN YOUR EYES</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>23</td>
<td>I'VE GOT A LOVELY BUNCH OF COCONUTS</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<tr>
<td>24</td>
<td>DECEMBER</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
</tr>
<tr>
<td>25</td>
<td>IS IT 100 LATE?</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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</table>

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

### ENGLAND'S TOP TWENTY

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<tr>
<td>1</td>
<td>SIMPLE</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<td>2</td>
<td>I KNOW YOU</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
</tr>
<tr>
<td>3</td>
<td>TAKING THEM</td>
<td>Miss Phyllis Carr</td>
<td>M-G-M Non-Breakable 30220</td>
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<td>4</td>
<td>TAKING THEM</td>
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<td>M-G-M Non-Breakable 30220</td>
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### SUBSCRIPTION ORDER FORM

**The Billboard**

2160 Patterson St.
Cincinnati 22, Ohio

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

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12/21
JERRY LEWIS two faced on CAPITOL'S latest smash!

"ARE YOU FOR REAL?" "I Love A Murder Mystery"
With Billy May And His Orchestra
CAPITOL RECORD 57-786 78 rpm

DEAN MARTIN with his latest portrait of JERRY LEWIS
WESTERN WAX WHIRL... Jack Thayer, WLOL, Minneapolis, had some high class help for his show on this week's program. He not only had Douglas Jane Marshand recently, June Christy and Billy De Wolfe were excluded to take over for him and took on the role of the city's most popular disc jockey, Armed with a telephone and a stack of those same nifty news notes. He has listeners phones in batches of silent affirmatives, and disc jockeys on the nifty lounge, proceeds to prove the star's immediate listeners' Identification. For instance, he did a disc jock stint at midnight over WDEC, Chicago... Jack Ellis, WENN, Youngstown, Ohio, writes that he has just received a letter from one of his listeners, a radio photo requests to following the wanner's recent personal appearance over WFMF, Flint, Michigan. Buck Tucker, WIZE, Springfield, Ohio, is using a new format for a daily one-hour show called Best Rents in the Land. The featured one is the monthly weekday feature is honored for recent achievements, such as scores in the record polls.

GRIPES AND SWIPES... Rhet (Love) Kangaroo, WJCK, Newark, N.J., opined, "There are so many new tunes ranging from good to wonderful—just spring good tunes and the station's Sound of the Week. Many picks up and today the stock is tremendous..." John Gettler, WMCA, New York, asks, "To the networks, why don't they just show what on their air but to air show and just air show..." John Andrews, KDKA, Pittsburgh, asks, "What is the radio industry doing to the program or station or program or station..." Don Miller, WCBS, New York, wondered why indie labels specialize in their radio air..." John Miller, WCBS, New York, would not to distribute free samples to stations.

VOX JOX

MULE TRAIN... Dave (Biggles) Dandridge, KXCL, Lafayette, La., objects, unaidedly opined, "There are so many new tunes ranging from good to wonderful—just spring good tunes and the station's Sound of the Week. Many picks up and today the stock is tremendous..." John Gettler, WMCA, New York, asks, "To the networks, why don't they just show what on their air but to air show and just air show..." John Andrews, KDKA, Pittsburgh, asks, "What is the radio industry doing to the program or station or program or station..." Don Miller, WCBS, New York, wondered why indie labels specialize in their radio air..." John Miller, WCBS, New York, would not to distribute free samples to stations.

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Looks like Dennis' biggest since "Clancy"!

This one's a "natural" for the famous Day charm! It's racing ahead — get with it!

Dennis Day

"DEAR HEARTS AND GENTLE PEOPLE"

On '45' record 47-3102... On conventional record 20-3596

The stars who make the hits are on... RCA VICTOR Records

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY
### BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top retail record stores, as shown by Billboard's Retail Survey among the 1,460 largest dealers, representing every important market area. Survey returns are weighted according to size of market area. Records listed are according to greatest sales. The "B" side of each record is also listed.

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist/Band</th>
<th>Label</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Achy Breaky Heart&quot;</td>
<td>Rex Smith</td>
<td>RCA</td>
<td>356-1400-ASCAP</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Take Me Out to the Ball Game&quot;</td>
<td>Billie Holiday</td>
<td>Decca</td>
<td>090-580-ASCAP</td>
</tr>
<tr>
<td>3</td>
<td>&quot;I'll Remember April&quot;</td>
<td>Benny Goodman</td>
<td>Victor</td>
<td>072-750-ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>&quot;All of Me&quot;</td>
<td>Jazz Band</td>
<td>Columbia</td>
<td>1060-500-ASCAP</td>
</tr>
<tr>
<td>5</td>
<td>&quot;As Time Goes By&quot;</td>
<td>Glenn Miller</td>
<td>Decca</td>
<td>090-500-ASCAP</td>
</tr>
</tbody>
</table>

### CHILDREN'S RECORDS

Records listed are those selling best in the nation's retail record stores (as shown by Billboard's Retail Survey) and are weighted according to greatest sales. Records listed are according to greatest sales.

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist/Band</th>
<th>Label</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Old MacDonald Had a Farm&quot;</td>
<td>Mother Goose</td>
<td>Capitol</td>
<td>072-580-ASCAP</td>
</tr>
<tr>
<td>2</td>
<td>&quot;The Wheels on the Bus&quot;</td>
<td>The Singing Children</td>
<td>Decca</td>
<td>090-500-ASCAP</td>
</tr>
<tr>
<td>3</td>
<td>&quot;The Little Engine That Could&quot;</td>
<td>Willard Robison</td>
<td>Columbia</td>
<td>1060-500-ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>&quot;The Itsy Bitsy Spider&quot;</td>
<td>Paul Winchell</td>
<td>Decca</td>
<td>090-500-ASCAP</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Jack Be Nimble&quot;</td>
<td>The Singing Children</td>
<td>Decca</td>
<td>090-500-ASCAP</td>
</tr>
</tbody>
</table>

### GRAPHICS

**Retail Sales Records**

Based on reports reached last three days of each week ending December 2.

### WEEKLY DRAWING

- **Every Music House, Mount Camel, Pa.**, has posed a question for any customer who buys at least one dollar's worth of records. The drawing is for a pop album prize. "Since the customer is asked to leave his name and address in case he wins the prize in our Midnight Stroll of good will, but is building up our mailing list as well."

### RECORD CLUB

- "Our store has set up a record club that differentiates our store from others. It features the Valley Music Store, El Cajon, Calif. Customers pay us 50 cents each week for a period of eight weeks for eight albums. If they want the albums, they pay us $9.99 each. If they don't, they return the albums in our weekly drawing for a free album. At the end of eight weeks, the customer receives a credit slip for $9.00; the entire amount he has paid in, and—members of the club are also lucky enough to get a chance to turn occasional buyers into regular customers."
December 10, 1949

The Billboard

Music

By Yogi, you've forgot me Tom

By Christmas, you'd better hurry down

with "I YUST GO NUTS AT CHRISTMAS"

and "YINGLE BELLS"

Yogi Yorgelson

(CAPITOL No. 57-781)

WATCH FOR YOGI'S
TERRIFIC NEW FOLLOW-UP HIT!

(To be released early in January)
Dear Disk Jockeys:
Many sincere thanks for voting me your "favorite feminine vocalist" in The Billboard poll for 1949.*
Also, I want to be one of the first to wish you a truly MERRY CHRISTMAS and a HAPPY and SUCCESSFUL NEW YEAR.

Gratefully,
Doris Day

*P.S.: I could not have done this without Columbia Records' wonderful co-operation.

Management:
CENTURY ARTISTS, LTD.
6331 Hollywood Blvd.
Hollywood 28, Calif.

Publicity:
BOB WEISS

管理层: CENTURY ARTISTS, LTD.
6331好莱坞大道
好莱坞28, 加利福尼亚州

公共关系: BOB WEISS
Another OUTSTANDING VOCAL INTERPRETATION
BY AMERICA'S No. 1-2 RECORD ARTIST

Frankie Laine

"DON'T DO SOMETHING"
(TO SOMEONE ELSE THAT YOU WOULDN'T WANT DONE TO YOU)
Backed By "WAITING AT THE END OF THE ROAD"
MERCURY NONBREAKABLE RECORD No. 5332

ANOTHER FRANKIE LALNE SMASH HIT!
"YOU'RE ALL I WANT FOR CHRISTMAS"
MERCURY RECORD No. 5177

Only Mercury has the Hits on NON BREAKABLE RECORDS
ALADDIN
Watch HIT CHARTS for

AMOS MILBURN
"LET'S MAKE CHRISTMAS MERRY, BABY"
"Bow-Wow"
"REAL PRETTY MAMA"
"Drifting Blues"
Aladdin 3037

CHARLES BROWN
"HOMESICK BLUES"
"Let's Have a Ball"
Aladdin 3039

CALVIN BOZE
"SATISFIED"
"Working With My Baby"
Aladdin 3038

LIGHTNIN' HOPKINS
"MORNING BLUES"
"Have To Let You Go"
Aladdin 3035

Available Now

TWO SURE MONEY-GETTERS

SAUNDERS KING
"STORMY NIGHT BLUES"
"Unfaithful Blues"
Aladdin 3040

RED SAUNDERS
"A.M.T.
"Take It Upstairs"
Score 4009

In The Magic Tech

THE PUBLIC DEMANDS!

HIT VERSION OF

"I'll Get Along Somehow"
Part 1 Part 2 Featuring the Recitation that thrills the nation!

Regal 3240
"LOST MY BABY"
"FOR YOU MY LOVE"
By the great new Singing Sensation
LARRY DARNELL
Coming Up...
"Cuttin' Out "My Rough and Ready Man"
by ANNIE LAURIE

Regal 3235

opa

REGAL RECORD CUP. • LINDEN, N. J.

ADVANCE RHYTHM & BLUES RECORD RELEASES

Canada
Super Chile Records (Montreal) Ltd. 57-7016

Song: Goodnight

C. Brown (Excell) Dec 24-7016

Score: Looking for the Moon

A. Milburn (Wanda) Ass 1209

Aladdin: Don't Be So Sure
J. Preston (Cozy Blues) Gotchin 204

Aladdin: Let's Get Along Somewhere
C. Brown (Let's Get) Aladdin 3039

Lightning Hopkin's My Way
H. Hopkinson (RCA Victor) Dec 7-7016

MRS. ALADDIN
5-207 Dec 7-7016

I WILL EVER LOVE YOU
J. Winkler (Silly-Row Blues) Supreme 1945

Regal 3235

RHYTHM & BLUES RECORDS

Best-selling retail RHYTHM & BLUES RECORDS

Record sales 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

1. SATURDAY NIGHT FISH FRY
   L. Jordan...Dec 29-102-1091
2. L. LET'S MAKE CHRISTMAS MERRY, BABY
   A. Milburn...Aladdin 3037
3. YOU, KY LOVE
   L. Darrell...Regal 3240
4. LOVE ME, Don't You Want Me
   B. Brown...Ball Black Jackson...King 422-5032
5. WHATEVER WILL YOU HAVE ME
   Tony Hunter...King 499-0091
6. BOOGIE AT MIDNIGHT
   R. Brown...Drum 3700
7. ALADDIN...L. Darrell...Regal 3240
8. BLUES FOR MY BABY
   B. Brown...Sony 702-1059
9. SUGAR"Angel Child"
   Memphis Slim...Lex 124
10. RED SONG
    "Love"
   L. Hopkins...Aladdin 3039

WARNING!

The following three charts reflect significant trends in the rhythm and blues field. These trends have been compiled and reported to help record buyers decide which records to stock based on recording sales. This information is available to the retail trade for the purpose of selecting "Weeks to Date," "Last Week" and "This Week." Records appearing in the three charts do not necessarily appear in either the "Current" or "Available Now" charts.

THE PUBLIC DEMANDS!

THE ORIGINAL VERSION OF

"I'll Get Along Somehow"
Part 1 Part 2 Featuring the Recitation that thrills the nation!

Regal 3240

"LOST MY BABY"
"FOR YOU MY LOVE"
By the great new Singing Sensation
LARRY DARNELL
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RHYTHM & BLUES RECORDS

Best-selling retail RHYTHM & BLUES RECORDS

Record sales 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.
ORDER NOW! IMMEDIATE DELIVERY!

OVER 400,000 OF ANTON KARAS "THE THIRD MAN" THEME ZITHER SOLO

SOLD IN 8 WEEKS!

INTER OFFICE MEMO
TO: D. H. TOLLER-BOND, New York, U.S.A.
SUBJECT: "THE THIRD MAN" THEME No. 536

In eight weeks we have sold over 400,000 of Anton Karas' "THE THIRD MAN" THEME in England.

"THE THIRD MAN" THEME will unquestionably be the record of the year in the States too. The public will obviously want the recording by Anton Karas, the artist who wrote and played this music in the film, "THE THIRD MAN." Anton Karas is LONDON'S exclusive artist, so the public will want the LONDON record.

LONDON'S "THE THIRD MAN" THEME will hit by itself—and with the picture, "THE THIRD MAN" breaking nationally very soon, sales will zoom and should be fantastic.

Best regards,
Ever yours,

E. R. Lewis
FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: Red Kirk (Mercury) is now with Bob Mason and the Western Swingbillies at WRUN, Utica, N. Y. Paul Howard and his Arkasas Cotton Pickers (King) are reportedly moving to RTBS, Shreveport, La. Jimmy Waley (Capitol) set to do a return two-weeker at the Thunderbird Hotel, Las Vegas, starting November 24. Waley has re-signed with Capitol after considerable dickering.

Marty Landau, owner of the Riverside Ranch, Los Angeles rustic music dancery, reports that Tex Williams (Capitol) has been asked to appear at the Riverside in another six months at the top palace, making a two-year stand. The Williams band played five one-nighters recently, with the Jimmy Osbourne (King) replacing him. Betsy Gay (Capitol), the singing comedians with Williams, is touring the East, happy'd by Mark J. Leddy.

Jimmy Osborne (King), of WLEX, Lexington, Ky., will be feted by city and State officials at Winchester, Ky., his home town, December 10, when he takes his radio show cast to the high school auditorium there. Osborne will be given the keys to the city and will be made a Kentucky colonel by Gov. Earl G. Clements. Radio Station WLEX has designated December 10 as "Jimmy Osborne Day." A big Civic Club lunch, a WLEX-WLW radio show, and a WLEX-WLW radio ceremony will be aired over WLEX.

Oscar Davis, J. L. Frank, Dewey Musson and Jim Danny, of WSM, Nashville, are commemorated in herald important deals here for their talent. Davis is currently working with Frank in booking Roy Acuff. Acuff is set for an early December week at the Hippodrome, Baltimore.

The Billboard is inaugurating a third important music popularity chart with "Hillbilly Tunes Most Played by Disk Jockeys" with this issue.

Tex Williams (Capitol) is working on his 14th Western musical at Universal-International. Billy Whelan (Hartman) is airing daily over CTCF, Halifax N. S. Louis Epstein, presby of Radio Artists' label, Cincinnati, reports that he and Jimmy Skinner have just returned from an extended promotional junket thru the South. Epstein and Skinner, Smokey O'Shea and His Arizona Ranchers have left WMBO, Auburn, N. Y., and are touring for International Harvester, Max Raney and His HiBoys have not moved to WHER, Rochester, N. Y. as previously reported, but are still at WHAM, in that city. Raney has started his fall season for the Saturday night dances at the local Radio City Auditorium. Acts on the show include (Continued on page 16)
Could you change my name to "MARTA"?

I just heard Tony Martin's record.
You’ll be GLAD You Ordered

SORRY"

Capitol’s Latest Exclusive Hit!
discovered among the works of the late, great Richard Whiting
Gloriously interpreted by his daughter,

Margaret Whiting

with Frank DeVol and his Orchestra

Capitol No. 57-776 – 78 rpm
(due for early 45 rpm release, also)

BACKED BY

"the sun is always shining"

Phone or Wire Your Distributor TODAY!
THE BILLBOARD PICKS:

In the opinion of The Billboard staff, records below are more likely to assume popularity as determined by entry into best selling, most played or most heard figures of the chart.

JOHNNY'S BAG...RCA Victor 20-3608 (78 R.P.M.)

An absolutely thrilling in every respect is this Dublin Pickwick, with emphasis, spirit and drive and should reap the harvest foretasted. Backing it is a phrasing world to the best of the day.

LOVE ME OR LEAVE ME...

Denny Kaye with Victor Young Orch. and Lee Gordon Singers

Denny Kaye emerges as a true talent really able to fill the bill at these times with his well liked singing and his appealing, spirited and sincere approach. His group has formed a nucleus in which to develop a young artist and it is a goal to which we can aim.

FAIRY TALES...

Elia Fitzpatrick-Mills Bro. ORE 24513

This ball has been present via an earlier Brown-Bradley disk but this, however, is one that is better prepared to enter record, grow in stature and commercial worth with an excellent algorithm. Flap, "I Couldn't Have Me Baby Today," has pleased three weeks ago.

THERE'S NO DUE HERE BUT ME...

Vogue Master 20-5560

A new and timely entry into the familiar theme of the she-devil or witch who makes "distasteful material for the long-hand one. Classing credits are to Stan Jones, who was responsible for the theme in "Pigeon Roost" London 27-182.

A DREAM IS A WISH YOUR HEART MAKES...

BIBBIDI BOBBIDI BOO...

Perry Como

Vocals: Vocalion 20-5807

Old style novelty vocals carried by the steady Perry Como. "Dinseyland" this time, "A Dream." Perry's conception of "Bibbidi" doesn't wash us to immediate approval, but it's a true example of the competitive movements, that the song's charming quality and Como's counter appeal should sell plenty of copies.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times during a twelve week period are not repeated below. Based on a weekly survey among those who make the record retailers those who Tomorrow's hits will be

1. THE OLD MASTER PAINTER
2. J'O H A T AS MY BABY BACK
3. THE OLD MASTER PAINTER
4. TONY BELL
5. BLUES STAY AWAY FROM ME
6. THE OLD MASTER PAINTER
7. I'VE GOTTA HAVE MY BABY BACK
8. BIBBIDI BOBBIDI BOO
9. ECHOES

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks in the Top Ten survey but not a twelve week period are not repeated below. Based on a weekly survey among those who make the record retailers those whoTomorrow's hits will be.

1. THE OLD MASTER PAINTER
2. J'O H A T AS MY BABY BACK
3. THE OLD MASTER PAINTER
4. PATRICK
5. BLUES STAY AWAY FROM ME
6. THE OLD MASTER PAINTER
7. I'VE GOTTA HAVE MY BABY BACK
8. BIBBIDI BOBBIDI BOO
9. ECHOES

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times during a twelve week period are not repeated below. Based on a monthly survey among those who make the Country & Western Disk Jockey that Tomorrow's hits will be.

1. I'VE GOT A BABY BACK
2. SUNSHINE ON MINE
3. I'VE GOTTA HAVE MY BABY BACK
4. LANDS END
5. WHEN WE WERE YOUNG
6. ECHOES

THE COUNTRY & WESTERN DISK JOCKEY PICKS:

PICKS that appear for three consecutive weeks or three times during a twelve week period will not be repeated below. Based on a weekly survey among those who make the Country & Western Disk Jockey that tomorrow's hits will be.

1. I'VE GOTTA HAVE MY BABY BACK
2. SUNDAY COMING IN MINE
3. MY DADDY'S BOY
4. LEAVE ME A LONE
5. ECHOES

FOLK TALENT AND TUNES

(Continued from page 39)

Scotty Harrell has signed with the Country & Western Disk Jockey and will be joined by his own group, "The Bluegrass Boys." Their sound is a cross between bluegrass and hillbilly music, and their performances are known for their high energy and enthusiasm. Scotty Harrell's unique vocal style and the group's tight harmonies have helped them gain a following in the folk and country music scene.

John Bava is a new talent in both the folk and country music scenes. Born in West Virginia, Bava started his career as a country singer but has also explored folk music. His music is characterized by its raw, honest quality, and he has gained a reputation for his powerful vocals and songwriting ability. Bava's music often touches on themes of love and heartbreak, and his performances are known for their emotional intensity.

Jim and Jack are a folk duo known for their harmonies and acoustic guitar playing. Their music is deeply rooted in traditional folk, and they often perform covers of classic folk songs. Jim and Jack's performances are known for their intimate and engaging style, and they have gained a following for their ability to connect with audiences on a personal level.

The Four Wishes are a folk group known for their harmonies and acoustic guitar playing. Their music is characterized by its simplicity and acoustic sound, and they often perform covers of classic folk songs. The Four Wishes' performances are known for their emotional intensity and their ability to connect with audiences on a personal level.

The Bluegrass Boys are a country group known for their tight harmonies and powerful vocals. Their music is characterized by its raw, honest quality, and they have gained a following for their ability to connect with audiences on a personal level. The Bluegrass Boys' performances are known for their emotional intensity and their ability to engage audiences with their powerful vocals and harmonies.

Wm. W. Baker is a country singer known for his powerful vocals and songwriting ability. His music is characterized by its raw, honest quality, and he has gained a following for his ability to connect with audiences on a personal level. Baker's music often touches on themes of love and heartbreak, and his performances are known for their emotional intensity.

The Possibilities are a folk group known for their harmonies and acoustic guitar playing. Their music is characterized by its simplicity and acoustic sound, and they often perform covers of classic folk songs. The Possibilities' performances are known for their emotional intensity and their ability to connect with audiences on a personal level.

The Country & Western Disk Jockey has signed several new talents in both the folk and country music scenes. These performers are known for their unique styles and their ability to connect with audiences on a personal level. Their performances are known for their emotional intensity and their ability to engage audiences with their powerful vocals and harmonies.
Two Great Stars together for the first time!

Peggy Lee ★ Mel Tormé

Voices that all America knows and loves... blended in a glorious duet... in a thrilling rhythm arrangement of

"The Old Master Painter"

With Orchestra and Vocal Chorus

And a great flipover... composed and sung by Peggy and Mel

"BLESS YOU"

(For The Good That's In You)"

Terrific arrangement... and Two Stars for Double Sales Appeal!

Capitol Record No. 791

Capitol Records Hollywood
**ADVANCE RECORD RELEASES**

Records listed are generally approximately two months in advance of actual release date. List is noted for information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

### POPULAR

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song Title</th>
<th>Label</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perry Faith</td>
<td>In the Mood</td>
<td>MGM</td>
<td>38652</td>
</tr>
<tr>
<td>T. J. Clarke</td>
<td>It's No Fun</td>
<td>Columbia</td>
<td>38653</td>
</tr>
<tr>
<td>Eddy Howard</td>
<td>I'll Be Seeing You</td>
<td>Decca</td>
<td>38654</td>
</tr>
<tr>
<td>Tommy Dorsey</td>
<td>I'm Confessing</td>
<td>Columbia</td>
<td>38655</td>
</tr>
<tr>
<td>Augie Meyerson</td>
<td>It's Always</td>
<td>Decca</td>
<td>38656</td>
</tr>
<tr>
<td>Paul Whiteman</td>
<td>It's</td>
<td>Decca</td>
<td>38657</td>
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<tr>
<td>Duke Ellington</td>
<td>It's Still</td>
<td>Decca</td>
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<tr>
<td>Louis Armstrong</td>
<td>It's</td>
<td>Decca</td>
<td>38659</td>
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<tr>
<td>Bobby Hackett</td>
<td>It's November</td>
<td>Decca</td>
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### INTERNATIONAL

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song Title</th>
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<td>Adam Oehlen</td>
<td>Your Love</td>
<td>Decca</td>
<td>38661</td>
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<td>Ennio Morricone</td>
<td>Il Giorno</td>
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<td>La Notte</td>
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<td>Ennio Morricone</td>
<td>L'amor</td>
<td>Decca</td>
<td>38664</td>
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**WHERE ARE YOU, BLUE EYES?**

"A NEW DECCA HIT!"

**A RUSS MORGAN SMASH!**

**DECCA RECORDS**

24819
### The Billboard Music Popularity Charts

**Part IX: Album and LP Record Reviews**

#### The Categories
1. Production Idea
2. Arrangement of selected material
3. Caliber of Material
4. Manufacturers' Distribution Power
5. Competitive Advertiser
6. General company and other advertising
7. Personnel, price, and promotion
8. Interpretation
9. Recording Quality
10. Production Values

#### The Rates
- 100 points (the maximum)
- 75 points (highly desirable)
- 50 points (desirable)
- 25 points (fair)
- 0 points (unsuitable)

---

### The Moonson Tabernacle Choir of Salt Lake City—L. A. Lord's

- **LP**: Columbia CL1647
- **Price**: $1.75
- **Description**: This LP is a collection of choir music, divided into three sections: **1. The Lord's Son** includes works by H. H. Potter, B. F. White, and others; **2. The Lord's Call** contains organ music by Various Composers; and **3. The Lord's Work** is a suite of orchestral music. The LP is highly recommended for its musical quality and educational value.

#### RAYMAR SALES CO.

- **Specials for Bigger Profits**
- **Fidelitone Needles**
  - Discounts of 5% and 70% (a 50c needle costs 45c—1.25 cents)
  - Complete list of prices available

- **Xmas Albums**
  - Perry Como—P 161
  - Merry Xmas Music
  - $7.25 each (Case of 12, $80.00), RCA
  - Splendid—Song of Xmas Carols
  - $2.00 each

---

### Get Aboard—Rudolph the Red Nose Reindeer

- **Gene Autry**
  - 38410—Single Sheet—5¢ each—5¢ per 100, M.F.
  - 55—Yuletide with Cover—3¢ each—3¢ per 50, 20-3177—Two Tracks—One Sheet—5¢ each—5¢ per 100, 20378—White Xmas—4¢ each—4¢ per 100, 20390—Cyndy—4¢ each—4¢ per 100, 20-3328—Martin—Tony Martin—5¢ each—5¢ per 50

- **WE INVITE ORDERS ON 45 AND 32 1/3 RECORDS—CATALOGS ON REQUEST**

#### FLASH—Excellent Ruby Point Needles 50¢ each—$5.50 per dozen

### ALL YOUR RECORD NEEDS FROM ONE SOURCE

**P.S. 100 assorted Columbia, Victor, Capitol Records $12.00 per 100.**

---

### TWO SENSATIONAL SIDES...

#### BLUE BARRON'S

- **"The Photographer and the Stenographer"**
  - **Backed by**
  - **"Rose McGillicuddy"**

- **MGM-10575**

---

### MHM RECORDS

**The greatest name in entertainment**

- **MGM**
  - 3, 7, 10, 15

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### December 10, 1949

The Billboard

- **JAMAICA 2-2248-9500**
- **REPUBLIC 9-7906**

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### Libraries of Congress

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- **Format**: Text
- **Source**: Billboard Magazine
- **Publisher**: Billboard Publications, Inc.
NO. 43—GEORGE GERSHWIN (Part IV)

GEORGE GERSHWIN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

1925—CONCERTO IN F FOR PIANO AND ORCHESTRA
New World Music Corp.

[Available on the following records: RCA Victor 78-57554, Decca 29504, etc.]

SCHERZO CONCERTANTE
New World Music Corp.

[Available on Decca record 29052, etc.]

TWO RHYTHMS
Decca

[Available on Decca records 29053/54, 42-806.]

FRAGMENTS
Decca

[Available on Decca records 29055/56, etc.]

1926—JAZZ PIANO PRELUDES
New World Music Corp.

[Available on the following records: Columbia 72849-D, Decca 29505/56, etc.]

1927—AN AMERICAN IN PARIS
New World Music Corp.

[Available on the following records: RCA Victor 78-57554, Decca 29504, etc.]

1929—THE PARISIENS
Decca

[Available on Decca records 29052/53, etc.]

COUP DE FEU
Decca

[Available on records 29052/53, etc.]

1930—SONGS FROM PARIS

1930—SONGS FROM THE DANCE HALL

A First National Picture with a cast that includes: Ray Milland, Lucille Bremer, Regis Toomey, and Clifton Webb, with music from the stage production of the same name.

1931—DOCTOR JONES
A Fox picture starring John Barrymore and Greta Garbo, with music by Kurt Weill and Maxwell Anderson. 

1932—KATINKITSCHKA
RKO Radio

[Available on Decca record 29052, etc.]

1933—DAMEL IN DISTRESS
Fox

[Available on Decca record 29052, etc.]

1935—TIP-TOE THROUGH THE FORBIDDEN CITY
MGM

[Available on Decca records 29052/53, etc.]

AIPOLLO RECORDS

AUGUST'S FAVORITE SELLING RECORD

IT'S NEW! AND IT'S GREAT!
A COLLECTOR'S ITEM FOR EVERYBODY

THURSTON KNUDSON
Knew you with THE RHYTHM OF TRUMPET DRUMS

TEMP ROY CO. OF AMERICA

SOLD THROUGH OUT THE WORLD

FOR SALE

1942 Saratoga, 12 passenger, Chrysler Body. Luggage room with capacity for 8 to 10 persons. $5,000. Joe M. Parkhill, Mgr., Salve Park Hotel, Eureka Springs, Ark.

Record stamping plates Complete assortment—New pressing for public service. Daily air mail shipments guaranteed. Always you get what you order, regardless of line or specialty, typed at your place. Write for our new year's offer. Write the CHARLES ECKART COMPANY

4880 East Madison, Seattle 3, Wash.

MUSIC OPERATORS

For a good, reliable outlet for your used records

Contact our new store wire on phone collect

JALE'S AMUSEMENT CO.

1200 Button St., Baltimore, Md.
Anti - Excise Group Plans Drive for Industry Support

NEW YORK, Dec. 3.—It was indicated this week that the disk manufacturer group, which developed to conduct a battle against the 10 cent per excise tax, will circulate the industry to win dealer and distributor support in the industry drive. The goal of the industry group is to bring the tax elimination to the general disk-buying public.

The drive campaign is to encourage petitions of Congress from every level of the industry and from the local public proposing an elimination of the tax on records.

FDR: The drive group, which got together several weeks ago with the management of Oscar Bobs, in executive in Los Ang., MGM Records' parent organization, includes representatives from all of the major companies and several of the leading independent disk outlets. They have been meeting regularly since. The groups also has joined hands with associations of other industries which also are seeking to eliminate of the excise taxes to study the communal problem, as well as to develop a disk industry model for knowing the plan from under the disk tax levy.

Monroe Boff Draw in Bport

BROADPORT, Conn., Dec. 3.—Vaughn Monroe proved one of the best bookings of the season at the ritzy Ballroom here when he drew 1,600 persons last Sunday (27). Admission prices were raised to $1.00 for this engagement. This was considered exceptionally good, since many name bands playing here this season have been drawing poorly.

RCA 3-Speed Changer Set for Late January

(Continued from page 24) tradesters, for instance, predict a 33⅓ price war.

The picture, too, looks more interesting, as evidence piles up that the new 3-speed change-up and phone-record survey chart in Music Department.

Decca 45s Alone

RCA's attitude with regard to 45 has undergone a major metamorphosis in recent months. The company is now distinctly cool to the idea or necessity of persuading other major companies to adopt 45's. The reason for the attitude is two-fold. Firstly, RCA has had to go public; secondly, the company now figures it has carved out a sizable market in itself in 45, and any distributing entering this market would mean a lessening of RCA's profit therein.

A major metamorphosis with regard to 45 r.p.m. has also taken place among other disk companies. In the early months of the 45 system, and following the collapse of the so-called "compromise" negotiations last summer, the record companies were both learned to credit RCA with the initial steps to establish products. Excess of major record companies couldn't be industry-wide support. These same execs now admit RCA has apparently carved out a niche for 45, and they are now in the process of checking and determining whether to go 45 themselves.

Decca's Stand

Decca's attitude on the matter is distinctly business-like. The diskery is inclined to believe RCA has come to a logical agreement with 45. Decca is now gauging and checking the 45 market, and if and when it feels there's a plus business in it for Decca, the company will make the jump with no qualms. This is the studied opinion of two backfill and other Decca brass. Ted Wallenstein, Columbia chief who pioneered and put over LP, has stated on occasion that he would make any record the public wanted—back as the NAMM, Wallenstein also indicated that what he didn't feel was right in the 45 disk, he would uphold the right of any company to try to put year its product.

It's believed that if and when Decca and Columbia decide to make the jump to 45, they will do it simultaneously. That time is apparent not quite yet.

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AGVACHASE PIRATES

Police Action Against Thefts of Material

Berle's Pie Does It

(Continued from page 3)

Edie Friedman, who has discovered that new routines which they bought and showed for the first time had been taken at least by two or three of them who first bought the material.

The instances of stealing material are many and varied. Many man-agerians are afraid to show a new trick because they fear some new front who will steal it. Flash acts are equally hesitant about showing new bits because they might be lifted.

In some cases the special material and idea men are at fault. There have been cases where a writer sold material in return for a complete set, changed a couple of bits, and sold it to others as original material.

Universal

In the old days when vaude had its bit circuses, bookers stopped pirates from using borrowed material. Today the practice is so widespread it is almost unreported.

It has long been decided that there is no copyright of original material. But AGVA will maintain that usage, identification tags and bits lost recognition of performers' routines entitle the user to exclusive usage.

The protection program to be set up will run along the following lines:

AGVA will check all the material and will send AGVA's registered letter to be filed unopen. With it will be an accompanying letter advising AGVA that certain material is on hand. To file such various performers' routines the user to exclusive usage.

Arbitration Provision

In the case of any questions, all parties will be called in for an arbitration, and both parties will be asked to sign the agreement. Both parties will be advised accordingly. If any party persists in keeping the offending show, all shows may be pulled from the room.

Where special material writers are

(See AGVA TO CHASE on page 45)

Chi Carousel

Sale Falls Thru

CHICAGO, Dec. 3.—Deal for the sale of the Chi Carousel here fell through Wednesday (30) when a group of Chicagoans, headed by Dave Halper, dropped their bid of $100,000 for the property of Chuck and Bert Jacobson.

A report of the fall through was made by the Billboard that Halper and his associates are still mulling a new purchase, but no details are available. It is said the group has made an offer in the past for the property, but no details could be obtained.

New York:

The Palace, Youngstown, O., will have an eight-show set December 28, 27, 28, booked by Nat Friendly. . . . Lou (Latin Quarter) Walzer is in Chicago, making his last week at the plaza theater. . . . Kay Thompson may follow Edith Piaf into the Versailles.

Bill Lebow's International Hotel, Havana, is due to open in mid-January with a big show, same names as the famous Paris, to be put on by Boots McKenna. . . . Dorothy Lamour may go into the Rocky in the near future. . . . Hits of the Frik show November 22, 23 are in one of the few theaters without competition, too. . . . Sydney Goldman is the new house manager in the Radio City Music Hall. He succeeds the late Fred Groth who died last week.

The Lind Brothers, who closed at Ned Schuyler's Five O'clock, Miami Beach, November 29, were called back to reopen December 8. . . . Anita Turner is in from Hollywood to chump at Bowman's, on Sugar Hill. Plenty of agents are yapping about who's handling Sam Levenson. Sol Tepper set his cap date. Jack Kalcheim and Dick Henry set his Latin Quarter date.

Jean Carroll goes into the Paramount January 18. . . . Jan Murray is in town with his new act (for Tom Rooney). Julie Osinch's pants of a comic and his wife seeing Berle's picture prepared at least four tables at Lindy's. . . . A Detroit spot and a recently part of local sale paid off acts with rubber checks. . . . Margaret Truman got another offer. The Prince George Hotel, Toronto, offered her $2,500 to play the spot.

If AGVA persists in pulling out of Theater Authority in the East, they may try a battle with Theater Authority on the West Coast. . . . Phil (Penhouse) Resen and Paul (mayor's brother) O'Dwyer are dichering for the right. . . . Broadway Room. . . . Charles C. Perry, managing director of the Detroit Adams and Downtown theaters, has been elected chief baker of the Variety Club of Michigan for the 1960 term.

Here and There:

Latest week's tryout of shows at the Detroit Fox, closing Thursday (17), grossed $8,000. The show was titled "The Showman.". . . Charlotte C. Perry, manager of the Detroit Adams and Downtown theaters, has been elected chief baker of the Variety Club of Michigan for the 1960 term.

Walters To Stage Opener

At Havana Banquita Theater

NEW YORK, Dec. 3.—Lou Walters, Tepper Quarters owner, opened his first major show at the Banquita Theater, Havana, opening it December 1. The show, tentatively tagged Paris to New York, will be $25,000 and will entice a company of 100 plus a 25-piece band.

Some acts will be brought in from New York, and the show has a capacity of $7,000. Walters is holding auditions for girls. The entire cast will get round-trip air transportation. The show is running for December 26-30.

The gigantic Cuban theater, costing $3,650,000 for the Cloister, is reported to have a 1,000-seat capacity. . . . The show is expected to last at least two weeks, is being advertised in New York. Walters is holding auditions for girls. The entire cast will get round-trip air transportation. The show is running for December 26-30.

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The plan is to use the house for ice after the Walters show's run is over.

Perfection Clear!

PITTSBURGH, Dec. 3.—Dick Brown and a few of his company are going through the Carnival swaying wares, when they arrived in the city of Durante at the Copa and were told of a terrible job he was doing. Somebody asked what Durante was getting, and Brown replied that he was getting $7,500. "Oh," said Rummy Bishop, "I can understand that. Weeks. Durante's working in a seven-day-a-week town."
VAUDEVILLE REVIEWS

Palace, New York
(Thursday, December 1)

This one has a tough time starting. The first two acts set such a slow pace that subsequent acts have an uphill struggle.

Louis and the Olive Sisters showed themselves particularly pleasing. However, their pace is so_on to make it appear difficult. The act was practically nil. The trio from toot and using a steplike platform for their jokes. In another spot this act could be improved.

Rafferty's Okay

Ruth and Tom Rafferty, comic duo who have been under normal conditions would fraction on their success. There is a routine that is made to order with their all-Canadian style. The act is fast and right on cue. But it isn't until almost their few minutes that the audience gets to them.

Whatever sharper pacing the show from the Raffertys when Keye Luke came on. Luke did his standard Charlie Chan's No. 2 role. The routine with Luke's quiet humor and his names plus a number of Yiddishisms. His partner is the only of his chatter drew giggles, but over-all reaction was only fair.

Three Extremes do an act that is a combo of Low, Hite and an acrobatic one, much like the Minnivitch Rascals. The three (See Palace, New York, on page 49).

Palomar, Seattle
(Thursday, December 1)

The house has a near jackpot with its five-biller here, with customers to be packed all night. The opening chatter was only fair, but the local joke format about Klein's and the East Side are support able yocks, and his ingenious auto -matic双重 laugh-getter. He encored with a satirical impression of 5 Nazi-u-boat officers, and he'd braved it, but didn't appear at the second night.

Red Buttons is a clean comic with a easy-going manner and a genuine ability. His opening chatter was only fair, but the local joke format about Klein's and the East Side are support able yocks, and his ingenious auto -matic双重 laugh-getter. He encored with a satirical impression of 5 Nazi-u-boat officers, and he'd braved it, but didn't appear at the second night.

In the opening spot the Accranomics, three jazzy young lads, set the show's tempo high style. Their comic torping and frisky acro-nuts showed an shrewdness.

JUNE BUNDY

Orpheum, Los Angeles
(Wednesday, November 30)


Pat Rooney's first local appearance in the last decade was well received may be shorter, but he still does what footwork with the ease of a kid of home. He's still a legger as ever. His patter brought down the house.

Jack Spot's unicycle panto comedy opened to give the bill a fast kick-off. A 25-ct. show. Four shows daily. House booking, Bill, Beth, and the Three Bears show

The house has a near jackpot with its five-biller here, with customers to be packed all night. The opening chatter was only fair, but the local joke format about Klein's and the East Side are support able yocks, and his ingenious auto -matic双重 laugh-getter. He encored with a satirical impression of 5 Nazi 

John Fray's Ballad

John Fray balladeers well, the trio has been forced, per- forms the Jerome Kern song, "I Know I Can't Forget," his strong and call-back, "How It Likes You"

The Cuban duo de La Roche and Riquelme is well cast. Their voice for vocalizing (of which there should be much less) to dance is negligible. On the positive side the ceremonial dance, the ballad, and a song with a very clever ending and with a convincing semi-classic finish, was well. They played "A Dream Back from Alaska," terps well in a skilful pop medley. They were good, with the leading delivery of Lima's Back In Town. But it's the Weaver clan that has the secret. They even outshine Mule Train.

Pic, Sword in the Desert, and Sue.

The poor use of stage misfortunes hurt the evening's performance. The 

Oriental, Chicago
(Thursday, December 1)

TV and recording ace Al Morgan highlights this two-weeker with a well-earned decision. Morgan has come a long way since his first step here two years ago. He has developed a sense of timing in emceeing and a presentation quality that makes his pianistics sparkly. His keyboard ele-vator style, with dramatic use of his right hand while his left does the accompaniment, makes his work outstanding.

Altoni Bonnie Baker works locally very few months, she always comes thru with some new material. On this one she has dressed up her medley disk and added a couple of newies, each getting big hands.

The Antelkes (three girls, two boys) show a nifty act, using various length shoulder poles for different tricks. The high roof was the two gals simultaneously doing balancing step the pole.

The Barley corn's stand is not very busy, with a few sidemen doubling on guitar and drums, Smith Howard's vocals.

Pics, Ann Lucario and Johnny Sippel.

JUDY CANOVA

AMERICA'S NO. 1 COMEDIERNE

Olympia, Miami
(Wednesday, November 22)


David Street, vocalist, and his wife, Mary Beth Hughes, are the headliners at this Miami engagement. They are well-known comic duet, which doubles as emcee, is already added.

The Youngmanh Styles required lots of pressing. Styles pressed, and it paid off to play fast and of line on a for a short East Indian dance bit that argued into a smooth intro (See Romy, New York, on page 46).

Palomar, Seattle
(Thursday, December 1)


The house has a near jackpot with its five-biller here, with customers to be packed all night. The opening chatter was only fair, but the local joke format about Klein's and the East Side are support able yocks, and his ingenious auto -matic双重 laugh-getter. He encored with a satirical impression of 5 Nazi-u-boat officers, and he'd braved it, but didn't appear at the second night.

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NIGHT CLUB REVIEWS

Zuca's Opera House, Culver City, Calif. (Tuesday, November 29)

Well arranged room has recently gone back to entertainment, all music and the admission to the straight band policy. The current attractions consist of the Topmix band formed out of the Hollywood studio players. Piano, organ and guitar are the instruments used in the group. The group showed a good library of show tunes, pops and standards. Miss Bonner, who used to play in a band with Denny Davis, is also on the piano. Miss Bonner is an attractive, willing blonde who looks at home at the big band. What she needs, however, is a wider choice of melodies, preferably not in the same vein. When caught she stressed the need for style. It may have demonstrated her ability but do little to maintain interest.

Bill Smith

The Shelton Corner, New York (Tuesday, November 30)

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Bill Smith

Zephyr Room, Chapman Park Hotel, Los Angeles (Tuesday, December 1

Ruth Wallis and her tongue-in-cheek specially song material is great. Her lightness here, and vibrant personality is contagious and the audience comes from the start. However, chief interest is her songs and the manner in which she presents them. Accompanying herself at the keyboard, she offers a spin of the ancient original items that has them churning for more. Material, for the most part, is double entendre. In spite of the prevents the audience from getting too close. There is nothing Sublime in the Life of Riley, Hank's Just a Memory, Say Hello to Joe and Zacha Ain't a Party Member any more.

Mild Wallis originally recorded for De Luxe, but recently started her own label, Ruth Wallis Originals. Her Adagio's label is an indication of joying the store. Ditty had Zephyr Room patronizes fresh, double entendre lyrics pulling vocals. While her own accompaniment is very good, she well to surround it with a rhythm combo to get the best. 

Lee Zito

New 50 Policy For Phillly Click

PHILADELPHIA, Dec. 3. - The Click, same band city today operated by Elmer, has Gone Ganger, of New York, will launch a policy of straight bands and a gross of $500,000, with the additional cost of $1,000,000 in other improvements.

The entertainment policy will continue with name bands, but periodically a new act is ready set for the first month of the new policy, Freda Lane and Spike Jones.

Laugh with

BILL SMITH

"Comedy Impressionist"

CONNECTICUT STREET, NEW HAVEN, CONN.
MINNEAPOLIS, Dec. 3—Paula Drake, song satirist, is sitting out her twenty-first season as showman for Hotel Minneapo
is because the management refused to let her go on unless she changed her act.
Miss Drake was to open at the hotel's Flame Room last Friday (23), but after one song at the afternoon rehearsal, Tom Moore, hotel owner, said to the star: "It's the book," and the book said she was unsuitable. "Your material is too suggestive," said Conway, who is her husband. "I was a singer, but it was her agent, Miles Ingalls, who interposed.
Ingalls was out of town, but Joe Flauton, who made the sale, denied any misrepresentation. Conway asked us for the girl. Nothing was said about material. We didn't even introduce her to him. He came to us," said Flauton.
Jack Irving, American Guild of Variety Artists, who called in, ruled that Miss Drake was on a play or pay contract; even if the hotel didn't use the girl it had to pay her in full.

LINTON HOTEL 10th BLOW 2 OUTSIDE ROOMS & 1 DAILY SPECIAL WEEKLY RATES
AMERICAN LEGION NAVAL AIR NAVIGATORS
Successful Art Continental Cocket London
WALKING DISTANCE OF ALL THEATRES

ATTENTION ENTERTAINERS!
NEW parades. FRESH monologues. ORIG
dinal gags, comic songs, clever routines,
Odeon, music hall, lough-throwing
Billy the Kid, the latest sensational EMEC magazine.
Sub.
base.
endet.

Dia
tion.

ROXY, NEW YORK
(Continued from page 41)
for Chandra Kaly and her one and only group. The spot stayed on Kaly through, while he went thru his now familiar "authentic" East In
dian dances.
Los Gitan, three boys costumed to blend with the stage setting, did their act in showmanlike fashion, get
ting the effect of speed thru a jump
tyle act back to which they kept the

Ford thru his main Franklin and Judy act, including as Bunny, skunk, devil and dragon the Moppets in their
be
.

Dumb

 Gladys Score.
The Dumbbells, five boys decked out in tails and white gloves, went thru their pieces in first fashion. They came back after a break to present their "mass production" routine with snow flake, and a show
bit which acted as a lead-in to Merry Christmas Inn. The house line wheeled her on as a sit, with the entire production covered with confetti, with the Cangray song White Christmas while the five boys and the line stood on for applause.

Pic. Dancing in the Dark.

Judy.

AGVA TO CHASE
(Continued from page 42)
the creditors, AGVA has proceeded against them in courts. Where picture
companies use bille, they will have to deal with legal actions. Their
etmals are now being made with the Screen Guild (SAG) and other

talents in the associated Actort and Artists Union (Four A's) for joint action against
violators.

Holiday Ups Stem to 396G; MIH 125G, Roxy 60, Para 82
NEW YORK, Dec. 3—Thanksgiv
ing week got off to a good start, with the Six combo's house in the arm last week. Over-all take was $125,000, against $130,500 the previous week.
Radio City Music Hall (6,200 seats; average $6.50) went to $125,000 for its third week with Patricia Dane, Mr. and Mrs. Danwood and Their Fai
day Women. The previous week's figure was $110,000 after an opening week of $34,000.

The Roxy (10,000 seats; average $4.50) moved down from its second week of the Dick Contino show and Stewart Robbins. Previous week's take was $69,000.

Stardom (2,900 seats; average $4.50) took a big drop against its current week with the Desi Arnaz show and More Than Laughing. Palace (1,700 seats; average $3.75) moved up from $10,000 to $16,900, from $10,900. Roxy repertory, including the Poddel Hammon, Hank Simons and the Dian folk show, went up 1,000 to $27,000, from $17,000. Roxy repertory, including the Poddel Hammon, Hank Simons and the Dian folk show, went up 1,000 to $27,000, from $17,000.

The new bill (reviewed this issue) has been the Johnny Burke, six other acts and The Thruright.
**Columbia Presents 'City-Madam'; Highly Interesting Experiment**

NEW YORK, Dec. 3.—The Columbia Associates, experts in digging up rare Elizabethan dramaturgy, have been so fortunate as to have found a play, so far as is known, that has never been produced in this country. The university troupe in residence at the Brandon Matthews Theater for a week's run thru Tuesday (6). It is advised that Madam is believed by some conventionalists to be a version of a Ben Johnson opus (circa 1610). Whether it may, its format comprises a robust plot construction and character approach redolent of the old master. Commercially, a reporter would say that it has little to offer, save as a museum piece. But as an experiment, it is extremely interesting, as a bringing to life of a next-to-unknown script and the Columbia thespians have done a wonderful job.

Walter Thompson Ash's setting is worthy of any 90 stage, cleverly and simply constructed, white which, lighted from behind, can be seen to the background from exterior to interior, thereby bringing the audience into the complicated involvements of the plot. Milson Smith has arranged and staged the piece to catch its robust Elizabethan flavor, and Mr. Doll has dressed its actors with fine taste.

There are some good contributions performance-wise. William Bijur gives a most convincing performance as the villainous, grasping Luke Sutrose, who is seen by many critics sharply as his bedeviled sister-in-law, and Eleanor Mayes and Bonnie ONeill are impressive as the principals. Many others in a huge cast also do serviceable. They are all exceptionally well directed, and their progress with zest.

In sum, Madam is well worth a trip up to the Columbia campus. Bob Francis.

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**All 4 Philly Houses Skedded for Weeks**

PHILADELPHIA, Dec. 3.—As the season nears its midpoint, Philly-theater houses have finally hit their stride. With a heavy playload on stand on Gentlemen Prefer Blondes, possibilities are bright for all four to break solidly in. Some are counting on, for the next few months at least, after working to date on a scattered repertory.

December bookings promise to keep the legitimate theaters busy for the remainder of the year. The Forrest Theater gets The Rat Race next Wednesday (5) to follow Gentlemen Prefer Blondes, September and Smoke and the Philadelphia Story (for a run Monday, Dec. 5) to the Shubert, with the exit of Blossom Time. At the same time Blackstone takes The Deep Sleepers into Metropole into the Walnut Street Theater.

Tevye Troupe To Go South

PHILADELPHIA, Dec. 3.—The Maggie Tevye Repertory Company, presenting a program of operas in conjunction with the Pennsylvania Grand Theaters on tour, as well as the concert halls. The troupe just concluded successful stay at the Roosevelt House, with spoon Hall, presented by Barnard L. Sackett. The tour will cover Pennsylvania towns and then head south.

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**EQUITY LIBRARY THEATER REVIEW**

MY HEART'S IN THE HIGHLANDS

(Openings: Nov. 30, 1949)

**EQUITY LIBRARY THEATER**


CAST

Sloping (Buck Cavan) 
Bobby Tinsley
Buck Cavan (Buck Cavan) 
Robert C. Byrd
Fisher (Bob Alexander)
Paul Stavin
Pollack (Norman) 
Joseph Wilt傒
Jonny (Jack MacGregor) 
Daniel Read
Fisher (Bobby Thomas) 
Leroy Jackson
Sarah (Bobby Thomas) 
Wanda Pirk
Sisters: Strada
Mother (Mary Holmes) 
Mildred Sargent
Henry (John Tyler) 
Jack Tyler
Joan (Nancy) 
Barbara
John (Bob Sargent) 
John Sargent
Capt. Elbert (Marlon Brandt) 
Charles Brandt
Dr. Steedman (John W. Johnson) 
John W. Johnson
Chichester (Joseph Young) 
Peter Wills
Billy (Pete) 
Alfredo Nunez
Sloan (Pete) 
Aldo Nunez
Henry R. (Joe Brandt) 
Joe Brandt

ICE SHOWS


COMING UP

(Weeks of December 3)

Gentlemen Prefer Blondes (5) (6)

Metropolitan (5) (6)

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**Murtagh's Injury Delays Huddles**

NEW YORK, Dec. 3.—The meeting of the mayor's theater committee scheduled for Thursday (3) at the Shubert Theatre for a look-off, has been postponed until December 8, due to injuries received by Edward J. Murtagh, the Commission of Investigation John J. Murtagh. The meeting set-together by the mayor would have wound up its business of the investigation of the case of Mayor O'Dwyer in regard to putting both in the current ticket sales. It was hoped that the hearing would be held in the hands of the license department. It is now expected that the hearing would be extended until the commission and it's deputy, Edward J. Murtagh, are found well.

The commission and Mrs. Murtagh were involved in a head-on collision in Charleston, S. C., November (2). The Shubert Theatre committee has taken on the revival's direction.

Originally, Murtagh got into the act of directing and then when it was found that he wanted to concentrate on his act of directing, it was found that the other theater was presented, that they wanted to approach the Shubert's way of handling things, that the other theater was not having a good season. Sir Cedric is no newcomer to the Shubert's way of handling things, having acted a few roles in the London revival in 1928.

“Applesded” for Seattle

SEATTLE, Dec. 3.—The Seattle Repertory Playhouse has announced that the world premiere of John Ford's "Caesar" will be presented on December 29 at the Shubert. The musical, dealing with the story of the great Roman general, was taken over by Willard Huddles.

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**Amherst To Premie 'The Wind Is North'**

AMHERST, Mass., Dec. 3, The University of Amherst will stage another American premiere Thursday (6) thru Tuesday (13). The college's first production is British Peter Yates's very popular "The Wind Is North," concerned with the assignment of Abraham Lincoln. Last year, the college's production of the Donagh Macdonough comedy was taken over by Amherst's local Amherst production, he has been granted leave of absence from the National Rehearsal to direct the production in Amherst, where he spent last summer producing Academy Theater, Amherst's local Amherst will be taken over by Denis Johnson, Irish playwright.

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**Wanamaker Quits “Caeas” Direction**

NEW YORK, Dec. 2—Sam Wanamaker, who plays the staging chief at The Playhouse, has taken on the revival's direction.

Wanamaker has turned his attention to preparing the Chicago Look of Goodbye, My Fancy, which he originally staged.
Off-Broadway Review

THE GREAT BIG DOORSTEP

CLEANING UP, 2617

LENOX HILL PLAYHOUSE


Postwar Germany
In Drama for Stem

NEW YORK, Dec. 3—John Hunkemeyer, who has bought the Stem rights to The Life of a German Girl, has adapted Bialik drama about postwar political news, which the Abbe Workshop production, which the Abbe Workshop has made its first success after several weeks. He decided to return to his earlier work after many scenes and discussions of the Eastern conference and discussion of the most urgent theater needs of this area. Delaware, New Jersey, Maryland, the District of Columbia and Eastern Pennsylvania are covered.

Eastern Conference To Hear Derwent

NEWARK, Del., Dec. 3—Clarence Derwent, president of the American Theater Association, will head the list of delegations from the professional and non-professional theaters who will appear on the program of the Eastern Theater Association's annual convention to be held at the University of Delaware. He will speak on the "American Theater Tomorrow."

Invitations have been extended to the representatives of schools, theological seminaries, universities, and colleges for the spring. The program of the Eastern conference and discussion of the most urgent theater needs of this area. Delaware, New Jersey, Maryland, the District of Columbia and Eastern Pennsylvania are covered.

College Thespes Will Play at D. C. Sesqui

WASHINGTON, Dec. 3—Plans are under way to bring a series of university theater groups to the nation's capital as part of the "Summer Theater" program. The Washington State College Art Center Association, which includes several of the nation's top colleges and universities, has agreed to provide the financial backing of the sequoia commission. The program is scheduled to begin in the first part of the season and to continue throughout the year. Numerous major cast changes are expected after the experimental showcasing of new plays and the presentation of series of limited paid previews.

Canadian Revue To Repeat In Detroit—Opposition House

DETROIT, Dec. 3—There Goes Yesterday, Canadian-born revue, has been booked by Manager David J. Niederlander for a 10-day stand at the Lafayette Theater, 550 S. Wabash Ave. (8). This is a virtually unprecedented move, since the show has never been presented before in Chicago. The opening is to play at the Lafayette as a part of the "Summer Theater" season. Nearly a score of universities have already indicated interest in the Canadian revue, which is expected to be popular.

The revue has been presented mostly in the smaller Canadian towns, but it is hoped that the tour will be extended to other parts of the United States. The show is expected to open at the Lafayette on the 10th of the month. The cast, consisting of five women and eight men, will be on tour for six weeks. The revue is expected to be well received by the local audience.

Off-Broadway Review

THE GREAT BIG DOORSTEP

CLEANING UP, 2617

LENOX HILL PLAYHOUSE


The show has been well received by the local audience.

"Lil" To Close, May Return

NEW YORK, Dec. 3—Altho Dick Lipton, the original "Lil," who is at the Plymouth, producers Albert Furtado and Harold Leon are planning to take out the show, but the show has been well received by the local audience.

The show is expected to be well received by the local audience.

"Enchanted" Seeks Baxter

NEW YORK, Dec. 3—Jack Baxter, from the Canadian provinces, is coming to the United States. He has recently been seen in several successful Canadian productions, and it is expected that he will have a future in American theater. Baxter has been offered a contract by the American Theater Association, and it is expected that he will soon be in New York. The show is expected to be well received by the local audience.

One Treatment Beauties

Oral dental care for removal of your teeth's bacterial film. Treat with a 4% solution of sodium hypochlorite. Make sure your teeth are properly brushed. Leave for 10 minutes. Apply a paste of 0.5% sodium hypochlorite for 5 minutes. Rinse with warm water.

Ethel Colby Returns to Journal of Commerce Post

NEW YORK, Dec. 3—Ethel Colby returns to her post as editor of the Journal of Commerce, where she has been since 1960. She was formerly a reporter for the Post. She will be taking over the position of editor of the Journal of Commerce, where she has been since 1960. She will be taking over the position of editor of the Journal of Commerce, where she has been since 1960.

Clutterbuck

CRITTERS

The Clutterbuck, who has been back to drawing-room comedy essentials for Clutterbuck, True, has been noted for his steady, unpretentious style of writing, which has been praised for the way it brings out the essence of the piece. It is a simple, unpretentious style, but it is steady, unpretentious style of writing, which has been praised for the way it brings out the essence of the piece.

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CBS Is Grossing $17,575,000 Via Own Packages

(Continued from page 2)

25% away on Mickey Rooney, 25% on Sweeney and March and at least 35% on Studio One, which ran 60 weeks on radio without getting a bahnsweep. A third of the四川 months that Abe Burrows was on the web show cost CBS about $400.

However, some of these investments are recovered in part, at least Studio One, for example, is now sponsored in video. Life With Luigi cost CBS about $2000 but was just sold to Wrigley Gum for radio.

The extent to which CBS fills its air lanes with their own shows is shown by the fact that during the prime evening hours of 7-10:30 from Sunday thru Thursday 50 per cent of the programs being broadcast are owned by the web. This does not include Sing It Again, Saturdays 10-11 p.m., or Our Miss Brooks, Sundays 6:30-7 p.m., but of which fall outside the time period being considered. It is also evident that Arthur Godfrey becomes large in the CBS picture. About a third of the CBS billings result directly from his shows.

Then, too, CBS is on the book for an estimated $10 million a year out of Jack Benny, Edgar Bergen, Amos 'n Andy, Bing Crosby and Lina and Allen Green, four years to recapture that investment.

The list of CBS commercial packages and estimated gross time in billings for each follows:

Arthur Godfrey's Morning Show $15,000
Gitte and Pool $7,000
Lot's Pretend $7,000
Erte Pictures $6,000
Allan Jackson $5,000
Jack Rose $5,000
Amos and Andy $4,000
Our Miss Brooks $4,000
Edgar Bergen $4,000
M. Wayne $3,000
Arthur Godfrey $2,500
My Favorite Husband $2,500
Hit the Jukebox $2,500
Ring Crosby $2,000
Honeymoon $2,000
Penny Arcade $2,000

NATIONAL

"You My Love" Gets New Pub

NEW YORK, Dec. 3.—Jackie Gale is now recording for United Music pubhcity, a second publishing dicovered from Don Galloway to comhate the promising rhythm of this season.

Tho no licensing affiliation had been made at press time, the indica- tion is that the record will be released by Broadcast Music, Inc. (BMI), house. Gale originals, were published by Merit Music, a BMI affiliate. It was acquired by BMI when a 1950 deal was made.

AGVA To Get 50% Of Variety Clubs N. Y. Benefit Take

NEW YORK, Dec. 3.—The first major benefit under dual auspices of Artists (AGVA) and Variety Clubs International will be held at Madison Square Garden May 21.

The union will get 50 per cent of the take, the rest going to Variety clubs. The money raised, it is claimed, will be spent on special premiums for life insurance policies all paid-up AGVA members now due.

There will be a series of simul- cast events in major cities across the country.

FREE ANTENNAS

(Continued from page 13)

much as they now include stove, refrigerator or plumbing lines. The higher-priced apartments will offer TV outlets "free of charge" while the basic price, they say, is merely a surcharge for "connection fees" or a monthly charge for "main- tenance.

Free of Charge?

Edgar Jones, assistant manager of Pease and Eiliman Real Estate Department, one of New York's largest and most active builders, is building in this area will have a TV outlet in each apartment. But when each owner is adver- tised as "free of charge," the tenant is told he must pay for the set. It would probably be figured into his rent.

Foyer apartments which have recently installed conduits for TV are renting out at between $5 a month rent increase from ten-ants who have understood the promise. The offer of rent control has approved such an additional charge.

WTVJ-TV LIMITS

(Continued from page 6)

are told that even if kids listen to the story at any time they won't have school Saturday. However, several teachers are being invoked, but that each instance will be reviewed separately. All Changes are under consideration for several other shows.

Doubt is cast on the change after a meeting of the local radio council held a full-length discussion about TV mystery shows. He then decided, in consultation with the TV committee that the kids have an abiding in- terest in TV shows, to minimize their exposure. His was that the firm's girls at the Great Virgin in Medford, Ore.,

where both chucked good buh- ders of gum. "They were the only kids around and they wanted to be for a magic get-together.

Landrus the Magician plans a new show with his agent, R. Temple Blake, erewhitre magician, is restating and losing his voice. Landrus is set on a string of school and satura- dorium dates thru the Lone Star State.

MAGIC

By Bill Sachs

MAX TERRIBLE magician, vent- illage film star, phoned a "hello" to the magic world of last week (1), while en route for a tour of the East- terly... Harry King and Zorita re- ceived a benefit baquet at the Morrison Hotel, Chicago, last week. The Shire's Imperial Potentate, Joe Shire, was also present.

Previous commitments made it im- possible for them, however, to attend the Chi magic hrs at the Magic Round Table at Drakes', Restaurant, which was held Monday evening. The evo- sions in the past. King and Zorita recently played an engagement for the West India Fraternal Steamship Company of Norfolk, Va., in his magic program and lecture at the City Club last Thursday night (10).

L. E. (Rob) Collins posting that he's still battling it out Gen. Stephen W. Crosby, Director of the Circus in schools thru Missouri and Arkansas has returned Collins taught the Ringling Bros. on the cent St. Louis engagement and en- gaged in the Chicago edition, where he replaced Lloyd Friddy as inside lect- er and magician in the Ringling Bros. and Barnum & Bailey's performance of Dr. Gaffney and his "Fires of the Century." He is also the leading man in the Rooneys' "Fires of the Century." Mr. Gaffney's ac- centually... B. L. (Bob) Johnson scrib- bles from Pueblo, Colo.: "There are evidences of a revival in the magic world here around here. Ed Hunt is doing his side show and he is doing a pretty good job in a band. Merry Mysterious Vel- don, a cabinet maker by trade, is doing full evening shows in the area. He is working an old story and going over nicely. Gill Allen, who is a well-known magician here, has announced that he is going to go into the magic field. He features one of the best tricks of his calling. He is the one who is going to make a name in the magic world."

MILBOURNE CHRISTOPHER's seventh magic book, "Conjuring With Christopher," is slated to be released this week by Holdien's Magic Supply Co. and Circle Brothers are the third major magic supply house to have titles out. Rose's Diamond Horseshoe, New York City, also has a new book by Billy Bishop. "Harbin is cur- rently displaying his magical wares at the Seablue Hotel on the west side. Rob Nichols, at the Blue Sky Cabaret, Atlantic City, runs his magic show, "Circus Club, and Blonde Morgan, vent., at the Gai- cettv Theater. Florence Hanne- hoff, of 1963 E. River Ave., Portland, Ore., is anxious to contact Rollaie the Magician or others in the area. At the time she knew her father, the late Thomas Hannerhoff, she was a member of the operator and theater manager. Robert Emerson is in his third month with the Montreal's "Foolin' Around," which he has seen acclaimed as the best woods country of Canada. On Dec. 19 he was scheduled to depart the Great Virgin in Medford, Ore.

NATIONAL

Burlesque—By U.N.O

VICKI WELLs was the fea- tured strip at the Hudson, Union, last week. In her act was Evelyn Taylor who was the extra attraction with the Almst-Lawo- ral attraction.... Jack Mann, comic, is back on the burlesque circuit again. The burlesque circuit again. The funny male burlesque sence during which he played stock and niteries on the Coast. His indica- tion is that he will return to the "Merry Widow of Venus." Co-writer is Harry Braun, who has written some seven years spent likewise in Califor- nia... Four first circuit houses have asked to book the show for the usual holiday biz showdown. The deal takes in Boston thru December 2 to 30; the Gayety, Baltimore, December 9 to 18, 25, and the Grand, St. Paul, Dec. 3... E. The Lynch started rehearsing to produce Minsky's Folies December 3 for the San Francisco engagement... Chicago, to present burles of the back-up act, won't put out their Christmas cards of Jack Hayet, come at the Third Avenue Theater, December 16, with his new and unusual photoshopped variety.

T.B.R.A. and her Wine Bath are held over another four weeks at McVan's, Buffalo, N.Y. Detroit burlesque producer and the city authorities of the Avenue, which is to be replaced by a new and a top burlesque star which has been added is to be an- nounced. The new girl is said to be a $75,000 face- lifting. The change will take place in the May of this year. In the meantime, the Gayety will be closed from December 26 when Sam Carver vespers of the Independent Theater, Detroit. The male burlesque are: The Hampstead unit on the Circuit has, for principals, after the show, the Proven- maine, featured strip billed as "The woman with the 9000 hands," is extremely extra, graduate from the coast. All those in the N. Y. Louis, and Jack Murray, characters, straight, whose stepmother is Louise Carver, legen- dary. In the N. Y. Times, the "zebra" is listed. Zenas and Fifi opened November 22 thru two weeks at the Club Tro- qui, Louisville, thru Ross Russell, of Atlanta... Two recent death of former and current burlesque of those of Harry Evanson, comic of the former, was killed in an acci- dent on November 19 in Upper Darby, Pa., and June A. Stl., strip at the Chicago, thru the BRT, Brooklyn apartment where the cor- ner woman was living... Manager of the Grand, Dick Zeiser and Betty Detwiler, comic, are currently producing at the Dexter Maitland, horse singing and dancing at a soro."

NBC TV CONTRACT

(Continued from page 7)

is another is their change in eliminating sustaining programs. It is the in fact that NBC is continuing to pay the hefty coaxial cabling fees but at a barely absorbing a large percentage of TV's revenue. It may be that by their reducing them correspond- ingly for the affiliates.

WANTED

EXOTIC DANCERS AND STRIPS

For Theater and Clubs

A S. B. of T. to Bob Sharpe

MILTON SCHECHTER

127 North Dearborn St. CHICAGO 1, I. L.

buy & sell Christmas seals

help stamp out TB
Pic Exhibs Seek Demolition of N. S. Open-Air

ST. JOHN, N. B., Dec. 3.—Theatre Owners of Dartmouth and Sydny, N. B., have presented a petition to the Halifax city council to raze an open-air theatre and have the site turned into a park. The present theatre is now being used as a temporary summer home for the city's baccarat establishment from early July to late September. The city authorities have given the exhibitors permission to use the site for the present season, but the city council has been asked to consider the matter of demolition and the city's possible future use. The present theatre is considered to be a menace to public health and safety.

REPLIPPLES

LEON MCVETY has 16mm pix., around Chester, Pa. Credit

LOEW'S Pic and Vaude Show has tied up sessions in Ozone Park, Long Island, with an old-time variety act. Toby Flagg "and are booking starting 12-10.

Twombly Players are a new group, according to the Brandywine Drive-In near Philadelphia. They have arranging dates in Northern New Jersey. Giuseppe had screened various films in the Milwaukee area and will play about 40 stands in Western Pennsylvania.

Penn Players have reached the peak of their outdoor season by coasting and report good business. Chester Cobb has arranged a bunch of good cheap tickets to Florida thru the Atlantic Coast States. Cobb's brother, L. H. Cobb, is booking the trip. Gloria Charters has had a sellout in the Central Oregon area. He has shown a sellout of pictures of the same product, plus an extra show of popular films and has been very busy since February. Hyams has been busy with some show plans.

AL PITCAITHLEY, Carlisle, N. M., writes, "We were shocked to learn that our little theater has been in operation here in a recent issue about a number of old-timers in rep and tab show capable of "renting" the Murdock."

"The Murdock," writes LaMan, "certainly would be old-timers if they were not still in business. Ours is the one from which I initially got the idea of an outdoor theatre." He's also a big businessman. And, I'm no spring rooster.

"Someone over in Missouri wanted to know about Henry F. Fitzgerald, our old-timer inquiry in a recent issue about a number of old-timers in rep and tab show capable of "renting" the Murdock."

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scheil and, as a candy company representative, he wrote a weekly column on tent shows throughout the country. Grant was a member of the Michigan Showmen's League, served as its president in 1925, and for many years he wrote the weekly column for the showmen's magazine. A tireless worker, Grant had a great deal of knowledge about the circus business.

The funeral service was held at the Wasserfall-Burke-Rosenau Home in Detroit on November 28th. The remains were interred in the Forest Lawn Cemetery in Detroit.

In Memoriam

ARTHUR C. GRZANN
November 23, 1949

MEMBER
MICHIGAN SHOWMEN'S ASSOC.
**Advisory Note:**

- The document is a newspaper from The Billboard magazine, dated December 10, 1949.
- It contains various articles, news, and advertisements related to the entertainment industry, specifically focusing on fairs, conventions, and other events.

### Articles and News Highlights

**TRADE SHOW TABS PIZZAZZ**

- SesquiMidway Shaping Up at Liberty Bell
- Break Ground Next Month

**LAFE Hears Gooding Recommend Annuals Have Two Kid Days, Reasonable Concession Charges**

- CHICAGO, Dec. 3.—Reasonable concession space rental, two free days for exhibitors, and reduced-priced gate tickets by fair were urged by Floyd E. Gooding, Columbus, O., ride operator, at the annual convention of the International Association of Fairs and Exhibitions (IAFE) here this week. Speaking on “The Carnival Owner’s Point of View” and a “Fair Deal on the Midway,” Gooding also recommended that night groundstand shows be scheduled so that they do not run until late hours and also that fairs provide blacktopping for midways.

**Opposes Over-Booking**

- “Do not overcharge for concession space,” Gooding cautioned: “You may take too much for rental!” the public is conceded, but why get it back by some—how and charge a reasonable fee and insist that the public be treated fairly. I think it is a mistake to overbook, anyway,” Gooding continued. “Rides, shows and concessions are attractive and create a carnival atmosphere and are doing a business. If there is little patronage, they are unneeded and, of course, do not make money, which is an unhealthy condition.”

**Name Sellner Prez of AREA**

- Conklin, Batt, Huedepohl talk at annual meeting—Uzzell renamed secretary

**Baker Elected IMCA President**

- McIntosh Veep

- CHICAGO, Dec. 3—C. G. Baker, Oklahoma City, was elected president of the Iowa State Fair Association (IMCA) at the annual meeting of the group here Monday evening. A. A. and Frank R. Rehm, E. P. Goodding and J. Renneke were elected vice-presidents.

**Convention Chit-Chat:**

- Illness Forces Art Briese to Miss First Contab in 34 Yrs.

**Art Briese**

- of Theaurile-Duffield Fireworks Company, missed the meetings for the first time in 34 years. His doctor ordered him to remain in Florida for a few weeks to recuperate from a recent appendectomy. His wife, Hartha, is with him. They plan to return to Chicago Saturday (16).

**Mary Ward**

- daughter of William V. Laken, former promotion manager and one-time manager of the Illinois State Fair, Springfield, Ill., is in Chicago in his efforts to sell the “Typical Farm Family Contest to other fairs. Gashed in side thigh, length blue jeans and a plaid shirt, he attended buttons with the words “Typical Farm Family” on main male coat label.

**J. C. Weir Jr.**

- now matriculating at the University of Chicago, Chi. See Convention Chit-Chat page 34.

### Advertisement Highlights

- **$5 Mil Sales Total Likely**

- Predicted buying slump fails to materialize as exces spring for kiddie units.

### Miscellaneous

- By Jim McHugh

- CHICAGO, Dec. 3.—Record sales werechalked up by a big percentage of the exhibitors at the Outdoor Trade Show, at Chicago’s Congress Hotel, sponsored by the Association of National Amusement Parks and Beaches (NAAPB) at the Hotel Sherman here November 23-25. This year’s show, together with the popular jelling of multiputier deals before spring, now must equal at least the $5,000,000 handle that has been credited to the show in recent free-spending years.

- An estimated 4,400, park and carnival men attended the show during its four-day schedule, a number that has not been equalled in years.

- The curtailing spending on the part of many carnival ops reflected the snaps that were determined this year. Presumably park men were in a bet- ter position to buy since their takings (See Trade Show Tabs on page 56)

**350 Attend SLA Memorial Rites**

- CHICAGO, Dec. 3.—An overflow crowd of 350 showfolk attended the annual Showmen’s League of America memorial services in the Bal Tabarin of the Hotel Sherman, Sunday (27). The services were directed by co-chairmen James Campbell and Ed Segner.

- The Bal Tabarin program included an organ prelude by Gerald Grossmont, the Oxford Quartet singing The Holy City, the invocation by Rev. A. Bohn, the Oxford Quartet singing The Lord’s Prayer, an address by Mr. C. J. Buehler, a short talk by Phil Cock, chaplain of the Missouri Showmen’s League, and a rendition of Thanks Be To God by the choir. The presentation of the colors was made by the Missouri Showmen’s League of America Post, American Legion, and tape was sounded by members of the Harold Tabor Post, American Legion.

**Morris Lipsky**

- New SLA Prez: Levy Officeates

- CHICAGO, Dec. 3.—Morris Lipsky, owner of the Johnny J. Showmen’s League of America head office at 402 S. Wabash Ave., was installed at the League meeting Thursday (1). Night. Installing officer of the new president was C. C. Levy, third vice-president; N. D. Sullivan, third vice-president; W. F. Bassinger, third vice-president; D. Davidson, Fred B. Steinberg, David H. Davidson, Fred B. Steinberg, Edward Sebold, and Franklin H. Grossmont, David R. H. Grossmont, David R. H. Grossmont, David R. H. Grossmont.

- Morris Lipsky on page 64
The TILT-A-WHIRL Ride

Outstanding for
Public Appeal * Stability
Good Quality * Portability
High Class * Earning Power

SELLNER MFG. CO.
Faribault, Minnesota

NEW KIDDIE RIDES!

NEW KIDDIE RIDES... $1,595.00 and UP

Factory Built—Sturdy—Portable—Low Price and Fully Guaranteed
KIDDIE SPEEDBOAT RIDE KIDDIE CHAIR RIDE
KIDDIE AUTO RIDE KIDDIE PLANE RIDE
KIDDIE PONY BUGGY RIDE

FOR SMALL LAKES 8 FT.

SINGLE AND DOUBLED BUCKET BOATS

These Passengers Electric Runabout Boats


MAR-CRAFT, INC. CLARENCE, NEW YORK
Route 5—12 Miles East of Buffalo, N. Y.

C-CRUISE

C-CRUISE CORPORATION

SEVENTH & MULBERRY AVE., SALEM, VA.

Thrilling New Flying Disc • Kiddie Jet Airplane Ride • Kiddie Trolley Street Car

BISCH-ROCCO AMUSEMENT CO.
FLYING SCOOTERS
PORTABLE — STATIONARY — ELEVATED

For Sale

NEW CAST ALUMINUM
KIDDIE RIDE HORSES

The FOR SALE

FOR SALES FOR SALE FOR SALE

Merry-Go-Round Merry-Go-Round Ferris Wheel

These rides are brand new. The 1950 model has 80 jumping horses, made of aluminum. The running belts are rubberized, well lubricated. Inside and outside beautifully decorated. The rollover is a 30 inch, self-regulating. Outside and inside beautifully decorated. Portability is provided. Prices vary from $1,000 to $5,000. Details can be had by contacting the manufacturer.

FOR SALE

ARCHES
For Sale

Not for Sale

FOR SALE

52 GENERAL OUTDOOR

The Billboard December 10, 1949

Close-Ups:

NSA Proxy Jack Perry Broke Into Showbiz Just 10 Years Ago

By Jim McHugh

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

Ten years ago Jack J. Perry had no thought or knowledge of outdoor show business. He was in New Orleans at the time working on a newspaper and studying journalism at night and more or less content when Roy Jones, working the advance, painted a pretty picture of a circuseshow biz and told Jack that the Biskoon Shows could use a man of his abilities. A trip to St. Louis and an interview with one of the Velare brothers, then with the Royal American Shows, proved otherwise, but the record would seem to indicate that a good bet was passed up because in the decade that has passed executive ability. He received too

Hired by Bockus

Curtis Bockus, currently general agent of the James K. Strasik Shows, was then general manager of the Zucchini org. Bockus gave him a job handling guns on the advance, and Jack did a creditable job. It was more than a job to Jack because, he says, the experience he gained from working in association with Bockus added up to the best possible grounding in the fundamentals of the business.

Jack took only long enough to pack his bag when progress beckoned. In 1943, two years after he joined the Zucchini outfit, he went with P. S. McLaughlin as special agent. At the end of that season he met W. C. Kaup at the New York State Fair meeting in Albany and went to work for him as general agent. He remained with Kaup from 1943 thru 1947 and became assistant manager to Russ Owens when Kaup died.

Bought, Sold Rides

During his tenure with the Kaup unit, Jack invested his winnings in rides and resold them whenever it was possible to make a buck. During the same period he became interested in the opportunities presented in the

(See NSA PREXY JACK PERRY on page 67)

AMERICAN DERBY

New 1950 Models now available!

Powerful new unit game, designed for the professional concessionaire. Convenient terms arranged. Full write today for complete information and prices.

KING AMUSEMENT CO., MI. Clements, Michigan

NEW KIDDIE RIDES

KIDDIE AIRPLANE RIDE

a Plenty of flash and speed
b Terrific spring power
Field drive gives push-butter operation
Also manufacturers of Adult and Kiddie Chariots, Ocean Wave, Kiddie Boat Rides, Wind, wire, phone for literature.

SMITH & SMITH
Springfield, New York

FOR PROVEN MONEY MAKERS

Let me show you how to make money with these - proven money makers for 1950.

1. KIDDIE AIRPLANE RIDES, for big money. Manufacture will start in early spring. Orders will be filled to coincide with the seasonal opening.

For Full Specifications - Address:

STANLEY JOHNSON MFG.
5040 N. W. 47 STREET
MIAMI, FLORIDA

OUR WHOLESALE PRICE LIST

KIDDIE rides for Kiddie Land stores

Fountain City, Ind.

STOCK TICKETS

A list of men miss their worries, cooking when they eat.

Manufacturers of TICKETS

of every description

TCTOLO TICKET COMPANY

11607 Erie St., Toledo, Ohio, U.S.A.

1949

Table of Contents

FLYING BOAT

FOR PROVEN MONEY MAKERS

APRIL

MAY

JUNE

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NOVEMBER

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1949

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1949
Talent Topics

Louis and the Oliver Sisters, next hand-to-hand act, and the Extremes (3), a melee act with an exceptional tumbler, are on the new bill at the Prince, New York. Prosko's tigers are playing Sunday matinees at the North Miami ( Fla.). Zoo. . .

The Two Atlites, European sharp-shooting act, were televised over WENR, Chicago, December 4.

ASTRO FORECASTS

All Readings Complete for 1949
Crystal Ball Dept. imported

On paper or in stones:
Eli. 9 inches: 8-15
Raphael: 4 inches: 9-7
Savoy: 8 inches: 9-10
Kaz: 12 inches: 9-15
Dusty: 12 inches: 9-14

And Special Forecast for:
Eli: 7 inches: 9-16

PRINTED IN THE STARS'
Production: 27-5
Physicist: 27-4

FORECAST AND ANALYSIS: to Peetry

Cover: 7

Summarized in each of the above 4 times for $2.00

NEW DREAM BOOK

On paper, 3 cents Painted and Faded Color Posters for 4 cents.

Answer All Queries. Looping Numbers, etc.

Ring Cards, Illustrated Pack of 30, $1.00

BRAND NEW: 12 inch: $1.10:

CAUGHT All: Modern Size: 12 inch: $2.50

SIMPSONS & CO.

1 West Jackson Blvd.

CHICAGO 4, ILL.

Send for Wholesale Prices

MODEL 120 FLOSS MACHINE

DIRECT DRIVE $275

MADE BY WORLD'S LARGEST MANUFACTURER OF FLOSS MACHINES

CONCESSION SUPPLY CO.

1914 SECOR RD.

TOLEDO 5, OHIO

Dullan's Boxing Cats are at the Olympic Miami.

The Disciples, Fio and Winard, are on the Republic Pictures lot in Studio City, Calif., for a part with their bicycling-riding act in "Winter Quarters," a Technicolor film starring Roy Rogers and Dale Evans. Deal was set by Raynor Leib, of the Bert Levey office. Shooting of the act started Saturday (3).

Robert B. Stewk's "Cavalcade of Stars" is in London, O., after closing a 21-week tour. November is in St. Thomas, Ont., and Renee, who recently were at Orpheum theaters in Los Angeles and Oakland, Calif., will play theaters in Washington and Baltimore during the Christmas holidays.

Mickey Sullivan advises from Worcester, Mass., that his Circus-Rodco Band played and that he emceed the Frank Wirth Circus date in Portland, Me. He says that he has contracted to lead the band at the St. Louis Police Show starting April 28 for 17 days. He also holds contracts for the Hartford, Conn., and Syracuse and Binghamton, N.Y., Shrine circus dates. During the Portland date and the Kayo celebrated Mrs. Kayo's birthday by playing back to back in her shows. In attendance were Jean and Elden Day and company, Frank Cromwell, Mr. and Mrs. Frank Hip Raymond, Jackson and company, Walter Nielsen, the Equine Trio, Laddie Lamont, Ann Gibbons and Dina Melden, Mr. and Mrs. Marion Wallack and son and Babe and Shelly Jackson spent Thanksgiving Day presenting their acts for personnel at Indianapolis. From the Hoosier capital, Jackson headed for Parkersburg, W. Va., where he will play a Radio circus for Jimmy Heitzer. The Wallicks remained in Indianapolis to play holiday dates.

Lou and Elvis Christensen, of the Aerial Christensens, were in Chi- cago for the annual outdoor conventions. Don Francisco, wire walker, presented his act on the Columbian Broadcasting Company's television network show, "Toast of the Town," November 27.

Marjorie Towson, formerly with the Young Nelsons, aero and Rifle act on Cole Bros. 'Circus and for the last four years holder of the fast check concession in the Whittier Hotel, Detroit, writes that November 21 a movie was shown over TV of the performance of the 1941 Cole Bros. Acts shown included the Voice Troupe, Adolph Delbog's Liberty House, John Smith with White Cloud, Freddie Freeman and Otto Gribbling, clown fight; Betty Rich, aerialist, and Dorothy Herbert and Jean Allan working the bulls. Harry Thomas was the announcer and Vic Robbins band leader. The Los Gatos, Latin-American acrobats, are at the Roxy Theatre, New York.

-Xom and Betty Waters, aerialists, are at the Empire Theater, Newark, N. J.

Gracie Orton writes: "The Orton act reported sailing for England is not the Aerial Orton act starring Ted and Doris Liedtke, who are billed as the Sensational Ortons." The Sky King, away solo act, recently visited Ricardo and Gracie Orton in Adel, Ia., and while there took delivery on a new 131-foot pole. Following his visit in Adel, the Sky King left for a vacation in Texas.

-Charles and Peggy Kiln, an aerialist act, have a two-mile fair season at the Fair of Texas, Dallas, worked the Shrine show in Fort Worth. They will open their indoor season January 2.

Eyerly HEADIN' YOUR WAY!

3 New Kiddie Rides

Baby Fly-o-Plane

also

Octopus

NOW OPEN — Eastern Sales Office

J. Lee Cuddy, Sales Manager

470 N. E. 52ND STREET

MIAMI, FLORIDA

PHONE 78028 Y

SALEM

OREGON

MIAMI
Carny May 1
At Manchester
HARTFORD, Conn., Dec. 3—The
first carnival of the 1950 season is to
be held at the Dougherty lot, according to Paul Cer-
vin, representing the Manchester Fire Department.
In the midway, he said, will feature an
ice revue, rides and concessions, but will
not have gambling or Girl Scout programs.
Name of the carnival was not announced.
Trade Show Tabs Peak Biz: $5 Mil Sales—Total Likely

(Continued from page 51)

on the whole were generally better, with some ops even reporting sizable increases over 1948.

Kiddie Units Big Sellers

Kiddie rides accounted for the bulk of the sales, indicating that ops are convinced that the bonanza accruing from kiddie rides is here to stay for several more years before the war babies outgrow the scaled-down models. A new group of operators, some without previous experience in the outdoor amusement field, sprang up throughout the country. A definite attraction is the fact that the job pays for making a kiddie land is still only comparable to the cost of many single major rides.

With a record number of exhibitors on hand, competition among manufacturers, especially those featuring kiddie units, was especially keen. Even so, all representatives said that they were well pleased, and not a little surprised, at the business done in kid's instances for reports that they had come here prepared to encounter a strong resistance tobuying. They credited the top sales to the fact that ops are now faced with the necessity of stimulating new and continuing patronage.

94 Exhibitors

The size of the Bloom's show also set a new mark. Paul H. Hueploehl, NAAEPB executive secretary-treasurer, said that the trade show would occupy 145 booths as against 78 exhibitors occupying 127 spots in 1948. The show was sold out six months in advance of opening and approximately 40 applicants for more space had to be turned down for lack of facilities, Hueploehl said.

The John Davies Award of the American Coin-Operated Equipment Association (AREA) for the "most meritorious exhibit of a device of amusement equipment or supplies" again went to the Allan Herschell Company, North Tonawanda, N. Y. The Herschell display featured 12 rides, equally divided between kiddie and major units. The company's new Whiz Bang, in the $17,500 class, cre-dited for being the most attractive major-classification, as did the Sky Fighter and the Kiddie Buggy Ride, a new juvenile unit. This firm's sales reps alone signed contracts for about 50 machines.

The Charles S. Wilson award for the "most meritorious exhibit of a device of amusement equipment or supplies" went to Mr. & Mrs. Newman, New York, manufacturers of animated displays. Last year the award was won by the Blevins Popcorn Company, of Nashville.

New Kiddie Unit

The award for "the most meritori- ous new device exhibited" went to Fly & Harwood, of Memphis, for their new kiddie fire engine. The machine in the truck unit is powered by a Crosley car. Because it does not require a track, it can be used almost anywhere and also furnishes its own transportation. Apparatus was in 19 rides, which sells for around $3,500, were signed here. Last year the award was won by Everly Aircraft, of Salem, Ore.

The Exhibit Company won for the "most successful exhibit dealing in games and/or arcade equipment." Exhibit reported business far exceeding expectations.

This year's show was widely credited with being the finest made by the parkmen. By the very nature of its offerings it contained considerable variety and its exhibits were diversified than ever before. Similar exhibits did not win the award this year.

Cola Units Plentiful

Noticeable this year was the inclusion of multiple coin machine units, both of the arcade and independent unit types. All operators reported considerable interest and great pros- pective sales. It will take some time to document the latter since many of its machines will be delivered thru distributors and jobbers.

That business generally is still comparatively good is evidenced by the fact that all manufacturers queried indicated a reluctance to extend credit to any but the biggest customers. General representatives indicated that the extension of credit promiscuously, as was so frequently the case in the pre-war era, would have resulted in many more sales.

Many New Units

Manufacturers, faced with the necessity of stimulating a declining market, presented a number of new units with calculated grossing po-sibilities. New units, besides the Allan Herschell and Fly & Harwood produc-tions included Everly Aircraft's Kiddie-Midget and Kiddie-Plane, both juvenile units; Bish-Bocco's Jet

Kiddie Rider; a miniature Bug Ride produced by R. E. Chambers; William de L'harpe's speed boat; Jordan Enterprises' Squid Presso Ride and the Blevins Kiddie Circus Ride manufactured by the Prestol Amusement Ride Company.

For a change, manufacturers apparently were not confronted with a scarcity of necessary materials, with every instance producers admitted being able to supply units within days.

SANI-SERV

Continues

DIRECT DRAW

DARY

FREEZER

WRITE FOR FREE ILLUSTRATED BOOKLET

FREEZE THOMAS

Mfg. of Easy-Way Freezer and Equipment

GENERAL EQUIPMENT SALES, Inc.

814-824 E. 16th St.

Indianapolis 2, Ind.

"CUSTARD KING"

America's Foremost

Continuous

Machine

America's Finest Snow Cone TENTS—SHOESIDE BANNERS

in STOCK—NEW 1


Bernie Mendelson—Charles Driver

Electric Candy

FLOSS MACHINE CO.

302 Twelfth Ave., S.

Nashville, Tenn.

"America's Finest Snow Cone"

TENTS—SHOESIDE BANNERS

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Electric Candy

FLOSS MACHINE CO.

302 Twelfth Ave., S.

Nashville, Tenn.
Desjardins Preps For Puerto Rico
SAN JUAN, P. R., Dec. 3—Pete Desjardins, pro swimmer and producer of aquatic shows, is preparing a big water show for the opening here of Puerto Rico's new $4,000,000 Caribe Hilton Hotel next week. The show is set for two days, Friday (8), and Saturday (19).

The aquacade will take place in the hotel's big swimming pool and will feature fancy and comic diving, ensemble numbers and specialties. Among those set to appear with Desjardins are Mrs. Allan Riggins, swimming instructor of the hotel; Carlos Fernandez, Frank Snary, Betty Ball and Kurt Neunzig, diving champs, and Joy Pistimmons, water ballet swim champ.

Carnival Routes
Send to
2109 Patterson St. Cincinnati 22, O.

(Horses are for current week when no dates are given. In some instances possible.
Horses are presented for free and not, at any time, for free solicitations.

SALES - Enclosed: Tents

Promoted sales of previously unknown tent line.

Write for free list of sizes and prices.

PEORIA TENT AND AWNING CO.
611 Franklin Streeet, Peoria, Illinois.

BIG TOPS! TENTS! FOR EVERY PURPOSE
MADE TO ORDER
MADE TO ORDER
SPECIAL OFFERS
SPECIAL OFFERS
BLACK FRIDAY WEEKEND!CHAPTERS!

CIRCUS CONCESSIONS CIRCUS
CIRCUS CONCESSIONS CIRCUS

Our most sincere thanks to all of you who visited our booths at the
N. A. A. P. B. CONVENTION

We certainly appreciate the splendid comments and confidence expressed in
EXHIBIT'S new ARCADE EQUIPMENT
by the many orders placed with us.

EXHIBIT SUPPLY COMPANY
4218-30 West Lake Street
Chicago 24, Illinois

PEANUTS POPCORN SUPPLIES
TOP POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE
Five Sizes Boxes—Complete Line of Supplies—Snow Flakes Snow Cones—All Makes Ice Shakers—Snow 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.
MATTY MILLER
221 N. Second St.
2200-14 Smallman St.
Philadelphia 6, Pa.
Pittsburgh 1, Pa.
316 S. Church St.
Los Angeles 21, Calif.
Charlotte, N. C.

TENTS

For Horse Bowl Football Game, January 23

WANT

WANT TO RENT PORTABLE BLEACHER SEATS, NOVELTIES FOR PARADE AND DECORATION OF MANS HOUSE TO BUILD AND COLOR

WANT

SHIPS, LOG INLET AND CITY BEHIND THIS. Largest Event in the State.

WANT

BEN BRAUNSTEIN, Mag. Dir.

HORSE BOWL COMMITTEE. ZARFIBER HOTEL. CANDY, S. C.
MACON, Ga., Dec. 3.—This city's 17th annual Shrine Circus, which ended its last day on Tuesday, was a winner, all attendance and grosses were considerably off from previous years, according to Arthur Sturmk, manager. Biller Bros.' circus personnel believe that entertainment at a straight salary, came out with a comfortable margin if it is carried out in the future. Attendance and grosses were considered privileges and sales proved satisfactory.

CIRCUSES
December 10, 1949

L. Cristiana
Directs King
Ga. Quarters

Four Bulls Added

Sherman’s Sawdust Shavings:
Officials and Fans Turn Out
For Chi’s Outdoor Meetings;
Tommy Thomas Ankles Big One

MACON, Ga., Dec. 3.—Lucio Cristiana
arrived here last week to take
charge of King Bros. Circus quarters
in Macon. He stayed over the holidays.

After the King show's close in
Dumas, Ark., the Cristiana family
moved to the Curtis Bros. Circus
in Kansas City, Mo., after which they
motored here.

Arnold Croley, King show trea-
ser, went to the Chicago meetings.
During the Shrine Circus run here
last week Lorrie visited his cousins
who have appeared this season
with the Biller Bros. Circus.

It was reported that Cristiana
recently purchased four young bulls
at Robson Bros. Circus and that
they have been estimated at $18,500.

The bulls originally were bought
by Rons. A. Thomas, manager of the
Circus in 1946 and trained by Mac
Sawdust Croley.

Croley is expected back here soon.

Frank Stewart, Jr.,
Once Press Agent,
Dies in Okla. City

OKLAHOMA CITY, Dec. 3.—Frank
(A. Doc) Stewart, who turned his back on a newspaper career, died Thursday
(1) in Wesley Hospital here following
a long illness.

Stewart had just finished presiden
tial studies at the University of Waco,
Texas, and joined in 1904, the first circus publicity job with
Campbell Bros. He had been
in the circus business for 18 years.
He also worked for Sells-Floto and Ringling Bros. for
many years.

In 1923 he established an outdoor advertising business here. He kept
his interest in the business and wrote
The Sawdust Ring column for The Billboard for many years. He was
associated with the American Press Agents in Canada, and
began his career as a showman in the winter
quarters of the Ringling Bros. and Barnum
& Bailey. He was the first of such exhibits to advertise
that "credit travels with you."

George H. Grant, Jr., manager of
the Big Circus, was a big user of
press agents. He did not miss the
sale of such quarters to the Russian
circus that "credit travels with you."

The wagons, carrying circus publici
ty, were built around the middle of
Barlow, but the figures, made
special with red and white, were exported to
Australia and Germany. Ringling
press agents and photographers were
used to help get publicity for the window display.

BINGHAMTON
Plugs Sarasota
Winter Quarters

BINGHAMTON, N. Y., Dec. 3.—
Donald D. Mohr, manager of the Cred
it Circus, is using a big window display to plug Sarasota. He
was the winter quarters of the Ring
ing Bros. and Barnum & Bailey circus as part of such exhibits to ad

Einar Browne, a member of the Sarasota
crew, was the only member of the crew in the window display.

Binghmanon, among other things,
imported circus wagons for press agents to use.
Miami Stand Proves Okay For Ringling

Two Days Excellent

MIAMI, Dec. 3—The three-day trial for Ringling Bros. and Barnum & Bailey, the finale of the season, proved okay. Opening day (Wednesday), was light,orging only a half house at the matinee and a three-quarter night crowd.

Thursday (24) gave with a three-quarter matinee and a full one at eight, while (25), the best of three days, registered two full ones. Weather the first two days was perfect, but Friday it was cold. Show moved into its winter quarters in Sarasota. Some Ringling acts are scheduled to show later this month in Havana.

Under the Marquee

Walter L. Main, of Geneva, O., is vacationing at Beachwood, W. Va. . . . Glen and Mimi Tracy, of Cincinnati, who are showing their circus paintings at Miami Beach, will leave for Sarasota December 10. They saw the Ringling matinee Thanksgiving Day. . . . Wixom Circus Menagerie, featuring Santa Claus parade put on by the Neibs Griswold Company, Cincinnati, at Logan, W. Va., drew a big crowd. . . . Bill and Jackie Wilcox, formerly in the adventure department of Cole Bros., and the past season with Dainty Brigs are to Hot Springs for the winter. Bill is taking the baths and Jackie says she is just a tricycle, a ventriloquist. John Kreis, former turner, who gave up circus life to study electricity, is retiring. He has built a home in Hanna, across the street from Paul Jung, of the Ringling-Circus department. Also Brown Bobby Burns, contracting press agent with Bailey Bros. this past season, again will winter in Daytona Beach, Fla., and will be found around the Ringling and Elks Club. He attended the outdoor convention in Chicago. . . . Howard Ingram cards that the Ameri-Congo Expedition has closed due to cold weather and is now in quarters at Sarasota, Fla. . . . Harry DeDio and his dogs and clown were in Macy's Thanksgiving Day parade in New York, being on a float rigged out as circus ring. Dogs were picked up by TV as parade moved. A visit to the Macon, Ga., Shrine Circus last week completed the fall season schedule of Paul M. Conaway, Macon, attorney, who has been in more than 50 circuses and carnivals. Circus visits included Roy's One-Ring, Spartan Bros., Dainty Brigs, Ringling-Barnes, Mack Bros., King Bros., Biller Bros., Hamid-Morton, Polack's Eastern Unit, Blue, Hoxie Bros., and Clyde Beatty.

During the recent Hamid-Morton Circus tour at Atlantic City, Vincent L. McReavy, promotional director, and Howard T. Bary and Howard M. Schaefer, two of the most successful of the professional staff, spent several days in New York City, tours are to the 1950 itinerary. Following the confab, Lillian and Vernon McReavy made the trip to the West to handle another promotion for the Memphis Al Chryna Shrine Circus. Temple show moved to his home at Buchanan, Pa., for a vacation before going west on a short run trip, and then went to his home at Charlotte, N. C., until the first of the year, when he will handle several Eastern H-M dates. At the close of the Atlantic date Morton returned to his home in Miami Beach, Fla., and will stay there until the circus opens in Memphis in February.

ROGERS BROS.' CIRCUS

WINTER QUARTERS, SARASOTA, FLORIDA

1950 SEASON OPENS JAN. 30

BIGGER & BETTER SHOW—4 ELEPHANTS

40 Acts and General Acts at 30

BIG WINTER CIRCUS

Roving Ring & Clown; Complete Penn's Passion Troupe; Complete Reenactment Group; Sideshow of Rare Animals. Can also handle several good acts, inclu- ding Fromm Bros. Men able to handle good magic—without false hands and in fair setup.

SI RUBENS, ROGERS BROS. CIRCUS

NAPLES, FLORIDA

SIGN BANNER SORER PHONE MAN

PAYING 10%, WRITE:

CLOUTIER

190 Heron Ave., Buffalo 22, N. Y.

(No Advances)

HIGH ACT FOR SALE

160 ft. Double Ladder Rigged, ready to work, all ten-gauge sheet steel, suitable for two single ladder acts. Tried two seasons only. Any reasonable offer accepted. Capt. EDDIE VESS

1618 N. 6th St.

Columbus, Ohio

WANTED

Contracting Agent

To handle our general branch. Must be able to contactSorier, Police, Farmers, and General Clubs. If you can't contract about twenty thousand names, please have contact with our Promotion Managers. Must be sober and trustworthy. At home, Bill O'Neill, 311 North Long Lumber, Harvey Alpha, nevada.

JULIAN WEST, West Bros., Tawney Circus Company, 2329 Ninth Ave., Wichita, Kans.; 12, Blackwell, Okla.; 19, Panhandle Hotel, Kansas City, Mo.; 15, St. George Hotel, Salt Lake City, Utah.

TELEPHONE MEN-TWO

PHONE: 4125 Continental, Salt Lake City, Utah.


P. O. Box 305, Kansas City, Missouri.

ARTISTIC MUSIC ARRANGEMENTS FOR CIRCUS ACTS

FRANK FUELLTT, Band Director

5210 N. Keenmore

Chicago 40, Ill.

Telephone 643-1900

WANTED

Agent proficient in booking promotions. Al- ternative Publications and Phone M. Horse Trader to feint Shifty Art and Morris, Elephant Trainer. Start immediately.

KELLY & MORGIS CIRCUS

P. O. Box 49

Havana, Ill.

At Liberty

Now or Coming Season

CIRCUS AGENT

Ability and Sincerity

OSCAR WILEY

C.L.IO, S. C.

Liberty Act for Sale


AVAILABLE

For Jan. 1st or later

Proving Duo

1 cow and yellow dog. Feeding sounds. Magic. Bros. of wardrobe, plenty of paper, handouts, etc. Phone Circus Club, 245 Arkansas Ave., Little Rock, Arkansas.

栴 PROMOTER WANTED

With experience in booking Indiana shows. Classic of handling better room and advanced acts. Must have car and be promoting here.

E. F. KILIAN

Norristown, Pa.
Chicagd, Dec. 3.—Members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) twice honored Harry J. Batt, president-general manager of Pontchartrain Beach, New Orleans, at their 31st annual convention in Hotel Sherman here December 27-20. The first honor came Tuesday (29) when Batt was re-elected president of NAAPPB and the second came Wednesday (30) when the committee on service awards named Batt the winner of the industry outstanding service to the park industry. In addition to Batt, were Edward J. Carroll, Riverfront Beach, Mass., first vice-president; William M. Mahler, Roseland Park, Cambridge, N.Y., second vice-president; George K. Whitney, Whitney’s Playland, N.Y., general manager; and John Hudepohl, Chicago, treasurer.


Rosenthal Honored
Irving J. Rosenthal, co-owner with his brother, Jack, of Palisades Amusement Park, New Jersey, was named outstanding winner of the Harry J. Batt award for the season’s outstanding promotion effort. Mr. Rosenthal was unable to be on hand for the convention, his promotion manager, a New York Men’s League for Heart Association Fund, was read by his brother, Jack.

Other awards went to Vernon D. Platt, Somerton Springs, Somerton, Pa., who was awarded the Arnold Malec Memorial award for the finest program appearances on a subject dealing with pools and water safety, and John Allen, Philadelphia Toboggan Company, who received the D. S. Hummer award for outstanding performances at the subject dealing with amusement parks or pier.

Fosli Cited
Official recognition was given in the org’s convention minutes to Elmer E. Fosli, Willow Grove Park, Philadelphia, chairman of the general convention committee, and his work in the organizing and pulling together one of the strongest, most interesting and most varied programs in the NAAPPB’s history.

Members of the committee with Fosli were: Johnathon Allen, Philadelphia Toboggan Company, who received the D. S. Hummer award for outstanding performances at the subject dealing with amusement parks or pier.

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Short and Sweet

CHICAGO, Dec. 3—The prize (if there was one) for the shortest speech ever made at an outdoor convention probably belongs to the vice-president and general manager of the Chicago office of the Associated Booking Corporation.

"I've got one thing to tell you about the weekend—rainy days run too long it's time to cut. That is the time."

With that admission at the platform with a hearty applause.

Today's Show Front Must Excite, Have Appeal Power, Ray Toll, NAAPPB Members

Be Practical When Building, Designer Urges Operators

CHICAGO, Dec. 2—Jack Ray, Toronto, who has designed the many show fronts at the Canadian National Exhibition (CNE) among other things, old member attending the Western Toronto meeting of the National Association of Amusement Parks and Beaches (NAAPPB) in Hotei: Sherman, Chicago, Wednesday (30), that show fronts must excite people and have appeal power. Let us approach the building of parade and show fronts from the viewpoint of the man who buys the ticket. Let us not underestimate him. He has been educated to buy by sight, as he will. And the show front is a judge of the show. We must make him take our show from the outside, even if we present our attractions in a small, compact and exciting manner," Ray said.

"Therefore, today's front must excite. It must compel. It must have the power to appeal to design itself and excite the eye. That is the secret of successful fronts. How many of us have walked thru parks with the attitude of the patron and have said to ourselves, 'Does this work? Does this work? Does it work? Does it arouse my curiosity?'"

"Getting into the actual building of fronts I find myself to be practical, to throw away foolish ideas if only I knew which are the right ones."

"No matter how good they look on paper, if they are not practicable, it's a waste of time," he said.

Enlarging on the actual building of front, Ray continued.

"First, let me suggest that every front which is considered, the canopy is not so complex as it might seem. The real value of the canopy is great. For practical reasons you can put the light or illumination where you please. Careful attention should be given to the actual lighting of the canopy. Lighting suggested is the recessed small flood type, placed at close intervals under the canopy."

It's Cheapest, Too

"This type of flood is built in and can be used in the ordinary newsstand, by 4 or 6 by 4 floods is framed and covered with flexboard, substantiated or weather-proof plywood. Let's get away from the gorscboard, bent ply and curved. Angles of the simplest design are the most effective when floodlighted above the canopy. Let's forget that no matter what the type of construction, it must be properly sealed to prevent weathering."

"The practical idea behind the fronts at the CNE is that they were built in removable sections fastened together. The type of the angle and the canopy, I think you will welcome this idea, that a major portion of your front is removable."

Like Colors Leather

"In our minds, we are looking for a white and is invaluable in certain places.

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
Kiddieland's "Must," IAFE Members Told

Water Is Big Lure

CHICAGO, Dec. 3.—"Aim for the patronage of the ever-increasing number of young children thru Kiddieland" delegates to the annual convention of the International Association of Fair and Exposition Officials (IAFE) were told by six speakers who spoke on various phases of "villages for children" in fairgrounds.

Opening off the discussion, which commanded the most interest of any on the convention program, W. L. Hitzelberger, president of Amusement Device Company, Dayton, Ohio, cited population statistics to indicate the increased number of moppets and termed Kiddieland "depression proof."

"The baby business is 400 percent time, 150 percent space," he said. "In 1948 statistics show that 3,715,000 babies were born. The census bureau figure indicates 10,000,000 population increase by 1955. There are 16,000,000 children in Illinois. The over-all acreage of the fairgrounds is 10,000,000 acres. The projection for 1957 is 25,000,000."

Suggests Director

These figures, de Hitzelberger said, demonstrate that the future of the fair business is good, if a good percentage of the 36,000,000 people who attend the fairgrounds receive rides in Kiddieland. He also emphasized that rides are a good investment in the "supercare" of parents and children as well as to children.

He cautioned fair managers to develop a director of children's activities.

Chihuahua, he said, is a natural for a director of children's activities.

"A pedestal was erected, went out into its own Kiddieland, which would be in direct conflict with the children's demands," he said. He also emphasized that rides are a good investment in the "supercare" of parents and children.

Kiddieland Built

Kansan Buys Up

Kansas fair expenditures for plants and equipment in 1948 has been large, R. M. Sawhill, secretary of the Kansas State Fair, told the IAFE convention in Springfield, told the group that Kansas spent an estimated $60,000 of $100,000 this year for a special two-year fund of $200,000 for state fair expenses, which has another year to run, operates on a dollar matching basis, with the state matching each dollar contributed to it by a fair for plant rehabilitation. While the state is required to allow fair permit to repair their plants following the fair.

Kansas Fair

An early supplier of harmonious" to the 1948 edition of the IAF, which was $60,000, has been substantially increased, he said.

Harry B. Kelley, secretary of the Kansas State Fair, told the convention that the Hall of State and many others have been built substantially, he said.

Harry B. Kelley, secretary of the Kansas State Fair, was instrumental in the Hall of State and many others being built substantially, he said.

Other points stressed included the need for providing drinking fountains and sanitary facilities for children. He also emphasized the area should feature promotions designed to bring child attendance and harmonize home and school activities, in which attractions are to appeal to children.

Coral Successful

Paul T. Mannen, of the San Diego (Calif.) Fair, told fair executives that a county with a "straw hat and a kiddie corn, a place where the kids can walk, play," the fair has found much success with its corn, which embraces slides and rides.

"This year, a plywood replica of a barn was installed and it received big reception from the children," Mannen said. "I think we'll have both automobiles and horses and kids." Mannen said.

He estimated that his fair this year had eight or nine rides in the Kiddieland but "they weren't enough," he said, adding his monkey probably gets more attention than anything else, Mannen said.

Elwood P. Hughes, manager of the

Firemen's Muster

Builds Weak Day, Hamid Tells IAFE

CHICAGO, Dec. 3.—At the first meeting of the firemen's Muster, $245,000 during the fiscal year ending November 9 and netted $25,556, it was announced at the annual convention of the IAFE.

The report showed the convention on the Muster was reduced by $34,556 and that it had $25,516 going into physical improvements on the ground.

Cattle Dairy Congress Nets 82G for Season

WATERLOO, Dec. 3.—Waterloo's Dairy Congress grossed $245,000 during the fiscal year ending November 9 and netted $25,516, it was announced at the annual convention of the IAFE.

The report showed the convention on the Muster was reduced by $34,556 and that it had $25,516 going into physical improvements on the ground.

Cattle Dairy Congress is a non-profit organization whose by-laws provide that income be returned to the state and its members.

The income of $45,508 from exhibition and concession sale was the highest of any year and included $101,000 in cash receipts and $101,000 in sales, which are awarded for the best uniformed cows, the best utters, the best quarters, and the best equipment displayed, the oldest fire engines, etc.

Auction Sale

Schoo showed and Exhibits was the title of the address given by William A. Schurke, president,split the auction sale.
FAIRS-EXPOSITIONS 63

ATTENTION COUNTY FAIR OPERATORS

We are interested in securing a tenant to operate a County Fair in one of the school counties in New York, heavily populated. We have about 100 acres of land with grandstands, buildings, stable, etc. Tenant must be able to put at least $1,000.00 guarantee plus percentage of gate receipts. Address: Box Number 478, The Billboard, 1564 Broadway, N.Y.C., 13.

WANT HIGH-CLASS ACTS

For our 1947 Fairs. 14-20 acts ready. 6 to 7 acts of each kind. A variety of acts. Acts of all kinds, that will suit all prices. Full descriptions at cost. WILLIAMS AND LEE 444 HOLLY AVE. S. PAUL, MINN.

For the Best in

RIDES 
STORES 
FUN

PACIFIC SHOWS

TONY SOARES
Solo Owner

Permanent Address
109-B Douglas St  
San Francisco, Calif.

NOTICE! WESTERN FAIR SECRETARIES

CRAFT's 20 BIG SHOWS, INC.

NOW BOOKING LARGE OR SMALL FAIRS AND CELEBRATIONS FOR 1950

Furnishing complete units for your fair, including big top, booths, decorations, lighting fixtures and all carnival and concession equipment.

SEE US AT THE CONVENTION

Los Angeles BILTMORE HOTEL Dec. 7-8-9-10

GIVE TO THE DAMON RUNYON CANCER FUND

The Billboard

December 10, 1949

WINTER FAIRS

ARIZONA


CALIFORNIA


FLORIDA


Date—Pasco Co. Fair, Feb. 10-12. J. P. Fiochito.


TEXAS


FIREMEN'S MUSTER

(Continued from opposite page)

E. P. Green, California State Fair, and Mrs. Karyn Holloway, Indiana State, Adair Potter, Eastern States Exposition, spoke on Sorrostone—a Unique Woman's Club—on the contributions to the Canadian National Exhibition, respectively.

Kenneth Stocker, Euclid, 0., discussed Advance Grandstand Ticket Sales in a Club, presented a paper by Theodore Rosequest on An Unusual Concession System. Created out of Vista, Ca. by Floyd E. Gooding; Building a Fair That Lives; Customer Satisfaction by John B. Knight, and The A.C.B.'s of a Good Show by George A. Hamid.

In a quiz on thrill shows and auto races. Douglas K. Baldwin, Minnesota B.I.A., acted as quizmaster with a board of experts made up of Jack Kochak, Frank Winkler, Sam Nunn, Irish Hensan and Bill McGaw.

Glen Smith, Gemmer-Culp, Inc., Fort Wayne, spoke on Radio Campaign—Indiana State Fair; Raymond A. Lee, Minnesota State Fair; and Jack Wendt, Winnar State Fair, on Sightseeing Buses; Lou Merrill, Western Fairs on Customer Conveniences Made for Better Public Relations; Dr. J. S. Dorton, North Carolina, on Folc Dancing to the Front, and Paul Manen, San Diego County Fair, on School Fairs.

IAFE HEARS GOODING RECOMMEND

ANNUALS HAVE TWO KID DAYS, REASONABLE CONCESSION CHARGES

(Canceled from page 51)

New management. Our business is seasonal. We operate from Dec. 2 to June 6, six months out of the year and the other six months of the year we only have a short season each year to make money. So we only have a short season each year to make money. If you allow us a reasonable profit, it means improved service, and better entertainment for your public. We would be helpful to all concerned. If every fair opened and closed with the same charge, there would be those fairs which either open or close on a holiday or Sunday, Gooding said, to point out their kids' days for other days, he added.

Points to Publicity Value

"There is no publicity stunt equal to opening a fair with a special day for children; Gooding asserted, pointing out that such days might well embrace a good line of extras, such as bicycles, baseball equipment, ponies, radios, etc., as well as free admission to the grounds, free admission or at most a small fee for the grandstand, all strongly publicized for the remaining days of the fair," he said.

"Another advantage of two free days for children is weather," Gooding added. "If bad weather is encountered the first day, another day remains for the young folks.

Emphasized Potential

"Nothing can beat a good start and a strong finish," Gooding declared. "Most progressive fairs already follow a policy of opening their fare with a Children's Day. But few close that way. Many fairs have and very little publicity in connection with a Children's Day and as a result lose its value."

Children's Days are only what they are, Gooding emphasized. He pointed out that a fair should not overlook the opportunity of inviting orphanages and underprivileged children, adding: "You will always find carnival and showmen able and willing to entertain those groups free.

Children are the most important part of the fair Gooding added, "Take them away and it spells disaster," he declared, adding that no in many localities this season.

URGENT REVIEW OF CHARGES

Spendings has caught up with most incomes, Gooding said in pointing out that future admission charges to the public takes a different attitude toward weight compared with the admission charges than to other prices; he added. "They feel that their fare belongs to them, and they pay several times as much for some other entertainment which does not have nearly as much uniformity of price and very little money on the amusement midway," he recommended family tickets at a reduced fare, holding that their sale would be an overcharge at a cost to the fair insurance possible.

URGENT 9:30 STAND BREAK

Grandstands at night should be emptied by 9:30, Gooding told the convention. This will allow an hour or so for the people to enjoy entertainment before going home," he explained. "This is the time to resell your admission tickets, before the fair is over. The fair needs both the grandstand and the midway and the carryover to the next day. We are all on the same team and the same fare should go to our mutual interest."

Detailing the need of a fair to pro-
STAPLES RODEO EXHIBITION CO.
KEOSAUQA, IOWA
Now Booking EXCLUSIVELY WITH
BARNES-CARRUTHERS
105 N. Dearborn • Chicago, III.

Meetings of Fair Assns.

Missouri Association of Fairs and Rural Expositions, Governor Hotel, Jefferson City, December 7-8. Rollo Singleton, (C), George Hamilton, (T), Tom Bawden, (D), Mrs. Laura M. Williams, (W, E), Mrs. William L. Parks, (S). Board of Directors meeting.

Indiana Association of County and District Fairs, Claysville Hotel, Wabash, Indiana, January 5-6. William H. Clark, Franklin, secretary.


Kentucky Association of Fairs and Historical Societies, Brown Hotel, Louisville, January 8-10. Lou Merrill, Sacramento, state field manager.

Fair Managers’ Association, Hotel Fort Des Moines, Des Moines, December 30. Miss Mrs. William E. W. (Deek) Williams, Manchester, secretary.


Massachusetts Agricultural Fairs Association, Hotel Wel- dwood, Northampton, Massachusetts, Robert F. Travis, 41 Tremont Street, Boston, secretary-treasurer.


South Dakota Association of Fairs, Hotel Hotel, Deadwood, January 24-26. Clifford D. Cooper, Strong City, secretary-

THE STRATOSPHERE MAN
Selling
THE SENSATIONAL ORTONS CROSS-COUNTRY SWAYING POLE THRILLERS
4H THE BILLBOARD • CINCINNATI 22, OHIO

PARK WOMEN AT SOCIAL
(Continued from page 60)


THOMAS HUEDEPohl, Mrs. Dona Huepedohl Michal and Mrs. Fred Hudepohl, all Chicago, Mrs. Sophie Hudepohl, Mrs. Frederick Ulpak, Mrs. Leo D. Fedland and Mrs. Robert Mann, Kipsy Lizokum, Crane Mays, Mrs. Richard B. Immert, coachman Beach, New York, Mrs. Herman Fland, Philadelphia Toboggan Company, Philadelphia, Mrs. E. J. Jenkinson, Kipsy Lizokum, Pavilion, Point Pleasant, N. J.

Beam Again Heads ACA

All officers re-elected—Lt. Gov. Watkins of Indiana principal speaker

CHICAGO, Dec. 3.—Marie A. Beam, owner-operator of Beam's Attractions, was re-elected president of the American Carnival Association (ACA) at the annual meeting of the organization held here November 28-29. Also re-elected were Ralph Decer, owner, Joseph J. Kirkwood Shows, first vice-president; Richard Coleman owner, Coleman Bros., second vice-president; A. Warner, owner, Cavalcade of Amusements, secretary; Floyd E. Gooding, owner, Gooding Amusement Company, Inc., associate treasurer, and Max Cohen, secretary-treasurer and general counsel.

Supreme chairman of this year's Mid-Wes-
town Show, was elected to fill a newly created post, that of third vice-presi-
tdent.

Members of the present board of directors are in office.

The are Frank Bergen, owner, World of Mirth Shows; Curtis L. Rodgers, general agent, James E. Strates Shows; Sam Levy, manager, Lawrence Greater Shows; Jack Perry, owner, Jack Perry Shows; and Woodward, Mid-Western Exposition Shows.

Principal speaker at the two-day session was Lt. Gov. Watkins of Indiana. He discussed the relation-
ship between carnivals and State fairs and said that the annual must

selectively in choosing shows, while keeping in mind the fact that the

profits were entitled to make a profit.

Max Cohen general counsel, re-

See Marie A. Beam on page 6.

Southern Tour Scheduled for World of Today

CHICAGO, Dec. 3.—The World of Today Shows will be re-opened in May South in 1955 for the first time in its history. May 25 and 26 are the dates set for the railroad show held down the midway at the stadium. Also new to the game's route will be the fair at Rockport, Iowa.

The Muskego, Ola, based show also has been invited by the Oklahoma State Fair that last year a railroad show held down the midway at the same site. Also new to the show's route will be the fair at Rockport, Iowa.

Repeat fares for the show next year will be those at Mason City, Iowa, and Sioux Falls, S. D., the two-day stand for which the fair was the only event on the agenda.

Four-60-inch searchlights and as many new Dodge tractor-trailers have been purchased. Lawrence and the show announced the show will carry a free show, the Better Safety, anti-theft, for the entire season.

Executive staff of the show, from left to right, are: Karl Bailey, executive assistant; Ralph Clasen, rise; and Art Prager as secretary.

Schafer Has Appendectomy

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By Herb Dotten

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An additional announcement was made here that four more fairs were purchased by the Midwest midway as the Memphis Cotton Carnival, the Humboldt (Tenn.) Strawberry Festival, and the Jackson (Miss.) Spring Festival. Latter event was close to finalizing the fairs' shows' opening stand.

While here, Farrar purchased five Downey Telescopic light towers and eight new Downey still light stand, two Fairmaster cars, four new Chevrolet tractors from John Bundy, of the Haas-Standard Chevard Company.

Mid-West Shows Reshuffled

BEAM AGA AGAIN HEADS ACA

CHICAGO, Dec. 3.—Merle A. Beam, owner-operator of Beam's Attractions, was re-elected president of the American Carnival Association (ACA) at the annual meeting of the organization held here November 28-29.

Also re-elected were Ralph Decer, owner, Joseph J. Kirkwood Shows, first vice-president; Richard Coleman, owner, Coleman Bros., second vice-president; A. Warner, owner, Cavalcade of Amusements, secretary; Floyd E. Gooding, owner, Gooding Amusement Company, Inc., associate treasurer, and Max Cohen, secretary-treasurer and general counsel.

Supreme chairman of this year's Mid-Westen Show, was elected to fill a newly created post, that of third vice-president.

Members of the present board of directors are in office.

The are Frank Bergen, owner, World of Mirth Shows; Curtis L. Rodgers, general agent, James E. Strates Shows; Sam Levy, manager, Lawrence Greater Shows; Jack Perry, owner, Jack Perry Shows; and Woodward, Mid-Western Exposition Shows.

Principal speaker at the two-day session was Lt. Gov. Watkins of Indiana. He discussed the relationship between carnivals and State fairs and said that the annual must select selectively in choosing shows, while keeping in mind the fact that the profits were entitled to make a profit.

Max Cohen general counsel, re-See Marie A. Beam on page 6.

Southern Tour Scheduled for World of Today

CHICAGO, Dec. 3.—The World of Today Shows will be re-opened in May South in 1955 for the first time in its history. May 25 and 26 are the dates set for the railroad show held down the midway at the stadium. Also new to the game's route will be the fair at Rockport, Iowa.

The Muskego, Ola, based show also has been invited by the Oklahoma State Fair that last year a railroad show held down the midway at the same site. Also new to the show's route will be the fair at Rockport, Iowa.

Repeat fares for the show next year will be those at Mason City, Ia., and Sioux Falls, S. D., the two-day stand for which the fair was the only event on the agenda.

Four-60-inch searchlights and as many new Dodge tractor-trailers have been purchased. Lawrence and the show announced the show will carry a free show, the Better Safety, anti-theft, for the entire season.

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Other fairs, all 1945 repeat bookings, included: State Fair, Sedalia, Tennessee Valley Agricultural S & D Industrial Fair, Escanaba, Michigan; Hamilton County Fair, Chattanooga; Pasedena (Calif.) Carnival; Red River Rapids Fair, Shreveport, La.; and the Southern State Fair, Monmouth, Ia., and the Southeastern Fair, Atlanta.

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Charles R. Whitting, purchasing agent for the Pioneer Show, has bought two new light plants and several show fronts and tops from John A. Vernon, Napoleon, O. .. Walter A. Wagner will be with Albany Expansion Show next season to work on trucks.

W. A. and Hazel Davis, concessionaires, are wintering in Wichita, Kan, after closing with the Cero- kee Amusement Company, which, when they had darts and scales. .. Clarence and Evelyn Burns, of Lock- yho, Ill, are visiting Billie and Babe Goodrich in Galtier, Miss, and are getting their share of the big ones from the Gulf.

Bertha (Gyp) McDaniel, en route from the South to Chicago for the outdoor convention, stopped off in Cincinnati for several days to visit with Mrs. Claude R. Ellis, Mrs. A. C. Hartmann and Mr. and Mrs. Charles Wirth. Gyp has recovered from an operation performed early in the season... Sandra Lee, annex attrac- tion, opened at the Ha-Ha Club, Hollywood, Fla, November 34... Shiek Lempart, the Chicago kid, worked the outdoor convention with a new-type fluorescent light show said to incorporate a number of features.

Earl O. Douglas, owner of the Douglas Greater Shows, and his party, missed a near-fatal accident recently while en route from Kent, Wash., to San Francisco for the Show Folks of America banquet and ball. Douglas's car skidded on the highway and stopped on a ledge of a 100-foot cliff. A passing truck pulled the car back on the highway.

Elmer Byrnes, who has been on the sick list with a leg injury, was at the Showmen's Associa- tica meeting Thursday (29). Fred Burrows stopped off again for Pete Andrich, W. C. Dennis, William L. Saunders and W. O. Pardal are still affi- liated. R. M. Cope, of West Coast Shows, underwent an operation Monday (25) in an operating room by the Cope family. ... Fred A. (Dutch) Leobor, gener- al agent for Southern Valley Shows, is recovering at his home in West Dodge, Ia.

Walter B. Fox writes from his Mobile, Ala., headquarters that he has completed arrangements with Bon- ner Novelty Company there to han- dle his human oddity photos on a national scale. Fox is a collector of old-time clowns and freak pictures.

... Rumored that George Harr, spe- cial agent for Casablanca shows in the St. Louis area, has been signed up for the new season, will handle advanced details for Dumas' "Big Top" show which Court- ney is organizing at Mobile. Harr also has the contract for the Chicago exhibitions marking time at Cavelade winter shows at the old Mobile Fair- grounds. Johnny Adams, ground keeper, was in charge during Wagers' absence. Wager's agent, A. P. Hill, wife of A. P. Hill, former owner of the Mobile and Gulf Amusement Company, is reported seriously ill at the Providence Hospital, Mobile.

Stan Reed, press and general agent, has returned to Columbus, S. C, and is wintering at the Hotel McCormick. . . Bob Briggs, former cir- cus and carnival electrician, is in the upholstery cleaning business in Jacksonville, Fla. . Buddy Valler opened November 24 at the Cocoa- cut Grove Club, Phenix City, Ala., for an indefinite run... Gene John- son, snare dancer, after closing with the World of Today Shows in San Antonio, will move to Los Angeles and then moving to the Fox Thea- ter, Dallas. . . After 10 years as general manager of the Lee United Shows, Harry G. Taylor has resigned to accept a position on the staff of the Florida Fraternal Shows. . . Paty Hillyard, Girl Show operator on the Carl Eohn Shows, and Carmen Lee visited Zora while playing Fort Arthur, Tex.

Charles Drilt Jr., is winning scholastic honors as a member of the senior class at Mercer University, Macon, Ga. He will graduate in June. His parents, Charles and Emma Drilt, who have operated concessions and rides on many shows, settled in Macon a few years ago and are successful businessmen. . . Bill Meyers, who op- erates the Calley Shows, has been recovering for several weeks this fall, spent several days visiting friends in Macon, his home town. During the last week of the show season ended on the right side... Tommy Thompson, general agent of the Choate Shows in Oklahoma, visited friends in Macon, Ga., last week. . . William (Bill) Pfeifer, a former carnival owner, is enlarging dining facili- ties at his Red Fizz Club, near Rochelle, Ga.

H. V. Petersen, manager, Tivoli Exposition Shows, pushed out a load of cigars in theobby of the Sher- man Hotel last week during the outdoor meetings over the birth of a son, Philip Waldemar Peterson, at St. John's Hospital, Joplin, Mo, No- vember 39. . . C. (Ed) Reed is en route to his home in National City, Calif., after closing as general agent with Frank Harrison's Trailway Shows. He says that on the season, attendance was up and spending down. . . Sammy Schnebly, for- merly with Turner Bros. Shows, is in Mexico, having moved there from Harlingen, Tex. While en route he visited with Jack Thomas, Joe Treva, Pwicklettes and Salty Band on Don Brasier's American Midway-

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Eastern Orgs Virtually Set On 50 Dates

New Route Changes Seen

CHICAGO, Dec. 3.—Few major fair route changes appeared in the offering and most of the Inter-State eastern railroad orgs left here today after a week of maneuvering with fair execs. As a result, the Mid-West took over some long-distance things here involving all facets of the outdoor entertainment business. There were a few contractual agreements, with the bulk of the time being given over to the expression of appreciation for past and future favors.

Once again World of Mirth executed here the changes they already had signed a creditable amount of. East Windy Essex and Forsyth representatives (Bucky) Allen, concession manager, and Gerald Snellens, agent, were with the services of Owner-Managers Frank Bergen, who by-passed the Used Line, principally because he contracted pneumonia at last year's meetings.

WOM Route Set

Dates announced by the World of Mirth include the Presque Isle (Me.) Fair; $25,000 in cash and prizes and the same dates but in se-
tawa; Champlain Valley Exposition, Essex Junction, Vt.; Ruidoso (N.M.) Fair; Winter Festival, Calif.; the New York State Fair, at Utica; the Rock Island, Ill.; and the Jersey State Fair, Trenton; Greensboro, N.C.; Red Lake, Minn.; the Good Intent, N. C.; and the Berryville (Va.) Exposition. The New York State Fair, Buffalo, N. Y., and the Ohio State Fair, Columbus, Ohio, and the West Virginia State Fair, Charleston, W. Va., were announced.

For many years the World of Mirth and the Great Allenown (Pa.) Fair, but this date will not be announced in the Press, the org said the org also was negotiating for one or two more annuals that would be announced by the time the arrangements have been made.

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Owners of the State of North Carolina, under the on- going name, announced he has tucked away the Donwney (Va.) Fair, $25,000 in cash and prizes and his contract with the same dates but in se-
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With the Ladies:
Sherman Ballroom’s Ballroom Outshines Ladies’ Creations

By Virginia Kline

CHICAGO, Dec. 3.—A week of general good will, social activities climaxed by Sherman Ballroom’s Winter Ball of the Showmen’s League of America has been the grand opening attraction this winter for show women here in Hotel Sherman, the program including teas, luncheons, dinners and parties.

Attention and, a reception, a new program opened the social program Sunday afternoon (27) with Mrs. Harry Babb, chairman.

Mrs. Ed Eddie Hock was in charge of arrangements for the show which was held dinner held by the Ladies’ Auxiliary of the SLA Sunday. Mrs. Cora Yelderman was chairman.

Highlighting the week was the SLA banquet on the ice ball of Feb. 10. (30.) The Sherman grand ballroom’s decorated ballroom was outshone by the color and glitter of the ladies’ costumes. Impressive was the grand array of dresses, the attraction in the arms of the ladies escorted by the outgoing and incoming officers.

Mrs. W. F. Parsons, president, Bob Parsons in the presision with new president, Morris Lipsky, escorting Joan Grass from Al- lowing. Mrs. Parker’s gown was a strapless Jean model of uranium green. A marvelously beautiful Miss Gordon wore a snow queen gown designed by Dr. Trapeze. Mr. and Mrs. Lou Keller were next in line followed by Mrs. and Mrs. No- rma Lord. Mrs. F. W. Lord was attired in a costume of blond Chantilly lace with black velvet accessories. Accepting her orchid corsage and sparkling rhinestones earrings was Mrs. S. A. W, at the pre-banquet Conklin cocktail party. Women were attired in N. F. P. Balmain with gold bands of sequins, her headdress of frothy golden roses.

Jean Blue Fash Model

Mrs. Eddie Hock presided over the ball. The ladies were attired in frothy white floral designs of bed over the bodice and neckline. Headdresses were in a variety of colors, forming formal of cocoa lace. Mrs. Mrs. Therik came in an all black with a Hattie Carnegie evening hat. Mrs. Al Wagoner, wearing a gown with six orchids as a corsage. A representative of the West in a gown in dawn gray with rhinestones accessories and her hair was attired in her hair perished in tilting black lace with insect of coral. A sweeping face, the color being colored hair was worn by Mrs. Lou Keller, and Mrs. John Davis was a black gown entwined with silver bands. Accented with black and worn by Mrs. Neill Webb.

Wear Muted Blue

Mrs. Miss Wright’s choice was a muted royal blue, heavily beaded. The black lace dress worn by Mrs. Miss Weiss contrasted with her white ermine evening wrap.

Cocktail Concocted Gray

Mrs. Mrs. Oscar’s choice was represented by Mrs. Joe Murphy in a black and gray model. Mrs. Margaret Hugh of tulle, Margaret Hugh of Washington, Miss Margaret Hugh of the other draped softly in folds of silver. A Nova model in gold. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree. Mrs. Mrs. Miss was the choice of Charles Moss, accented by strands of gold filigree.
Chi's Shevelson Sees Skate Supply Business in Uptrend

DETROIT, Dec. 3.—The business outlook for the skating rink industry appears satisfactory despite the considerable drop in patronage at many rinks, according to reports from Joe Shevelson, of the Chicago Roller Skate Company, who is in close touch with business conditions. "Orders are coming in faster than at any time during the past couple of seasons," according to Shevelson. The sale of rink skates is reported definitely up. Two factors probably account for this situation:

1. Opening of a considerable number of new rinks as well as enlarging of existing rinks.
2. Rebuilding of skate stock by established rink operators. In the typical instance, probably indicates that the operator is taking the sound business course of furnishing new equipment and promoting it as an answer to the threat of decreasing business.

Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, pointed to a possible source of increased rink business, which the alert operator may be in position to take advantage of. That is: the additional leisure people have for amusement activities while business is down and they are working less hours. He pointed to a similar condition in 1920-21, "because people ran completely out of cash," indicating that history may repeat itself in this particular respect.

Promotions Help Milum Buck Slide In Pennsy Takes

WASHINGTON, Dec. 3.—Combination of the steel and coal strike has the potential of stripping the supply of certain important products but a well-planned program of promotions is being organized to fight the full effect of industrial conditions, according to reports from Secretary-Treasurer J. P. Doherty.

Operated by Cecil Milum, it has been an active week of activity in the month of November. One of the most ambitious and effective programs has been under present conditions without this promotion, according to Milum.

Brooklyn Racing Ups Box Office

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In the second dual meet of the series, November 17 at Eastern Parkway, Empire defeated the home club, 21 to 6.

N.Y. Hockey Set-Up Given Face-Lifting

NEW YORK, Dec. 3.—Rumors that a name promoter had eyes on the amateur roller hockey at Jamaica Arena, Long Island, were strengthened when drastic changes were announced this week by league officials.

To bolster the game, name of the conference is changed from "All American" Roller Hockey League. So-called out-of-town names previously used by the six teams have been junked, with new ones being Manhattan Tophats, Long Island Rangers, New York Rockets, Broxie Miners, Brooklyn Bombers and Queens Cowboys. Plans to schedule games after January 1 at Hempstead Garden in Nassau County and at St. Nicholas Arena in Manhattan have been announced.

Until then, games at Jamaica Arena will be on Tuesday evenings only, instead of Tuesdays and Thursdays, as has been the case since play began.

Special Events Aid Arcadia; Skate Sale Budget Plan Big

CHICAGO, Dec. 3.—A special party and special event program is paying off for the Skating Rink Operators' Association, according to Manager Elmer Ehrlich. Juvenile skating sessions are kept at Maple, Hammond, Chicago and other rinks and special events.

Notable the success of a budget sale plan for skates to rink patrons. Bookings of parties has shown a marked increase.

Ted Day on the Hammond is furnishing music for all sessions.

Annual Winter Carnival at Earl Van Horn, Minico Rink, Hammond, Ind., has been scheduled for February 13 and 14.

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CHICAGO, Dec. 3.—A special party and special event program is paying off for the Skating Rink Operators' Association, according to Manager Elmer Ehrlich. Juvenile skating sessions are kept at Maple, Hammond, Chicago and other rinks and special events.

Notable the success of a budget sale plan for skates to rink patrons. Bookings of parties has shown a marked increase.

Ted Day on the Hammond is furnishing music for all sessions.

Annual Winter Carnival at Earl Van Horn, Minico Rink, Hammond, Ind., has been scheduled for February 13 and 14.
**Ocean City Kiwanis**

**Observer Kids’ Day**

**At City’s Playland**

**Ocean City, N. J., Dec. 3—**The Ocean City Kiwanis Club tied in with Playland Roller Rink here in a money-making venture the last few weeks when it sold tickets to the first annual National Kids’ Day, celebrated November 19 by Kiwanis International. The local group varied the national program by providing free tickets to kindergarten and nursery school children in the city from 2 to 5 p.m. At the close of the party, the Kiwanians presented each young skater with candy, popcorn and other gifts.

The local club has also set yet another record in the year. The entire proceeds of the skating party will be used to help the underprivileged children.

**German Association**

**Asks FHR Alliance**

**New York, Dec. 3—**A new West German Resident Foreigners’ group, the Deutscher Rössle Runden, has been formed in Frankfurt, reports Oskar Zuff, general chairman of the U.S. Amateur Roller Skating Association.

Werner Saal said the group has applied for membership in the International Foreigners’ Delegation Association, International governing body for foreign groups. Its purpose is to grant it the German association with the USRSA.

**Piece of Stockton Rollatorium**

**To Gilbert: Emphasis on Clubs**

**Monterey, Calif. Dec. 3—**Paul J. Gilbert, pro-manager of Del Monte Gardens here, announced recently that he has bought an interest in the area (Calif.) Rink. He will open a new rink which Len Honey and Bill Rose opened October 15 as a sister operation to the former, in Fresno, Calif.

Gilbert, who has been friends with Honey and Honeyfield for 10 years, takes over the management teaching post at Stockton, where he has made plans to present a special skating club for the city. He is the current president of the Del Monte Skating Club of Del Monte Gardens. Sanctioned by the United States Amateur Skating Association (USRSA), the show will feature Barbara Marshall, Gary Bradley, Barbara Ziem, the Del Monte Majorettes, Rosaline Stem, Del Monte Del Sol, Myrtle Lott, Ali Daniels, Gary Bradley, Norma Hunz and George Bradly in solo and group numbers.

Much of Gilbert’s efforts will be devoted to organized events. Plans are in the works to form speed, hockey, dance and figure and general skating clubs with memberships in the USRSA.

**Bick Shoes Pick-Up At Stately Roller**

**Odesa, Tex., Dec. 3—**A heavy promotion stunt that Roller Rink Stater’s Odesa Roller Rink, in its third year of operation, has made was the recent appearance of Buster Starse’s Odesa Roller Rink, which operated here successfully July 1 to November 1, and which suffered from a noticeable lack of interest during the last six months, has been an impressive success.

One of the reasons for the success of the office is believed to be a West German variant of roller skating, which it is said has added a new dimension to roller skating among skaters.

Contests are being played with teams from the German, Odesa, Lubbock and Fairview, Tex. The game has a central position in skating, dusting, dancing, pairing and group skating.

**Turkey Events at Mineola**

**Junior Club Is Organized**

**Mineola, N. Y., Dec. 3—**Six turkey for men and six for women were awarded as door prizes at a turkey party November 30 at Van Horn Memorial Rollatorium in Mineola. Boys and girls received a turkey for the finest, most official and funniest costumes.

November 30, Van Horn inaugurated a junior division, held a Dance and Figure Skating Club. Members of the junior division meet twice a week with the senior division each Sunday evening from 5:30 to 6:30, but will only separate for the first time December 15, after the completion of the junior division. The junior division will be for the age of 15 and eligible for membership. No entrance test or fee is required, but each week will be assessed $1.

**Bizz Show for William Short**

**Waco, Texas, Dec. 3—**William Short, pro-manager of the Waco Rink, is reported satisfactory by William J. Stuart, a former pro-manager of the Waco Rink. The spot is occupied by the Waco Rink in the downtown district and from all parts of town.
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Jones, Mrs. E. L., 305 W., 1st St., St. Louis, Mo.

Complete sides.

FREE CATALOG LISTING COMPLETE LINE.
Sample Assortments—$1.00—$5.00—$10.00.
$1 Per Box. Catalog at $1.00.

DES MOINES RING CO.
1155 36TH ST.
DES MOINES IOWA

EMBASSY PATTERN
32-Pc. SERVICE FOR SIX

HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR.
32 pieces $39.50 or 32 pieces $38.00
Display Chef Extra $1.10 Each

ROHDE SPENCER CO.
121-225 W. Madison St. Chicago 6, III

PARTY HATS
At Jobbers' Prices
Buy your bonnet hats direct from manu- facturer at jobber's prices. Made of best quality, crown color. Comes assorted colors, trimmed with gay decorations. Buy your stock now for the fall festivities. Ideal for fall, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, carnival, 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THE MODEL and the MOUSE

ENTERTAINING OPTICAL ILLUSION

REMEMBER
SALLY GERTIE
EYE VIEW
PEEK-A-BOO, ETC.

This Has Them All Stopped . . . Series of 24 Pictures Creating a Real Life Living Picture in an Exciting Sequence.

TERRIFIC REORDER ITEM

NOTICE

Hot Item for specialist salesmen to supply tap-rooms, gas stations, nite clubs, etc., as last minute Xmas and New Year Souvenirs.

H. Sandler Novelty Co.

BOX 81, POTTS TOWN, PENNA.

Phone: Pottstown 2587-J

SALESMEN

Why fool around with piker propositions?

Self world's lowest priced quality, union made Neon Window Signs.

Signs are 12 inches high and 8 inches long and may be cut to any shape up to eight 4-inch or two 6-inch silhouettes on each line. Choice of red, green, blue, gold or rose tints. Each line a different color if desired. Signs are a complete line ready to ship in. Our price to agents.

$24.75 F. O. B. Huron, Ohio

Thousands of these signs have been sold at $7.50. However, the customers and women who sell from eight to fifteen per day are those that take a $15.00 or $12.50 profit on each.

ORDER FROM THIS AD

Immediate delivery anywhere in U.S.A. Baked or colored neon wanted on each line. Send $15.00 deposit for each sign ordered. We ship C. O. D. for business. Order samples today and start reaping a fortune.

MODERN NEON SIGNS Co., Huron, Ohio

JOBBERS—PITCHMEN!

Amazing 6-in-1 Utility Tool

This ingenious all-purpose tool belongs in every hobby and craftman's shed, auto repair box and picnicker's kit. It is literally useful tools in one.

This precision made Combination Hammer and Set of Tools, is a unique invention and development for hard Aluminum Alloy has been developed for use by Bladers, Nickel Plated Hammer and Shafts. German Workmanship, Guaranteed Rustproof, Indestructible, 1.1/4 inch, tapered, packed two in, in Acme tin box. 10 oz. weight. Order now at this great price!!

PER DOZ. 1 2 4 6 12 24

$4.00 $3.50 $3.00 $2.75 $2.50 $2.25

SHIPPED FREE WITH ANY ORDER OVER $1.00

Orders shipped 1/2 dozen, balance C. O. D., unless rated.

Manufactured by EARL PRODUCTS CO.

705 N. Sangamon St.

CHICAGO 22, ILL.

BARGAINS SAVE UP TO 50%


113 N. DECATUR ST.

TRANSWORLD, Dept. M. 546 5th Ave., N. Y.

Imported, Precision MICROSCOPE

Magnifying Power 8X $3.25

Not a toy. All metal, sturdy built. Complete set with biological. Each piece in wooden box.

Sample $4.50. Send check or M.0.

WHOLESALE ONLY

Write on your letterhead for new RED-LAMP—RADIO prices.

AL HAWKINS AND COMPANY

Box 1265

Schenectady, N. Y.

10% Deposit—Balance C. O. D.

Burton Sales Co., Dept. B-25

809 W. Madison St.

CHICAGO 7, ILL.

MERCHANDISE

THE BILLBOARD

December 10, 1949

Pipes for Pitchmen

By Bill Baker

Come on, you delinquents, pipe in.

HENRY H. VARNER — better known as Ahron that he'd like to rear his pipes here from Bob Posey and the condition he encountered at his Illinois and Indiana store spots.

Originality is the life blood of the pitchman.

SOL BERRY — well known in pitch circles and current manager of a Port Huron, Mich., food store, whose surroundings have been subjected to numerous snow flurries of late, often with the following: "It's snowing and I have no coal. What, oh, what did I do with my summer bankroll."

Inscrutability has no place in Pitchdom.

A. O. (ART) NELSON — top highlight in pitchtery, who has been making his home in Chicago the past two winters, made the rounds of the Sherman Hotel during the door show business meetings there November 23-24. The general Art never looked better and his wit was never sharper. He reported that business for 1945 was satisfactory and indicated that he has a number of Midwestern fairs lined up for 1946 for which he is to operate similar units the past season.

A good pitchman must be a good salesmen.

PITCHDOM is subjected to the loss from its ranks of George M. Beyer, widely known gold wire writer, who succumbed to a heart attack while on a hunting trip November 22 at Sacramento. Beyer had purveyed his stock at the Press stores in Sacramento and Stockton, Calif., and for many years his trader at W. H. Love Transfer Store was a popular meeting spot for pitchfork. His widow, Hazel, will carry on with the business.

The smart pitchman sells himself, as well as his product, to his tip.

W. J. (Doc) BLANTON — 80-year-old pitcher of note, is at his best in Spindale, N.C., the reception of a broken hip sustained at his White Face Cafe Farm there Doc was also at known in the town of Wake Forest, N.C., having worked with a raft of them during his many years in service. He would like to read letters from friends.

JAKE POSEY — advises from Baldwin Park, Calif., that his wife, known to many pitchfork, passed away there recently of complications from a broken hip sustained in a fall.

What's the word with department store demonstrators?

STILL GETTING . . .

The lady with the Crestline Company'sHandles and vitamins is Al Schultz. He's working in Chicago.

NATE GOLDEN'S jewelry auction store, Detroit, is working to good business, according to reports hitting the pipe desk.

Many are the changes taking place in the green of time these days. Are you keeping abreast of them?

ANY JEWELRY WORKERS . . .

A jeweler recently bought his jewelry auctioneer's cry by unanioussly placing the sale of jewelry at "public auction, vendue or outcry," and in most instances stipulating such sales. When jewelry auctions are conducted in Akron in the future the promoters must post $2,500 bond with the city "to indemnify purchasers who suffer loss by misrepresentation." If a jeweler holds a going-out-of-business auction under the new ordinance and then returns to business within a year, his $2,500 bond is forfeited and the new ordinance applies to the work in Pitchdom seems to be made question and one that can answered only by the powers that be in the Ohio town.

MEL CRUSENBERG — who works gold wire jewelry and an engraving concession at Ohio, Michi., Illinois and Iowa fairs during the summer, writes that he is preparing a

(See PipEi on opposite page)

Tantalizing, Automatic Action

REVOLVES CONTINUALLY

A Revolutionary Lamp with four Currations, a Terrific Rotating Lamp, That REVOLVES CONTINUALLY!!!

Price: $29.50

REWINDS TO FULL IN A SINGLE CLICK

$30.00. 25% with order, balance cash.

Federal Supply Co.

115 So. Wells St.

Chicago, Ill.
W. H. Brady Company, Chipewa Falls, Wisconsin, reports a wide path of shipments spreading out from its plant, with the accession of a number of new customers. F. W. Brady promises a steady flow of top-notch orders, and this is expected to increase. Work is now in process on 15 new orders which will be brought out in this next month. The new orders are made up of all the outstanding features found in the company's most popular boards, Gruhn deigns. They are felt certain to be the top board to add to the bracket within a few weeks after next, he adds.

Gardner & Company, Chicago, reports its all-makes attitude to spring up this spring with each week continuing to gain upon orders, according to Joe Rolnick. Business is holding up a steady upgrade, and good things are expected to happen, saleswise, for the duration of the winter and on into the spring. Sales Manager Charles B. Grady said: "Customer preference for Gardner quality is very strong and is the result of strong print quality and eye appeal built into each number."

Jack Morley, just returned from three weeks on the West Coast, who Consolidated-Container Corporation, St. Louis, is keeping on the high alert throughout the country, is plugging away in the field throughout the country. Vice-President William H. Grady stated that because of firm's all-out stress on its sales force, business has produced an exuberant result of new business. The new business is not only staying "that way" but increasing during the months. Jack had two good representatives during the trip: R. J. Hayworth, for Consolidated-Container in Nevada and Arizona, and Irving Danzker, for Oregon and Washington. Jack says that both were very satisfied with his 15 sales and is packing in fine returns due to continued contact with his territory thru Missouri, Kansas and Nebraska. For a parting

back-pat, Jack adds that the board's right to see James Murray and that Consolidated-Container looks for some mighty interesting things from him.

Sam Feldman, sales manager at Harlitz Corporation, Chicago, tells of good business that holds out his hands to prove that his fingers are not crossed. Harlitz's Big Prize nickel-play board is another in a series of merchandise boards that is clicking handsomely with the trade, Sam says. It comes in three styles, offering a choice of three prizes—worth $5,000 Ticket Game, Chicago, is another company turning in word of satisfactory order levels. Major dome Joseph Worth continues to expand his sales force.

Pipes (Continued from opposite page.)

kitchen gadget and. household cleaning. layout with which he will hit the road after the Christmas holidays.

Did you ever stop to consider that keeping up with the Joneses is a pretty big job in itself?

T. LOVELL

was making Santa Monica, Calif., his home port, is framing plans for an ink stick pitch, which he plans to begin in Los Angeles.

DANNY KAUFMAN

is reported to be getting a good share of the long green winning run members at a Houston location.

The successful pictures has the necessary amount of ambition to overcome all obstacles.

RICHARD ARCAO

associated with the Freedman Concessions. Los Angeles, reports that he will again work W. T. Grant's store in L. A. this Christmas with great success. He would like to read stories of Bill Baring, Jimmy Beach, Frank Rubenoe, Mary, and Madame L. C. and Harry Min. Arcand says that California is a rough spot after the Midwest.

1. L. F. CONTINGENT

must star the Gordon brothers at the W. T. Grant Company, with crew hats, and in white dressing throughout the state. Libby Schuler, still in Woolworth's with sisters, and the Grandy brothers with sisters and trombone folders after a successful stand at the Palace (Art. Fair).

Make your pitches count, and success is a matter of minutes.

MARIE VINSON

according to reports, is trekking thru Oregon with hair goods, while Claire Moore is prospecting for a Christmas.

JOE ACKERMAN

after a stint at Midland sales, is winning over the South with his salesmanship.

Pitches, among other things, represents the art of clever, impressive demonstration.

RAY COPPLEDAN

was selling Salt Lake City pitching sheet to good returns.

J. C. ROBERTSON

has a slick location set in Pavilion, B. C., from which point he plans to work Magic Wunder. Toward the end of the season.

SONIA GIROUD

is handling a plenty of wholesale and retail sales of her Magic Wunder. Toward from her Jensen Beach, store.

Have confidence in the men you are selling to and you will make your way to good business.

CLARENCE GIROUD

has a Magic Wonder tobacco demonstration going great guns in a West Palm Beach, Fla., drugstore.
SALESBOARDS The Billboard December 10, 1949

PUSH CARDS
Straight and Slip-Number Cards with Winner under Seal. Straight and Slip-Number Cards. Money Cards... Over 275 Different Sizes and Styles from 10 to 600 Holes. Plain and Printed. Available from stock, 1945. Write for samples. We have been in business since 1914. FREE CATALOG.

1111 Chipewa Falls, Wisc.

TURKEY
Push Cards
IMMEDIATE DELIVERY
Attractive 1950 Line now ready
WRITE TODAY FOR FREE CATALOG
RAY MERTZ & CO.
524 S. Dearborn St., Chicago 5, III.

SALESBOARDS
Tickets, Job Sales, Promotions...
STOP IN TO SEE US
RAKE COIN MACHINE EXCHANGE
109 Ewing Gage Ave., Davenport 22, Ia.
Lombard 2-5286

USED COIN-OPERATED MACHINES
Music - Vending - Amusement - Bells - Counter
Mainly only advertisements of Used Machines accepted for publication in this column.
RATE—12c a Word
Minimum $2
Remittance in full must accompany all ads for publication in this column. No charge accounts.
Forms Close Thursday for the Following Week's Issue


ACURA, 890.50; HIT PARADE, 890.40; CONTEST, 190.50; MINT, 190.40; KEENEY, 190.30; LA, 190.20; THE TALENT, 190.10; THE BIG JOKER, 190.00; THE COUNTRY, 190.00. Also full line of Pin & Pull Games. Write for catalog. Published by R. H. Hobson, 10 Second Ave., New York 13, N. Y.

ASB-1. BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models, colors. Write to: R. B. Loew, 111 W. Randolph St., Chicago 6, Ill.

ATTENTION, FOR COIN-OPERATED PLAYERS Operators of Coin-Operated Plays should get every advantage of being in the know. First, take advantage of lowest prices, factor
ty direct, on all lines of Coin-Operated Plays. Write, wire, phone or wire for a FREE CATALOG of the latest FAMS DAYS PRINTS. Lord Framer's Penny, comprising the world's largest lot of new, old, and hard-to-find all countries. Also Coin-Operated and Pinball PLAYERS. Write, wire, phone or wire for a FREE CATALOG. THE LODGE, 110 W. Randolph St., Chicago 6, Ill. 

FOR SALE—USED PHONOGRAPH, PIANO, Counter Games, cash or terms. Ralph Ackerman, 29 LaSalle St., Chicago 4, Ill.

FOR SALE—1 POP CORN SEZ, USED, with complete stand, counter, for $1.50; will take best offer. 10 Brown Front, Rt. 3, South O'Brien, Ia.

FOR SALE—TURK BING-A-ROLL, CLEAN in good condition $115.00 each. KIRK-IN-THRONE, in good condition, $35.00 each. C. O. D. receipts. Write, wire, phone or wire for FREE CATALOG. J. J. Combs, 111 W. Randolph St., Chicago 6, I11.

ONE DOWN—JOHNSON CIGARETTE MACHINES 250 to 500 machines, complete with all necessary supply. Accept all makes and models. Write, wire or phone for FREE CATALOG. J. S. Murchison, 111 W. Randolph St., Chicago 6, Ill.

PRICE-TURK BING-A-ROLL, CLEAN in good condition $115.00 each. KIRK-IN-THRONE, in good condition $35.00 each. C. O. D. receipts. Write, wire, phone or wire for FREE CATALOG. J. J. Combs, 111 W. Randolph St., Chicago 6, Ill.

SCARCEBOARD—TEN CENT PLAY, MARVEL-NEW! Good for all. Good Wheeler. Write, wire, phone or wire for FREE CATALOG. K. C. Dieterle, 111 W. Randolph St., Chicago 6, Ill.

SEVER-800 HIDEAWAYS, $35; NICKEL WHEEL, with washers, perfect condition, $25; nickel 3 Wire, wire model, $25 each. J. W. Hunter, 111 W. Randolph St., Chicago 6, Ill.

STAMP FOLDERS DIRECT FROM MANUFACTURERS Write, wire, phone or wire for FREE CATALOG. Stamps to fit presents. Good series of stamps for large orders. B. J. Stamos, 111 W. Randolph St., Chicago 6, Ill.

SUPERIOR 8 FT. EMBROIDERED SHUFFLEBOARDS Write, wire, phone or wire for FREE CATALOG. Superb in every respect. 8 ft. $20.00 Northside, 2315 11th Ave., Chicago 6, Ill.


15 Silver BINGO HOT-TO-VICTORS 15 in. Like new, direct from manufacturer. $6.00 each. 25 in. Like new, direct from manufacturer. $15.00 each. C. O. D. Robert Rosoff, Napoleon, Minn.

Lucky Seals
(Cigarette Payout)
2000 INT. HOLES—THIN
5c PLAY 10c PLAY
No. 20054-5c No. 20054-10c
TAKES IN $100.00 PAYS OUT
in cigarettes $49.00
AV. PROFIT $65.00 (Less of $15.00) $15.00 (Less value of Grand Prize)

HARLICH CORPORATION
HOMAN AVENUE
CHICAGO ll, ILLINOIS

1200 NORTH

SALESBOARD
-SLASH-
IMMEDIATE DELIVERY

400 Buck Board
4.50
1000 Charley Board
75
1000 Jackpot Charley
85
1000 Texas Charley
1.25
1000 Cheerful Charley
1.25
1800 Lujo, Jr, ch. $5,25% deposit with all orders. Balance C. O. D. All orders paid in advance will be shipped prepaid—minimum order $10.00.

TIC TOC MFG. CO. 712 NO. 85th ST. OMAHA, NEBRASKA

SALESBOARDS
FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS
12 year giving immediate delivery on finest boards
LEGALSHARE SALES
P. O. BOX 86-E
233 East 55th St., New York 11, N. Y.

SALESBOARDS
GIVE TO THE DAMON RUNYON CANCER FUND
December 10, 1949

COMMUNICATIONS TO 189 W. Randolph St., Chicago 1, Ill.

CHICAGO GOES TO NAAPPB

Wide Variety Of New Units Top Displays

Columbia, S. C., Dec. 3. — Two-makers of coin-operated bowling games will debut in central South Carolina soon. F. A. B. Distributing Company here is bringing in the California Shufflepin and Chicago bowling game. They'll try them out, the management says, to see if they can't click where shuffle failed. Shuffle games didn't catch on in South Carolina. F. A. B. thinks the bowling games have enough appeal to go over.

Cigarette vendors are moving fast in this area, distributors report. However, the national trend to combine them with music machines isn't evident here. Most music machines can stick with them, and the vending trade is strictly within their bounds.

Columbia's, the largest candy and cigarette machine operators in this State, finds business coming up slightly.

The firm's services parts of North Carolina, too.

A new cup vendor, Refresh-O-Mat.

Coaltown, New Evans Console, Bows in Chi

CHICAGO, Dec. 3.—H. C. Evans & Company has started quantity production on the coal coast, Coaltown, Presidio, and Shield models. A single entry coin chute product the new machine accepts up to 16 coins at one time.

After the player inserts a coin, if he is not satisfied with the original or the desired odds appear, he may insert additional coins until he reaches the desired odds. The Coal Cost model never decreases and are guaranteed to remain high. As in one previous coin-on-the-come again machine, the odds range from 8 to 5, 9 to 1, 11 to 1, and from 3 to 1 to 4.

And that high point of the event could be that players may get additional entries by inserting additional coins.

Tests of Coaltown and Shield models have indicated that the coal machine is rugged enough to meet heavy location play and slot machine earnings have been uniformly high.

Bowl-O-Shipped to Coast

NEW YORK, Dec. 3. — The first shipment of Bowl-O, new game being manufactured by Superior Products Corporation here, was sent to the West Coast this week via Slick Airways, Inc. It was arranged by Preston L. Smith, president. Equipment was sent to Harry E. Thompson, Ltd., of South Beach, Calif., on a consignment basis.

Coin Circulation Up

WASHINGTON, Dec. 3.—The amount of coins in circulation reached an all-time high of $1,467,000,000 in September, Treasury Department reports this week.

This represents an increase of $41,000,000 over August.

During September there were 150,000,000 in silver dollars in circulation, the same amount as in August. Silver dollars in circulation are in little use because of the many years of production and do not command the same respect that the 1873 silver dollars in circulation command.

The amount of coins in circulation is growing steadily as the result of the increase in business since World War II. The decreased amount of coins in circulation than there is in coins of all denominations in the seven-year period, dollar have increased greatly 800 per cent, while the amount of nickels and pennies has gone up about 60 per cent.

New Jacksonville Pinball Ordinance Gets Co-Operation

JACKSONVILLE, Fla., Dec. 3.—Approximately 200 locations which occupy the city's more than 800 pinball games were co-operating 100 per cent in the terms of a new ordinance affecting "coin-operated skill machines commonly known as pinball games or machine tables."

Passed by the city council last week with the support of local operators, the ordinance forbids miners under 14 to play the amusement machine, and also forbids for hire owners to conduct pinball games.

The second section provides that any person violating any provision of the ordinance may be fined up to $25 or imprisoned for not over 30 days, or both for each offense.
Seedman Elected President
As Org Votes To Return to Chicago for '50 Convention

Up Board of Directors to 19 Members; Make 3 Awards

By Dick Schneirer

ATLANTIC CITY, Dec. 3.—In the four days of the National Automatic Merchandising Association (NAMA) annual convention and exhibition, approaching 500 operators, manufacturers, suppliers and guests filed into Convention Hall to exhibit and participate in business sessions and exchange ideas. On Monday (28), the second day, NAMA's general membership, made up of the board of directors, increasing the number of directors to 19. Later that day, the directors elected George M. Seedman, general convention chairman and associate vice-president, to Ford S. Mason as NAMA president.

The directors also elected J. Bernard Langman, Nick-L-Nap King as Indiana, as vice-president and John T. Pierson, Vendo Company, as secretary.

Blast Direct-to-Location Sales of Vendors at NAMA Cigarette Operator Clinic

Discuss Methods of Lining Up New, Profitable Spots

By Is Horowitz

ATLANTIC CITY, Dec. 3.—The preliminary complaint against operators who sell direct to locations when sales to established operators was voiced again this week at the annual cigarette opera-
tors' convention during a NAMA con-
vention. About 500 operators at-
tending the session Tuesday (29) heard President Horowitz, panel mem-
ber, blast the practice.

The head of the Stern Cigarette Association, Norwood, O., urged that such sales be vigorously fought as soon as they crop up in any area. In Norwood's view, the vendors should be bought from locations by operators at premium prices. I. E. Schatz suggested that bonuses and advance commissions are also effective tools.

Short Talks

Short talks by operators for talks, from as many parts of the country, were featured at the session held at the Convention Hotel, Los Angeles, moderator, Schneirer, pointed out that the subject matter of the convention was chosen in answer to the questions submitted by operators in advance of the convention.

H. C. Crowther, of the Dallas Cigarette Service, whose subject was "Obtaining New Locations," told of the importance of establishing a new market, and outlined ways of doing so.

Cig. operators, he said, should be on the lookout for opportunities to obtain new business. He also pointed out the importance of obtaining new locations, and that the best method was to "pound the pavement early and often" to find new opportunities.

At the convention, the operators were given a chance to talk to the panel members and to the other operators, and to learn about the latest developments in the industry.

Eye More Uses For Cig. Mach.

ATLANTIC CITY, Dec. 3.—Moderate buying on the part of cigarette and candy operators was reported by the Cigar Machine Makers of America, as well as by some of the candy manufacturers, at the NAMA convention this week. Several new machines were introduced, and some changes in prices were made.

One of the new machines was the "Vend-O-Matic," introduced by the American Automatic Machine Company. This machine is designed for the sale of cigarettes and is similar to the "Cigarette-O-Matic," but with certain improvements.

The machine is equipped with a system of automatic coin operation, and is designed to operate on a "pay as you go" basis. It is priced at $275, and is said to be capable of handling a large volume of business.

Another new machine was the "Cigarette-O-Matic," which is priced at $125, and is designed for the sale of cigarettes, as well as for the sale of candy.

Also making its debut in an NAMA show was the "Cigarette-O-Matic," which was taking orders for delivery in 60 days. The machine is priced at $195, and is said to be capable of handling a large volume of business.

The machine is equipped with a system of automatic coin operation, and is designed to operate on a "pay as you go" basis. It is priced at $275, and is said to be capable of handling a large volume of business.

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Sirup Producers Study Bottlers' Needs at Confab

ATLANTIC CITY, Dec. 3—Sirup producers which to date have limited deals to the corn syrup bottle field are getting an acquisitive eye on the expanding cup vending market, it was disclosed at the annual meeting of the National Automatic Merchandising Association (NAMA) this week.

A fresh product from the field of bottling, orange crush, was introduced at the Heyman booth. Hurry-Beck offered a few of its products for operators wishing to mix their own sirups.

Prices of sirups are said to be holding steady, with none of the companies announcing changed lists.

Popcorn Firms Show Units at NAMA Meet

ATLANTIC CITY, Dec. 3—Three manufacturers representing equipment were on hand here this week to participate in the third annual exhibition of the National Automatic Merchandising Association (NAMA). Of the three booths, only the one of the National Automatic Merchandising Company was in operation on the occasion for demonstration.

Using a patented box which automatically fills and opens to接收 the popped corn, the Auto-Vend unit may be observed at the exhibitor's location.

Price of popcorn is expected to be lower than the January 15, official announcement.

Approximately two inches taller than the Auto-Vend's previous "Pop Corn" machine, the new model features an animated dome with an illuminated corn kernel. The new machine is exactly alike in size, but the approximately 50 bags of popcorn in the firm's previous model.

Auto-Vend will supply the boxes for the machine at a price of 40 cents. The advertising manager, Jim Murphy.

Acceptance of equipment for pop corn was displayed by the ABC Popcorn Company, who featured its $45 manually controlled machine of "French Boy" type.

The H. A. Brunton Company of Minneapolis, displayed the only available mechanical equipment manufactured by Viking Tool & Machine Corporation of Belleville, N. J. The Brunton Mini-Pop pop and dispenses the corn automatically with a nickel.

The unit sells in single lots at $600.

Salesmanship Themes Session

Op Interest in Java Units High
As Hiked Output Is Set for '50

ATLANTIC CITY, Dec. 3—High interest in coffee vending equipment at the NAMA convention this year added to the 1950 production plans of five manufacturers showing new models and point to record placement of automatic coffee dispensers during the coming year.

While concern was shown over rising coffee costs, it was generally felt that large-scale production of the new models would be delayed seriously.

Many operators indicated they would go to the dime cup. Others were driving methods of cutting ingredient costs and finding new markets for old products.

New Models among the manufacturers showing new machine models were Futuristic Machine Co.,

NAMA Cup Vending Division

Research Reveals Many Areas Avoid Contamination

Open Rolls To Include Operators, Supplier Members

ATLANTIC CITY, Dec. 3—Early results of a research program sponsored by the NAMA Cup vending Division indicate that some cup machines remain remarkably free of contamination, it was explained at the NAMA convention here this week.

But Dr. Walter L. Mallman, professor of bacteriology at the University of Minnesota, graced the exhibit with a statement that contamination of the cup was due to the business environment in which the cup vending was conducted.

For component suppliers the membership fee has been changed from $5.00 to $50.00. (See Research Reveals on page 163)

Cig Vender Mfrs. Reverse Trend, Some Place Stress On Mechanical Production

But 100% Electric Plants Claim Peak Demand Remains

ATLANTIC CITY, Dec. 3—Oggetti automatic machine manufacturers who have been active both in the manual and electrical field are now assigning much of their productive resources to cup machines, it was indicated by manufacturers that cup machines remain remarkably free of contamination, it was explained at the NAMA convention here this week.

Producers reported that prices and service of the cup machines were the twin factors accounting for the reversal of trend. This view was countered by manufacturers whose lines are limited to electrical units and who stated that due to the lower prices they have not slackened.

The only company to reduce prices at the confab was Lehigh Automatic, of Bristow, P. A. Declared during the run of the show, Null Mitchell, the line sales manager, an announcement to offer a more rounded service to industrial buyers and other locations offering fair prices by independents will stimulate sales of venders next year, the manufacturer declared.

At the same time, producer operators pointed to the advantages of electrical work in automatic merchandising.

They have been more than interested. New locations are cut deeply into the market, they believe, with sales, one machine manufacturer observed.

Coin Changers Featured at Meeting; New Service Units

ATLANTIC CITY, Dec. 3—Coin changers, displayed by seven manufacturers at the 1949 NAMA convention, were featured by the Vendo Machine Corporation of Boston, who revealed a new changer and said it was the largest changer in the Mills 47-N bottle machine, for horizontal mounting, and a dual-purpose changer. Latter can be converted to nickel or dime vending price within a few seconds, according to Fred M. Arnold, the sales manager. (See Coin Changers on page 88)
Op Interest in Java Units
High; Hiked Output for '50

(Continued from page 85)

VENDING MACHINES
The Billboard
December 10, 1949

chines, Rudd-Melikian and Master
Chef Automatic Machines. Others
showed model improvements.

Futuristic demonstrated its new
900-cup Koffee King, listing at $495,
including changer. One of the low-
est priced machines shown, it incor-
porates several engineering refine-
ments said to simplify servicing re-
quirements and insure the delivery
of every cup of coffee "at the same
temperature."

Featured is a heating assembly
which heats each portion of water
individually before the finished
brew is dispensed. The water is
heated in a small chamber thru
electrical resistance, explained
Herman Bremer, chief engineer. No
flavor is stored in the machine.

The interior mechanism of Koffee
King is divided into five separate
assemblies connected electrically by
Jones’s plugs. It was claimed these
assemblies may be removed individu-
ually for servicing on location, with
interchangeable counterparts avail-
able for immediate replacement. The
refrigerator assembly incorporates a
compressor in one removable unit,
Bremer pointed out.

Koffee King Deliveries
Charles Gondofo, head of Futur-
amic, said deliveries of the new model
will begin next week. A production
rate of 50 units a week will be
achieved. He declared, the firm is
now lining up its distributor
organization.

Rudd-Melikian, Inc., now in its
third year of producing commercial
coffee machines, featured both its
combination coffee–cold drink vender
and its latest product, a compact
unit vending coffee exclusively.

The new machine, tabbed Model
CR-3, is only 24 inches wide, yet it
has a capacity of 459 cups. Deliveries
will begin in 30 days, according to
Melikian. With cost engineering still
not completed, the list price of the
machine was not announced. But it
will sell at about $850, he said.

Melikian asserted that sanitation
features were stressed in the design
of the CR-3. The vendor has an
automatic cut-off, if the water can
fills, to prevent spillage. The ma-
chine’s improved valves are all un-
der refrigeration. For greater ease
in servicing, Melikian called attention
to a more compact condenser now
being used, a simplified electrical sys-
tem and a new cup slide, said to be
positive in action. All basic acces-
sories are interchangeable, he pointed
out.

List Price
The combination Rudd–Melikian
machine lists at $1,247. It has a
capacity of more than 1,199 cups.
About 500 of these have already been
delivered, according to Melikian. In
all, the company claims to have pro-
duced and sold over 2,500 coffee
vendors. They are marketed both
on a franchise and non-exclusive
basis, depending on territory. Meli-
kan declared that the current pro-
duction rate of his Philadelphia
factory is about 100 units monthly.

The only other coffee machine
using liquid ingredients to be shown
at the meet is a product of Inter-
state Automatics. Los Angeles. Hot-
o-Mat, the firm’s vendor, dispenses
both hot chocolate and coffee out
of the same unit. It was placed in pro-
duction last May. Listing at $995, it
has a capacity of 420 cups.

L. H. Kahn, president, said the Hot-
o-Mat is being sold thru distributors,
as well as direct to franchise oper-
ators. Most machines produced to
date have been located on the West
Coast. With a current production
rate of 100 a month, according to the
president, new installations are
now being made in the Midwest and
East.

Best Mills and American National
Dispensing displayed powdered-
ingredient machines. Both stressed
the lack of refrigeration mechanisms, and
the sanitary features of removable
units.

The Mills unit lists at $474, with
an extra $50 tab for change maker.
It is now fitted to stock ingredients
for 600 cups at each servicing. The
company’s 1950 model, on which deliveries
were due to begin this week, has
eliminated a measuring cup assem-
by, its function has been taken
over by a straight solenoid valve.
The 900-cup mechanism is a four-
cup mechanism able to handle the
new and cheaper hot-cold cups. A
row of 10 cups on the delivery tray
has been added.

The machine is not sold thru fran-
chise deals. A production rate of
15-18 units a day was claimed.

The American National vendor,
introduced earlier at $740, includ-
ing charger, and has a capacity
of 600 cups. Whether the flat
or style is used. Deliveries are sched-
uled to begin this month. The com-
pany has set its goal of production of
1,000 units in 1950. It will
probably be sold to franchise oper-
ators.

Master Chef
The Master Chef vendor is still at
a development stage. Production, Henry Johnson, president,
admitted. A pilot run of the pellet-ingredient machine has
been undertaken, he said, to be used
primarily as test units for an exten-
sive market survey.

While the machine shown had a
capacity of 600 cups, its production mechanism is now being
developed, he stated, to throw the capacity to "at
least 1,000 cups. This machine is a
new concept, wrapped but not boxed.

Most expensive of the units shown is
the $893 Craig–Bar machine pro-
duced by the Craig Vending Ma-
chine Company. Milwaukee. In produc-
tion over a year, the Craig unit has a capacity of 252 bars.

7 Mfrs. Show
Ice Cream Units
(Continued from page 84)

showed the story of National Cor-
poration’s five-flavor vending listing at
$800. The Hebel vendor dispenses
four different flavors, a novel mech-
anism. HPF full-flavor, wrapped but
boxed.

Most expensive of the units shown is
the nearly $900 Craig–Bar machine pro-
duced by the Craig Vending Ma-
chine Company. Milwaukee. In produc-
tion over a year, the Craig unit has a capacity of 252 bars.

Artice 75

Operators at the NAMA show had
their first opportunity to inspect the
Arctic Model 75, modeled in com-
panion to Arctic’s Model 151.

The small units, up to 150 pounds
loading, accept either two nickels
or a dime, and lists at $393
40-day delivery. The largest
designs holds 151 bars in the vending
compartment and lists at $595 with
50-day delivery.

Milwaukee’s Badger Vending Ma-
chine Company introduced the new
ice cream machine with a capacity
(315) cup-type machine, but it
did not announce a price or a de-
design by Brooks Stevens Associates, who
also handles the万元以上
Hebel.

The Badger machine stands 62
inches inches wide and 24, inches deep. Its vending mecha-
ism consists of five screw arms which rotate around a com-
mon axis. With each cup removed, a spoon in a glassine paper bag. Customers may buy a product thru three port-
holes in the face of the cabinet.
VENDING MACHINES

December 16, 1949

The Billboard

SOME CIG VENDER MANUFACTURERS
STRESS MECHANICAL PRODUCTION

(Continued from page 85)

The company introduced for the first time a four-column console, as well as quantity orders of the new 10-column version. The latter was announced a week ago (The Billboard, December 3).

Automatic Pockets showed the 345-pack Smoke Shop. The new model of the vendor, also announced a week ago, attracted artists because of its generous use of animated lighting.

Alkino & Company was busy lining up a distributor organization for its four-column, 100-pack machine, introduced recently. The machine is to be placed in production soon.

See Drop in Canned Juice Price by 1950

ATLANTIC CITY, Dec. 3—The price of individual size cans of fruit juice is expected to go down in 1950, according to Jack Cross, president of the Juice Bar Corporation, an exhibitor at the NAMA convention this week. Operators now pay an average of 79 cents a dozen for cans dropped, he said.

Suitably Vending & Sales Company, of Detroit, is now using its juice cup machine, and claimed it now had about 1,000 vendors in operation throughout the country. The machines are distributed exclusively under a leasing plan.

To supplement the fruit juice sales, the company is now recommending that vegetable juices be dispensed through the machine. But any juice packed in the large size commercial can may be vended, it was pointed out.

POPACORN MACHINE OPERATORS
AND DISTRIBUTORS

Support Hybrid POPCORN Machines the biggest profit in any kind of machine business or placing - Display - Service - Requirements - Operators
Dwight Hamlin Co.
3536 Baum Blvd. • Pittsburgh 6, Pa.

it is now tomorrow!

and the great NEW
KOFFEE KING

with the exclusive MAGIC HEATER

(NOT TANK)

IS HERE

While Vendors reported increased production during 1949, while output figures were not disclosed, it was said that a gain was made each month with this year.

Production on National's newest machines, a seven-column, manual, is due to begin January 15. First shown at the NAMA meet, the smaller addition to the company's line is shorter than the standard upright. It holds 345 packs. It will sell for $155, the stand to cost an additional $50 for an assembly $10 and nickel changer $10.

Deliveries of the firm's six-column console, shown also at last year's convention, are promised in May. National officials reported the machine now lists at $275 complete, representing a $15 cut from the earlier announced price. The vendor has a capacity of 300-353 packs, depending on the number of shift columns used. Several changes to the machine were noted. It is a little shorter, now 47 inches high. The sale of book matches has been provided for, and easier access to the mechanism has been achieved thru the use of top, front and side-hinged doors.

A pilot run of National's Console Merchandiser is to begin this month. It was reported that eight-column unit can dispense a variety of products, including two packs of cigarettes at a time, at prices ranging from a nickel to 50 cents. List price is $325. The display showed, as well, its standard and upline of uprights.

The new section stressed interchangeability of parts as an important service feature for both dealers and Standard Diplomat Uprights. Interest was shown, officials said, in the variety of finishes in which the consoles, announced recently, can be supplied. While out of the smaller machines is being emphasized now, the company still looks upon the Upright Diplomat as its major-demand item.

The Koffee King is a product of Futurematic Machines, Inc.

HERE ARE THE REASONS WHY:

- Exclusive Koffee King Magic Heater (No Tank) assures a constant supply of fresh Koffee for each and every cup. Ice Cold Water is converted to boiling hot instantly. This method is the only one approved for brewing coffee by the Brewing Committee of the National Coffee Association.
- Time Cycle—5 Seconds.
- No End Capacity.
- Never-Stick Cup Dispenser.
- Specially designed Valves that are set by the customer. This means the refrigeration compartment to avoid clogging and assure steady, even flow.
- Minimum number of working parts for assured trouble-free operation.

ALL PARTS EASILY ACCESSIBLE AND INTERCHANGEABLE.

KOFFEE KING IS READY FOR IMMEDIATE DELIVERY!

Write—Wire—Phone for Complete Details!

KOFFEE KING
NATIONAL DISTRIBUTING CORP.
20 E. 35th Street
New York 16, N. Y.
Coin Changers Featured at Meetings; New Service Units

(Continued from page 85) Roberts, president. Called the American Dual-Purpose Change Coin Changer, Model E-5. On dime operations the new dual-price unit will continue to pay out nickels in change from its change tube. Simplification of American's changer was also announced, with both units featuring instantaneous payout and elimination of relays.

The Electric Cashier Corporation, Burlington, Iowa, displayed its electric-built-in unit, featuring 2½-minute change-over from nickel to dime vending price. Simple one-piece construction enables dismantling in a minute and a half, officials declared. Additional features, of course, of this changer include streamlined loading, self-lubricating parts and removal of many functional parts without use of tools.

Firm also displayed its coin changer which, according to its fellow that is used to locate functional disorder in most types of electric coin changers.

Conversion Kit

A conversion coin changer kit for Models 549A, 961, 967, 47-B, 47-N, and 90-A was shown by Guardian Electric, Chicago, with a similar kit for Models 853-3, 853-2, and 853-1. Model 83 bottle machine. Latter conversion kit, according to the firm's literature, can be adapted for use on any drum-type bottle changer. It contains 63 parts. The paid-in return is "Empty" and "use nickel only" lights. In both conversions, a new built-in sound is installed. The original coin box, lock and key from the machine is transferred to the kit which is designed for use with the changer installation. Tools needed for changer installation are screw driver and a spilt. It was declared. Housing of changer conversations of 2½ steels with ¼-inch backplate.

Guardian also presented its regularly built-in changer, controlling a 30-day free trial and five-year warranty policy on the unit.

Johnson Park Box Company, Chicago, introduced its new Johnson Automatic Coin Changer priced at $19.95. Order of 100 or more bring price down to $19.75. Carl S. Aspenswell, Johnson representative, said production started on a 1,000-unit run, following a lengthy test run with 700 pilot units of the new model.

With Johnson's Features of the changer include instant auditing of the nickel payocate tube (which holds 22 nickels). Change is made in three-fourths of a second. This unit also has four separate actuating arms in the 25-cent chute, pays out change one coin at a time. One arm extends into the 10-cent chute to avalanche single nickel return. Changer does not have motors, but includes one solenoid.

Model Rejectors, Inc., St. Louis, presented its Model 2400 electric built-in changer priced at $45, and an all mechanical built-in changer. Latter, introduced at the recent ABCD convention, in Detroit, receives nickel change from a coin of nickel capacity ($5), automatic refurbishment of change and return of unused change to coin tube block-out when nicked tube is empty. Nickels only are accepted until tube is sufficiently charged. Both changers combine livery hardware on changer contains a built-in mechanism offering changing protection.

New Assembly

National also introduced a new variable speed changer, designed to permit vending of nickel to $1.95 priced items. Accepting 5, 10, and 25-cent coins, unit (not a change-maker) will sell for approximately $80. Nickels are made in multiples of five.

Continuing the policy introduced at the 1948 NAMA convention, of supplying its own coin changer for its candy venders, Sloner Manufacturing Corporation, Aurora, Ill., displayed as equipment for the coin changer, Unit, priced at $10. Contains in nickel in change tube, Big Glasscock stated. A 25 per cent increase in demand for the changer, resulting in a big increase in the non-change order, was realized over the past year, Glasscock declared.

Now Vendo Line

Unveiling its new line of mechanical type coin changers, the Vendo Manufacturing Company, Roselle, Ill., introduced several innovations in the service unit. In addition to its regular Vendo changer, which remains unchanged, firm introduced five additional models. The modification was made to standard model in all other respects and coin slot has been enlarged in payon panel and excavator.

Combination Penny & Nickel Changers, too, are featured this year. Included is a penny tube and a nickel chute added, and gives five pennies change from nickel for five pennies, and five nickel change for dimes, quarters.

Straight Penny Changer; same as regular model but penny change for nickels and dimes, instead of nickel change for dimes, quarters. Combines 500 pennies and 500 nickels.

Two models for installation on new changers which combines changers shown were on Hamilton scales; one model built-in flux with the machine and a separate unit (a separate installation on new scales) and one unit fitted to face of column and designed for mounting on scales already in use. Built-in model has actuating lever right in so that when attachment on unit has lever on the front.

Bulk Venders Stress Field-Tested Design At 1949 Convention

ATLANTIC CITY, Dec. 3. — Bulk venders, after show but two manufacturers exhibited at the Atlantic City field. One prime object of interest to penny operators especially, with a penny and nickel alongside is of offering shown nickel bulk units. However, the penny, nickel and nickel model presented in Convention Hall here did not introduce new models, methods or other equipment. A letter was on presentation of proven equipment with multiple mounting of same.

New to the Northwestern Corporation, Nashua, N. H., who will stand for the firm's Model 49. Of cabinet design, stand also was offered Model 47 for which cabinet price is $19.95. As cabinet price is $12.50, with price of the two unit stand to sell announced as being offered by a number of manufacturers with 33,300 stand for the firm's Dual Nut unit, Model 49, priced at $24; the Dual Ball Nut, Model 40, $19.95; and the Dual Nut, Model 33 Ball Gum. The Deluxe unit, with dual coin chutes and Deliveries.

Second bulk machine manufacturer to show, Oak Manufacturing Company, North Branch, N. J., exhibited its Model 41, which sells penny and nickel venders unchanged in size and shape. A letter was printed in a degree of perfection by Abelson, general sales manager, quoted current weekly prices, quoted current weekly prices, quoted current weekly prices, quoted current weekly prices.
Few Changes Seen in Candy Units; Mills Bows New Model

(Continued from page 84)

Company also featured its Refrigerated Candy Vender with a new front panel eliminating the glass panel (retained on the non-cooled unit) and incorporating a seven-button selection system. Latter replaces the Packard roll-type selector previously used. Too, cooling efficiency was increased thru use of coils on three sides instead of one side only, W. S. Deere, president, stated. Optional equipment is offered in fluorescent tube lighting for the new model. In a panel carrys the vendor name. Price was not announced.

Atlas Tool & Manufacturing Company displayed the Super-Selector Model 150 machine, tagged at $185.56. Vending action, appearance, capacity

Wrigley Intros Vend Tab Gum; 5c Pack Panel

ATLANTIC CITY, Dec. 2—A trio of vended gum firsts for the penny and nickel gum operator were introduced here this week by the William Wrigley Company. A new penny tab pack, in all flavors, was announced. Packaged in 100-piece cartons at 43 cents a carton, the new line combines the Wrigley "Vending machine style" on the lower portion of the wrapper face. Wrigley representatives also reported that firm's candy-coated P.K gum would be made available in penny units, in the same style and at the same price as the new tab gum. Latter will be readied in quantity early in January with the penny P.K gum following soon after.

For the first time in the product display windows of candy vendors. Wrigley introduced a special cardboard display panel, with a dummy nickel pack of gum affixed to the panel. This pack is in the center of the window, and also eliminates losing thru sliding when actual product is used. Display panel and dummy pack are offered free to gum operators.

For nickel pack, stick gum machines and 5c penny pack were introduced. It permits faster loading of machines, especially units requiring that opening be placed in the center of the door as in the new Wrigley two, four and six column machines. These packs can be loaded in Wrigley vending units in four seconds.

for BIGGER PROFITS per vender
THAN YOU'VE EVER HAD BEFORE—

New Santa-Carry Globes can be classed and refilled at home or warehouse... by experienced help if you want it. No more filling, spilling and messy cleaning on location. Greater cleanliness assured. Can servicing time in half. That means twice as many machines serviced per day per man... bringing servicing costs down to new low... boosting profits to new highs. Equally important, by checking merchandise in returned globes against cash collection, you can be sure of more accurate accounting and tighter control. No other vending machine gives operators so much. Wire, phone or write for details.

THE NORTHWESTERN CORPORATION
818 EAST ARMSTRONG ST. - MORRIS, ILLINOIS

The Northwestern Line

THE NORTHWESTERN CORP.

Can be purchased on "RAKE" 24-PAY PLAN—IMMEDIATE DELIVERY. Write for Catalog and Price List. PAY TAKE TRADE-IN ALLOWANCE.

RAKE Coin Machine Exchange
609 Spring Garden Street

THE NORTHWESTERN CORPORATION

Be First With Eppy's

Supreme Achievement in Charms!

LICENSE PLATE CHARMS OF ALL 48 STATES IN ACTUAL 1950 COLORS!

with every factor that appeals to kids:
- In's in the game of spotting license plates!
- Colorful - each plate a perfect miniature!
- Variety - 40 different, to trade and collect!
- Quality - metal plate in plastic frame!

$7.50 per M
Assorted States Immediate Delivery

EPPY
Samuel Eppy & Co., Inc.
113-08 110th Ave., Richmond Hill 19, L. I., N. Y.

Get on our mailing list. New Ideas monthly.
Cup Vender Prices Moving Downward, Firms Introduce More Hot-Cold Equipment

Sales Divided Between Ows, Newcomers and Bottlers

ATLANTIC CITY, Dec. 3—Sales of new cup vending equipment are today fairly evenly divided among established drink machine operators, newcomers to the field and bottlers, a survey of manufacturers at the NAMA convention disclosed this week. While sales to the different categories varied from producer to producer, they seemed to average out equally when all manufacturer reports were lumped together. Some also reported increased purchases on the part of operators hitherto specializing in candy and cigarettes.

With nine manufacturers showing one or more machine models each, an upped trend toward the introduction of multi-purpose, hot-cold vending machines was noted. Prices were generally below figures quoted a year ago for comparable machines. In many cases manufacturers seemed to be meeting the needs of varying locations more efficiently by offering several models, each tailored to do a specific job.

Counter-Sizes

The newest model shown by the Automatic Products Corporation has a counter-size vender, of limited capacity and specifically designed for low-traffic locations. With a capacity of 100 cups, the machine holds five gallons of still drink. The unit was displayed was manually operated, but D. F. Briggs, head of the company, said a coin-operated model will be introduced later. He declared that production would begin in 30 days.

and the vender would list at $195.

The firm also showed its Refresh-O-Mat the four-drink, hot-cold machine, announced earlier (The Billboard, December 5).

The Bradley-Elidon Corporation is now making about 20 of its dual-flavor machines a week, according to Earl Mason, executive. Production on the 1,000-cup machine begun about two months ago. It lists at $355. A changer is optional at $60.

Cole Displays

The Cole Products Corporation, now in its 11th month of manufacture and in its third production run, exhibited its three-drink, hot-cold, multi-purpose machine which can be used to replace one of the flavors dispensed. As an assembly, it can be bought at $125, may be bought as an integral part of the vender, or purchased separately for later installation.

Also shown was the company's new, three-flavor vending machine of two venders fitted side by side on a single frame. All Cup, a resident said, is machines are now being produced each day.

The newest addition to the Hupp Corporation line was its de luxe console vender, shown for the first time.

T. J. Gillespie listed a sirup cooler. Kraft-Waid, Inc., on the other hand, displayed their new two-compartment, a larger compressor and a therapeutic ice control among its features. The unit has a capacity of 400 cups and lists at $530.50. A changer is available at $55. Deliveries are promised by February.

Hupp also displayed a 300-cup model at $495, and a 100-cup, single-flavor size at $450. Thirty-five machines a day are now being turned, Gillespie explained.

New Venders

At the Lyno Industries exhibit, the firm introduced a new dual-flavor machine. Similar in construction to the Lion single-drinker, the more versatile model lists at $1,845. Production has already begun, said John A. Stewart, and initial deliveries will be made in January, and in February, according to the company, new models will be available in April. It stocks 300 cups and lists at $750, including changer. The company also unveiled its hot-drink assembly, claimed to be suitable for chocolate, soup or coffee. The assembly will be ready for delivery in February, according to the company, and the machine lists at $135. It can be installed in any SuperVend machine, he said.

12-32 oz. bottles are used on the Lyno drink machine, the company has said, and the machine is now current on the larger 600-cup model, which lists at $1,000, parts personnel assented. In sales talks, they emphasized the gradual elimination of the more retained engineering refinement. Plugged as an aid to servicing, it was noted out that the vender uses only one solenoid and a single relay to deliver a drink.

Java Jackpot

PHILADELPHIA, Dec. 3.—Edward K. Rudd and John J. Melikian, World War II veterans who three years ago scrapped together $30,000 and set themselves up to manufacture automatic coffee vending machines, estimate "they may top $3,000,-000" in sales this year. Last year their Rudd-Melikian, Inc., sales aggregated $2,600,000.

When they started their automatic coffee vending manufacturing business they recall: "when we ran out our $10,000, we walked the streets and pushed doorbells to raise that additional capital we needed."

300-cup, single drinker have been produced to date, it was learned. These were made on a "pre-production" schedule, with regular line output to begin in January. A hot-unit assembly was shown at the company's booth, said to be capable of installation in the field in about 1 1/2 hours. Stewart's machine, manufactured by the Firmington Corp., lists at $345, with a $13 additional job for changer. The hot unit will be available in two models.

A scaled-down model, with reduced capacity and smaller list price, was the innovation at the SuperVend booth. The junior version in the three-drink vender will be available in April. It stocks 300 cups and lists at $750, including changer. The company also unveiled its hot-drink assembly, claimed to be suitable for chocolate, soup or coffee. The assembly will be ready for delivery in February, according to the company, and the machine lists at $135. It can be installed in any SuperVend machine, he said.

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JAVA JACKPOT

"The Magazine of Automatic Merchandising"

VEND is the most informative and interesting periodical for the vending business; a need fulfilled at last.

Basik Vending Co.
Detroit, Mich.

VEND

520 N. Michigan Avenue
Chicago, Illinois

December 10, 1949

1/3 Depotos, Balance C. D. O. D. on All Orders
SOUTHERN COIN-O-MAT DISTRIBUTING CO.
943 N. W. 7TH AVENUE
MIAMI, FLORIDA

SOUTHERN COIN-O-MAT DISTRIBUTING CO.
943 N. W. 7TH AVENUE
MIAMI, FLORIDA
Convention Notes

D. R. Zimmerman, Toronto, was an able look-and-learn pennny oppor- 
tized the convention exhibit floor daily. Operating ma- 
chinists, he's king a group that we had to hear latest developments in his 
type. The host, the Scrap Metal Center, was the enthusiastic 
representation of the Northwest's bulk units. He stood 
by the booth and gave us a hand film of the work done by 
Goo, helping the hand work. It was all a very 
fruitful day and we thank him for 
the interest shown in the automobile 
industry.

Harold Heyward, Prime Money 
Exchange, Inc., Chicago, was an 
interested listener in the many 
various business sessions for 
operators. Harold reported interest 
in his firm's cigarette coupon plan 
during the cigarette operators' meet- 
ing. With Heyward, on the plan to 
and from the convention, was 
Jack Keeler, K-E-N-E-Y, who kept 
a discerning eye on cigarette 
proceedings during the meet. 
Keeler, who is looking forward to 
Money coupons almost two years 
ago.

The touring scale manufacturer, 
Heyward-Taylor-Hamilton Scale 
Company, Toledo, dug in the Vending 
Machine Division to show off the 
many scale-coin changer units were 
featured: Alex Izard, Vending 
offical, who journeyed the long 
deways on the exhibit hall floor 
whenever a break in the schedule 
came. A model was shown in con- 
mis, A. C. Brennan, was a 
proponent of the scale and coin 
changer, stamp vendor, gun 
manufacturer and the result was 
the Pennsylvanian showing. 
Howard also has 
Sleeping, 
by the way, was there 
looking the latest-arriving 
motorized showroom.

Coin changer-ite Fred M. Roberts, 
president of American Machine 
Corporation, Boston, was another 
convention who hosted an 
group of interested vendors in the 
display. With exhibit hours 
showing Convention Hall for the 
forthcoming four consecutive 
evenings, Fred invited coin 
changer-conscious operators and 
manufacturers of their special 
interest in his Richie-Cart 
showman.

Jimmy Martin, Chicago record 
vendor, was on hand during 
his DunGregor candy conversion 
mechanism to interest the 
operators. With Automatic 
Merchandising Company, Chicago, 
was hailed as a 3A Lancaster 
company, candy, gum, and 
biscuit operators' 
etcher, Jack Heimann, Automatic 
Machines, Cleveland, had 
beaten him a few 
province, which kept him away 
from the convention, to 
the surprise of the 
appearance of 
their display by Herb A. Geiger, 
Geiger Automatic Sales, Milwaukee, 
who had Jack's shoes admirably.

In M. Strong added vocal and 
visual interest to the penny machine 
operators' roundtable discussion at 
the Office of the Universal 
Corporation, Miss Strong, 
appared at the NAMA penny 
convention for the last three 
years, she continued to 
interest the operators in the 
high standards of the 
company. The lead, Frank M. Brand- 
stater, proved another 
session of penny 
operators.

George H. Horner, head of the 
New York coffee processing 
firm, netted coffee 
compliments from dealers. The 
handy card calcu- 
lator given out at the company 
booth, a hot item, 
liquid ingredient cost to 
the penny, and, in 
follow the leaders.

The Billboard
New York, N. Y.

CHECK AMONG THE LARGEST 
PURCHASERS OF ALL PLASTIC GLOBES - USE ONLY NEW 
PRODUCTS MENUFACTURED AND YOU WILL FIND IN MOST CASES 
they have found this machine to be 
unusual in operation. 
It can be used to full capacity. 

PROMPT SHIPMENT! 
81112.00 each (24 or more) 
Plastic Globes Available on All New Machines - Contact 
firm for complete details. 
R. H. Adair Company 
Send for free literature showing 
Individual and 
Prompt, model-numbers included 

PLASTIC GLOBES

Sensible 
uses for every 
plastic globe. 

For the strongest line 
in character charms

DICK TRACY
SAM CAINE

50c

Walt Disney and Al Capp Charactor Charms

QUALITY CHARACTERS, INC.
142 East 10th St. 
Los Angeles 21, CalTe
WASHINGTON, Dec. 3—Around coin machine rows in the world's capital, Bayne Phips, manager of Spacarb of Washington, Inc., is becoming known as the man with the volupulous vendor. Smooth dispenser operations are common with Phips, but the Spacarb machine in the lobby of Keith's Theater is a local top for operator-location co-operation.

The multi-flavor cup dispenser had long been a fixture in the movie's lobby, but recently Phips decided it wasn't getting enough attention. Located in a dimly lighted corner, the dispenser was not doing as well as Phips thought it should. He talked to the matter over with the Keith manager. Today, the machine is the first thing that catches a customer's eye as he strolls over his ticket. It is played on the dispenser, which is colorfully decorated with neon bulbs. When tickets were dropped in, the dispenser is turned on for the day's business, for it is automatically turned off at night, and frequently jumps over the 1,000-mark.

Phips is a master at the art of placing his machines so that they are in a position to get the most out of a location, or in many cases, to turn a potential location into a paying one. For example, the Union Station, one of the nation's largest railway terminals, had long been considered a poor location for vending machines. Year after year, Phips kept up the arguments. A few weeks ago, Phips passed out the first of the new dispensers which will soon be installed near the ticket windows and in the concourse.

The design was made when Phips and a group of operators, along with Leif Greetham of Spacarb, Inc., met with the Washington manager of the station to discuss the problem with the machines sometime in December. It was feared that the station might not be able to turn a few of the machines to pay. Phips suggested the installation of a cup dispenser for chocolate, hot soup, and cold soft drinks. The figures were impressive, and Phips got a green light for the experiment.

Phips' newest enthusiasm is the new-minted cup dispenser that the New York headquarters of Spacarb, Inc. The Washington manager of the station was able to turn a few of the machines to make money. Phips is enthusiastic about the new dispenser. It will be installed in a cup dispenser that is now being marketed. It is said to have a capacity of 250 dollars, and is expected to pay off very soon.

Logan Distributing Company

CIGARETTE MACHINES

UNITED STATES

100 cases $12.50

10 cases $1.25

BRACKETS, Etc. 65

STANDS, Each 3.75

LEAV BALL GUM, Per lb. 5.00

CHICKEN BONES, Per lb. 25

SILVER AND COPPER, Per M. 5.75

Includes Copper, Zinc, and Silver-

plated mixed charms.

DOUBLE CROSS BARS, Each 1.75

TRIPLE CROSS BARS, Each 2.00

PARTS FOR ALL VENDOR MACHINES, MODEL "V" $53.00

Universal and Topper

25% DEPOSIT, BALANCE C.O.D. ON ALL ORDERS

TOGGLE Top-Pers $10.75 each

4 Per case $10.00 each

100 sets With plastic globe 50c extra each machine ordered.

VICTOR's AMAZING NEW

DOUBLE TOPPER

WITH PLASTIC CUPS. 2 Units to a Case, $5.00 each.

PACKED 2 DOUBLE UNITS TO CASE.

1 to 5 Cases . . . . . . $4.50 Per Case

6 to 11 Cases . . . . . . $4.25 Per Case

12 to 24 Cases . . . . . . $4.00 Per Case

25 Cases or More . . . . $3.75 Per Case

We also have Victor's other Models of Double Topper and box self-service dispensers.

TERMS: 1/3 With Order, 1/3 In 30 Days, 1/3 In 60 Days.

Write for details on our liberal finance plan.

The Billboard

December 10, 1949

Merchandise Clinic:

Phips, Spacarb D. C. Manager,

And His Voluptuous Vendor Set

Pace For Nation's Capital Ops

VENDING MACHINES

WE SPECIALIZE AND CARRY LARGEST STOCK

VICTOR's NEW DOUBLE TOPPER

Two machines on one base. New LARGE capacity plastic cup holds 250 MORE balls in cup.

Sample unit (1 machine) $27.50

SPECIAL OFFER #1

One case of two double unit dispensers with plastic cups, 25 lbs. $10.00. One case of 25 lbs. $20.00. Boston Rack and 1000 hl. silver and copper plated mixed charm $3.75.

All for $65.00

When above merchandise is purchased, you get 1 case; extra cups will be $7.50.

ATTENTION

CONVERSIONS

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LOGAN DISTRIBUTING COMPANY

2320 MILWAUKEE AVE.

CHICAGO 47, ILLINOIS

CANDY MACHINES

SALE $75.00

Uenea Candy Vendor

102 Bar Capacity. Floor Model.

$65.00

SALE

$95.00

Uenea Model 500

NATIONAL 9-18, 9 COL. 162 BAR

$100.00

NATIONAL 6 COL., 105 BAR-CAP.

$95.00

ROWE, 120 Bar Cap.

$85.00

VENDIT, 150 Bar Cap.

$75.00

Candymen, 72-Bar Cap., with Base.

$65.00

U-Select-It

$55.00

TOP EQUIPMENT - UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH CROPS—BALANCE C. O. D.

Parts and Mirrors available for all makes and models.

BOTTLE INTEREST LIGHT

ATLANTIC CITY, Dec. 3—Moderate success was reported yesterday for the bottle interest light machines which were shown by independent manufacturers attending the NAMA convention in this city.

A bottle, which was displayed, was already familiar to the trade. The bottle units of other machines exhibited at the booths.

Stoplight equipment included the Atlas Tool & Manufacturing Co., the Bovey Corporation, and the Hydro-Silica Corporation.
Cup Beverage Ops Forecast Expansion With Selective Units; Hold Panel Talks

400 Attend Special Session Covering Cup Vending Biz

Atlantic City, Dec. 3—Cup beverage operators, in special session here Tuesday (29) during the National Automatic Merchandising Assn. (NAMA) convention, predicted their segment of the industry will remain strong with selective equipment. Four cup beverage operators told approximately 400 conventioners that the cup business is the meeting of both hot and cold drink makers.


First part of the cup operators’ clinic, as the meeting was designated, was devoted to a discussion of questions sent in advance by NAMA members.

Hatfield called on Granfield to discuss the problem of selecting new locations for cup machines. Granfield broke top locations up into two groups: Plants and schools, and offices. He said the operator should stress service and convenience in the latter. He invoiced qualities plus the profits which accrue to the location.

Best Beverage

Wherever possible, Granfield told the operators, take a new prospect to an existing store. He pointed out that smaller-volume stores could be operated profitably only with smaller equipment.

Of cup machine commissions, Granfield commented that his company was working on a formula that would allow a minimum of $50 commission on each start-up. Granfield said his firm pays a flat commission rate.

At the present time, Granfield contended that 65% of the West Coast theaters’ cup machines are set to deliver a dime, which enables operators to give the theater a better commission break.

Upgrading Volume

To Merle Zuehlke went the task of outlining ways of increasing volume in present cup stores. Zuehlke’s points:

1. Survey your stores to know their preferences.
2. Make the machine stand out.
3. Consider spot-lighting it, and by making certain the background is attractive.
4. Be the only best product. An inferior drink will put the cup operator out of business.
5. Change the flavors; appetites become jaded so choices should be alternated at least semi-monthly.
6. Use on-location promotion gimmicks, such as an arrow to point to the machine.

The session’s special.

Watch the sales charts for location flavor preferences.

From his own experience, Zuehlke said he has convinced cup machines had always been equipped with changers, which should be equipped with changers.

The addition of changers increased volume an average of 80 with Pre-Paid changers and 10 cents by adding the Pre-Paid changer at a location promotion. Zuehlke cautioned cup operators to keep close to the route to check on the stops.

Canteen’s Drewrey opened his remarks on trends in the cup business by saying that cup equipment is likely to entirely replace bottles in vending, since there is a place for all.

Seconding Zuehlke’s suggestions, Granfield said the cup operation is important here because of the quality of product and makes equipment more attractive.

Hot and cold drink machines came in for attention from Jay Saunders who said the cup operator needs both types of equipment to level off the seasonal slump in sales. In the Midwest, said Saunders, his company came out of cold drink sales last year as much as 50 per cent during the winter months. By adding hot drink equipment, diversifying the operation, this drop has been made up.

From a purely practical point of view, Saunders commented, that hot drink equipment is enabling many an operator to open new stores and to gain a competitive advantage over operating concerns which cannot supply both hot and cold services. More and more stores, Sanders declared, are demanding package operations and he told his listeners, “If you don’t provide it for them, someone else will.”

Selectively, Saunders predicted that there is an absolute necessity in the best cup stores. This will mean, he continued, that one can open one of their single drink equipment into virgin stores or use this type of vendor to supply both hot and cold services.

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The BIG 3 FOR THE SUCCESSFUL OPERATOR

1. ACORN
   a. Cold or hot vendor
   b. Large order
   c. Pre-Paid
   d. Great advertising
   e. Service

2. LEAF GUN
   a. Leaf gun
   b. Pre-Paid
   c. Good advertising

3. CHARACTER
   a. Character
   b. Good advertising
   c. Pre-Paid

American Distributors
134 Fifth Ave.

111 W. Columbia Drive
Tampa, Fla.

The Billboard

Vending Machines

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American Distributors
134 Fifth Ave.

111 W. Columbia Drive
Tampa, Fla.

The Billboard

Vending Machines
CANDY MRS. SHOW BIGGER BARS, ADD MORE VEND PACKS

ATLANTIC CITY, Dec. 3.—With 37 candy manufacturers showing their wares at the annual meeting of the National Confectionery Merchandising Association (NAMA) convention, operators found a wider variety of merchandise available at the 1948 meet. Candy bars exhibited were scaled to meet the demands of the trade, and, in some instances, prices reduced. Importance of vendor outlets to the bar marker was indicated by the fact that all of the new merchandise introduced was designed for vending, and several well-known bars were made available in high capacity vending machines. Furthermore, wrapper designs for a number of bars accentuated eye-appeal, with particular regard paid to vending merchandising.

Many of the candy makers, having lowered prices, increased bar weights and turned to vending packs earlier this year, production changes during the convention. Those firms that did, because these changes were not previously reported, were John Hendrick Company, which announced weight increases of six and price reductions of seven, according to its line of its popular bars. 

Also, to take effect this week, effective on the 100-cent price from $2.20 to $2.70 and upping bar prices to $1.00 to $1.50. The firm's full line is now available in 100-cent vending packs.

Necro Products

A new wood, package, five cent, mint bar, larger Hul-Jells package and a new aluminum foil wrapper were introduced by the National Confectionery Merchandising Association (NAMA). The company, which displayed the new wares, said it was the first time that such a variety of products was introduced by one company. The new wares include bars in 100-cent, in vanilla and chocolate at $2.20; a twin chocolate milk bar for 5 cents, introduced in high vending, 100-cent at $2.50; the marked $1.50 bars had a raised price of 60 cents, to a package, called six-bit size, and comes in 100-cent packs in three chocolate colored in a bar nut and green at $2.95 and a 30-cent at $2.53 per hundred. Also, a chocolate mint pattie, formerly glassine wrapped, is now packaged in new wood boxes.

Wilbur-Suchard Chocolate Company, Inc., unveiled its three-bar vending pack under new wares changes in the words "milk chocolate" and "almonds" in addition to brand name. All three bars are offered in 200-cent packs, with weights upped from 7/8 of an ounce to 1 1/4 ounces, increasing the 100-cent price for the milk chocolate bar from 30 cents to 40 cents, and the same, 54.44. Milk bar chocolate bar with almonds is 58.05. The five-piece Plum Bar, 42.50, priced at $2.82 and 29 cents per hundred. Also, 14.50, is tabbed at 64 cents.

Luden's, Inc., displayed its 1/2-inch six-bar, 150-cent pack; until recently it was offered in only 100-cent packs. It is priced at 50 cents, 14.95, 50 cents, and 109 cents for 100-cent packs.

NAMA Legal Set-Up

Near; Fund Drive to $21,000

ATLANTIC CITY, Dec. 3.—With the National Confectionery Merchandising Association (NAMA) convention luncheon here yesterday, the NAMA convention association succeeded in raising $1,000 from the $25,000-$35,000 fund needed on new operators and manufacturers that the association will be able to fund to $21,000 and promoted that the association would carry on its drive until the goal has been reached.

Not discussed at the luncheon—but the subject of the plans of the convention association to establish regional legislative offices in the Southeast and West—would be organized to create local sections to fight unfair wages and union demands in the industry.

New Coin Shaver Has

Flasher, Lotion Unit

ATLANTIC CITY, Dec. 3.—A. H. Pitchford Company, Baltimore, displayed its coin-operated shaver here yesterday, which received its automatic coin changer for 25 cents. The firm has adapted the coin changer to a 25-cent operation and priced it at $10.50.

A feature of the shaver, according to firm officials, include its self-sharpening and self-emptying action, designed to make it a complete, all one piece, with shaving gel, lamp, and shaving light. A burglar alarm and a steel cable to prevent theft are also included. Capped by 16-inch shaving light, which remains on when the machine is turned off, and an attention-getter when shaver is idle.

Lotion dispenser contains a half-ounce and dispenses approximately one teaspoonful of lotion per shaver, has operated and been de-energized.

It's Davis for Toppers

TOPPER

An all purpose topper in TOPO's in its field.

We solicit your business.

$1.75 each

$1.50 each

$1.25 each

$1.00 each

CHARLES M. DAVIS

1305 Madison Avenue, Florence, S. C.

WRITE FOR CATALOG

BUBBLE BALL GUM

144 or 175 size, Crown, Luck Brand, etc.

100 No. or 250 No.

$1.10 each

$0.95 each

$0.80 each

CHARMS

Plastic Charm, small, 1.00

Pocket Watch, large, 1.00

5c Value Nickel, large, 1.00

Gold Wedding Rings, 1.00

$2.99 each

TOY BALL STANDS

All steel—aluminum finished, 20c each

24c each

$2.99 each

PARKWAY MACHINE CORPORATION

12 West North Ave., Baltimore, 13

$2.99 each

FEATURES

Victor's New PLASTIC GLASS

Also available in hard, fragile glass, in a wider variety of shapes and sizes...for use in the home, office, school, and in devices of all kinds.

DEVICES NOVELTY SALES CO.

407 N. Milwaukee Ave., Chicago 10, Illinois

$2.99 each

For trade use only, do not ship to your own address.

$2.99 each

$2.99 each

$2.99 each

$2.99 each

$2.99 each

$2.99 each

$2.99 each

$2.99 each

$2.99 each
NAMA Confab Draws 4,300; Seedman Elected President

(Continued from page 84)

the Rowe Corporation in New York, is a member of the American Bar Association, the Sales Executives Club and the Advertising Club. A graduate of the University of Alabama Law School, Seedman has been chairman of the last three NAMA conventions.

On the exhibition floor, operators found the savings in machine buying time and money by using the most efficient layout and storage ideas. The machine was not displayed separately, manufacturers reported the large catalog and exhibit, and definite list prices.

A manufacturer of new equipment was the main attraction at the NAMA convention in Los Angeles—promotion. Their showings for one reason or another, they did not make it to the annual meeting. Some manufacturers, however, were quite successful in getting top-level machine manufacturers to their convention. Their marketing plans were not completely worked out.

At the annual convention in Los Angeles, approximately 750 conventioneers got a good look at the new machines in action. Salesmen who specified the theme of this year's convention and most of the specialized business associations followed were around good selling techniques.

Chairman of the first morning session was Fred R. Schuster, vice-president and general manager of the Standard Oil Company. Mr. Schuster pointed out the need for showmanship in selling. He said that the need was for more showmanship, and that he had learned to dress up their sales approach to make a distinctive flavor.

H. C. Houston, president of Spacech, confirmed his belief to the committee that the committee had the right idea when it presented the new machines.

To do effective selling, Houston said, the operator must believe in the manufacturer and in the product. He said that the company wants to see him sell his product and help him sell his territory selling. He must study his territory and plan it up to a 60-day and, if he plans his territory selling, he can and must plan his sales campaign.

V. F. Houston concluded, "we are all in this business—and it can be all the more interesting if we present our story properly.

Legislative action (this section), NAMA made a big step closer to its goal for effective action against discriminatory per-machine taxes. At a special legislative luncheon (29), operators, manufacturers and suppliers planned an approach and strategy to help them get the favorable legislation. At the banquet, NAMA made three awards for significant work in the industry: the award, presented by the American Legion, to Herb Scheurer, Baltimore, and the Philip Morris Company.

Skelton’s award acknowledged his work as a pioneer in the cigarette vending field. One of the leaders in the industry, Skelton is associated with Rowe Service. Skelton’s award was presented in recognition of his efforts in staging the first national convention, of which he was chairman. The Philip Morris Company award, presented to Sales Manager R. M. Jones, was for pioneer work in introducing automatic merchandising to television audiences.

Direct-to-Location Sales Get Pasting At NAMA Confab

(Continued from page 84)

locations that probably could not be used otherwise.

Speaking on "Increasing Sales in Present Locations," H. W. Saxon, of Charlotte, N. C., urged that great care be given to a dull position occupied by a vendor in an establishment. Grossen can vary as much as 25 percent, pending on placement, he declared. Probably the best spot is at least as good as the cash register.

Saxon also recommended that the appearance of machines be kept up, and that on-location promotion be used when possible, and that the equipment be known to the community by participating in civic form service procedure, which makes allowance for friendly conversation between vendor and proprietor, is also of value, he told the clinic.

Public Relations

Levitch, talking on "Public Relations for Profit," said operators should endeavor to establish a feeling of trust among themselves and their locations. Spots should be visited by the operator at least once each year. Sponsoring local sports teams is one way of winning good publicity, he said.

He stated that it was unwise for operators to lock locations, and to flaunt prosperity ostentatiously. Competitors who begin doing the same should be strongly urged to conduct operators should be conducted fairly, he concluded.

Answering questions from the floor, the panel agreed that incentive plans should bear on the particular community. It was noted that per-machine sales were off somewhat over figures of a year ago. Saxon credited his company-operated campaign plan with success. He said that 35 percent of all premium dispensed were current for advertising and circulation.

Lett, demonstrating a new machine-filling technique said to speed up handling and changing, in addition to stopping of vending machines, depended on repositioning and jobbing, which can vary from 12 to 25 in edgewood.

Sales Aid

 ATLANTIC CITY, Dec. 3—In "a one hand helps the other" inter-industry sales promotion move, Austin, Pennsylvania Inc., introduced a special vendor for use with its Peanut 65.5 percent), Cross face... 5.00... and wide... 9.75. emulator. CHERIES TODAY AND SAVE.

BADGER SALES CO., Inc.

1400 W. Pine Blvd.
Los Angeles 6, Calif.
Salesmanship Themes Sesh; Food Ops Hear Sales Talk

(Coined from page 85) Anticipating what the next-objection theme might be and the first to mention such objections. Following thru with force, asking detailed facts dissolving such objections usually results in getting the location.

Big thing to remember is to talk product problems and how the opera-
tor benefits from such. Advantage, instead of stressing the vendor itself, Bradley said.

Concussion Costs

Second speaker, M. L. Heffer, John-
son Tobacco Company, Chicago, spoke on the concussions of the operator's efficiency. An intelligent maintenance of receivables and controlling overhead, and involving simple book-
keeping and keeping statistical in-
tformation, he explained. Each machine should be treated as a miniature store and records of its activity comes.

In his own operation, Heffer said that setting of a break-
even point in terms per unit was possible through an individual per machine record on a weekly basis. Using such a check system will elimi-
nate a common occurrence in grocery, he said, which is simply that the firm expands and gross take increases, the per machine vol-
ume increase and stocks are dropping.

Citing his firm's Soars, Reoebuck in-
stallations, Heffer said the backoff of the machine's holdup method-increased effi-
ciency program was used by part-time employees. He declared that about 90 per-
cent of Johnson Tobacco's vending business was performed by its two or three clerks in Soars. Such clerks service the machines in their own buildings. Applying this to the average location, Heffer said he could develop part-time help in his slow-
navels.

This meant that regular servicemen could visit such stores once a week, instead of day-to-day. Complete servicing should be doubled.

The service man could then be more profitably employed in attending to high volume stops.

Shoeshine Exhibits Slump at NAMA Meet But Shine Quality Up

ATLANTIC CITY, Dec. 3.—While automatic shoe-shine equipment dwain-
ded from 30-D-20 model and 20 model day display at the NAMA con-
vention this year, shine and machine in-
ewers showed new machines and equipment.

Shoeshine exhibits at $250 ($225 in quantity orders), Eastern Machine & Manufacturing, Inc., Minneapolis, announced that initial production machines were being assembled. Unit employs three animal hair brushes to polish shoes, wooden shoes, or wooden misses. Each side platform is on sides and back of shoe, and one vertical position is used for both.

This means that regular servicemen could visit such shops once a week, instead of day-to-day. Complete servicing should be doubled.

The service man could then be more profitably employed in attending to high volume stops.

Two additional cost reduction points may be made: one is that new pricier or amortized equipment in going up in stock airlines will be carried, and maintaining a four-week stock inventory, by brands, and by machines, with a redemption-in-

Two more break-even comment, Heffer said. The average cost of sales job was greatly increased when it was real that while a 3-cent profit is readily made on each nickel, a 65-cent sale would not make a profit at all.

For Top Costs

Henry Hartmann, Sterling Vending Company, Detroit, explained increasing sales in present locations as a basic "salesmanship" idea. Re-

Hartmann indicated that all "vertical" movement which leaves one or two columns empty means that re-

Hartmann pointed out that such sales figures were based on the machine's capability of attracting customers in four or six-column cards, with sales being $2.75 per month for a single one.

Best Rest

Increased sales can also be obtained by giving leading items a "rest" in locations. It's recommended that after a few days they will move in greater quantity than before. Merchandising less than usual half column between service calls should be eliminated, Hartman believes.

Concluding panel speaker, William Fishman, Automatic Merchandising, said the opera-

tion of penny machines in conjunction with nickel vendors was good salesmanship as it enabled the oper-
ar to realize full sales potential on present locations.

Ups Crosses

Turning to his own routes as an example, Fishman stated that penny nut and gum units increased gross sales volume by at least 20 per cent. And firm's average profit of better profits thru use of penny machines,

Fishman stated that the gross sales of the penny machines required no extra trucks, distance traveled, help, etc., regular equipment to be used, and gum units with a minimum of extra work.

As a location good for operation of penny machines offers added advantages, Fishman declared.

Standing in cooperation with a regular nickel equipment means a larger commission check for the loc-

Summing up his penny machine remarks, Fishman said that operators ought not to spend a good sum acquir-
ing new nickel machine locations where they can already do a good business in present position by easy conversion along with their larger machines.

An "informal question-and-answer ses-
sion was held in the afternoons ses-
sion, leading off with a question from the floor that asked operators to present one service woman to handle a nickel machine.

The answer, by Fishman, was that every nickel machine would require 30 and 40 machine.

Answering a query on methods of bookkeeping, the representative of Fishman's department, Fish-

Answering a query on methods of bookkeeping, Fishman stated that weekly balancing of location accounts is the one rule. Variance should not be allowed to stand from week to week. Deficit, he stated, were accounted for at the end of each work-week. To facilitate this, the company handles sales receipts, giving monthly statements and bookkeeping, points and cash customers keep on a continuous basis.

Watch Oil Film

Brandstrader warned that operators should watch their coins and salt deposits, and cited a forth-

coming move by Los Angeles health authorities to follow through on vender sanitation measures, with similar action aimed at busi-

Brandstrader closed the meeting with a call to the vender manufacturer, that New York au-
torities had forced this action and so posing no special sanitation concern.

No conflict exists between the count-

Also on hand at the meeting was a representative of Ernest & Ernst, Chicago accounting firm, handling the name operators' cost program. The representative, Gerard McKin-

McKinley, was last year's chairman of the NAMA accounting division. McKinley outlined the pro-

Discussion of sanitation-a problem involved in keeping by many operators, with emphasis on smoker s, be-

constant drumming for cleanliness and appearance, showing even the best glass in recognized as a real problem by sunflower-growing operators, and such of film would mean an additional daily cleaning of suchCHOIR, which would be both time-con-

Discussion of sanitation-a problem involved in keeping by many operators, with emphasis on smoker s, be-

constant drumming for cleanliness and appearance, showing even the best glass in recognized as a real problem by sunflower-growing operators, and such of film would mean an additional daily cleaning of suchCHOIR, which would be both time-con-

This advertisement was accompanied by an acetate of an oil film which was sent to all NAMA members.

VICTOR'S TOPPER

Only $10.00 Each

Made to Order

Polished Stainless Steel, Solid Metal, Unequaled for Rust Resistant and heat Proof

Available in all 4.25, 5.25, 6.25, 7.25, and 8.25 cent Vending Machines

For further information write

H. B. HUTCHINSON JR.

1734 MANSFIELD AVE.

CLEVELAND, OHIO
Juke Music Sooths Showmen at NAAPPB Meet; Intro New Mch.

Believes Subject Vital to Industry's Future; Reveals Results of Extensive Study

CHICAGO, Dec. 3—Outdoor showmen attending the convention—sponsored by the National Association of Music Makers, Pools and Beaches (NAAPPB), the first time such an extensive gathering of machines were among the attended exhibits.

The new machine was introduced by the Denison Company, Orlando, Fla., as a moving picture machine, and Dick Hood, president of the firm, were on hand to meet with the showmen and explain the new machine.

The Constellation show included the six-plays-for-a-quarter feature of the machine.

(Continued from page 15)

MANUFACTURER CONSIDERS SELECTIVITY, OTHER FACTORS

does not offer a single tune for selections by the individual does not conform to the requirements of our business. The inducement of music has been established over a period of years from 3 to 4 1/2 minutes of playing time. This precedent has established for most years by record manufacturers in the pressing of 10 inch and 15 inch records.

Time Factor

"It is a matter of record that our business has been built upon 5 cents per individual selection of music and the time factor, therefore, is all important from an economic standpoint, as far as music operators are concerned. It should be obvious, therefore, that long playing records (at any speed) are not applicable to our business.

"Thus, the process of elimination (as applied to the coin-operated phonograph field), we find that the basic issue is between popular records and classical music recorded on 10 and 15 inch records, at 78 r.p.m. and the same music recorded on one size record (11 inch) at 45 r.p.m. Our experience in the field with the Select-O-Matic M100A Music System, which plays both 10 and 15 inch records, has convinced us that there is a substantial demand on the part of the public for better music; therefore, it is our See (See Seeburg Belles on page 107)

50 Distribs
At Wurlitzer
Annual Meet

Discuss Biz Conditions

NORTH TONAWANDA, N. Y., Dec. 3.—The Rudolph Wurlitzer Company played host to all of its distributors (for coin-operated phonographs) at its annual meeting November 18-20. Ed Wurlitzer, general sales manager, hosted the 50 visitors. Wurlitzer is a major manufacturer of phonographs and radio receivers and is a major factor in the industry.

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:

SANTA DISKS GOING TO TOWN. All district managers are under the way on the Christmas push, and several of these are in the final stages of their efforts.

BILLY BADGE MAY END COLUMBIA'S HARMONY PACT. A meeting of the company's representatives was held this week to discuss the possibility of ending the company's exclusive agreement with Columbia Records.

HEIDT'S FULL-SCALE RECORDINGS. The Heidt Company has been making full-scale recordings of its entire line of records on the Columbia label. This has been done to increase the public's interest in the company's products.

The following is a partial list of other departments:

1. Music Industry News
2. Film Industry News
3. Record Industry News
4. Electronic Industry News
5. Broadcasting Industry News

ED WURLGGER
It takes a hundred plays on any juke box to offset a single service call which costs $2.50. The AMI reduces service calls almost to zero.

We announce with pride our appointment by H. C. EVANS & COMPANY as Exclusive Distributors of “The Phonograph of the Year”

EVANS’ 20 RECORD 40 SELECTION CONSTELLATION PHONOGRAPH for the Entire Lower Peninsula of Michigan

Now on display in our Showrooms

A. P. SAUVÉ & SON
7325 GRAND RIVER AVE. DETROIT 4, MICHIGAN
GREATEST ACCEPTANCE

Ever given any phonograph...

by operators and public alike

Never before has a manufacturer built a commercial phonograph that has been accorded the acceptance the Wurlitzer 1100 enjoys with operators and public alike.

No other phonograph has such unprecedented eye and play appeal—is packed with so many profit-producing features—smart Styling—Sky-Top Turret Window—Encore Program Selector—fascinating, moving illumination—finest Tone ever heard in any phonograph!

Visit your Wurlitzer Distributor. Let him explain what an attractive financing plan and generous trade-in allowance he is in a position to make you on this greatest of all phonographs.

THE RUDOLPH WURLITZER COMPANY
North Tonawanda, New York

2 REASONS FOR ITS UNPRECEDENTED POPULARITY

Wurlitzer's tried and proven RECORD MECHANISM

Has given greater satisfaction—requires less servicing than any other record changer—is in operation on more phonographs than all other makes combined.

Records fully supported in horizontal position. Are not subjected to warping, chipping or breaking.

FAMOUS ZENITH COBRA TONE ARM

Has saved operators more money—done more to improve the quality of music in their locations than any other feature ever built into a phonograph. One record will play the entire run...will have 95% fidelity after 2,000 plays.
Texas Coinman
Killed in Train,
Truck Collision

HOUSTON, Dec. 3--Jesse Segura, employee of American Music Company, was killed instantly, and Tom Arwardy, owner of the company, had a narrow escape from death when his passenger train struck the truck in which they were riding Friday evening, November 23. Arwardy, who escaped with only minor injuries, was driving when the train crashed into his side of the pick-up truck. Segura's body was thrown clear of the wreck.

Tom Arwardy and his brother, Tony, are known locally in connection with the Two Bros. Amusement Company, which they operated for about 10 years. Three years ago they opened the American Music Company.

50 DISTRIBUTORS

(Continued from page 97)
Cuba, Puerto Rico, Venezuela, Colombia, Honduras, Germany, and other countries were in attendance at the three-day meet.

Policy Talk

Individual talks on matters of company policies and plans for future production were given by R. C. Roling, president; F. R. Wurlinger, board chairman; R. C. Hamill, vice-president and manager, North Toawaanda Division; Fred Osborne, director of engineering; Paul Puller, engineer; Ed Wurlinger and others.

Discussion, it was understood, covered general business conditions, current sales and production, and new designs and products. There was no announcement of a new model, but Wurlinger promised an announcement on this subject will be made as soon as the firm's plans are more definite.

DETROIT COIN

(Continued from page 97)
coin machine industry at the northeast corner of Grand River and Griswold streets, gathering in sales for the cause. The spot had been given the
beneficial name of Jewell Corner. Ackerman, founder of the Detroit Radio Company, is known for the
Michigan Automatic Phonograph Owners' Association as well as the Detroit Jukebox Association and associated with a number of other coin machine interests in this city.

Other coin machine men are expected to meet at this point, channeling their contributions to Ackerman's total.

Kanter Turns Tunesmith

CINCINNATI, Dec. 3. — Charles Kanter, president of the Automatic Phonograph Owners' Association (APOA) here, has turned songwriter

DADDY KNOWS BEST!

Yes, and as daddy of the coin-operated hotel radio industry we are still turning TRADOS at the same old stand and in larger numbers than ever. The model keeps beggaring for TRADOS, so take a tip and get your share of the 1949 Gold Rush. You are dealing direct with the factory when you become a TRADO operator. And you make more because you get more of the best, for less. We'll tell you how if you'll ask us on a postal.

PHILLIPS MFG. CO.

215 Airich Ave., St. Petersburg 9, Fl.
WE PAY FURTHER.

WANTED

USED OR NEW
HILLBILLY OR WESTERN RECORDS

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

WRITE TO:
TONY GRAHN, USED RECORD EXCHANGE
312 W. Adams Ave., Chicago 9, Ill.
Tel: Dickens 2-7906

SPECIAL VALUES ON USED MUSIC

Clean, Shopped, A-1 Condition

Seeburg 144M ..... $325
Seeburg 164M ..... 375
Seeburg 184M ..... 450
Warlliter 1080 ..... 295
Warlliter 1015 ..... 225
Rock-Ola 1426 ..... 225
Rock-Ola 1426A ..... 27.5

LARGE SELECTION OF PRE-WAR MUSIC INCLUDING CADETTES, OATMEAL 1000, 5000, Etc.

WRITE FOR COMPLETE LISTS AND PRICES.

Remember...

IN NEW ENGLAND ITS TRUMONT

40 WALTHAM STREET
BOSTON 18, MASS.

H. C. EVANS & CO.
1528 W. ADAMS ST.
CHICAGO 7, ILLINOIS

SEE OUR COIN MACHINE AD ON PAGE 11T
**Chicago:**

Bill Tucker, Purveyor executive, back home after a one-month tour which took him thru 13 States, has much to report on the shuffleboard situation. Tucker feels, however, that although there is a great change throughout the country, and Bill learned many things which he said will help him gauge the company's actions in the next six months. When Bill returned to Chicago, Herb Perkins, who heads the firm, has a look at the West Coast shuffleboard scene and at the current situation there. He expects to visit four Western States before returning home.

Outdoor showmen visiting Chicago last week for the trade show and convention at the Hotel Sherman were busy playing the boards.

**Biz as Usual Despite Fire At Chi Firm**

**Amer, Distrib Hit**

CHICAGO, Dec. 3—Altho fire at the local distributor for American Shuffleboard Corp., 515 Wabash Avenue, early Tuesday (22) destroyed three thousand boards, it will cost approximately $3,000 and property damage in excess of $15,000 by Fire Marshal Arthur McMillan, will be for the firm to carry on business as usual. Dan McMillan, one of the most important suppliers of shuffleboard equipment in the nation, announced last week. The blaze is believed to have started in the basement of the building.

McFall explained that immediately after the fire police were called and firemen arrived at the plant, which is located in the heart of the downtown business district. The firemen found the factory in Union City, N. J., to be a total loss, as the factory was already half burned out. No damage occurred in the other sections of the building. All loose material was removed by insurance, McFall stated.

**Monarch Intros New Sales Plan**

CHICAGO, Dec. 3—President Roy Eaton announced this week that the Monarch Shuffleboard Corp. has embarked upon a new sales plan designed to cut its operators' freight costs and speed up cabinet production.

Under the new setup, Monarch will sell either its maple or combination maple and walnut playfields to operators with the understanding that the operators have the cabinets made in their own area. Under this plan, the operators will pay freight costs on cabinets and avoid the possibility of receiving cabinets damaged in transit. Eaton stated that his firm will be able to supply all necessary hardware, such as sleighs, scoreboards and scoreboards, rubber mats, etc.

Eaton stated that while it is possible to get fine cabinet works in practically every area in the country, finding the right maple and walnut for shuffleboard is another problem and should be handled by the specialty of producing such a product.

Monarch's playfields come pre-drilled for eight climatic adjustments and have a rubber shield which is alcohol and burn resistant. Eaton claims that the only way a playfield is removed is by actually burning it down.

---

**Time Is Short**

The full season is in full scoring and shuffleboard interest in many areas is growing as the leagues and tournaments get under way. In these leagues and tournaments, the rules have been proven that they can make money for the operator and the location as they grow.

League play, however, is completely unknown in many areas. In order to help those operators (and other interested parties) who wish to start this, Monarch has printed a special booklet entitled "How To Set Up A Shuffleboard League." In this booklet are suggestions ranging from developing the game to shuffleboard ideas which can be adapted by any operator to his location.

Anyone who would like a copy of this booklet will receive it free by writing to The Billboard, 180 W. Randolph Street, Chicago, Ill., Attention: Chicago Machine Department.

Write for your copy today. The time is getting short, the supply is almost gone.
New Equipment
Corvisio weights for shuffleboards—Sun-Olo Shuffleboard Supplies, Inc., Belleview, N. J.
Model 70-B—bottle vender—Ideal Dispenser Company, Bloomington, III.
Powell Announcer—magnetic recording device—Powell Announcer Corporations, Chicago.
Scale—coin changer—Hamilton Scale Company, Toledo.
Selecto—bottle vender—General Vending Corporation, Chicago.

Change of Address
U. S. Woodcraft Corporation moved to 2336 Olive Street, St. Louis
Williamson Amusement Company moved to 333 West Third Street, Williamsport, Pa.

New Firms
California Amusement Machines Company, Los Angeles, Patrick J. McNeil, general manager—all types coin machines including candy, ice cream, cigarette, confectionery and music.
Powell Announcer Corporation, Chicago—magnetic recording device.
Speedbird Record Distributors, 1327 Washington Street, Boston—records for music box operators.
Tasty Sandwich Company, 2210 West North Avenue, Chicago—nation-

Trade Directory
American Bottlers of Carbonated Beverages officers: Truman Gill, Bellevue, Tex., was re-elected president of the ARBC. Also re-elected: Alvin Beamon, Nashville, vice-president; and Joseph LaPiedra, Baltimore, treasurer. Elected to the executive board for three-year terms were E. Robert Anderson, Rochester, N. Y. H. Edwin F. Wagner, Madison, Ill.; James C. Lee, Birmingham, and Cecil R. Barber, Los Angeles. W. R. Robertson, Washington, was elected to fill a one-year vacancy.
Jack Bramham, former sales manager, American National Dispensing Company, Lansdale, Pa., was named manager of the placement and service division for the Philadelphia area. W. J. Marmo named sales manager of Kwik Kate Vending Division of Rudd-Melkian, Philadelphia.
Chez Pufford, former head of Canada Dry's sirup division, resigned recently to accept position as vice-president in charge of sales with Knickerbocker Beverage Dispensers, Inc., New York.
A. D. Palmer, Jr. appointed advertising and sales promotion manager of Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Powell Announcer officials: Graham P. Smith, president, also vice-president of Indiana Steel Products; Frank E. Mandell, vice-president, and W. Leonard, secretary; Les Brown and Earl Crane, engineering staff.
John Q. Young, Jr., appointed sales manager of the fountain sales division, Orange Crush Company, Chicago.

Distributors
AMI, Inc., appointed Rex Coin Machine Distributing Corporation for the up-State New York territory.
Atlas Distributors bought the AMI franchise from Harry Poole, who opened new showrooms at 1022 Commonwealth Avenue, Boston, as a distributor of coin-operated amusement devices.
Alco-Deree Company, Chicago, appointed Tasty Sandwich Company as national distributor of its refrigerated sandwich snack vender.
Auto Bell Novelty Company, Chicago, appointed United Distributing, Wichita, Kan., to handle Five Jokes in Oklahoma and Kansas.
Heath Distributing Company, Mass., has the exclusive franchise for Mercury Records in Georgia.
Trans-Vue named Sutton Distributing Company, Chicago, as exclusive distributor in Cook County, Ill., and Irving B. Shurack, president of Irving B. Shurack, Inc., New York, as regional manager in the New York metropolitan area.
J. H. Keene & Company, Chicago, appointed Central Distributors, Ill., Louis, to cover Southern Illinois south of Springfield and the Eastern half of Missouri for the line of Keene equipment.

KO MFRS. ASSN.
(Continued from page 101) could be undertaken. It was the opinion of the majority of those present that by starting in a modest way they could not only hold expenses down, but could accomplish an even more important job—that of developing thousands of new players.
In the Rock-Ola prospectus, the association (which would have been known as the Table Shuffleboard Manufacturers' Association) would, among other things, "promote and conduct annually an exhibition of shuffleboard equipment, accessories and supplies, in conjunction with a world championship tournament for players qualified in accordance with the rules and regulations as set up by the association."
After reading the prospectus, some manufacturers said they believed this to be too ambitious an undertaking for a comparatively new organization.

NOW! Available in 3 Lengths
(9-12 and 16 feet) A size for every location
CALIFORNIA SHUFFLEPINS
The Original Shuffle Type Bowling Game. Ideally suited for League Play (1 to 4 players play at once).

A few choice territories still available to qualified distributors.
Wire, write or phone for complete details concerning this sure-fire money-maker.

U.S. WOODCRAFT CORPORATION
Creators of the world's most copied amusement games
2336 Olive Street • Phone: Main 6252 • St. Louis 3, Missouri
Research Reveals Many Areas Avoid Contamination

(Continued from page 85)

Vendors of public health officials pay $250 to firms pointed out that the lack of standards concerning cup machines among public health officials is highly dangerous to the industry. With health officials not uniformed to responsible data, regulations are often made on a local and arbitrary basis. Perhaps the most valuable study he can perform, it was said, is to furnish standard information for use in creating uniform sanitary standards.

Results Available

Too, the results of the Michigan State inquiry are being made available to machine producers to be applied to engineering techniques as the condition of the participating manufacturers.

It is stressed that the study will result in the formulator of a comprehensive technique aimed at lessening the bacteria count in delivered drinks. Two sets of recommendations will probably be made. One set will go to the manufacturers to aid in design refinements and the other to operating firms to help improve service procedures.

Concrete goals include determining how often it is necessary to clean machines. Although cleanliness and parts, which parts require cleaning on location, efficient methods of handling and cleaning, and which to the industry are best suited for automatic vending. It was also noted that due to the uniformation of cleaning was no guarantee against contamination. Necessary to develop a machine for performing the cleaning process can often result in inadvertent contamination of the product by the serviceman.

Preliminary Stages

Dr. D. J. Mankin, distributed, too, that research on this line is under way for only three or four months and based upon work with some 20 machines and a few straws. At least a half dozen other machines will be sent to the college soon, it was said.

One result already brought out by the machine is that straws have in fact, a germicidal value, according to the research director. He said that bacteria introduced into straws tend to decrease in number, rather than multiply, and work for those preparations already tested.

With vending areas found potential, it was noted that the straws have in affect, a germicidal value, according to the research director. He said that the machine has been actively under way for only three or four months and based upon work with some 20 machines and a few straws. At least a half dozen other machines will be sent to the college soon, it was said.

Dave Davidson, of Los Angeles, pointed out the need of acceptable sanitary standards, understood by both operators and health authorities, by recounting recent events in his city. Faced by "unreasonable" demands on the part of city officials, cup machine operation seemed doomed thru unreasonably high costs. The attitude of authorities, he said, was punitive, it was stressed, but rather conditioned by incomplete knowledge of industry conditions.

Co-Op Helps

In Los Angeles operation between industry representatives and the city resulted in a realistic set of regulations, according to Davidson. Also, a recent series of "weekend" sessions made it possible to approved servicing methods to be widely disseminated. Operators attending the sessions were awarded certificates by the city. Incidentally, said Davidson, the certificates were found to be an effective relations tool in soliciting new stop, as well as in bettering attitudes of established locations.

But even in Los Angeles machines are currently operating under tentative approval by the health department. Davidson asserted that the findings of a completed study by the Michigan State research staff would be of great aid in stabilizing the industry in his city, he said.

C. F. Watts, sales manager of Westinghouse's cooler and vending division and a member of the research committee, urged that the study be continued. Further, he proposed that the research findings be made available generally to operators thru brochures.

U.S. Study Backing

Ed Shelly, of Lily Tulip, urged operators, suppliers and manufacturers to back the research program thru participating membership in the vending division. It was stressed that the division is adistered and financed outside of regular NAMA channels. The only sources of funds for the division are thru membership dues and donations, said Arthur Nolan, of Dixie Cup, chairman.

Earl Mason, of the Bradley-Edlund Corporation, suggested that the vending industry, in the opinion of the public, needs this sort of help. Mason said it is possible that all factors in the industry would contribute membership for the job he maintained. His proposal was referred to the executive committee for study.

Others who spoke at the meeting included Sol Pincus, advertising representative of the New York city health department, and P. Y. Dunton, of Westinghouse. A 10-minute movie showing suggested cup-machine servicing procedures was shown. The film was prepared for use at the Los Angeles school sessions.

BIG FACTORY SALE! Deluxe Shuffleboard

ONLY

$925

18" With Masonite Top

22" With Maple or Masonite Top

Silkier Finish

AMERICA'S LOWEST PRICE

Used Shuffleboards with NEW TOPS, 3135

New deluxe 100, 3135; Wood shuffleboards; hardwood and hardwood, felt and felt, 301 by 60; chrome and felt, 100. All shuffleboards made by Funko and Florence. Deliveries are guaranteed and all trade-in facilities offered. Free delivery with over 100 gos. Made by major manufacturers.

BUY DIRECT AND SAVE

Best Electric Scoreboards,

1959

1114 S. MICHIGAN AVE. • W. 3-7955 6-7 • CHICAGO 5, III

SHUFFLEBOARD SPECIALISTS

DISTRIBUTORS, OPERATORS AND REFINISHERS—Do not fight climatic conditions by moving tops through different temperatures. Have your answer to shuffleboard refinishing problems. Completely portable, refinish in shop or on location. Vacuum dust control. Just sit on table and throw switch and give top factory finish.

SHUFFLEBOARD REFINISHING

1114 Spring Dale Place or 1135 St. Paul St., Indianapolis 3, Ind.

RENEWAL & SPEED CONTROL—NO LIFTING—NO HEAVY TRANSPORTATION, COMPLETE WITH NECESSARY TOOLS AND SUPPLIES TO DO THE JOB.

FREE!

EXCLUSIVE TERRITORIES

Schooling on refinishing and climatic changes we have encountered in past year.

WRITE-WIRE or PHONE

Atlantic 3191 or Franklin 7904

SHUFFLEBOARD REFINISHING
Set Production On De-Icer, New Williams 5-Ball

CHICAGO, Dec. 3 — Following comprehensive field tests in representative areas, Williams Manufacturing has placed the five-ball game, De-Icer, in quantity production. Vice President Sam Stern announced this week.

An ultra-high scoring game, De-Icer has an eccentric playfield in which the upper portion is designed with different types of bumpers, kick-out pockets and related scoring devices on the right and left sides. Replays may be won by either high score or by earning points. Maximum score goes to 9,980,000 on high score or 40 earned points.

Among the ways replays can be made are by completing the 1-5 series and a ball thru roll-over switches on either side of the playfield and also by earning 11 points followed by getting ball thru a center roll-over switch just above the outline.

Other high points on the new Williams product as pointed out by Paul Federman, firm's ace road representative, include two counter bumpers adjacent to slide roll-over channels which light for 500,000 simultaneously when points 1, 5, 10, 15 or 20 are hit. The top score of 4,500,000 has not been achieved. In between these specific point numbers the counter bumpers have a 50,000 value. All holes increase to 10 times their normal value after the 1-5 series has been made. Another interesting feature of the game is if bumper 4 lights up before 11 points are made or the bumper 5 before 16 points are earned no replays can be gained at this particular point in the game.

The tilt reset idea developed by Williams Manufacturing which penalizes the player only for the ball in play at the time the tilt occurs and a wide open bottom playfield equipped with flippers for cross-ball and also integral parts of the playing on the De-Icer.

Puck Patter (Continued from page 101)

the only firm exhibiting an electric scoreboard at the National Association of Parks, Pools and Beaches (NAAPPB) trade show at the Coliseum last week. Sales Manager John C. Monynes reported that the number of inquiries at the unit was unusually large considering that it was mainly for the outdoor amusement business. The most outstanding feature of the show was the fact that visitors had to assemble for transportation Thursday (1) when a heavy snowstorm caused a temporary grounding of all commercial airliners in the area.

Ted Rubenstein, Marvel, reports heavy shipments of electric scoreboards are still the rule at his plant with many earmarked for Florida. In Miami, Ted explains, a scoreboard is a must.

ADVANCE ANNOUNCEMENT OF THE NEWEST IN SHUFFLEBOARDS—The SHUFFLE-MITE

Coin operated play control eliminates all supervision: 10 ft. long, 9-ft. maple playing field, beautifully designed.

Two or four may play at one time same as large board. Unique scoring device. Price to operators less than 1/3 of large board.

See your distributors or write direct

TRAINING DEVICES, INC.

Manufacturers of the Quixer

1449 ELECTRIC AVE., LINCOLN PARK 52, MICH. PHONE: WAVE 8-4450

SALES MANAGER WANTED

A leading Eastern shuffleboard manufacturer offers unusual opportunity to experienced shuffleboard or coin machine salesman qualified to serve as active salesman. Job will only entail selling present distributors and appointing new ones, with complete factory co-operation and advertising support. Our employees know of this ad; write in confidence and in detail to BOX 479

THE BILLBOARD

1544 Broadway, New York 19, N. Y.

SHUFFLEBOARDS

SOLD FOR $299.50 LAST SEASON

7 ft. AMERICAN $179.50

11 ft. AMERICAN $179.50

16 ft. NATIONAL $194.50

14 ft. BRUNSWICK $194.50

All 1/2 & 11/2 In. Board, 55/50

Cahaba River Park, Inc., New, Ala. C. O.

U. S. SHUFFLEBOARD EXCHANGE

40 R. 24th St. New York 17, N. Y.

PHONE: 24-6677

SHUFFLEBOARD TOPS

REFINISHED—REUPHOLSTERED

All Mahogany, Walnut, Maple, Echo and Walnut, and Materials, Custom-Cut and Priced, Pick-Up and Delivery Available in Chicago.

RELIABLE SHUFFLEBOARD CO.

2312 Irving Park, Chicago 14, I11.

PHONE: IRVING 5-9900

ASSEMBLE YOUR OWN SHUFFLEBOARDS!

MONARCH Tops for 22 Ft. Shuffleboards now available! Pre-drilled for adjusters and ready for assembly in your own town, with your own cabinets. You SAVE crating and freight charges! Your choice of Solid Maple or Maple and Walnut combinations. MONARCH Tops are Alcohol-resistant and Peel-resistant. Smoothest—Fastest—Finest on the market!

NOW IS THE TIME TO REPLACE YOUR OLD TOPS WITH MONARCH TOPS

Costs You Less in the Long Run!

8 ft. and 12 ft. Side Cushion Shuffleboards Ready for Delivery!

Complete Line of Accessories, Board Equivalents, Scoring Units and Supplies.

WRITE, WIRE OR PHONE FOR SPECIAL PRICES!

Monarch Shuffleboard Co.

1545 NO. FAIRFIELD AVE. CHICAGO 22, ILL.

1434

70 ft. AMERICAN $194.50

16 ft. NATIONAL $194.50

14 ft. BRUNSWICK $194.50

All 1/2 & 11/2 In. Board, 55/50

Cahaba River Park, Inc., New, Ala. C. O.

U. S. SHUFFLEBOARD EXCHANGE

40 R. 24th St. New York 17, N. Y.

PHONE: 24-6677
New York:
With the National Automotive Merchandising Association (NAMA) convention killed by the East last week, attendance by local ops was heavy. Gams and buyers, after many weeks specializing in vending, traveled to Atlantic City for the largest equipment now available.

Dave Simon, of Simon Sales, and Bill Rubin, of National Music, were among those in the visitor crowd that included, among others, Chicago, as well as the NAMA meet.

For Festival, of Milrose Music, has been named as a client of Joe Stein. ...Jimmie Mullens' son was ordained a priest last week. Mullens is a local phonograph operator.

Al Koondel, of Empire Music, is fully recovered from a recent heart attack. Kiva Berwald, formerly a music up here, is now in the toy jobbing business in Hartford, Conn.

A runaway truck smashed a car and a truck belonging to Joe Lanuo's Ridgewood Automatic Music Company last week. ...Hartford, Conn.

Marriages
Ralph Himes, of Henry Rosenthal, Banner Specialty Company, Pittsburgh and Philadelphia, is the son of Mr. and Mrs. Morris Jacob Saul, November 27 in Pittsburgh.

Deaths
Jesse Segura, American Music Company, Houston, November 23 when a train struck a truck in which he was riding. He was a long-time resident of the firm. Lutter escaped with minor injuries.

Calendar for Coinmen
December 6 and 26—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

December 8—Michigan Automatic Phonograph Owners' Association, Inc. (MABA), semi-monthly meetings, Meader's Furniture, Detroit.


December 21—Coin Machine Operators' Association of Harris County (CMOHC), semi-monthly meeting, Chamber of Commerce of Houston, Houston.


December 29—Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion, Grand Hotel, Detroit, Detroit.

Washington:
Sterling novelty Company has a number of William's 'traps' out on location. Teddy Crawford, manager, says business has been very well. He said Sterling is looking forward to Christmas, the return from the holidays. ...Coin Machine takes its quota and then some. ...Police and fire are busy getting the street lined up.

Marvin Elksney Jr., of Dr. Pepper Bottling Company that said business is up. They are doing a lot of hard work around the holidays. ...Ince, manager of the City Service is a busy boy.

Dale Dunby, sales manager of the Pepsi-Cola Bottling Company of Washington, also reports a seasonal dip.

WTP disk jockey Eddie Gallaher is playing the top tunes of the week in the Washington area on his Moonial Matinee every Saturday afternoon. ...Buffett, who manages the classic model Music Guild, is in the market to buy.

Baltimore:
Harold Kowal, formerly in the retail field as well as an experienced production manager in telephone exchange, has established the Harold Coin Meter Service Company to service apartment house locations for coin-controlled washing machines. He is interested in the number of different types of machines in operation, and is experimenting with the machines most adaptable to the requirements of his route. Carl Angold of the Pennsylvania Coin Distributors, local Wurlitzer distributors, local Wurlitzer distributors, National Coin Machines, is doing the competent work for the local firm.

Ben Okum, of the Okay Vending Company, was in Detroit last week for the annual convention of the NAMA. Other local visitors included John L. Kunkel, Scott Peis, George Prieseau, veteran Lincoln Park operator, who has returned from a North American hunting trip with a buck as a trophy.

Chicago:
Any coinop dropping in on the NAAPBB trade show at the Hotel Sherman last week would have felt much at home on the exhibition floor. Among those who would have been missing the big city hustle for the holidays. ...Coin Machine service is picking up in the city. ...Coin Machine service is picking up in the city. ...Coin Machine service is picking up in the city. ...Coin Machine service is picking up in the city.

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We’re CLEANING HOUSE
FOR INVENTORY
Terrific Bargain Prices!
TOP VALUES! SUPER-RECONDITIONED!
All equipment guaranteed 100%. All worn parts replaced where necessary!
Sale reprinted, cabinets touched up. In many cases, better condition than when it came off the assembly line.

Bally One Balls
Clown: $99.95
Gold Cup, Jr.: $199.95
Jackpot: $119.95
Special Edition, Jr.: $169.95
Victory Special, Jr.: $99.95

Wurlitzer Special
St. 4866 Paint Mills
Wurlitzer TC-10

Reconditioned Music
2 '46 Mills Constellation, ea.: $189.95
2 '42 Rock-Ola (1947), ea.: $229.95
1 Seeburg Hi-Tone RC: $74.95
1 Seeburg 14TM: $199.95
1 Wurlitzer 750M: $359.95

FALCON SHOE SHINE
5¢ operation, brand new floor sample, $109.95

106

RARE 1940-1941 WURLITZER 10-20-25
When ordering state 2nd and 3rd choices. All prices Include crating.
1/2 deposit, balance C.O.D.

181 Main St.
Lincoln 9106
Buffalo 3, N.Y.

Alfred Sales is the Exclusive Distributor in this territory for Wurlitzer, Bally, Gottlieb, Williams, Exhibit and Other Leading Manufacturers.

WIDE VARIETY OF NEW UNITS
Top Display at NAAPP Mee

(Continued from page 63)

We’re offering machines which would require an enormous amount of suntan lotion to cover the entire body of bathers. Lotions range from light, gentle formulas to the heavier types, simple to operate. Entire unit is designed with service accessibility in mind.

Bally Manufacturing held its first large outdoor display of bowling Alley, the completely automatic straight novelty game which combines all the high points of both bowling and pinball. Its scoreboard is automatic and registers points exactly as in regular regulation bowling. A pack is aimed at metal uprights which actors must set and several and regulation bowling formation. Pack return is automatic, Howard Pretzel was the chief of the exhibit and George Jenkins and Jack Nelson also aided in welcoming showmen.

International Mutoscope showed its Twin Bowl game in the Midwest for the first time. Center of activity is a wooden ball. It records strikes and spares and is even equipped to handle incorrect balls. The new scoring points are automatic scoring and the fact that players can start again. Bill Kirk and Herb Klein handled the display. Firm also showed its project pieces Display and was given the new model Cross Country Race.

The Evans booth showed a variety of non-coin equipment and featured the Constellation magic machine, a non-coin type of trick. Exhibit was Dick Hoed Sr. and Jr. and Rex Shilliker discussed the merits of the Evans units with conventioners.

8 NEW UNITS

Exhibit Supply set up its eight new units in typical modern arcade fashion with such authenticity that it won the Pearce Award for the best display of arcade and amusement equipment on the exhibition floor (see separate story). In the Wurlitzer Dept., new Rotary Merchandiser, a threepointed house, Khayam the Mechanical, a fortune telling machine, a new all-electric card vendor, a foot vibrator, and Grant Geller, an electrically operated reflex control unit. Joseph A. Batten, Ed Hughes, Clare Meyer, Charlie Pierl and Frank Muncy entertained visitors around the simulated Park Arcade.

The Comic display featuring the new and re-engineered Hollywood ma chines which are the hits of the year, George Bilhelm. The latest model has direct operation (no sequence adjusters) and is souped-up from the original model. The Electric Finger is the new Pool Unit.

Edelco, with Vadore Edelman in charge, showed its new product

CM TO NAAPPB

(Continued from page 63)

Double Double, a Belgian pool-type unit which the firm is not only push ing as a sales item but is a competitive team game. One of the highlights of the game that three nickels can be played simultaneously. Edelman advised customers to place the game in the store where there are no other games. The Minoves Corporation, led by Mike Minoves, showed convent visitors a window display including Exhibit Supply and Edelco products and a conversion game plus a sanitary napkin unit.

The Denver Company debuted music machine known as the Dutch Pool, which features one and animated figures and 10 and 50 nickel sub-conversion games. The unit has a 32-record capacity for a nickel sub set for a nickel sub. The firm also features a tap dance team and panel selectors on both sides of the main game. Show featured a collection of 20 records on nickel plus 100 tap-dance choices at the drop level.

When you buy from Runyon
YOU BUY THE BEST

NOW DELIVERING
Bally
SHUFFLE BOWLER
Skill size—9½ ft. Long, 2 ft. Wide

A Great Game With All the Thrills of Real Bowling. Strikes, Spares, etc. Played on Flashing Back Glass. Automatic Pack back system.

STRIKE IT RICH ORDER TODAY!

RUNKEL SALES COMPANY
Exclusive AMI Distributors in N.J. & N.J.S.
1504 Ave. T., Jersey City, N.J.

Music and Pinball Route
FOR SALE

Runkel Sales Company, exclusive AMI Distributor in the state of New Jersey, has in stock a number of pinball machines, including AMI types such as "The Big Top," "The Magic Carpet," "The Haunted House," and "The Phantom." The machines are in excellent condition and are ready for immediate delivery.

Runkel Sales Company is also offering a wide selection of music machines, including Wurlitzer, Bally, Gottlieb, and Williams models. These machines are in excellent condition and are ready for immediate delivery.

PENNY BARGAINS

5c or 10c types of the popular peninsula and Viper models are in stock. These machines are in excellent condition and are ready for immediate delivery.

The Runkel Sales Company is located at 232 W. Main St., Trenton, N.J. Phone: Cedar Hill 4-4485.
Seeburg Believes ‘45’ Subject Vital To Industry’s Future

(Continued from page 97)

Feeling that classical music will play an increasingly important part in the recording field, which we regard as the public through the medium of coin-operated phonograph equipment, the company's sales manager, Riley Dickson says that records are proving to be in such demand, owing to the popularity of classical music. The company's extensive tests are proving the trend.

Ed Wilkes, of the Paul A. Laymon company, and a writer on phonograph music, tells about a number of new developments in high-fidelity audio equipment, and says that the industry is on the move again.

Lou Leonard, father of Jack Leonard of Chicago, is due to be in the city today, and he will be the first to hear the news about the new opponents of the coin-op industry. Lou Leonard says that he is looking forward to the future, and that the company will continue to grow.

The new products from Seeburg and other companies are proving to be a success, and the company is looking forward to the future with optimism. The company is planning new products to meet the demand for high-quality coin-op products.

FOR SALE

- Voolifier Model 848, each $12.50
- Seeburg High Tones, each $25.00
- Electone Model 190, each $150.00
- Seeburg Model 100, each $25.00
- Seeburg Model 200, each $45.00
- Seeburg Model 300, each $75.00
- Seeburg Model 400, each $125.00
- Seeburg Model 500, each $250.00

FRANK GUGLIERMI
BURLINGTON, N.J.

WE NEED THE ROOM OUT THEY GO

- Coin-op Machines: $25.00
- Comic Books: $5.00
- Seeburg High Tones: $15.00
- Electone Model 190: $150.00
- Seeburg Model 100: $25.00
- Seeburg Model 200: $45.00
- Seeburg Model 300: $75.00
- Seeburg Model 400: $125.00
- Seeburg Model 500: $250.00

S. B. G. Ltd.

WE BUY, SELL OR TRADE

WHAT HAVE YOU?

FRANK SWARTZ SALES CO.

1103 W. New England Ave.

Phone: 8587

REAL BARGAINS!

- Seeburg Shoo the Gardener and the Seeburg Corse, each $25.00
- Adamale Model 190, each $50.00
- Adamale Model 200, each $75.00
- Adamale Model 300, each $100.00
- Adamale Model 400, each $125.00
- Adamale Model 500, each $150.00

310 N. Clark St.

We are in the business of buying and selling coin-op machines.

WEBSTER DISC CO.

1105 Broadway

ALBANY, N.Y.
FOLK TALENT AND TUNES
(Continued from page 36)

and the Blue Ridge Mountain Boys. Wayne Chipipe's Sun Valley Buckaroos, with Jimmy Trevor, will be daily on WYUL, New York City.

Lee Penny, the Coast song-spinner, reports that Tex Cromer, bassman with Lawrence Welk, has been inked by London records. He will soon join Welk's show but will cut independently for London. He cut "My Heart Still Whispers Your Name," Penny tune, on the first session.

Eddy Arnold (Victor) is reportedly dickering with Harry Stone, of Nashville, regarding a record to that station. Arnold left Nashville two years ago to tour on his own under the aegis of his p.m., Tom Parker. . . . Eddy Arnold Records has inked Cliff Warren, former of WJMJ, WOAI, San Antonio, and more recently with WRRY, Waterbury, Conn., and Tommy Sobbee, who is known as "The Voice of the Hills," at WPMC, Greenville, S.C. (Decca) have left New England and are currently dickering for a deal with a New York City station. . . . Billy Starr (London) is doing a big revival show over WOR, N.Y., . . . Floyd Tuttle, wife of Wesley, the Capitol recording ace, reports that she's expecting twins with her husband. Karl Evans is co-hosting in new Tuttle sides. The Tuttes, currently touring the Southwest, return to the Coast December 1. Howard Meagre, program director of WNEW, New York, has inked Rich and the Sunshine Boys Quartette on the station for a daily show.

Nelson King, WCKY, Cincinnati, has cut sides for Decca with vocalist Merv Shiner. King is now acting as adviser and recording specialist, is expected to join Victor's label president, Randy Blake, WJJD, Chicago, lost his father several weeks ago. . . . Paul Clayton has moved from WFCY, Prince Edward Island, N.B., to WOGR, Charleston, S.C. . . . Hank Mays, Woyo,莪, San Antonio, reports that the "Grand Ole Opry" troupe did 4,000 in Louisville November 2. . . . Decca is now doing two 12-hour music-wax-spinning per week. . . . Hank Penny, King recording artist, now doing a do-o show over RGIL, Sherman Oaks, Calif., reports that his recent sessions featuring Smokey Rogers (Capitol) as top favorite, with Tex Williams (Capitol) and Tommy Duncan (Capitol) following in that order.

Shires and Tuttle, WCKY, Wichita, reports that Hank Thompson and Bill Walker, both Capitol, are making e.'s to be used on border stations throughout the Great Plains, a new stand on KWT. . . . Norman Eppal, Alden, of KXOL, Fort Worth, is doing live shows with Roy Lee Brown and His Brownies.

At Turner, KLIF, Dallas, has put his Saturday network show on the air. The systems of the Liberty Broadcasting System includes Hank Thompson (Capitol), Al Dexter (Columbia), Seven Rove Brothers (Brothers), Bill and Joe Callahan (Decca), Dewey Graham (Victor), Bill Hudson, who has the Big O Jamboree Guild, Bill Walker and Aubry Gass, both of Capitol. . . . Zeke and Zeb, once working with Don Owens, of WGAY, Silver Spings, Md., are now in San Antonio, with Atlantic, and Sam Workman, of WRVA, Richmond, Va., reports that the station's "Old Dominion Boys" song was aired over WBT, Charlotte, N. C., Eddie Hill, of WMPS, Memphis, reports that he is working in the Lonesome Valley Trio with Bonnie Lou and Bashful Rusty, once with Merle Travis, that made records with Jack Crow, of WNYC, New York, S. C., has started a talent hunt weekly from the stage of local Strand Theater.

Warren Roberts, of WEAS, Decatur, Ga., reports that his station has inked the Harmonizers (Victor) and the group is now doing two daily records, "Sixteen Turtles,"忧虑 was. Another hit sides for Silver label. . . . Ray Marruff, of KWTU, Springfield, Mo., reports that Lonna and Thelma, the Down Home Folks, have joined the station along with Mother Maybelle and the Carter Sisters with Chet Atkins (Victor). . . . Clair Meiklejohn, of WFIN, Findlay, O., is also leader of the Ohio Harmony Folks that work live in WCDT, Youngstown. . . . Solly Starr, of WMJ, Philadelphia, reports that she is doing her shows from various record stores in the vicinity. . . . Hugh Anderson moved from WRAD, Atlanta, to WRAD, both are in that city.

. . . Mary June and Shorty Mays and the Shady Hollow Boys have switched from WLNI, Piqua, Ohio, to WCPA, Cleves, Ohio, according to Joe Mispag, of the Pennsylvania station. . . . Ramblin' Lou, of WJII, Niagara Falls, N. Y., has added Smokey Joe Pleacher to his Twin Fine Mountain Boys.

Pennsylvania Ernie (Capitol), was whisked at KXLA, Pasadena, Calif., expecting to be a jinx in January. Ernie's latest disk is "Anticipation Blues." . . . Johnny (Cousin Abner) Hilt, of KSKY, Dallas, is cutting his second session for Star-Talent label. . . . Ramblin' Lou, of WJII, Niagara Falls, N. Y., has cut some sides which he is releasing on his own label. . . . Randy Archer, WLCO, Louisville, reports that Al Rogers, of WAVE, Louisville, is now linked with MGM. . . . Joe Rumore, of WVO, Birmingham, reports that Reba and Rabe, of that station, are now with MGM. . . . Pete Winn, of WAVE, Louisville, promoted a square dance festival in Louisville November 27, with three bands and seven callers. . . . operations at Jack's Court, another Louisville label, of KUNZ, Houston, has a five-hour d. j. shot Saturday, featuring visiting recording artists.

Stuart Hamblen (Columbia), is giving up his stable of eight race horses to return to religious work before a huge revival meeting in Los Angeles. Hamblen, however, will keep El Lobo, the nag which won the $50,000 San Antonio Stakes at Santa Anita in 1947. The Colorado Buckaroos, currently at the Anchors Tavern, Denver, are cutting for Dudley, new Denver diskery. . . . Red Sovine (MGM) reports that he is doing vocals with Johnnie Wells and Jimmy Wells of EWRW, Shreveport, La. He has discarded plans to form his own band. . . . Smiley Wilson and Boots Woodall have hired the leader of the Harris String Band, to form their own (Tin Pan Alley) band. . . . Jerry and Sky (Decca) of WBobo, Albany, N. Y., are set to open at the Village Barn, New York, January 31. Hank (Big John) Snow (Victor) has returned to Dallas after a summer travel thru Canada.

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4223 W. LAKE ST.
CHICAGO 24, ILL.
RECORD REVIEWS

(Continued from page 34)

ARTIST
BILL CALE ORK
JOHNNY SMITH-THE JUBALAIRES
DENNIS DAY
FREEY MARTIN ORK
COUNT BASIE ORK
TONY MARTIN
ELAINE JORDON-SPOTLIGHTERS TRIO
RICHARD HAYES
TRUDY RICHARDS
JERRY LEWIS
STAFFORD

LABEL AND NO.
Columbia 12-548
Capitol 97-298
RCA Victor 20-2050
RCA Victor 20-2041
RCA Victor 20-3594
RCA Victor 20-3598
Pentatone 108
Mercury 542
Music 2211
Gable 97-388
Capitol 97-295

TUNES
POPULAR
Home, Home, Home
DEAR HEARTS AND GENTLE PEOPLE
THE BLOSSOMS ON THE DIAMOND
RUBATO
THE GAME OF BROKEN HEARTS
MARTA
MATILDA
DONKEY WANT S WATER
RHUMBA LULLABY
MRS. BOONE

COMMENT
We're Wasting Time
It's a blue, blue day, but the little ones have a lot of faith in things.
I Want Some Lovin'
To every one of your letters I'll write.
To every one of your letters I'll write.

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Seeburg W-8, 12, 15, 20, 25

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SEE EVANS' CONSTELLATION AD ON PAGE 100

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