Pictured "neath the mistletoe is June Christy with the Johnny Guarnieri Quintet, all neatly wrapped for Christmas in another Thesaurus program package. Highlighting again the Thesaurus under the RCA banner, the new, titled "Here's June Christy," is a transcribed library feature program scheduled for release early in January. This Christy-Guarnieri package is another in the series of Thesaurus all-star programs featuring such name artists as Fran Warren and Claude Thornhill's ork. Miss Christy, of course, is the former Stan Kenton thrush who in the past several months has done some fancy stepping as a single attraction.
OUR PAINS ARE YOUR GAINS

SOMETHING NEW HAS BEEN ADDED

"Country and Western Records Most Played by Folk Disk Jockeys"

is the latest addition to The Billboard Music Pop Charts.

Everyone, or almost everyone, whose time, talent or money is invested in music as a business knows about the famous Billboard "Pop Charts," but not everyone knows how these charts are compiled.

Take the "RECORDS MOST PLAYED BY DISK JOCKEYS" chart for instance. Only 30 records are listed. Yet, to get this chart, questionnaires are mailed EACH WEEK to more than 5,000 disk jockeys. Disk jockeys write in the five "MOST PLAYED" tunes in the order of importance plus the NEW RELEASE which, in their opinion, will be a hit within the next few weeks. A pre-punched tabulating card is "pulled" from a "tub file" for each song listed, vote values assigned and sorted and tabulated. All this is done with latest modern equipment which sorts cards electrically at the rate of 425 a minute.

So now The Billboard gives you a companion disk jockey Country and Western record chart. Special Folk questionnaires are mailed each week to over 500 additional selected Folk Disk Jockeys. Watch this chart. Juke Box Operators, Record Dealers as well as Record Manufacturers, Distributors and Artists and others depend upon it.

So when we say "Our Pains Are Your Gains" we hope you will take a look at the new Folk Disk Jockey chart and see for yourself. Judge by comparison. And, by the way, judge methods, too, when comparing results of Billboard charts and surveys with any other hit tune prognosticating service.

SUBSCRIPTION ORDER FORM

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

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

$10 enclosed

Address .....................................................  Bill me

City ..................................................... Zone. . . State .............. 12/17

Occupation ............................................
WAX BOOM MAY GO TO SPRING

Drum-Beating for Capital's Sesqui Starts With Breaking Ground for Outdoor Theater

Interior Sec. Chapman To Keynote: "SHOWbiz Sans Bias"

WASHINGTON, Dec. 10.—Paving the way for a scheduled mid-January ground-breaking ceremony (The Billboard, December 10) for the Capital's Sesquicentennial Expedition, Secretary of the Interior Oscar L. Chapman will join with show world representatives in a formal dedication Saturday (17), with the start of work on a big amphitheater to operate next summer.

RKO Fighting "Yellow Ribbon" in Piracy Suit

NEW YORK, Dec. 10.—Jerry Vogel Music Company, Inc., filed suit in United States District Court here this morning to recover alleged infringement of copyright in a 1000-page weekly magazine by RKO Radio Pictures charging infringement of its renewal rights to the tune, "Round Her Neck She Wears a Yellow Ribbon." (For Local-Two) The complaint asks for a declaratory judgment and action also charges unlawful use of the title and asks for $100,000 damages, an injunction and accounting of profits derived from alleged unlawful use.

According to the complaint, "Round Her Neck" was composed by the late George A. Norton, prior to 1863. The defendants are alleged infringement in the (See RKO Fighting on page 14)

Cantor To Troupe Colleges in Spring

NEW YORK, Dec. 10.—Eddie Cantor will return to his old hoof-and-wobble routine next March and April, when he will undertake a tour of 22 colleges. Cantor is planning a lecture series titled "Show Business Forty Years.

He will illustrate his thesis with singing and dancing demonstrations for the edification of the younger set.

Tab Shows Oust Stem Grind Pix

Brandt's Chain Will Use Short Legit Revivals

Thesps Must Go AGVA

NEW YORK, Dec. 10.—Tab versions of various dramatic and comedy hits of past years will start rolling at various Brandt Theaters in the next few days. The first stop will be on at the Selwyn, now a 42nd Street grind double-feature flicker house. The be-cock will bring on The Selected Premiere, set to preview on or about December 22. Theater ops have other houses on the schedule, opening these bulletin-down spots. It plans to use the Gotham, the Star, the Beacon and its string of houses on the Subway Circuit. Among the plays they have tentatively scheduled are Father Beware, Up in Maebel's Room, Getting Gerties (See Tab Shows Oust on page 41)

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL issues for these weeks will be closed 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.
Delay of Puerto Tax Dodge Cases
Treas. To Wait For March 15 Tax Returns

"Duffy's Tavern" Did It

WASHINGTON, Dec. 10 — Final preparations are being made by the National Revenue Bureau as to whether Duffy's Tavern has violated the tax laws by broadcasting from Puerto Rico will not be made until after a hearing tomorrow of a bill next March 15, tax officials told The Billboard this week.

Local legalities have examined carefully the recent Puerto Rican law granting exceptions to new businesses in the island as well as the Internal Revenue Tax Law and have come to the tentative conclusion that a loophole exists. However, until the hearing, which will be attended by the bureau's representatives, the bureau will be unable to pass judgment on the matter.

Duffy's Tavern is only one of more than 100 which have jumped to Puerto Rico with the expectation of tax savings, bureau spokesmen say. Each case "probably will" be passed upon independently by the tax agency, they say.

Apparent Loophole

The law was put into effect by Puerto Rico with the idea of encouraging new businesses by providing tax amnesty in order to increase the island's general income. However, it was argued that U.S. firms can move to the island and pay a minimal part of their business with the United States without paying any tax.

A subcommittee of the House Ways and Means Committee has been investigating the possibility of extending Social Security to the possession-barricaded first of the nation.

If it is eventually concluded that the loophole actually exists, a bill will be enacted next session authorizing the Revenue Bureau to stop issuing tax certificates to businesses which have moved to Puerto Rico.

Windsor Blue Law Repeal
May Cut Detroit Sunday Biz

WINDSOR, Ont., Dec. 10 — Repeal of the city's notorious Sunday blue law is in the making, it was announced yesterday in a heretofore reported by the Windsor Blue Board.

One consequence of the long standing Canadian custom is the closing of all Windsor restaurants and bars on Sundays. This week's action is to ask the provincial government for local option on the Lord's Day Act which requires religious worship.

INCOME TAX INFO


SABIA JOINS SPECIALTY

HOLLYWOOD, Dec. 10 — Ben Sabia has joined Specialty Records to assist in handling its subsidiary label, Specialty Records, Greenwich Music and Venice Music.

Senate To Study Effect of Plugs on Food Prices

WASHINGTON, Dec. 10 — An investigation is made to discover how much of the price of canned goods is being passed on to the consumer in the form of higher prices. The Senate Agriculture subcommittee, Sen. Guy Gillette (D-Wyo.), will conduct the investigation this month. The probe encompasses all types of companies, including food producers, and will be conducted in the weeks of the market and consumer in food products.

Senator Gillette said the subcommittee is also highly interested in finding out whether imprinted by food processors result in unforeseeable additional markets for farm goods or whether there is a "channel demand to a particular form, the latter being brought to the public's eye at all ads and the group, Gillette said, will not discontinue the investigation of individual companies. The group has asked several large processors to advertise their new products, but has made no attempt to canvass the whole industry.

Figures compiled by government statisticians place the number of food processors at approximately $55,000,000 last year.

Since the cost of national advertising and merchandising was given to Congress by the name of George A. Antriu's Dirhe.
Trammell Plans
Causes To Keep
Harris on NBC

HOLLYWOOD, Dec. 10.—National
Broadcasting Company (NBC) is
reported by sources close to both Phil
and Mr. Harris, is expected
to hold meetings early next week.
Harris, who is close to NBC and
central to all top management
chain, is said to have
agreed to work on the
Broadcasting System (CBS) Sunday night
night.
 ordering that Harris
would make a comment to the
purposes of the "Federal Test" (tied to
Anchorage), the
house indicated that Harris
would be offered a long-term min.
university guarantee deal regardless
whether the show is aired commer-
cially or the network
inexorable.

P&G May Double "Beatul" on NBC's TV

Proctor & Gamble, which is being
bought across the board, on
the Columbia Broadcasting System (CBS), is interested in doing a video
version of the show as well.
The idea, is that it would be done as a
once-a-week half-hour show, with
Hattie McDaniel playing the lead and the program is
directed by Van Dorn.
Broadcasting and Sales

Babbitt Censersto Drop "Harum," Go Full Net

Now on the Columbia Broadcasting System 3-3-15 p.m. daily with a
split network with "David Harum," Babbitt censer to drop its
program sometime in January and go on full CBS network
sometime in January. The Babbitt replacement program isn't

FCC Calls for Decision on WINS and WHOM

II Progresso, the Italian language paper, last week was ordered
by the FCC to make up its mind whether it is going to buy WHOM
or to move to New York from Jersey City. FCC pointed out that both pending bids
could be considered, since they both week in the market.

General Mills To Drop "Modern Romances"

General Mills, which has been half-killing the quarters
quarter of "Modern Romances" (projection) of NBC, will bow out of that show around the first of the year. The 1949-50 show will be
in the market, with the show next year.

WM Agency Plots
Chico Marx for TV

HOLLYWOOD, Dec. 10.—Entry of
Chico Marx into the field is
currently being plotted by the
William Morris Agency coast exec
George Grunau, who controls NBC
radio-telesales rights to a
family series written by George
Petitta, noted novelist and author
of "The White Shoe." The show is a comedy epic
dealing with exploits of an Italian
American family, with Marx in the
lead role. Show is early audition, here with a combination
AM-TV deal contemplated.

WSAI Off the Block: Plans Improvements

CINCINNATI, Dec. 10.—WSAI, on
the block for some time, removed its
"For Sale" sign this week because
no satisfactory offer had been received from the city's general
manager, Robert Sampson.

With the station removed from the market, the
Field Enterprises, Inc., owner of WSAI, is
likely to be
reinvigorated

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays All for these issues will close 24 hours
early than usual.

Get your NEWS and ADVERTISING in Early
NBC Offers Helbros 26-Week On-Again, Off-Again Twist

NEW YORK, Dec. 10.—Tightening competition for the advertiser's dollar, which has been the root cause of an increasing number of strange radio deals, this week had a highly unusual proposition in the works, submitted by National Broadcasting Company (NBC) to Helbros Watch Company. The banker, which recently dropped Quick & Flash, on Mutual Broadcasting System (MBS), has been dickering for the Richard Diamond whodunit show for the 5 p.m. slot on NBC. The NBC pitch, in part, for Helbros to sponsor only alternate 13-week periods of the show, was apparently Commissioning the stanza in the in-between cycle.

NBC has assured Helbros that it will spend a minimum of $190,000 to promote the time period, in a battle to win away listeners from the MBS Sunday line-up. Opposing Richard Diamond would be MBS's potent show, The Shadow. It is believed that the talent rap would be around $14,000 weekly.

Helbros is understood to be planning to budget only some $230,000 for a new web radio show next year. This amount would support the Diamond show only for a maximum of 26 weeks. If the blueprint works out as sketched the watch company probably would take over the show for the remaining three months in the spring, drop out for the summer months, and then return for the three-month pre-Christmas periods. Helbros has been offered a 15-week sponsorship deal. The NBC pitch calls, in part, for Helbros to sponsor only alternate 13-week periods of the Dick Tracy show, which also is retaining the stanza in the in-between cycle.

Tony Martin

OMAHA, Dec. 10.—A radio feature called Ten-Go! has fallen victim of the anti-gambling drive in Nebraska, with Attorney General James H. Anderson ruling it a lottery.

It was played thru pamphlets distributed gratis by gamblers who listed the titles of 250 songs, all numbered. The player then tuned his radio to the Ten-Go! program and tried to identify the played melodies. Winners called in and received prizes.

Anderson said that a "consideration" was involved because the players were compelled to visit stores for the clues. The players were not made purchases. He also ruled that the element of chance existed.

TONY MARTIN

"My favorite is Schenley," says this famous singing star, "it makes me feel warm all over." For mellow taste and rare quality millions specify Schenley, as Tony Martin does. Rare blended whisky, 80 proof, 62% grain neutral spirits. Schenley Distributors, Inc., N.Y.C.

Miles Buys "Family" for AM, Gets TV Option

In buying the veteran "One Man's Family" for AM on National Broadcasting Company (NBC) last week Miles Laboratories also acquired Creative Production on video rights to the show. The program, an NBC package, has been called the "Family" AM TV vehicle since the radio version was dropped by Standard Brands earlier this year. With 16 years of sponsorships, Miles starts sponsorship February 3. Carlton Morse will continue as writer. Miles agency is Wade. The sale brought particular pleasure to NBC, marking a successful pitch on sack house, including "Dragnet," "Screen Directors' Playhouse" and "Halls of Ivy."

Kellogg's Drops "Mother Knows" for New Show

Kellogg's has dropped "Mother Knows Best" on CBS to assume sponsorship of "Mr. Whiskers" five minutes across-the-board series. Kenyon & Eckhardt will agent the program. The network has not been set yet.

"Home Journal" Story on Films for ABC-TV

The Curtis Publishing Company will sponsor a special TV series of Five Picture Dime Novels, beginning January 18, issue of The Ladies Home Journal during the week of January 2 over three American Broadcasting Company affiliate stations, WJZ-TV, New York; WENR-TV, Chicago, and WMAL-TV, Washington. The deal was set by Batten, Barton, Durstine & Osborn, Inc. It is The Journal's first TV venture.

"Air Forum" To Use Readers' Digest Material

"Theodore Granik, 'Mother Knows Best," for the "Air," has set a deal with Reader's Digest to use some of the magazine's articles and its authors on his NBC radio-television forum beginning January 29. The initial focus of the show will be Harold Stassen and Sen. Claude Pepper on the subject of the question of labor rights. Following that Stassen will sell for the Stassen-Pepper debate on the "Air Forum." The Charles Irving comedy package, "That Wonderful Guy," has been set for an early TV debut on American Broadcasting Company (ABC). The show, featuring Neil Hamilton and Jack Lemmon, was pre-recorded for west coast showings and was scheduled to make enough to finalize the deal. The show originally was pitched at CBS as an association of "Mark Twain" and "The Great Gatsby" to the west's desire to see it. Starting date and hour will be set shortly.

Dunneger, Winchell Properties Split Up

MGM Air Shot Success Gaining Off Expansion

HOLLYWOOD, Dec. 10.—Success of the Metro-Goldwyn-Mayer television network has been credited to maintained ownership of local FM station KMGM which could cue off the programs to radio and possible TV. Openly stated at having purchased the station in November and 1948 for $500,000, and showing over 100 stations, MGM execs are mulling additional ways of making the product available.

The extent and direction of radio expansion is still undetermined, altho the network will be the only one to open in the entire country. The primary pitch, within the past 90 days, Omnibus, has been made to 300 stations in 223 markets. Times is expected to replace the Times-CBS network, with the purchase of KLAC and KLAC-TV, Hollywood.

"Mr. D. A." Going Live; Byron Says Tape Not for Drama

NEW YORK, Dec. 10.—What is believed to be the first of the new dramatic series program to be place this week when Mr. District Attorney" is aired on CBS. This show classification and made plans to go back live. The show will resume Monday after Holiday break, 4, winding up 13 weeks tape. The return to in-person broadcast drama program is under the direction of Byron, Mr. D. A.'s producer. Byron's principal reason was his discovery that dramatic programs do not attribute this to psychological reasons; it seems actors can't work themselves into the required role. When aware that the performance is not directly for the TV set, they use their cars only for "hank of tape."

It's also reported that Byron's return to in-person bread and butter may also be a never-to-be-uncomfortable infant. He thinks the show will be left entirely to Byron, his sponsor, Byron Myers. The agency is Young & Rubicam.

The Billboard December 17, 1949
B&B Pushes Radio Thru Pic Theaters

HOLLYWOOD, Dec. 10.—Benton & Bowies (B & B) will use film theaters to sell radio ad spots for the network campaign on Procter & Gamble’s (P & G) Perry Mason daytime strip over Columbia Broadcasting System (CBS). Gimmick is a one-minute capsule of a film, radio Pyramid Productions for distribution to all CBS affiliates.

Stations in turn will make reciprocal deals with local theater operators, giving free air plugs in return for theater showings. Same film will also be used on television, although video deal will probably be on a straight spot time purchase basis.

A similar device was made successful last year by B & B in promoting the Welcome Travelers air show.

Heller Maps Peace With SAG on Tele

NEW YORK, Dec. 10.—One of the first missions of George Heller, the newly appointed head of Television Authority (TA), will be to make peace with the Screen Actors’ Guild (SAG). It is believed he is now mapping out a campaign to accomplish that end and details of the plan will not be revealed for several weeks.

The TA will also start coordinating material for forthcoming negotiations with the networks and stations in order to get across the need for fully functioning performers in TV. The first move will be to call a meeting of the Associated Actors and Artists (Four A’s) members working in video in New York, Chicago and Los Angeles to get their views on wage demands and whether to further organize.

Heller’s appointment was long expected, since he had been one of the principal spokesmen of the American Federation of Radio Artists (AFRA), a group he had similarly played in the formation of the American Labor Symphony Cargo Union.
New ABC Co-Op To Feature Jackie Robinson

Jackie Robinson, baseball flash of the Brooklyn Dodgers, will be featured in a co-op show over American Broadcasting Company (ABC). The new sports stars will see off January 22 in the 10:30 to 10:45 time slot.

"Time" Joins Rankings Offer PM Colloca Tear Sheaths

Time magazine last week joined the growing list of national publications offering radio stations advance tear sheaths of articles and features on a buffet basis for use. Magazine currently conducting this service include the Associated Press, United Press, and the Chicago Tribune. As a result of this service, Time magazine, Chicago Tribune, and United Press have been able to publish their respective features within the broadcast time cycle.

Scenic Artists, RWG Settle Web Disputes

Two labor disputes in the radio and TV industry were settled last week. The United Scene Artists (USA), on strike since Wednesday (22), reached an agreement with RWG on Friday. The settlement provided for a small increase in salary for designers and scene painters. Also during the week the Radio Guild and RWG came to an agreement with the Screen Actors Guild for a contract for the next 12 months. The guild was to be paid $125 per week for each two-week period.

Thompson Agency Makes Thomas a Time Buyer

William Thomas has been named a time buyer at the J. Walter Thompson Agency under Linnea Nelson. He replaces Winnifred Stell. He has been in the department for many years.

Mack Sennett for Morgan Radio Series

Raymond Morgan Agency last week signed radio rights to a new feature featuring character Mack Sennett. Pie picture will participate in the 15-minute layout featuring humorous interest. Many agencies are interested in preliminary announcements. Another department store to use the TV program will be in the spring.

Department Store Adds 2-Hour Circus on WNB

Another department store to use the TV program will be in the spring.

MGM Air Shot

(Continued from page 6) properties owned by Dorothy Schiff. Both deals are to be used for local network programming.

Dept. Store

(Continued from page 6) sales as many as 67 shows or more, depending on the station. Sales records, in the main, since seven in May to November: 14 quarter hours. The Commerce Department, in its survey, estimates that the price of a radio or a television set is $400.

The Billboard

December 31, 1949

New York Airs

29 TV Dramas;

6-Mo. Gain: 18

(Continued from page 5) reared in number from 11 airings last year to 29 this year, the airings now on the air. In quarter hours the jump was from 30 to 14 quarter hours. Combined total of spot announcements, in trying to prove effectiveness, may get into excessive position.
Cuban Threat Gains Strength

(Continued from page 7)

NABRA provisions are effective one station for which has been operating in violation of the treaty for some time. A spokesman said, however, that the outlaw station doesn't appear to be causing anyone any trouble.

The State Department is hopeful that some agreement over Cuba's demands for rights on U. S. priority channels can be reached in the February conference. If not, Cuba might go ahead and make new deals anyway, and there would be no international law to prevent it. U. S. officials are uneasy over Cuba's refusal to agree to follow NABRA provisions in the interim period. Asked whether the refusal might mean that the island is preparing to use any channels it desires, a spokesman said: "Nobody in this country knows what Cuba is going to do."

The Cuban proposal which resulted in the conference was for use of an additional 11 frequencies including those used by top-power stations WNBC, New York; WBEM, Chicago; WJR, Detroit; WOR, CBS, and KRPO, Houston. Under old NABRA provisions, those frequencies are excluded. The new proposal is modelled after U. S. domestic stations. Cuba, however, states that the 11 frequencies are insufficient to maintain an adequate broadcast service.

The conference was called in the expectation of drawing up a liberal broadcast agreement which expired last year. The huddle, however, was imperiled by the three months ago when the unreconciled difference between Mexico refused to accept the proposal. Cuba and the United States put the finishing touch on the session.

Long-Range Script

NEW YORK, Dec. 10.—An unusual situation whereby scripting for a network TV show will be done via the mails will be extant hereafter for The Aldrich Family, Clifford Goldsmith, originator of the show, who does the scripting for the TV version, left this week for Tucson, Ariz., after visiting in New York long enough to get the show rolling on the air at National Broadcasting Company (NBC), Goldsmith made a particular study of the series, which went thru considerable rearranging up to this point, so that in turning out the scripts from Tucson he will have the set and camera placement clearly in mind.

CBS Has Several Bankroll Nibbles

NEW YORK, Dec. 10.—The Columbia Broadcasting System (CBS) this week had several sponsors interested in purchasing time on the web for various programs, two of which are CBS's radio play, Kuk across the sea and an anti-cold tablet, reputedly Anaphis, are reported interested in Escape, the CBS Tuesday evening serial. Anaphis also is looking at several Mutual Broadcasting (MBS) who-dunits.

Meanwhile the Ted Bates agency has recommended to the Colgate-Palmolive-Parke Company that it sponsor either Steve Allen, a West Coast disk jockey, or Barry More, home over CBS, with Allen its first preference. But the William Eddy agency which shares the account with Ted Bates also is pitching daytime shows at the prospective sponsor.

Ad Lib TV Remarks Can Be Slanderous, Says U. S. Judge

NEW YORK, Dec. 10.—The first decision holding that remarks made during the course of an ad lib television program may be regarded as slander was handed down this week by Judge Edward A. Conger in the U. S. Circuit Court of Appeals for the Southern District of New York. Judge Conger's decision came in connection with the $100,000 suit filed by William Remington, government employee, against the National Broadcasting Company (NBC), General Foods and Elizabeth Bentley. Remington charges that he was damaged, either by libel or slander—a matter the court is to decide—by her telecast statement that he was a Communist. He has since been cleared by a loyalty board and reinstated in his Commerce Department position.

Judge Conger's decision came in connection with a move by the defendants to dismiss the suit, a motion the court refused to grant. NBC and the other defendants had claimed that Miss Bentley's remarks were not libelous nor slanderous per se. This last is a fine distinction of special importance to telecasters. Slander per se implies slander under one or more of four classic grounds—namely, to accuse a person of a crime, of having a loathsome disease, of damaging one's standing in a trade or profession, or with the case of women, accusing them of unchastity.

In this case, the defendants had claimed that Miss Bentley's attack was not under one of these four aspects and consequently unless Remington sued alleging special damages, the case should have been dismissed. Judge Conger's opinion declared that to charge a government employee with being a Communist, or to charge an economist with being a Communist, could be held as slander per se. As a result of Judge Conger's ruling, the case now goes on the docket of the same court for final adjudication.

Richard C. Green & Remington's attorney.

DL Clears "Name" For Coast Theaters

Hollywood. Dec. 10.—What's the name of That Song, Don Lee Broadcasting System's top Coast radio-television property, has been cleared for theater dates and will play its first vaude in several years beginning December 28 at the Hollywood Pantages Theater. Long a prime feature of the Coast net, the radio version will play one-night stands on broadcast evenings from theaters. It is set for seven consecutive weeks at the Pantages. Film house is offering vaude as an attraction for customer pull, while the theater normally plays straight film fare. Show is owned by Rita Williamson, widow of the late Bud Williamson, original creator of the program.

CBS To Scan Live Version of 'Carmen'

NEW YORK, Dec. 10.—TV viewers will get a chance to see a live production of Carmen on the Columbia Broadcasting System (CBS)-TV network January 1, from 4 to 6:30 p.m. Produced by Barry Wood and directed by Byron Paul, the cut version will star Gladys Swarthout and Robert Merrill with narration by Lawrence Welk.

If the program clicks it will be the first in a series of TV operas to be presented by the web. The package is owned by Henry Souvaine and Tobbett.

he puts a fuse on the news!

WOR's Lyle Van takes a headline—Oh, let's say "Boy Loses Cat"—and wraps a fuse around it. Then he lights it with a spark of dramatic and colorful words. He doesn't exaggerate, mind you.

No, the story's the same, but he gives it a feeling of immediacy and warmth that stirs the hearts of thousands upon thousands of WOR listeners every weekday evening at 6:00 PM.

And who is this man Van? He's the reporter who makes people sit up and listen. One day, he'll voice the depth and wanting in a child's eyes and the majority of 36,000,000 people in 430 counties in 18 states suddenly see, feel, and want to help that child. Call it people—propelling power if you wish, but it's just such an approach as Lyle Van's that made WOR the most-listened-to station for news over a quarter of a century.

Gentlemen, the fact speaks for itself: for over a year Lyle Van's "News On The Human Side" has been the highest rated show aired by any major New York station at 6:00 PM.*

And the cost is thumb-size.

*Pulse New York report.
Radio and Television Program Reviews

**Elise McElhone**

Reviewed Tuesday, 7:30 p.m. over WABD, New York, by the dealings of the Federal Communications Commission, the Variety, agency, Federal, producer, Lester Lewis; radio critic, Robert Carter, William Morton, produced by Elise McElhone and guests.

This is a straightforward interview show. We can't ask any pretense at being anything else. There's no pretense that the radio version is necessarily more accurate than the television version. It's all done in the same way, and it's all done on the same level.

Miss McElhone talks about the value of a radio show. She talks about the value of a radio show in the context of the television version. She talks about the use of a radio show in the context of the television version.

Jerry Frankel.

**Twenty Questions**

Reviewed Saturday, 8-9:30 p.m. Simulcast over WNB, WOR-TV, MBS, Soren, and others. Holman, producer; agency, WOR, producer, producer, and producer, Holman; radio critic, Robert Carter, WOR.

This is a straightforward interview show. It's all done in the same way, and it's all done on the same level.

Miss McElhone talks about the value of a radio show. She talks about the value of a radio show in the context of the television version. She talks about the use of a radio show in the context of the television version.

Jerry Frankel.
Hit the Beach!

What could be a reasonably important tele show, the weekly series presented by DuPont based on the columnist's newspaper output, utterly loused up by floundering dummy and inexcusably bad announcer Saturday (11) suffered, from about start to wind-up. It was a conundrum of needledust cues which, after a while, became downright irritating. Playing negative parts are John Lardner and an F. A. O. Schwarz would be more tame by telecine adding another negative near the end. A particularly creative situation missed were at a viewer's patience this week, entertainment turned out become well-nigh irresistible. The ill-at ease atmosphere of most of the editors is another element that transmits itself to the audience. Things were improved when John Lindsay, Washington bureau chief for the mag, and while he shared a few lines closing the various interviews as... Variations, etc. The program was used in, thus showing of the Newsweek departmental index, with natural index... the spotlight shown in bold type.

Without a doubt, the story had a chance, but it only was the bad temper of the cuckold in the case that brought it off. The show was smoothly done, but probably served to lower the hopes of the budding showman, who might have had faith that some day their hours of obscurity might be lighted with a few quick slugs from a handy gun. And War, in this particular air, took a rear seat. It was close, but the villain, but on a less footing than the lead actress. It was only the bad temper of the cuckold in the case that brought it off. The show was smoothly done, but probably served to lower the hopes of the budding showman, who might have had faith that some day their bounder hour was about to buy for construction of housing projects. Once he had the dope, he told his poor half band that he had no use for the gal in the first place, and had no intention of telling her from her spouse. Whereupon friend husband, presumabily out of sight, beveled the binder with a few quick slugs from a handy gun.

Mystery in the Air

"I Love a Mystery" is a program for likable folks who are looking for a bit of short doses. However, its daily 15-minute length proves why because not enough plot seems developed to sustain the interest of its viewers. The plot picks up (See Mystery In Air on page 14).
TELE-FAIR TRADE TEST PLAN

NARDA Sets
Chicago Area
As Location

Personnel Products and Prices

Dept. Stores
Hurt Industry
-Goldberg

Small Shops Okay

Mfr. Holds Up
Mercury's TV

$105 British TV

WASHINGTON, Dec. 10.—The
cheapest British TV receiver on
display at the radio and TV
exhibition in Washington was
Mercury's nine-inch set selling for
approximately $109. According to
report from the Office of Inter-
national Trade. The average selling
discount price for all TV sets was
$63.50, which amounts to about
$149.50 as delivered and paid for. The
sets, however, average $290 to
the Britisher, who receives no
advantage from devaluation.

RADIO PRICES DROP 2% WASHINGTON, Dec. 10.—A de-
crease of about 2 per cent in
price for radios between mid-
December and the end of the
year was noted by the Bureau of Labor
Statistics (BLS) in a report this
week. The price decrease was attri-
buted to fall clearance. The average
price of new radios for 1950 was
$63.50, which amounts to about
$149.50 as delivered and paid for. The
sets, however, average $290 to
the Britisher, who receives no
advantage from devaluation.

Crosley Acquires
Carrollton Firm

CINCINNATI, Dec. 10.—John W.
Craig, vice-president of the AVO
Corporation, has purchased the
Chairman of the AVO Corporation,
Mr. Goldber, had just opened the
company's new plant in Aurora,
Ohio, which is designed for the manu-
facture of television sets. The
company is looking for additional
investment to complete the plant and
to expand its operations.

TELE-FAIR TRADE TEST PLAN

NARDA Sets
Chicago Area
As Location

Pitch for All Manufacturers

By Cy Wagner

CHICAGO, Dec. 10.—A committee of
radio and TV retailers in this
area is being appointed by the
National Appliance and Radio
Dealers' Association (NARDA) to
carry out a fair trade testing plan
approved by the association's board
of directors in September.

Purposes of the committee are to
meet with manufacturers throughout
the country, get them to agree to
setting of fair pricing policies in a
Greater Chicago area of six counties
and then supervise the test.

Need for action stems from the
price wars which have hurt
retailers in the past. In recent months
during the period of set shortage,
prices have been so prevalent, but
NARDA is looking to the future
and trying to eliminate the practice.

In commenting on the situation, a
spokesman for the association said:

"The wave of discount selling,
industrial and boutique selling that has
hit Chicago as well as many other
areas in the nation has resulted in too
many merchants in a dangerous
position. Majority of them are
completely unaware of the face good
merchandising competition and are
decidedly unwilling to continue
nurturing the wave of pricing competition."

Eight members of the 18-man
committee have already been named.
Rest are expected to be named in
the next few days. Appointed were
the following: John V. Hershberger,
vice president and general manager of
Lord's, Inc., Evanston; Dean Barent, Barent's, Inc.,
Chicago; Joseph Delinsky, director of
Emergency Radio & Appliance, Chicago; Leroy Robie, Tele-Tone, Inc.,
Chicago; William M. Her回避, central
Appliance Company, Joliet; Art Beck,
Appliance, Evanston; Art Hershberger's, Libertyville, and M. S. Dreyfus
Dreyfus Appliance & Furniture
Company, Gary, Ind. Six counties to
be used as test area are Cook, Lake,
Will, Kane, Willard, and Lake County
in Indiana.

The committee expects to have its
exact plans set in a couple of weeks
and hopes to be meeting with
manufacturers and distributors by
December. It will consist of radio
manufacturers here and in the East
and try to get them to set up fair
trading price policy (for which all
manufacturers have the same
prices). It will try to get them to set
up fair trading price policy (for
which all manufacturers have the
same price).

Actual fair trade test is expected to
be started during the first quarter of
1950.

NARDA has pointed out that if
managers and retailers are not
cooperating for the test area it will not have
to affect selling elsewhere. All that
will be done is a detailed
information program to the
manufacturers and distributors in the
six-county area.

The association hopes that the test
will be so successful it will prompt
national fair trade practices.
RCA TO UNVEL NEW TV SETS

New Sets Ready

NEW YORK, Dec. 10.—With such major set manufacturers as Admiral, Bendix, Hallcrafters, Philco and RCA Victor introducing new models between Christmas and February 1, most distributors and retailers are fully in agreement that manufacturers who have been talking about "terrible" business for the first quarter of 1950. No one, however, is willing to make any retail predictions at this time. RCA Victor and Hallcrafters are already set to show their new video to dealers at separate shows and Philco and Admiral have scheduled distributor meetings for the early January period during which the International Home Furnishings Market will be held in Chicago's Merchandise Mart. DuMont, however, will probably keep going with present receive¬

Co-op Ad Budgets

Sets that are known to be in short supply are also being heavily advertised. The manufacturers are taking advantage of the manufac¬

8 Panels Set Up
For NARDIA Confab

CHICAGO, Dec. 10.—The three-day annual meeting program of the Na¬

TV Investment Fund
Growing With Video

CHICAGO, Dec. 10.—Reflecting public interest in television in general, TV manufacturers, net assets of Tele¬

MYSTERY IN AIR
(Continued from page 11)

dest, traced the rise of the TV in¬
dustry, said that the increased demand for television sets was the result of the growing interest in television among consumers. The increased demand for television sets has led to an increase in prices, he said.
WAX BOOM MAY GO TO SPRING

Disks Sure Xmas Rush To Outlast Winter

Maybe Best Postwar Biz

(Continued from page 3) should hype disk sales of all types, according to industry leaders. This is because RCA Victrola's mass volume set manufacturer in the industry, and the last four-speed line should help create new disk customers for the new speeds as well as standard wax products. In addition, the diskers feel that they have shaken off the remnants of the lethargic album tactics of the lull war years and that now they are rolling on full-sailed sales promotions which will continually keep the public's interest focused on records. It is generally agreed that smart promotion is the key to accumulating plus disc sales in the disk industry. The diskers find that examples of the potency of promotion and advertising are the successes of the Columbia long-playing drives of the past year and the Victor 45-r.p.m. push of the past six months. In a smaller way, such drives as the Decca promotion on its current Club 15 album via the Columbia network, and the co-ordinated radio-distributor-push on disk territory pushing to sell not only the disk album item but wax of all types as a key form of home entertainment.

McAllister and Wilson Boosted At Columbia

NEW YORK, Dec. 10.—Jeff Wilson and Ken McAllister, Columbia diskers, have been placed on the key posts in the firm's merchandising setup, it is announced. McAllister has been appointed to the newly created position of assistant district manager, while McAllister was named director of disk publicity and promotion. Both were appointed by Paul Samuel, owner of the label, vice-president in charge of merchandising.

Wilson will be in charge of all distributor and district manager activities and he will also be responsible for chain store and export selling. He has worked with Columbia since 1949 and most recently been manager of distribution and merchandising. McAllister will supervise merchandising activities and will be responsible for advertising, promotion, and public relations. He has been with Columbia since 1941 and most recently has been manager of distribution and promotion. McAllister also has been co-ordinator of the firm's long-playing record activities.

Receipts Pick Up

WASHINGTON, Dec. 10.—October retail sales of musical instrument and piano stores for the month of November were up a pick-up of 5 per cent over September. October sales were 2 per cent higher than October, 1948.

EARLIER CLOSING
December 31 and January 7 Issues
On account of the Holidays ALL forms of these issues will close 24 hours earlier than usual.
Get your NEWS and ADVERTISING in Early.
Darwyn Files Suit
For 4G Vs. Spotlight
Over Can. Rights

NEW YORK, Dec. 10.—A suit has been filed in Federal Court here against Spotlight Records by attorney Howard Shelton, alleging that Darwyn was somehow involved with the Canadian disk distributor and pubber. The complaint, filed by Jack Berman, Spotlite head, alleged a contract with Darwyn giving the other executive rights in a certain Latin label for Canada. Under the agreement, beginning with February of this year, Darwyn was to have received masters from Spotlite and paid royalties on pressing, accounting to the waxery each month. After the second month, Spotlite withdrew from the deal, giving the Canadian rights to another distributor.

Spotlite’s answer, thru attorney Howard Shelton, alleges that Darwyn had breached the contract by failing to account as agreed and by permitting another company to manufacture records for the deal. Shelton says, Darwyn could not deliver the country-wide distribution he had promised. Total damages filed are a counter-claim for $5,000.

RCA Expanding Hollywood Plant

Hollywood. Dec. 10.—RCA Victor’s Hollywood plant, for some time a demonstration model, is being expanded to start pressings over the entire range of its output by early January, and at a rate which will permit pressed disks for faster delivery have necessitated the shift to the company’s new pressing plant.

Need for rapid, on-the-spot delivery was spotlighted during the record fir from Aug. 15 to 18, which lasted for five days, and was called to demonstrate the need for further expansion of the plant. Two pressing units were expanded on the spot with more to come if needed.

Victor head quarters handling pressings for Capitol, Decca, and other labels, in addition to custom work.

Cap Forges Deep
Into Int’l Mart

HOLLYWOOD, Dec. 10.—Capitol forges deeper into the international market in starting to press its Telefunken wares in Latin America, with release of its Telefunken catalog in Canada recently, under its recently announced four-year deal with Sama Ent., top Telefunken sales in the U.S. According to its sources, Capitol’s new international department, Coast major’s product is slated to enjoy an even wider distribution in the international field.

Cap’s products are distributed in English-speaking countries via the Decca deal, while the product is handled in most of the Latin countries by Telefunken channels. In Latin America, Capitol’s ware is being sold under licensing deals with various distributors in those countries. Capitol is attempting to retain its label identity in foreign markets, while assuming foreign label tag.

Merger Links
Two Agencies
In Windy City

CHICAGO, Dec. 10.—A merger in the hot-pressed state concentration, a bi-monthly merger of Mutual Entertainment Agency and Billboard Advertising, Inc., has been announced.

Consolidation of the two independently owned operations will result in the largest indie booking office in the Midwest. The consolidation will also result in the Mutual Entertainment Agency, Inc. Personnel of both offices, with both of which were located in the 203 North Wabash Building, will occupy the Mutual Entertainment quarters on the 16th Floor after January 1.

The two indie booking offices, with approximately 35 attractions, previously booked by Billboard Advertising, will now be handled by Mutual Entertainment. Talent is mostly of the major and secondary bands with Mutual Entertainment having a number of bookings which were previously handled by Billboard Advertising.

Canadian Outlet
Set by Mercury

CHICAGO, Dec. 10.—Mercury Records has just completed its deal with Siegel, the arts and entertainment division of Mercury, waxed the Producers and extended its coverage to the Cuban territory. Murder, the retail price, Mercury sales manager, and Siegel completed the agreement in Mexico City.

First sales for the year will be made at a Mercury retail outlet in Mexico City. Mercury will also be handling the second Mercury recording company, that of Capitol, for the remainder of Canada. Siegel’s previous experience with Mercury was known as Mercury Recording Company of Canada, Ltd. The agreement will be known as Mercury Music Sales. Disks will now drop from $1.00 to 79 cents.

Price also appointed Readio Centro Havana to handle the Cuban territory. Price also appointed Readio Centro Havana to handle the Cuban territory.

Merchantising Pays Off:
Cincy Shop Rings Sales Via Proper Ad, Display, Planning

CINCINNATI, Dec. 10.—Doing heavy disk business during the latter part of the year, there is no feast of great sales ability and, according to the record department of the H. & S. P. Co., it is apparent that the Christmas season is proving highly difficult to do a heavy business all through the year.

In one of the local department stores, the sales figures ran up in the early part of 1949, when the disk business was at a low ebb. Pogue’s record department

showed a 45 per cent increase in February, 10 per cent in March, 25 per cent in April and 26 per cent in May.

Over the store’s campaign in the Sunday papers is planned to catch the eye and then sell, Variety experts, who have approved it as the best ad method, claim that the Coast has had an upward curve and that the weekly campaign has been popular and then music and just with the advice of some occasional sets of a change window display, they are good sales displays set up by the store.

(See Cincy Shop Rings on page 18)
Decca May Do ‘Lil Darling’

(Continued from page 2) has given rise to new tactics in bidding for waxing rights.

The most recent wrinkle in the show album disctry competition involves the purchase of an option to record a show prior to its Broadway opening. Decca Records, at one time the leader in the show album field, has put down a sum reported to be $5,000 as an option on the original cast waxing of Texas, ‘Lil Darling’, which has not been cut yet.

The disctry has not yet decided whether to do the recording of the show's score, but if the event takes place against the album, Decca will lose the option money. The disctry obtained the option when the show went into rehearsal.

VICTOR ON LONG RANGE

RCA Victor, anxious to grab its slice of the show album market, is developing its own discry with Texaco-Joeckel as the basis. The disctry approached Lvit in the Stars composer Kurt Weill offer to write the show, which would obtain the recording rights to Weill’s next show, which is not even in the formative stage. Weill’s current show, Stars, was signed by Decca.

The heavy competitive bidding over the show recordings has led to a situation in which it is reported that what is tantamount to minor investors in musical productions because of the lucrative potential of original cost waxings. It is recalled that the last heavy discry push in the show album business occurred a couple of years ago for a fabled show, with a budget of over $16,000 plus a royalty deal with a total potential of the retail price of the album.

King Assures 24

Fred Miller Tunes

NEW YORK, Dec. 10—King Records this week took over 24 unreleased masters from orker Freddy Miller and will release sides beginning January 22. The sides, mainly original and standards, had originally been cut by the.disctry but were returned to Miller as part of a settlement between him and the disctry.

King also signed Miller to a recording contract.

MADJ Party

NEW YORK, Dec. 10.—The MADJ, the Metropolitan Association of Discjockeys, will be holding its second annual Christmas party Tuesday (29) at the Elks Club and Cafe, Plaza Hotel. The association is inviting all metropolitan area spinners, whether members or not, record company execs and whatever discjockeys are around at the time. A live ork will lend tune to the bash, which is to be a welcome break from the drudgery of WOR.

Importance Cited

The booklet then relates that music rights were extended so as to avoid income from the sale of the record. The agreements were reached in the fall, when a new group of composers, like engineers, actors and musicians, at last began to be compensated for the use of their tunes. Among the new medium.” The booklet, which runs to 14 pages and is attractively illustrated, describes the service, objectives and organizational structure. In citing the viewpoints of the record users, the booklet states that radio in a recent year received a total of ASCAP members’ music over the music use by some 2,500 radio stations, 33 additional networks, some 20,000 hotels, restaurants, bars, dance halls, and supermarkets, where music is publicly used for profit.

Membership in ASCAP has grown from 300 in 1932 to 2,000 composers and author (member) members, 170 of whom are women, and 342 publishers.

Pointing out that the job of “standing guard” over the use of ASCAP’s contractual staffs is complicated,” the booklet states that to obtain a complete survey of all ASCAP compositions, the ASCAP’s annual list of ASCAP’s 20,000 members would need to be sent to members of congressional committee concerned with radio’s effect on ASCAP, and it is seen likely that second printing beyond the first edition of 5,000 copies will be necessary. A second printing of 5,000 copies was done.

History of ASCAP

The booklet marks a departure from ASCAP’s usual policy of revealing its methods of collecting royalties. The booklet recounts that the function of ASCAP is to have one center for radio and television and to collect all the member’s music in a single organization. The book states that instead of being allowed to perform their music free that but when advertisers blew the trumpet of ASCAP asked for high fees, “ASCAP has been able to perform for free stations to pay for performances.”

“Again in the 1940’s, when ASCAP reduced the size of ASCAP’s stages, stage revenue from the radio stations, and by 1949, when it became apparent that television was not only a new medium, ASCAP requested compensation for ASCAP members’ music.” The booklet states that radio in a recent year received a total of 50,000

Crystal Fuss May Indicate Salable Copy

Borne Starts Action

NEW YORK, Dec. 10.—A determination of what constitutes a salable copy and the way in which revenue can be derived from a house between songwriter Hall and owner of the Decca Record Company of California, with the Songwriters Protective Association, may be taking up the cudgels for Borne.

Borne, who had placed five times with hopefuls, is a song that the company had failed to live up to the SPA and is generally the songs in that it failed to produce a copy within the specified time. The Borne and the ASCAP’s list of the songs, which it allowed to be released, could purchase either or both of the songs to the company and examine copies, held that they are professional compositions and were

Finkelstein Is ASCAP Attorney

NEW YORK, Dec. 10.—Herman Finkelstein, who for the past seven years has been serving as general counsel for the American Society of Composers, Authors and Publishers (ASCAP) this week was appointed ASCAP’s general attorney.

An announcement by Lawrence Ahmotor, ASCAP president, said that the firm of Schwartz and Freedman has approached the office of Finkelstein in recent years has played an increasingly major role in drafting up and negotiating ASCAP contracts with radio and TV interests.

Gale Renews Jacquet Pace

NEW YORK, Dec. 10.—Illinois Jacquet this week inked a renewal deal with the Gale Agency. The tenor saxophone-orke

Right, Left, Right

BRIDGEPORT, Conn., Dec. 10.—The interest in dancing and building up attendance the Bridgeport Orke has been taking on new heights and was一股holders in the community that have been enjoying the free dancing lessons to their patrons on Saturday afternoons and are taking part in the activities of the Arthur Mountain Club, of the Naugatuck Valley, and the Connecticut Valley, which are now giving free dancing lessons to their patrons on Saturday afternoons.
The Billboard

Juke Makers Eye "45" Wax; Availability a Chief Factor

By Norm Weiser

CHICAGO, Dec. 10 - While all manufacturers of coin-operated phonographs have thought to the new 45 r.p.m. speed players as potential mechanisms for the future, the biggest problem these days is the availability of the wax. The question of record availability is the major factor to be considered in planning any future coin-operated phonograph firm's merchandising program. RCA Victor engineers have visited RCA's plant and have examined it firsthand on the output of the phonograph. The firm's engineers have examined the fact that RCA Victor now has available a new, large-scale record manufacturing plant and has the ability to produce records at the rate of 200,000 per week.

The new plant is expected to go into production in January, and it is estimated that the plant will be able to produce 500,000 records per week by the end of the year. The plant is equipped with the latest in record-making equipment, and it is expected to be able to produce records of the highest quality.

The availability of records is a major factor in the success of a coin-operated phonograph firm, and RCA Victor is well positioned to meet the demand. The firm is expected to be able to meet the demand for records and to be able to maintain a steady supply to the coin-operated phonograph firms that are currently using RCA Victor records.

RCA Victor has a long history of producing high-quality records, and it is expected to continue this tradition with its new plant. The plant is expected to be able to produce records of the highest quality, and it is expected to be able to maintain a steady supply to the coin-operated phonograph firms that are currently using RCA Victor records.

The availability of records is a major factor in the success of a coin-operated phonograph firm, and RCA Victor is well positioned to meet the demand. The firm is expected to be able to meet the demand for records and to be able to maintain a steady supply to the coin-operated phonograph firms that are currently using RCA Victor records.
Cincy Shop Rings Sales Via Proper Ad, Display Planning

(Continued from page 15) windows, school windows or furniture windows.

Disks in Necessary

"However," says Miss McDonald, "advertising and display can do nothing if the department itself is not in order. The first step a shop takes is to make the first impression. This is accomplished by getting the goods in their proper place. Changing displays or displays that are crowded with articles of the same kind may be as harmful as a dress shop with a jumbled, "mixture for the consumer."

The Columbia Seeks 25G on Insurance Policy

Bridgeport, Conn., Dec. 19 - The Columbia Record Co., Inc., filed suit in Superior Court here this week against J. C. Bradley & Son claiming damages of $15,000 on the ground that the company would have been saved $500,000 had it not been for a dispute over an insurance policy. The complaint continues, a pressure from the insurance company that the insurance policy was voided, and that the loss suffered by the company was the amount stated. The case will be tried before the second floor of Columbia's New York office.

The demand of loss was refused by the defendant, it is claimed. Columbia admits that the loss was not in fact suffered by the company, but says the defendant did not issue the type of insurance policy that Columbia was seeking.

Disk Price War (Continued from page 15)

The recent trend of the discount record desk for TV, as a result of which many smaller retailers have been closing at special prices. Some independent record dealers are opening their own retail outlets, and this is a change that is expected to spread to the large department stores. The change in policy, however, is not an indication of a change in policy, but rather a change in the way the dealers handle their business. The dealers have been getting more attention from the manufacturers, and the manufacturers have been getting more attention from the dealers, and this has resulted in a change in policy. The dealers are now attempting to keep their customers interested in the records that they sell, and this is a change that is expected to spread to the large department stores.

Valdes and Ramirez Buck With Victor

Miguel Valdes and Carlos Ramirez, Latin-American artists, have returned to the RCA Victor roster after an absence of several years. The Victor Symphony, under the supervision of Mr. Valdes, now at the New Biltmore Hotel, San Francisco, is about to cut for the label over the next few weeks. Victor is the label that has been featured on the Victor Symphony Orchestra, and the orchestra has been a great success since it was formed. The orchestra has been led by Mr. Valdes, and the orchestra has been a great success since it was formed. The orchestra has been led by Mr. Valdes, and the orchestra has been a great success since it was formed. The orchestra has been led by Mr. Valdes, and the orchestra has been a great success since it was formed.
The Original Cast Album of Broadway's Big New Musical Hit

Lost in the Stars

Music by Kurt Weill

Words by Maxwell Anderson

Directed by ROuben Mamoulian

With Todd Duncan and members of the New York Production

Selections include:
- The Hills of Ixopo
- Thousands of Miles
- Train to Johannesburg
- The Little Grey House
- Who'll Buy?
- Trouble Man
- Murder in Parkwood
- Fear
- Lost in the Stars
- O Tixo, Tixo, Help Me
- Stay Well, Cry, the Beloved Country
- Big Mole
- Bird of Passage

Decca Album DAU-738
Six 10-in. Deccolite Records
Price $6.75 (plus tax)

Unbreakable under normal use

DL 8028 • 12-in. Long Play Unbreakable Record
Price $4.85 (incl. Fed. Tax)

Now available in 2 speeds!
Fran is the "ENVY" of most singers!

LOOK Magazine

VICTOR'S VERSATILE VIBRANT VOICE...

---

**HONOR ROLL OF HITS**

The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the hits has been copyrighted by The Billboard. Use of either may be made without The Billboard's consent.

This Week

1. **MULE TRAIN**
   By Hy Myers, Johnny Lanne and Fred Gerome
   Published by Walt Disney (ASCAP)
   Records available: B. Butler, Dec 46-3081
   Tenderloin Kass, King 446, B. Loy, Col 388-459
   Mcguire-Mcguire Records, Rich R.-Tone 48, G. Martin
   Col 57-3597
   The Synagogue, National 995
   "Red Circle, Dec 27490; J. Fajarger, Vocalion 45124;
   A. Smith, MGM 25077; G. Austin, Col 20588; W. Haremore
   Col, Cap 75-797; Maddox Brothers and Rose, 4 Star 1919;
   Val Tip, June 8009.

   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 Shapiro-Bernstein (ASCAP)
   Records available: A. Aronow, Cap 16-314; R. C._C. Col
   Chicago Cap 45000; R. Col, Col 381-313;
   J. Winer, Cap 37-4013; O. D. Holly & His Southern Rangers, Foxy Star 508.
   Electrical transcription libraries: Ted Berman, Thesaurus; Leih Steiner, Standard.

3. **DREAMER'S HOLIDAY**
   By Kim Gannon and Mabel Wayne
   Published by Shapiro-Bernstein (ASCAP)
   Records available: A. Aronow, Cap 16-314; R. C._C. Col
   Chicago Cap 45000; R. Col, Col 381-313;
   J. Winer, Cap 37-4013; O. D. Holly & His Southern Rangers, Foxy Star 508.
   Electrical transcription libraries: Ted Berman, Thesaurus; Leih Steiner, Standard.

4. **SLIPPING AROUND**
   By Floyd Tillman
   Published by Peer, Inc. (BMI)
   Records available: W. Carter, May's 100; J. Davis, Voice 53022; F. Tillman, Col
   Sales, Dec 46-3173; W. Carter, Cap 45135; M. Tillman
   J. Winney, Cap 37-4013; O. D. Holly & His Southern Rangers, Foxy Star 508.
   Electrical transcription libraries: Ted Berman, Thesaurus; Leih Steiner, Standard.

5. **DON'T CRY, JOE**
   By Joe Marsala
   Published by Herman, Inc. (ASCAP)
   Records available: J. Driscoll, MGM 50148; J. Hall, V87320-35573; J. Driscoll
   Col 25792; J. Davis, Voice 53022; J. Marsala
   Col 381-313; J. Winer, Cap 37-4013; O. D. Holly & His Southern Rangers, Foxy Star 508.
   Electrical transcription libraries: Ted Berman, Thesaurus; Leih Steiner, Standard.

6. **THAT LUCKY OLD SUN**
   BYដស</p>
Out now! Disney’s new “Cinderella” hits — by RCA Victor top names!

PERRY COMO
The film’s big song! All America will hum it!
A DREAM IS A WISH YOUR HEART MAKES
Backed by a Cinderella “language” hit — the “Mairzy-Dotes” of 1950!
BIBBIDI-Bobbidi-BOO (The Magic Song)
RCA VICTOR 20-3607 (47-3112*)

VAUGHN MONROE
Waltz-time love song of Cinderella and the Prince!
SO THIS IS LOVE
RCA VICTOR 20-3606 (47-3112*)

ILENE WOODS
2 great Cinderella sides...
BLUEBIRD-priced for quick turnover!
BIBBIDI-Bobbidi-BOO (The Magic Song)
and SO THIS IS LOVE
BLUEBIRD 30-0019 (54-0014*)

Coming soon! THE FONTANE SISTERS
THE CINDERELLA WORK SONG
The stars who make the hits are on...
RCA Victor Records
RCA Victor Division Radio Corporation of America, Camden, New Jersey

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

THE “45” MARKET IS BOOMING — WITH THE WORLD’S FASTEST, LOWEST-PRICED AUTOMATIC CHANGER!
ONLY $12.95 Plays thru any set!
## Sheet Music

### BEST-SELLING SHEET MUSIC

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### ENGLAND'S TOP TWENTY

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<td>Chappell</td>
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<td>1</td>
<td>1</td>
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</tr>
</tbody>
</table>

### SUBSCRIPTION ORDER FORM

**The Billboard**

2160 Patterson St.
Cincinnati 22, Ohio

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

Name:  
Address:  
City:  Zone:  State:  12/47
Jo Stafford sings

A NEW, BEAUTIFUL BALLAD IN LULLABY MOOD

Scarlet Ribbons

(For Her Hair)

With Vocal Group and Paul Weston and His Orchestra

Other Great Stafford Hits

"The Last Mile Home" and "Ragtime Cowboy Joe" Capitol No. 57-710
"If I Ever Love Again" and "Red River Valley" Capitol No. 57-742
JO STAFFORD with GORDON MOKRAE "Echoes" and "Bibbidi-Bobbidi-Boo (The Magic Song)" Capitol No. 57-782
JO STAFFORD with JOHNNY MERCER "(Yodel Blues) They Talk a Different Language" and "It's Great To Be Alive" Capitol No. 793

"HAPPY TIMES"

Flipover: From the Warner Bros. Picture "Inspector General"
Capitol No. 57-785

First with the Hits from Hollywood!
Radio Popularity

RECORDS MOST PLAYED BY DISK JOCKEYS

| Position | Record Title | Artist | Network | Time *
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>The Eagerbeaver</td>
<td>The Eagerbeaver</td>
<td>KNX</td>
<td>11:55</td>
</tr>
<tr>
<td>2</td>
<td>Stormy Weather</td>
<td>Nat King Cole</td>
<td>WABC</td>
<td>11:45</td>
</tr>
<tr>
<td>3</td>
<td>Body and Soul</td>
<td>Louis Jordan</td>
<td>WOR</td>
<td>11:40</td>
</tr>
<tr>
<td>4</td>
<td>Body and Soul</td>
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<td>WOR</td>
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</tr>
<tr>
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<td>Louis Jordan</td>
<td>WOR</td>
<td>11:40</td>
</tr>
</tbody>
</table>

Notes:
- The chart is updated weekly.
- The records listed are those played by disk jockeys on the specified network.
- The time column indicates the approximate time of the record during the week.

**Week Ending December 9, 1949**

**SONGS WITH GREATEST AUDIENCE (AC)**

| Title | Artist | Network | Time *
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>A Dream Is a Wish Your Heart Makes</td>
<td>Mary Poppins</td>
<td>WABC</td>
<td>11:50</td>
</tr>
<tr>
<td>Body and Soul</td>
<td>Louis Jordan</td>
<td>WOR</td>
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</tbody>
</table>

Notes:
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- The time column indicates the approximate time of the record during the week.

**Week of December 2 to December 8**

| Title | Artist | Network | Time *
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<thead>
<tr>
<th></th>
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<tbody>
<tr>
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**MOUNTAIN MUSICIERS**

PUBLISHER STINTS

At WTMN, St. John's, the song was taken up to the top of the charts and sold for the USO and the local youth athletic fund. The participants, Dave Mohn, Ted Crowley, and Don Hanson, played on the WTMN show, George Peterson, raised $300 in the stunt. The song, written by Bob Elliott, WTOP, Toledo, had its premiere on the networks and was later sent to other stations.

Dick Sidler and Pat Halley, WMCA, New York, were the first to broadcast the song. They were also the first to broadcast the song on their own stations.

**WILLIAM WHEELER**

Western Whirl, May McMillan, East Liverpool, Ohio, has been traveling around doing interviews with names visiting that part of the country and making arrangements for them to do spots on Juke Stands or other programs on Juke Stands and other networks.

Don Evans has switched from WGYK to WCHR, Charleston, W.Va.

**THE BILLBOARD**

December 17, 1949

**FOX JOK**

**WESTERN WHIRL**

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everybody raves when

MINDY

CARSON

sings

“All The Bees Are Buzzin’
‘Round My Honey”

RCA VICTOR RECORDS

78 rpm 20-3602

45 rpm 47-3108

Currenty ROXY

New York

Mon Wed Fri
11:15 PM EST

The Roxy
**Retail Record Sales**

**BEST-SELLING POP SINGLES**

Records listed are those selling best in the nation's top volume record stores during the week ending December 9, 1949.

Survey returns are weighted according to size of market area. Records listed numerically according to greatest sales. The “D” side of each record is also listed.

**Position**

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MULE TRAIN</td>
<td>F. Lake-Miller Orch</td>
<td>Columbia</td>
</tr>
<tr>
<td>2.</td>
<td>I CAN DREAM</td>
<td>C. Anderson-Smith</td>
<td>Capitol</td>
</tr>
<tr>
<td>3.</td>
<td>SLIPPING AROUND</td>
<td>J. Walker &amp; M. White</td>
<td>Decca</td>
</tr>
<tr>
<td>4.</td>
<td>DON'T CRY, JOE</td>
<td>G. Jenkins Orch</td>
<td>Decca</td>
</tr>
<tr>
<td>5.</td>
<td>A DREAMER'S HOLIDAY</td>
<td>C. R.</td>
<td>Columbia</td>
</tr>
<tr>
<td>6.</td>
<td>THAT LUCKY OLD SUN</td>
<td>D. L.</td>
<td>Columbia</td>
</tr>
<tr>
<td>7.</td>
<td>MULE TRAIN</td>
<td>B. Bradley-P. Best's Orch</td>
<td>Columbia</td>
</tr>
<tr>
<td>8.</td>
<td>RUDOLPH, THE RED-NOSED REINDEER</td>
<td>G. A.</td>
<td>Columbia</td>
</tr>
<tr>
<td>9.</td>
<td>THERE'S NO TOMORROW</td>
<td>T. Martin</td>
<td>Columbia</td>
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<tr>
<td>10.</td>
<td>MULE TRAIN</td>
<td>T. Ennis</td>
<td>Columbia</td>
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<tr>
<td>11.</td>
<td>I JUST GOT NUTS AT CHRISTMAS</td>
<td>Y. Yorgesson</td>
<td>Capitol</td>
</tr>
<tr>
<td>12.</td>
<td>JESUS HEART</td>
<td>A. Morgan Orch</td>
<td>Columbia</td>
</tr>
<tr>
<td>13.</td>
<td>WHISPERING HOPE</td>
<td>H. Smith &amp; M. Seabrook</td>
<td>Columbia</td>
</tr>
<tr>
<td>14.</td>
<td>I'VE GOT A LOVELY BUNCH OF COCONUTS</td>
<td>F. Martin Orch</td>
<td>Columbia</td>
</tr>
<tr>
<td>15.</td>
<td>MULE TRAIN</td>
<td>C. A.</td>
<td>Columbia</td>
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<tr>
<td>16.</td>
<td>THE OLD MASTER</td>
<td>H. M.</td>
<td>Columbia</td>
</tr>
<tr>
<td>17.</td>
<td>TURNABOUT</td>
<td>R. Darby</td>
<td>Columbia</td>
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<td>18.</td>
<td>WHISPERING HOPE</td>
<td>H. Smith &amp; M. Seabrook</td>
<td>Columbia</td>
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<td>19.</td>
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<td>Y. Yorgesson</td>
<td>Capitol</td>
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<td>C. A.</td>
<td>Columbia</td>
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<td>TURNABOUT</td>
<td>R. Darby</td>
<td>Columbia</td>
</tr>
<tr>
<td>23.</td>
<td>I'VE GOT A LOVELY BUNCH OF COCONUTS</td>
<td>F. Martin Orch</td>
<td>Columbia</td>
</tr>
<tr>
<td>24.</td>
<td>THE OLD MASTER</td>
<td>H. M.</td>
<td>Columbia</td>
</tr>
<tr>
<td>25.</td>
<td>WHISPERING HOPE</td>
<td>H. Smith &amp; M. Seabrook</td>
<td>Columbia</td>
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<td>26.</td>
<td>I JUST GOT NUTS AT CHRISTMAS</td>
<td>Y. Yorgesson</td>
<td>Capitol</td>
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</table>

**CHILDREN'S RECORDS**

Records listed are those selling best in the nation's leading record stores. These are listed numerically according to greatest sales.

**Position**

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
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<tbody>
<tr>
<td>1.</td>
<td>RUDOLPH, THE RED-NOSED REINDEER</td>
<td>G. A.</td>
<td>Columbia</td>
</tr>
<tr>
<td>2.</td>
<td>BEBO AGAIN</td>
<td>P. R. &amp; R. Carter</td>
<td>Capitol</td>
</tr>
<tr>
<td>3.</td>
<td>BUDDY BURNEY IN STORKLAND</td>
<td>R. &amp; R. Carter</td>
<td>Capitol</td>
</tr>
<tr>
<td>4.</td>
<td>WOODY WOODPECKER AND HIS TALENT SHOW</td>
<td>W. M.</td>
<td>Capitol</td>
</tr>
<tr>
<td>5.</td>
<td>LITTLE LION</td>
<td>R. &amp; R. Carter</td>
<td>Capitol</td>
</tr>
<tr>
<td>6.</td>
<td>RUDOLPH, THE RED-NOSED REINDEER</td>
<td>G. A.</td>
<td>Columbia</td>
</tr>
<tr>
<td>7.</td>
<td>HONEY BEE BOY</td>
<td>P. R. &amp; R. Carter</td>
<td>Capitol</td>
</tr>
<tr>
<td>8.</td>
<td>BUDDY BURNEY IN STORKLAND</td>
<td>R. &amp; R. Carter</td>
<td>Capitol</td>
</tr>
<tr>
<td>9.</td>
<td>LITTLE LION</td>
<td>R. &amp; R. Carter</td>
<td>Capitol</td>
</tr>
<tr>
<td>10.</td>
<td>RUDOLPH, THE RED-NOSED REINDEER</td>
<td>G. A.</td>
<td>Columbia</td>
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**CLASSICAL SINGLES**

**Position**

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<th>Number</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
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<tbody>
<tr>
<td>1.</td>
<td>Ciel de Lune</td>
<td>L. Teado</td>
<td>RCA</td>
</tr>
<tr>
<td>2.</td>
<td>Bandari</td>
<td>B. Saido</td>
<td>RCA</td>
</tr>
<tr>
<td>3.</td>
<td>Jalousie</td>
<td>B. Saido</td>
<td>RCA</td>
</tr>
<tr>
<td>4.</td>
<td>Overture</td>
<td>J. [illegible]</td>
<td>RCA</td>
</tr>
<tr>
<td>5.</td>
<td>Don Juan</td>
<td>B. Saido</td>
<td>RCA</td>
</tr>
<tr>
<td>7.</td>
<td>Ciel de Lune</td>
<td>L. Teado</td>
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<td>RCA</td>
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<tr>
<td>10.</td>
<td>Don Juan</td>
<td>B. Saido</td>
<td>RCA</td>
</tr>
<tr>
<td>11.</td>
<td>Symphonie Fantastique</td>
<td>J. [illegible]</td>
<td>RCA</td>
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**CLASSICAL ALBUMS**

**Position**

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>The Kansas City Symphony Orchestra</td>
<td>G. [illegible]</td>
<td>RCA</td>
</tr>
<tr>
<td>5.</td>
<td>The Philadelphia Orchestra</td>
<td>G. [illegible]</td>
<td>RCA</td>
</tr>
<tr>
<td>6.</td>
<td>The Boston Symphony Orchestra</td>
<td>G. [illegible]</td>
<td>RCA</td>
</tr>
<tr>
<td>7.</td>
<td>The Cleveland Orchestra</td>
<td>G. [illegible]</td>
<td>RCA</td>
</tr>
<tr>
<td>8.</td>
<td>The Detroit Symphony Orchestra</td>
<td>G. [illegible]</td>
<td>RCA</td>
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</table>

**POP ALBUMS**

**Position**

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>South Pacific</td>
<td>G. [illegible]</td>
<td>RCA</td>
</tr>
<tr>
<td>4.</td>
<td>RCA Red Seal</td>
<td>G. [illegible]</td>
<td>RCA</td>
</tr>
<tr>
<td>5.</td>
<td>RCA Red Seal</td>
<td>G. [illegible]</td>
<td>RCA</td>
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<td>6.</td>
<td>RCA Red Seal</td>
<td>G. [illegible]</td>
<td>RCA</td>
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<tr>
<td>7.</td>
<td>RCA Red Seal</td>
<td>G. [illegible]</td>
<td>RCA</td>
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<tr>
<td>8.</td>
<td>RCA Red Seal</td>
<td>G. [illegible]</td>
<td>RCA</td>
</tr>
</tbody>
</table>

**FREE TIX**

Two reserved seat tickets to a two-hour Virginian-Musicale benefit have been given away by Super Music Stores, Washington, with each purchase of an RCA "15" changer for $21.25. The contest was spread among the record stores chain of Constitution Hall December 15 in one of its normal concerts. Periodically, Virginian has been promoting shows at the small Turner's Annex, featuring serting soloists. According to management, the contest that shows a helps build a large market for phillups.

**GRIP DEPT.**

The Louis E. Dean record music store, $450,000 a year in complaints about a good but inexpensive three-speed record player, announced sales for the week ending December 9. The player is called “Vivian,” and it sells for $12.95. No complaints have been made about it.

**PREDICTION**

...in the future there will be fewer record stores, but those who hang on and stock the new speeds will enjoy a better volume of business than ever before. Also such stores will be able to stay in business.

**JAZZ JOX**

Charlie Harris, WHIP, Jacksonville, Fla., who is effecting albums and LPs to his own music in a new series of albums, has added a new album of his own music to the series, "America's own music because"—the reports that the bulk of jazz fans don’t listen to our own records.

**SWITCHES**

Bill Dorn, from WQGB, Goldsboro, N.C., to WHAN, Charleston, S.C. Jerry White, prexy, leaves WQGB in its "Shelby" jam sale to WLFG, Orlando, Fla. Scott Douglas, from WPCF, Providence, to KG, Oak Park, Calif. Harry Warin, from WQFF, Chester, Pa., to fill the spot vacated by Ken. Dave King, from WDFD, Phila., in the general at WQZ, Lack Haven, Pa. Dennis Brown to the job spot vacated by Ken. The Scott Manger, to the field manager; WLBG, Carrollton, Ga. Smith continues one platter show, a daily rhythm and blues stint.
December 17, 1949

The Billboard

MUSIC

FIRST AGAIN!
HERE IT IS!
THE SMASH HIT WE'VE
ALL BEEN WAITING FOR
By
America's Most Consistent
Record Seller

Eddy Howard
AND HIS FAMOUS ORCHESTRA

"Half A Heart"
Has Every Indication Of Being Another "To Each His Own"

MERCURY NON-BREAKABLE 5349

COMPLETE DISC JOCKEY COVERAGE...THE DJ's AGREE IT'S "IN"

Only Mercury has the Hits on NON BREAKABLE RECORDS
### IVORY JOE HUNTER
Sings and Plays

<table>
<thead>
<tr>
<th>#</th>
<th>Record Title</th>
<th>Artist/Producer</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Mule Train&quot;</td>
<td>Ivory Joe Hunter</td>
<td>M-G-M</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>&quot;You're Foolish&quot;</td>
<td>Ivory Joe Hunter</td>
<td>M-G-M</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>&quot;Copper Canyon&quot;</td>
<td>Ivory Joe Hunter</td>
<td>M-G-M</td>
<td>3</td>
</tr>
</tbody>
</table>

### ART LUND
Sings

<table>
<thead>
<tr>
<th>#</th>
<th>Record Title</th>
<th>Artist/Producer</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;A Cottage for Sale&quot;</td>
<td>Art Lund</td>
<td>M-G-M</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>&quot;I Almost Lost My Mind&quot;</td>
<td>Art Lund</td>
<td>M-G-M</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>&quot;You're Foolish&quot;</td>
<td>Art Lund</td>
<td>M-G-M</td>
<td>3</td>
</tr>
</tbody>
</table>

### JOHNNIE JOHNSTON
Sings

<table>
<thead>
<tr>
<th>#</th>
<th>Record Title</th>
<th>Artist/Producer</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Foolish Tears&quot;</td>
<td>Johnnie Johnston</td>
<td>M-G-M</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>&quot;You're Different&quot;</td>
<td>Johnnie Johnston</td>
<td>M-G-M</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>&quot;A Pair of All-Time Winners!&quot;</td>
<td>Johnnie Johnston</td>
<td>M-G-M</td>
<td>3</td>
</tr>
</tbody>
</table>

### MEL TORMÉ
Sings

<table>
<thead>
<tr>
<th>#</th>
<th>Record Title</th>
<th>Artist/Producer</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Gone with the Wind&quot;</td>
<td>Mel Tormé</td>
<td>M-G-M</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>&quot;I Almost Lost My Mind&quot;</td>
<td>Mel Tormé</td>
<td>M-G-M</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>&quot;You're Foolish&quot;</td>
<td>Mel Tormé</td>
<td>M-G-M</td>
<td>3</td>
</tr>
</tbody>
</table>

### MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List based on Billboard's weekly survey among 3,550 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Numerical Index of Music Popularity Chart Part IV.

#### POSITIONS

<table>
<thead>
<tr>
<th>#</th>
<th>Record Title</th>
<th>Artist/Producer</th>
<th>Label</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I Won't Eat a Banana&quot;</td>
<td>Ivory Joe Hunter</td>
<td>M-G-M</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>&quot;You're Foolish&quot;</td>
<td>Ivory Joe Hunter</td>
<td>M-G-M</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>&quot;Copper Canyon&quot;</td>
<td>Ivory Joe Hunter</td>
<td>M-G-M</td>
<td>3</td>
</tr>
</tbody>
</table>

#### WARNING!

In utilizing these charts for. business purposes, readers are urged to pay particular attention to information stated which shows the length of time a record stands. For instance, a record which shows "Weeks on Chart" will not necessarily appear on the chart any longer than the number of weeks stated. This information is shown to be of interest to operators when deciding to add or delete records from their juke boxes. If a record has had a "Last Week" or "This Week" showing, the chart record should be used with caution.

---

**Juke Box Record Plays**

Based on reports received last three days of Week Ending December 9.
Rhythm & Blues Records

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION

Weeks Last | This
in Date

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96
97
98
99
100

RHYTHM & BLUES RECORD RELEASES

MISSIONARY BLUES

GREAT NEW RECORD

DAVID ROSE

WHEN THE WIND WAS GREEN

LEAVE IT TO LOVE

M-G-M Non-Breakable

30220

M-G-M Records

THE GREATEST NAME IN ENTERTAINMENT

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

ADVANCE RHYTHM & BLUES RECORD RELEASES

BUTTERFLY BLUES

MACKLIN MARROW

M-G-M

30221

CANCAN

BOOGIE BLUES

ALADDIN-30220

ROSE MCGILLICUDY

THE PHOTOGRAPHER AND THE STENOGRAPHER

M-G-M

10575

FOOL'S PARADISE

BILLY ECKSTINE

M-G-M

10582

SO BLUE

ART LUND

M-G-M

10542

BYE BYE BLUES

GALLOPING COMEDIANS

MACKLIN MARROW

M-G-M

50221

SHEENA'S ANGELS

THE RIVER SEINE

ART MOONEY

M-G-M

10564

YOU'VE CHANGED

BILL FARRAR

M-G-M

10519

MY BUCKET'S GOT A HOLE IN IT

HANK WILLIAMS

M-G-M

10560

SEPTEMBER IN THE RAIN

GEORGE SHEARING

QUINTET

10426

SHE WORE A YELLOW RIBBON

TOMMY TUCKER

M-G-M

10572

PRESSED ON

METROLITE NON-BREAKABLE

M-G-M RECORDS

10517

(Continued on page 59)
Operators special on RCA Victor Records
ORDER THESE AT ONCE!

**Eddy Arnold**

Just Released

**"YOU KNOW HOW TALK GETS AROUND"**
Written by FRED ROSE (ASCAP) on RCA VICTOR 21-0134

Just Released

**"GRANDMA TOLD ME SO"**
Written by MAYBELLE and JUNE CARTER (BMI) on RCA VICTOR 21-0142

**June Carter**

Just Released

**"NOBODY'S CHILD"**
Written by MEL FOREE and CY COBEN (ASCAP) on RCA VICTOR 21-0143

**Hank Snow**

Just Released

**"HOLLAND'S CHILD"**
Written by MEL FOREE and CY COBEN (ASCAP) on RCA VICTOR 21-0143

Don't Wait—Place Your Order Now With Your Victor Distributors

---

**WARNING!**

Be sure to order the correct number of each release.

---

**Folk (Country & Western) Record Section**

Based on reports received last three days of Week Ending December 9

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

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

**POSITION**

**Week Last**

<table>
<thead>
<tr>
<th>No.</th>
<th>Record</th>
<th>Label</th>
<th>Release Date</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>...</td>
<td>...</td>
<td>...</td>
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<td>2</td>
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<tr>
<td>5</td>
<td>...</td>
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</tr>
</tbody>
</table>

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

A Cat Has Nine Lives
B. Thompson (Gleas of) Cap 57-40244
C. A Vision of Walker
D. The Stanley Brothers-The Clinic Mountains Boys (Have You) Col 20647
E. Garden of Eden
F. Ltd. & Ltd. (Bilbobab) Four Star 3804
G. Abilene Baby
H. Ford & Loyd (Allababa Boys) Four Star 1594
I. A Unification Of Valstar
J. 1088 (One Ton) E. Tote 1800
K. Little Wedding Season
L. Cowboy (Of) Col 1017
M. Diller Grass Stomp
N. Deacon (The Girl) Col 20264
O. Col. Pole Bawie
P. Whippin' the Tail (You Walter) Crystal 206
Q. Cowboy Call
R. Lee (Texas) Dallas Heedit Me 1017
S. Don't Let Someone Else Take My Place
T. Tail (Here Aliens) Cap 57-40246
U. Po's Paradise
V. Lee (Cowboy Call) Harris Heedit Me 1017
W. Give a Little, Take a Little
X. Thompson (A Col) Cap 57-40248
Y. Do De Littie, None a Care
Z. Penny (Lips Valley) Col 20649

**Acuff-Rose**

WE DO NOT SELL RECORDS
SHEET MUSIC AVAILABLE
2510 FRANKLIN ROAD
NASHVILLE 4, TENNESSEE
Dec. 17, 1949

**Folk (Country & Western) Record Section**

Week Ending December 9

**FOLK TALENT AND TUNES**

By Johnny Sippel

**FOLK JAZZIES**

by Emile Davis

**RAINBOW RECORDS ALWAYS A HIT!**

New Releases

**DICK TOTT**

Daddy's Little Girl

Who'll Be The Next One

To Cry Over You

No. 80048

**EDDIE 'PIANO' MILLER**

with rhythm arr.

Oh, You Beautiful Doll

Tool, Tool, Toolioo!

She Wore A Yellow Ribbon (vocal)

Part-Time Sweetheart

Music, Music, Music

(The Nickelodeon Song)

with vocal

Pagan Love Song

I Surrender, Dear

(From MGM Picture—Sattlenguard)

That Old Feeling

No. 90023

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

Records listed here in numerical order are those played most by the nation's leading country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 500 disk jockeys specializing in country and Western shows.

**RAINBOW RECORDING CORP. • DERBY RECORD CORP.**

767 Tenth Ave.

New York 19, N. Y.
GETTING THOSE NICKELS!

going up up up up!!!

AMOS MILBURN
“LET’S MAKE CHRISTMAS MERRY, BABY”
“Bow-Wow”
“REAL PRETTY MAMA”
“Drifting Blues”
Aladdin 3027

CHARLES BROWN
“HOMESICK BLUES”
“Let’s Have a Ball”
Aladdin 3035

SAUNDERS KING
“STORMY NIGHT BLUES”
“Unfaithful Blues”
Aladdin 3040

RED SAUNDERS
“4 A.M.”
“Take It Uptown”
Score 4009

There’s a
NEF-O-LAC COMPOUND
FOR ANY RECORD REQUIREMENT

A Request on Your Letterhead Will Bring You Sample
Biscuits of Any Type

NOTE: We do not press records commer-
cially nor are we a Record Dealer. We manufacture com-
pounds only.

BINNEY & SMITH CO., Inc. 41 East 42nd Street, New York City
Exclusive Sales Agents for U. S., Canada, Central and South America

Binney & Smith Co., Inc.

December 17, 1949

The Billboard

MUSIC POPULARITY CHARTS

Aladdin Records

Hollywood 27, California

Record Reviews

RATINGS

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

How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for con-
sumers; (3) for disc jockeys. Each category is assigned a rating
based on its sales or on the basis of reviews. The best possible
selling is 100, the worst is 0. Ratings are subject to change
depending on results of a survey of the music trade now being
conducted. N. A. does not indicate a record is not available
for approval within the market.

The Categories

POPULAR

MARGARET WHITING
NING-BOO HOPE
Capitol 27-761
82-85-80-80

Aladdin 3035

XAVIER CUGAT
“Latin Magic”
Columbia 38642
72-75-70-70

MARJORIE HUGHES
“A Dream Is a Wish Your Heart Makes”
Columbia 38643
74-78-72-72

KAY KYSER ORK
“Alta in the Pines’’
Columbia 38641
86-86-86-86

FRANKIE LAINE
“Don’t Do Something to Someone Else”
Mercury 3232
85-86-86-84

PEARL BAILEY
“Not Tonight”
Columbia 38660
67-69-67-65

DINAH SHORE
“Cabin in the Pines”
Columbia 38659
90-90-90-90

RAY NOBLE ORK
“It’s Delightful Down in Chile”
Columbia 38658
65-65-65-62

CLAUDE THORNHILL
“Cabin at the Bar”
RCA Victor 36-3646
65-65-65-61

THE OZZIE OSBORNE QUINTETTE
“Circling Around the Moon”
30-30-30-30

POPULAR

EXCELLENT

SATISFACTORY

POOR

(Continued on page 95)
WHAT A RECORD!  
PRIMO SCALA  
ON 2 SOCKO SIDES!

**Bright Eyes**

and

**"Out of a Bright Blue Sky"**

Banjo and Accordion Bond, and the Keynotes

**London Record No. 550**

The London Graphophone Corp., 14 W. 22 St., N. Y. 10, N. Y.

---

**Record Possibilities**

**THE BILLBOARD PICKS:**

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by ready acceptance, most played or most heard feature of the chart.

**CLUB 15 ALBUM**

Dick Haymes, Errol Knights, Andrew S continue.

**DONALDSON**

In every respect this fantastic set features the artists who are the popular hit singles of the daily "Club 15". The tonight show (for one single 10-inch LP fan in the presence of the artist) a single of tunes from current Broadway shows and pop music. Highlights are the Haymes/dubbing of "I'm In Love" a relatively light-sentimented With three-tone阵容, and Bengay and Patti Aaron's a tale of innocence called "Why Won't Ya." Each of the disks in the album will be available as singles as well as in the package. Catalog numbers run from 24548 to 24591.

THERE'S A LOVEY LAKE IN LINDLEY. Art Money, Inc.

Munch and gang have come up with another schmaltz-drenched tune and this is the full-blown production treatment. The pleasant, fitting opener is in walkin' time, with some perfunctory scoring for the band, and the usual enthusiastic vocal some vocal. Standard feature here is an airy nutting chorus by the ensemble.

THE BLOSSOMS ON THE BOUGH... Andrew Sisters.

The pale project this musical comedy that has the same non-existent effect on their previous recordings into the blossom department."Will I be in Your Apple Blossom Time?" and "Apple Blossom Wedding." This one also could bloom.

**THE DISK Jockeys Pick:**

PIGS that have appeared for three consecutive weeks or three times within a six-week period, and are not repeated below. Based on a weekly survey among DJs, these are the DJ picks for tomorrow's hits will be:

1. BIBBI DI BIBBI di Bua... Je Stafford-Gordon Macfar. Capital 57-762.
6. BLOSSOMS ON THE BOUGH. Nelle Terri. Capitol 57-775.
7. THE OLD MASTER PAINTER. Phil Harris. Victor 20-3608.

**THE RETAILERS PICK:**

PIGS that have appeared for three consecutive weeks or three times within a six-week period, and are not repeated below. Based on a weekly survey among retailers, these are the retailer picks for tomorrow's hits will be:

3. THE OLD MASTER PAINTER. Tony Martin. Imagine 57-852.

**THE OPERATORS PICK:**

PIGS that have appeared for three consecutive weeks or three times within a six-week period, and are not repeated below. Based on a weekly survey among operators, these are the operator picks for tomorrow's hits will be:


**THE COUNTRY & WESTERN DISK Jockeys Pick:**

PIGS that appear for three consecutive weeks or three times within a six-week period, and are not repeated below. Based on a weekly survey among DJs, these are the DJ picks for tomorrow's hits will be:

1. I GOTTA HAVE MY BABY BACK. Andy Williams. Columbia 20-3592.
2. ANTIQUATION BLUES. Tennessee Ernie. Capitol 57-4225.

**FOLK TALENT AND TUNES**

(Continued from page 31)

asking for 5,000 requests before they do it on their live show. They got 2,000 requests in the first 10 days. Marry Roberts, WFG, Tulsa, Okla., Ill., has a new disk release on Hart-Van label. Texas Bill Strength (4 Star) is also doing a 4 J. shot over WGGV, Greenville, Ala. His show includes the Greenville Buccehoros, Andy Williams, the Midnight Ramblers, the Camelia City Ramblers, Cousin Wilbur and Charlie and Honey Lou. Dave Miller, WALT, Newark, N. J., reports that Loretta Allen, now appearing at the Village Barn, New York, is the sister of Rosie Allen and a great singer. Sally Starr, of WJMJ, Philadelphia, reports that West Miller has joined her hbo, Jesse Rogers (Bluebird), S. Smilin' Eddi Hill, of WMP, Memphis, reports that Bonnie Lou and Bashful Busters (Mercury) have joined his troupe. Tom (Tennessee Tom-Tom) Bremen, of XKLA, Pasadena, Calif., reports that he and Duncan: Marigold of the same outfit, are doing a weekly video shot over KFCA TV. Kenn Davis, of KIHO, San Bernardino, Calif., reports good promotion from a co-operative set-up between his shows and the local social clubs. He regularly features news of square dancing in the vicinity.

Please address all communications to Johnny Epple, The Billboard, 288 W. Randolph St. Chicago 1, Ill.
Tony Martin

The Magnificent Hit after Hit

"Marta"

Rambling Rose of the Wildwood"

There's No Tomorrow"

RCA Victor Records

78 rpm
20-3598
45 rpm
47-3104

78 rpm
20-3582
45 rpm
47-3078
The Billboard

Walt Disney's

Cinderella

a GREAT PICTURE with a GREAT SCORE by

Mack David - Al Hoffman - Jerry Livingston

A DREAM IS A WISH YOUR HEART MAKES

Bibbidi-Bobbidi-Boo

So This Is Love

The Work Song

Cinderella

Oh Sing Sweet Nightingale

Walt Disney Music Company

1270 Sixth Avenue, New York

Fred Raphael, Vice Pres.-Gen. Prof. Mgr.

Jack Spina, Prof. Mgr.

New York, Mickey Glass

Chicago, Paul Salvatori

Hollywood, Jules Lash
No Competition on These Items For Xmas and Year-Round Sales!

The Hauntingly Beautiful
THIS IS MY BELOVED
No. 312 53 Shillings 12¢ Records—$1.50 List.
No. 110 LP One 10″ LP Record—$2.85 List.

The Exclusive, Unique MAGIC RECORD ALBUM
"The Amazing Adventures of Johnny." 256 different stories for children on only two records!
No. 311 Two Unbreakable Records in Album—$2.52 List.

The Party in a Package SQUARE DANCE PARTY
With complete instructions and calls by Bert Milliner. New longer playing 5 min. records.
No. 310 Three 10″ Unbreakable Records in Colorful Envelope—$2.52 List.

**ADANCE RECORD RELEASES**
Records listed are generally approximately two weeks in advance of actual release data. List is based on information supplied to advance record companies. Other releases by these manufacturers voluntarily supplying information are listed.

POPULAR

**Lullaby of the Leaves**
L. Burt (Bismark-Boo-Boo) Mar 3437
First Week Sales: 66,000

**Flying in the Circus**
J. Borthwick (Bismark-Boo-Boo) Dec 4282
First Week Sales: 44,000

**In the Garden**
R. E. Smith (Bismark-Boo-Boo) Dec 3437
First Week Sales: 52,000

**Dance of the Bumble Bee**
E. Robert (Bismark-Boo-Boo) Dec 4282
First Week Sales: 44,000

**Pretending**
J. Borthwick (Bismark-Boo-Boo) Dec 3437
First Week Sales: 52,000

**WRAP-UP OF THE WEEK**

**Starlight**
R. E. Smith (Bismark-Boo-Boo) Dec 3437
First Week Sales: 52,000

**It's A Beautiful Day**
L. Burt (Bismark-Boo-Boo) Mar 3437
First Week Sales: 66,000

**This Is My Beloved**

**THE BILLBOARD MUSIC POPULARITY CHARTS**

**PART X**

**NEW Non-Breakable HITS**

9094—JACKIE PARIS
"The Old Master Painter"
"Goodbye, Son" **9092—THE RAYVENS**
"Wildman's Choice"
"Silent Night" **9090—FLORENCE WRIGHT**
"The Game of Broken Hearts"
"There's a Hand" **NLP-3001—BILLY ECKSTINE SINGS**
37% RPM & 4 Great Standards on 1 Great LP

**9095—THE SYMPHONETES**
"River, River Away From Me"
"These Are Things I Want To Share" **9092—THE BLENDERS**
"Come Back Baby Blues"
"I Can Dream, Can't I?"

**9091—TOMMY EDWARDS**
"That Foolish Thing Feels"
"Loving Me"

**VICTOR—COLUMBIA—CAPITOL DECCA—MGM, etc.**
Available at 5¢ over wholesale 30% off on albums, LP's, etc.
WE SHIP ANYWHERE

**LES LIEVITZ DISTRIBUTORS CORP.**

720 17th Ave. • New York 19, N. Y.

**BOBBY MAXWELL'S Swing Sauce**
MADE TO ORDER FOR THE BOXER

**TEMPO RECORD CO. OF AMERICA**
4540 Sunset Blvd. Hollywood 46, California

**IT'S A HIT!! WHIRLPOOL**

By the Carinbers
ABBEY RECORDS

**ABBEY RECORDS**
PETER DORAINE, (National Distributors)
754 10th Ave. • New York 17, N. Y.

**ZOOMING TO THE FELIX COLORS**

*"LOVE FOR XMAS"
"DON'T LOVE ME"

Savoy No. 270
"It's A Beautiful Day"
"Lullaby of the Leaves"
"Starlight"

Savoy No. 285
"Goodbye, Son"
"Silent Night"
"There's a Hand"

Savoy No. 3001
"The Old Master Painter"
"I Can Dream, Can't I?"

Savoy No. 3002
"Wildman's Choice"
"These Are Things I Want To Share"

Savoy No. 3003
"Come Back Baby Blues"
"I Can Dream, Can't I?"

Savoy No. 3004
"That Foolish Thing Feels"
"Loving Me"

Savoy No. 3005
"River, River Away From Me"
"These Are Things I Want To Share"

Savoy No. 3006
"Come Back Baby Blues"
"I Can Dream, Can't I?"

Savoy No. 3007
"That Foolish Thing Feels"
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(Continued on page 88)
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The Billboard
MUSIC POPULARITY CHARTS
PART XI

THE RATES

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The trophy room at Columbia University is filled with cups, footballs, and other mementos of the Lions athletic history. But the authorities, however, have overlooked a corner that should be marked with a commemorative plaque. It's the spot where Herbert Fields was introduced to Nick Rodgers to Harry Hart and started a musical partnership that was distinguished as Gilbert and Sullivan.

This meeting took place in 1920 when Hart was 25 and Rodgers 18. Both were New York boys, one with a gift for writing smart and sophisticated verse and the other an accomplished pianist who had composed his first song for Auto Show Girl, two years before.

Harry Hart, who stood a scant five feet in his elevator suit, was a self-educated Columbia alumnus, having left the cloistered halls on Morning-side Heights in his sophomore year to translate and adapt German plays for the American stage, while Dick Rodgers was a Princeton student who had just written the score for his first ventured and was looking around for a lyricist.

That's why Herbert Fields brought them together, and they clicked from the moment of their first meeting. The Columbia varsity show of that year, With Men, which was performed in the Hotel Astor ballroom, was the "outs" in the opinion of undergraduates and alumni alike, and the new-born team of Rodgers and Hart was destined to fill the names in lights on Broadway.

For weeg years, however, before that dream came true, five heartbreaking years in which they were nominees of songs Tin Pan Alley rejected. In this time they worked on all the musicals of which one, the fairly successful Poor Little Rich Girl, on which Siwmund Romberg collaborated, were produced by agents groups without a penny's return in royalties. They even tried their hand at writing a play without music, The Melody Man, but that was a flop. Then in 1925, when Hart had at last become a play translator and Rodgers was seriously thinking of leaving the children's underwear business at a starting salary of $50 a week, the Junior Group of the New York Theater Guild bought the rights to write the songs for the Garrick Geetles, a revue to be staged to raise money to buy tapstries for the new Gower theater.

It was but another one of those charity jobs, and Rodgers and Hart already had had their bellyful of them. The show, too, had to run for one night! But the urge to write still held the theater-hungry boys. And it is well that it did, not only for Rodgers and Hart but the American stage as well.

The Garrick Geetles opened on a Sunday night without fanfare or business, and it didn't close down a year and a half later and run into a second series. After reading the rave reviews, Rodgers and Hart were decided these two Columbia kids had a future in the public was anxious to listen to and willing to pay for. And the enthusiastic of the Gay White Way when they heard him sing a song that was it when he calls a fair ball hit into the home base a home run.

In the next 18 years Rodgers and Hart provided the music and lyrics for 31 musicals that earned them top rating as America's No. 1 songwriters. Six of these had hits by Herbert Fields, the comedian, brother of Dorothy Fields, and film director who had brought them together.

The death of Harry Hart in 1943 ended a musical partnership as brilliant a part of the history of the theater, and yet in its temperament, Richard Rodgers and his collaborator were as far apart as the two poles. Rodgers, for example, is married and the father of three children. He likes grand opera and home life, has a serious attitude toward his work and works on schedule and at intervals. When asked how long it took him to write Oh, What a Beautiful Morning, he made the following admission, "How long does it take to write the music for June Is Busy? Out All Over during a 30-minute interval while his wife was driving their daughter to the movies and returning home.

On the other hand, a confirmed bachelor, he found his inspiration in reading old and new scraps of paper on which he scribbled ideas and refused to work unless inspired. He is, however, often. He was a genius for finicky real estate negotiations, often asking Rodgers he was going out just to be a cigar and apparently taking seven days to get one. In the later of their collaboration Rodgers too, but they continued to work in cut in the hope that Larry would continue to work on musicals when they were more successful. Instead, Harry Hart bricked Dick Rodgers house, located in a maple tree and completely hidden by the foliage.

In their craftsmanship, however, as in so many things, they have been close two generations since Harvey's "trendy, fresh and ingenious...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...music...musi
Music As Written

four sides for Mercury's first at the Plaza among the hit music series, with Buddy Rich and tenorist Flip Phillips among his support. Veteran through Florences and chorus was waltzes by Johann Strauss, Franz Lehar and Oscar Strauss for Decca.

With Bernie Wayne, WHOM decoyas Ray Carroll and Willie Bryant have shown "Would I Still Be the One in Your Heart?" Publisher is Breen Music. The film is College President, of which Sherrill, pianist formerly at the Weylin and the Rainbow Lounge here, has agreed to be做工 at Bethel, for a limited stay...

Hot Lips Page went into the Hotel Senator, Philadelphia.

The Shadows, new vocal quartet, open a week at the Apollo Friday (16) on the strength of their first disc on the Lee label, backed by Herb Zebley and Ed Lee. The group is distributed by the same company.

The Golden Gate Quartet was received by the tomond in from Chicago to cut four e. l.d shows for his Ronson series. The group is subordinate to "Sentimental Me" from Autograph Records. . . . The Golden Gate Quartet was received by the tomond in from Chicago to cut four e. l.d shows for his Ronson series. The group is subordinate to "Sentimental Me" from Autograph Records.

Patti Page has cut a trick record for Mercury in her "Quartet" rendition of "With My Eyes Wide Open." The thrush worked four successive parts dubbed over on top of each other for the quartet effect.

Dick Linke left the Sammy Kaye organization last week to set up his record-promotion and publicity stable. Linke, former Eastern promotion chief for Capitol Records, is currently negotiating for office space in New York... . Desi Arnaz's drummer, Isadore Ernestomarco, has prepared several new routines this week.

In the office set-up of Barthel, Inc., indie record label, has put Nick Wayne into the prexy's slot, with Paul CWJ, as v-p, and Larry Hurst, as secretary-treasurer. Firm has been in the business ...

Shelley in the prexy's slot, with Paul CWJ, as v-p, and Larry Hurst, as secretary-treasurer. Firm has been in the business ...

Jimmy Dorsey by

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IN THE SAN TA MONICA MON TAGE LOS ANGELES 17, CALIF.
ON THE STAND
Review of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Wayne King

(Reviewed November 23 at the Marine Dining Room, Edgewater Beach Hotel, Chicago. Managed by Music Corporation of America.)

TRUMPETS: Joe Herman and Tommy Schweet.
TROMBONE: Harry Proctor. 
REEDS: Harry Battle, Harry Arpin and the 4-piece Don Langer Chorus.
LEADER: and Alto Sax: Waite King.

Hotel is using a new policy for its smart Marine Dining Room in bringing in the Waltz King and his soft and chorus and dropping its top line and a bill of variety acts. Judging by the excellent response given the show caught, experiment is working out well because of the verisibility and appeal of the leader. At the end the King needs to do a 160 per cent job in the insertion of a heavy comedy number somewhere in the program.

The Waltz King, which has been doing only concert work the past three years, is doing its first location job here before the war. King himself hasn't lost any of his touch. In fact, he's doing even a better job than his prewar days. He sincere introductions and talk between numbers are a perfect phrase for the naturally styled King melodies.

The band itself is as flawless as the Hope diamond—consistently giving out with a danceable beat on arrangements that stress the beauty of the melody. Band's book is varied, with plenty of the standard Victor waltzes, current pops, a little Latin American and some up-tempo novelty numbers for the younger set. King's side men work the entire evening without the hint of a blunder.

During his planning for his current sponsored NBC video stanza, King came up with Don Langer Chorus. One whole-some-looking guys who fit the book's format like a book. Group's harmony work adds a great deal visually as well as aurally to the band. Harry Hall, young bari., has finally come out and is generally, but should stay away from the stylized numbers like Lullaby of Old Dixie, where another has made his name with the top interpretation. Nancy Harnen behind King championships on an amazing range that enables her to handle almost any kind of assign-

Vince Brundo Quartet

(Reviewed at Frank and Theresa's Anchor Bar, Buffalo, November 15. 
GUITAR-LEADER: Vince Brundo. 
SAX: Russ Matroni. 
BASS: Tommy Nixon. 
DRUMS: Dick Palfy. 
VOCALS: Tommy Nixon and Dick Palfy. )

This unit, which was organized only last July, has already shaped up as the slickest local act since the Soft Winds launched their career in the Hotel Stuyvesant here about four years ago. It's composed of ace studio-transcription men, who know shade away around a pop, rumba or show all of which they serve up in highly danceable style, with an extra portion of good taste.

In this popular club, where the attractions have otherwise been hot jazz and Italian dudes, Brundo's crew caters to all factions, including vocalists and rumbaddicts, and manages to keep the floor crowded at all times. Practically all numbers are arranged, and obviously the outfit is looking for that special gimmick that could transform it into a national attraction. Since the emphasis at the spot is on dancing, instrumental specialties such as Malagasy and Saber Dance are performed frequently, but get a solid band. Boogie, is a warm, congenial front and his solo, like Messina's, offers jazz ideas to keep the offerings well-explored, but never extreme. Biggest attraction-getters are Ricco's and guitar harmonies. Drummer Palfy's vocals, and the whispered bope parodies on pops and standards by the organ. Drums Palfy supports with phrased choruses in a Torrence manner.

As it's presently constituted, the combo could fill the bill with distinction at any of the country's largest dance spots. When it manages to move together some special routined suitable for disking, it could find itself in demand as a show attraction as well. Bill Simon.

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Shackles & Chains

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"Shackles & Chains" By Riley Drayton

STAR TALENT RECORDS
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Vaude Returns To Cincy Albee; Signs AFAM Pact

CINCINNATI, Dec. 10.—Albee Theatre here relents its vaudeville stage December 29 with an eight-act bill, it was announced here Monday (7), after a contractual impasse since September between RKO and Local 1, American Federation of Musicians, over a number of weeks of guaranteed work besides a clause a new agreement runs until December 29, 1949.

Contrary terms were not disclosed by the theater, and Oscar Hild, in charge of negotiations for Local 1, was not available for comment. The old pact called for a guarantee of 20 weeks' work. Trade sources believe the new contract represents a compromise, possibly a 10-week increase.

In Short

RKO will start its next eight-act show on the route starting January 25. . . Juanita Hall has signed with MCA. . . Kitty Kallen and Herb Scharf re-signed with MCA. . . Hildegarde's Nicotel Hotel (Miami) job has been set by MCA, even though the gal is now booked by the William Morris Office. The latter says it's an old commitment but old or new, Jack Bertall's screaming he wants her cut.

When Sam Levenson goes into the Capitol and the Latin Quarter he'll have permission to do club dates, radio and TV jobs. . . Miami's Copa Club has added to its bond to 16G or no show. The spot had $8,500 up and that explained the Colon and Johnson show. A performer has just suffered cancellation of 12 weeks because of his political beliefs. Sickels have been filed to proceed against the spots that canceled if the actor makes a complaint.

Lou (Morris Office) Weiss is a father again. His second son is Jeffrey Gordon. . . Sophie Tucker's changed her mind. She's going back to Red Skelton's Beachcomber, Miami Beach, in March. . . Leon Leonidoff gets a plague from Yeshiva University for his "long years of service to the university and many other communal causes."

Lisa ("Kiss Me, Kate") Kell double into the Plaza's Persian Room, starting December 27. . . She'll do one show nightly. Jimmy Savo adds the bill, will do two shows. . . Doc Harris wires that the Sinatra-Harvey Shaw show has broken a record at his Hartford State Theater. The Sunday (4) take was $1,158.

Mamie

Pre-season heat's on again against gambling, the Green Acres, Sunny Isles and some books are operating in Miami. The Beach is still quiet. . . Dec. 17. . . Mamie will star. . . Jimmy Kent is coming back to double with Jackie Miles late month. The new seafood restaurant is thinking of doing a dock jockey show from 6th and Collins.

Here and There:

Montreal's Normandie Roof will have a line for the first time in its history. The May Johnson office, booking the spot is looking for a line that can do double. . . Vic Damone has signed with 20th Century-Fox, and so forth.

The two big wheels at the Latin Casino, one of Philly's top names have set up a new talent agency in town. The new agency is a partnership of Myrje (Spade) Shandelman, banqan manager for the Latin Casino, and Harry Dobbs, musician maestro for many years at the nobby. Dobbs has been a licensed booking agent for some years, while Shandelman is a newcomer to the perusing field.

New Gimmick 'To Book Names

McCarthy Pays Em Off In Oil To Get 'Em In

Long-Range Profit

NEW YORK, Dec. 10.—The latest oil king Jure, one calculated to make the old top names come out, now offers them a week at oil-profit, in addition to giving them their standard salaries plus various percentages. The gimmick is now being used by S. David, owner of the Honolulu Shamrock Hotel, who also has a major oil interest in Texas and her States. The first name to come under the new plan is Edgar Bergen, who opens New Year's Eve, two-week, followed by Frank Sinatra late in January. Among her names being dicierd to come under this oil-profit plan are Bing Crosby, Betty Hutton.

The big advantage of getting stock in going venture, rather than immediate cash, has certain advantages. One of the Hunness is that they have a big tax. In addition to getting stock in and the new holder retains it for six months or longer his tax would be a lot less. Of course if the company goes up in a value in which it will be a different story. While it's a good gamble not to change anything in reality may pretty well pay off big.
Olympia, Miami
(Monday, December 8)
Capacity, 1,498. Number of doors, four daily. House booked by Art Leibman and his orchestra.

Bob Sydney is the extra-added on this bill, but gets star returns over the advertised headline, Sonny Tufts.

Sydney, who doubles here as emcee, plays it straight for laughs in a new acrobatic act, the Parker Brothers. A duo, they draw good returns with their primping and prancing.

Dellah's boxing eats follow, with a miniature ring, gloves, etc., at which Tufts has a tawny tom mix it with a white mule in the act referee and Dellah can stand up to the biggest yokes. After three rounds, which make up the meat of the bill, turns up on the side of Tufts. It's funny stuff.

Beckley and Company: Paul Beckley and Company fill the next spot. It's an arty act, with Beckley and the men attired in berets and costumes. The act is complete with the brushes on canvases 4 by 5, at the close of a minute's act, turning out a waterfall scene, a wainy landscape, and a tropical idea. Beckley's No Frisco: so, but he's different, and besides what did Picasso ever do in vaude?

Bob Sydney is next on to close, with a lion, Mabel, a big get, delivered personably and well. His impressions of Churchill, Bogart and Bogart stand in the spotlight, the only one in the spotlight, the make-up of a bigger name, and the turn of a stronger one. They made it break down to buy off to beg off for the headliner, Sonny Tufts, who fell short.

Tufts swaggered on, smiled, and the show went on. The two next minutes he accomplished something that has rarely been done before. He managed to swallow every bit in Donkey Servealle flat. He next tried a white grape seed in a blind date. A recitative bit, designed for plagiarism in a Western show. The only thing was that it didn't quite make the West. Some copywriting, here.

Pie: Easy Living. Baggy, BrBUY.
Havana-Madrid, New York (Wednesday, December 7)

Capacity: 326. Price policy, $2.50 minimum. 

Price: $2.50 minimum. 

Edgar Lopez, Booking. 

Estimated budget last show, $1,000.

A 39-person Cuban importation, La Malinche, from Miami, is one of the fastest shows coming to New York. An old favorite, this dance is a hit spot in a long time. The six-girl and five-boy ensemble suffers no lack of exuberance that is exciting to the audience. The costumed spots are completely filled by Cuban Lopez. 

Cuban Lopez is a fast-talking, red-headed guy, has a real sad of pipes, but what is more important; he can back up a couple of walk-out spots with pieces of timing and milking. Cuban Lopez's following is strong; and every night he works hard, including a straight rhythm band and a classic tap tap. 

Pupi Campo's new dark boasts it out for the rumba mud mob in expert fashion.

Bill Smith.

The Nightcap, New York (Thursday, December 8)

Capacity: 104. Price policy, no except. 

Miss and the house records the 750 per cent of the different tening hotel dining. 

Price: $3.50 minimum. 

Estimated budget this show, $800.

This late spot in the fashionable East Side does a fairly good business, but there's little action before midnight. The new singer, Ann Rathaway, who makes her Monday (3) Booking, is one of the better new ones. Her blues are deep and melodious and her bright numbers are a sparkle that is appealing. What she needs is a better choice of material. 

Opening with a series of heavy material, she leaves a sparse house unsatisfied. 

An audience has to be receptive to slow stuff before she receives it. Serenades, dansing or disregarding her choice, the facts remain that she's a fine singer. 

Screams, hissing, the audience is heard. 

Gene DiNovo does a solid good job of playing the alto.

Bill Smith.

Creation has good entertain- 

Vine Gardens, Chicago (Thursday, December 8)

Capacity: 120. Price policy, $2.50 minimum. 

Price: $2.50 minimum. 

Floorgoers, Paul Marcy, Pertmar, From West. 

Estimated budget last show, $2,000.

Current revue has good entertain- 

THE BILLBOARD

Mother Kelly's, Miami Beach (Friday, December 9)

Capacity: 120 price policy, minimum no cover. 

Christmas entertainment. 

Estimated minimum, $4.00. 

Headliner here is Milton Ross, who was imported to bolster a bill already being supported with the Tune Toppers, a musical five reminiscent of the Vitagons. Ross, a comic, also has a pretty fair pair of pipes. He should decide which he wants to do, sing legs or do comedy. 

On the show caught, material wasn't funny enough to get screams, or serious enough to get rap attention. A good-looking guy, he needs more funny talk to stand in the laugh league or should forget the prospective bookings and get a gig with Glad Roy Road sung leg.

Ross Valdareas, a Cuban soprano, precedes Ross to the over-the-har- 

The Tune Toppers, held over, do well. Four males and a fem named Gloria Gale, they show neat munc-

The spot should do well as the Beach season grows stronger. It's a natural for the late trade. 

Bunny Baker

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Guacamole's 1,200,000.

Estimated budget this show, $1,000.

Estimated budget this show, $1,000.

Estimated budget last show, $2,000.

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Pre-Xmas Pall Drops Stem To 320G; MH, 101; Cap, 30

NEW YORK, Dec. 10.—The pre-

Christmas pall has started to lead

the delusory to the extent that last

year’s fare for the six St. House

dropped to $320,000 from the previous

year’s $390,000.

The Capital Music Hall (620 seats, $154,500) wound up its four-

week run with the Downeys, Patricia

Bright and That Forgetful Woman with

$101,000. The bill started at $140,000

and went to $110,000 and $75,000 for

the succeeding weeks. The new show

(reviewed this time) has Gunther’s

Steppenwacht, the Novelty spectacle

and On the Town.

The 42nd St. (1,008 seats; average $78,000) did $60,000 for its

first week with Mindy Carson and Dancing in the Dark.

The Paramount (3,654 seats; average $73,250) fell back to $65,000 from its

previous and opening frame of $82,000. The bill has Red Buttons, Sarah

Vaughn, Claude Thornhill and The Great Lover.

Capitol (4,627 seats; average $55.40), went down to $30,000 for its

fourth week with the Conino show and She Wore a Yellow

Ribbon. The new show (reviewed this

issue) has Joey Adams, Yvette, Shep

Feldsk er and Red Danbury.

Strand (2,700 seats; average $22,-

000) slipped back all the way to the $45-

000 from the previous week’s opening. This 15-week run has

now’s Latin show and Always Leave Them

Laughing, Palace (1,700 seats; average $22,-

000) was sold to a New York producer for a

share of $1,000 for Johnny Burke, Kaye

Lake, six other acts and The Thrust,

against the previous week’s $19,000.

The new show (reviewed in this

issue) is a Sand Gayler, Arlene

Aames, six other acts and BodyHoliday.

New Yorker’s New Policy

NEW YORK, Dec. 10.—Hotel New

Yorker will try a new policy of offering a name, or semi-name singer, a

comic, a major act and a novelty act as a repertory, starting January 12.

This will follow the policy under which the hotel used to

headline Patti Page, Roger Ray will be the comic, and ballroom-

acts, and Scottie and Byrd will round out the bill. The band will be

Jack Lewis.

The show, a General Artists Corporation (GAC) package, will be

in the main theater. If it is successful, the hotel will continue using the

formula.

COTILLION ROOM

(Continued from page 42)

hairstyle of a teenager rather than

the usual slicked back. This latter

couple showed some remarkable lifts,

it wasn’t that which sold them so

well as it was their slow grace, their

on-the-button precision, their highly

imaginative routine and a “like-

ness” quality that projected with plus-

values. Both kids apparently have

them coming along at a faster-than-

theirs; that’s the obvious reason why

their performances. It equality

facilities in routines that shifted

the conventional, this imaginative

was a thrilling revelation

based on their showing, they can

work any spot in the country,

or anybody’s TV or musical, and

be fine.”

Miss Benzell Clicks

Mini Benzell came on from the

steps in a spot, warbling a longhair

piece to almost an ovation. Receiving

her cue at LaMatt, the girl showed

a powerful voice both on and off

the hand mike. After her opening

she went with Embraceable You, fol-

lowed by another flesher, and

from La Traviata, Miss Benzell gave a

real act, mixing them up for

consummate effects. From longhair
to specially arranged renditions of

break stuff on standards then a

la Gente Lark with trick ca-

denzas, ending with a medley of

old oldies to a wildly applauding

The but the Miss Benzell can sing, her

demonstrated hardy work into

showmanship. Her chatter was at

times, transcending to the point of

That was a little attempt at

graciously in her work. Her

in a medley speech was a

She followed this by the

Indian Billy, two years to

Incidentally, both acts had some

wonderful and exciting musical ar-

show with which Miss Pate was

beautifully.

Bill Smith.
Color Video Battle Bristles 'Twixt Jones and Raibourn

WASHINGTON, Dec. 10.—The battle over color TV is exploding on a new front. At a hearing before the Federal Communications Commission Robert B. Cutler, President Paul Raibourn, of Paramount, met the objections of Sam Jacobs, in a letter to Raibourn, who, in a letter to Jacobs, said, in effect, that the Commission is going to do this, and he has intrigued forested interests in the industry against color TV.

Jones reminded Raibourn in a letter that was written in reply to one he got from Raibourn in which the Paramount TV proxy objected to the use of the color medium, he said, "I am now in the position of having to urge the Commission to reconsider the recommendation of the former NTSC. Raibourn, of a comment the commission would "do it," Jones said, in which the question whether the formation of an organization under the National Television Standards Commission (NTSC) from the color-bearing, radio, television, and to old NTSC, insisted that Paramount, with the general counsel, had met some objections at the hearing.

What Vested Interests?

"I hope," wrote Jones, "you will not join the parade of those who are now interested in the old NTSC, that the colors are not a serious matter, and that any one of all those who have a serious interest in the colors will not do so.

W. C. F., the American Telephone and Telegraph Company, that might also have a serious interest in the colors, has been heard in the matter.

The Empire Theater, for many years showing films only, now uses five local acts for the three days of each week. Some of these acts also have a three-girl line plus an orchestra. Latter changes with each program.

At the Strand Theater, Sydney, N. S., five vaudeville acts picked up on Cape Breton Island are used each week-end. At the Gaiety, "Halfas," "Alfie" and "Ludie" are also booked in for one and two nights. Exported vaude acts were booked for a long time, and it was under the quality of unsatisfactory. It is not the case that a vaude act, by their playing clubs around Boston and Montreal were unacceptable in the American market, but only in those foreign countries, at the boosted prices. The reason was not the value of the ring the bell and the tone, the transmission only a small fraction, it was the quality. One of the most common and most popular of these acts was a vaude act from the theater and in other places.

Palmer House Hosts March 63 CTC Meet

CHICAGO, Dec. 10.—Official department the second annual meeting of the Chicago Television Council were announced this week. The council is being held at the Palmer House. The meeting was held at the Hotel, 45 East Wacker Drive.

WANTED

Exotic Dances and Strips

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WANTED Burlesque Performers. Specialty and Semi-Nude Dancer. Write to:

PRESIDENT FOLIES

San Francisco, Cal. U. DOLAK, Mgr.
**Mayor's Tiec Group Huddle Postponed**

NEW YORK, Dec. 19.—The mayor's theater committee failed to meet at the Edgeron Thursday (6) to deliberate final recommendations to Mayor O'Dwyer for municipal enforcement of the Theater Ticket Code. A previous postponement of the gathering had made it impossible for the auto accident injured by Commissioner of Investigation John M. Murtagh. The commissioner only returned from hospitalization in Charleston, S. C. (6) and will not attempt to resume official duties until next week. The committee decided to wait until he would be able to sit in on its deliberations. It is possible that such a meeting may be held next Thursday (15), but possibilities point to another week's delay.

**Apples Plug Seattle Show**

SEATTLE, Dec. 10.—They're feeding a supply of demand for a play at the Seattle Repertory Playhouse. It is a version of the midnight, run up by Warren Daws. The presentation of the rep, which has been worked thru the Washington Mutual Bank, will plug the December 29 opening of John Forrest's musical, Johnny Appleseed.

**BROADWAY SHOWLOG**

**Performances Thru December 10, 1949**

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**ICE SHOWS**

Ready, Mr. Joe of the 1949-50 | 5-16-49 | 265 |

**CLOSED**

The Breaking Version | 10-12-49 | 49 |

**METROPOLE**

(Opened Tuesday, December 6)

A comedy by William Walter. Staged by J. W. Markowitz. Company includes Massie Sues, George O'Brien, Nalen, Charlie Rich. Directed by Jerome Sterne. Featured: Barbara Hines. Produced and presented by Educational Theater. The play is a comedy about the campaign of a local candidate. The candidate is a man who has lost his job and is trying to win the election. He is helped by a group of friends who are also jobless. The play is a humorous look at the world of politics and the struggle for power.

**EARLIER CLOSING**

December 31 and January 7 Issues

On account of the holidays, ALL forms for these issues will close 24 hours.

Get your NEWS and ADVERTISING in early.
Whatever the Talent, Success Depends Upon Presentation

By Everett Lawson

I T WAS WITH great interest that I read in a recent issue of The Billboard that the Palace Theater, New York, had Robert Emery, magician, as its final act on one of its vaude shows. To those of us who follow the career of The Billboard for some indication that magicians are getting into vaude and will again enjoy a place in the sun in popularity on a par with comedians, tap dancers and comedy acts, this notice brings a fresh hope of the resurrection of better things to come.

In consideration of Harbin’s feature, it may be well to mention the ageless “sawing” and his earning a good notice, it once again seems that no man is as good as his last successful pictures in the presentation as well as in the presenters. This fact should greatly heighten optimism among magic acts, especially those who consistently travel with the vaudeville bands: “Dine a dozen.”

I can’t help but feel that if a few good magic acts could bowl them over at the Palace, it would do for magic what it did for the Palace (as it did for vaudeville all over the county).

Because it has been our purpose from time to time to discuss school shows here, I would like to apply the above general rule to the school show cause, and point out the same philosophy to school operators where you have a picture and cannot qualify it into a code of ethics or philosophical pursuit could be applied.

The repertoire department has been the only medium thru which members of the school-show end of the business could voice their whereabouts and opinions. There are no unions, societies or affiliations of any kind that might bring this group knowledge to the college student. Under the Single School Show Assembly.

In view of existing conditions, I would like to have some opportunity to discuss some of the policies employed, not only to raise your Newman’s, but also to number of established attractions encountered on your program. Since the management is so poorly organized and so sorely lacking in any sort of standardization and enforcement, it may be necessary for each school to adopt a measure of ethics involved short of planned. The school executive should always be impressed that a little common sense be utilized by operators along with their natural tendencies, in regard to booking the presentation of one’s personal conduct in the school.

To the seriously interested novice, I would write that the mastery will always be the power to you!” and go to detailed lengths to help him for his booking show and all the details, we call “master.” We don’t say “Mastership” or “mastery.”

So it is with school shows, it is all the world’s work right, and it should be. This is one reason why I had a booking your show (with due respect) into a night club, theater or playhouse. I should have asked an educator for a potential engagement, he would have a vintage picture of the college student, something that one would use in approaching the agent, theater manager or office official.

Different Approach

It should be borne in mind that what you have business dealing with the school officials he is dealing with an eccentrical and moral contingent of people. This is understood because they remembered that they are far removed from the glamorous image of show business; they are a tribe of people, nobody—not do care your names and your reputation, and that they do not care how many weeks you were held over at the Palace. They knew of the interesting in your triumphs, your failures. If you can show an original letter of commendation from an educational institution which it in your possession, it will go a long way towards appealing to them and will do more than good proof that you had the girl for three years, a member of Jackson’s carnival, or that you were engaged on Broadway and success in your name in lights for several seasons.

It is not good business to refer in letters, school officials on the amount of money received as the take the gate. Nor to the members of the audience as speaker, suckers or just paid unsum.

At the same time it is disarrant to realize that you are dealing with people, a very small percentage of which, will not refuse you until the same time next year. This holds true almost regardless of how good your show, how much money you make or how much a perfect gentleman you are.

But throw cigarette butts all over the stage and auditorium, leave empty bottles behind, steal the pencil sharpeners off the wall, or do an orange in the back of the show and see if they don’t remember your name, your act and your orange. The act makes the man.

Come on, you fellows, right down to the smallest detail thru on the time.

Rooney Group
In Chi Benefits

CHICAGO, Dec. 19—Howard Rooney, former rep and legit performer, is playing a benefit presented by the Beverly Theater Guild of Ridge Park, a special matinee performance of Nicholas Nickleby at the Museum of Science and Industry as the Chicago Academy of Arts’ annual Christmas festival.

Eugene Ferracci, last with Harry Cohn and other rep performers included Doro- theray’s Players, Morris C. Harvey, who closed the season recently with the Stolt Players in the past season with Christy Obrecht.

The Rooney company also will appear on a special military benefit program in the program, Monday (12) and for St. Bernard’s. Hospital benefit show December 19. Norris Stewart is one of the new- two shows.

More Drive-Ins
For Eastern Penn

LANCASTER, Pa., Dec. 19—Plans for the Eastern Pennsylvania area for next season were divulged here last week.

—The Manager of the Lancaster, 16 MM, Highway, western here, and one north in the York, between Manheim and Lititz, will be Lancaster Drive-In-Theater, Inc., headed by Henry Chertoff.

Yomnaty Sells R. C. Stock

PLEASANT VALLEY, Conn., Dec. 19—Mrs. Donald J. Wilkins, owner of Rogers Corners Drive-In-Theater, Corporation here has announced that Nicholas J. Cottrell, corporation secretary-treasurer, Centrella, and that Vincent W. Yomnaty, of Winsted, Conn., has sold his stock in the company, corporation, and has been issued, to the corporation, for $14,000. Yomnaty has resigned as president, treasurer, manager and director of the drive-in firm.

Reading Gets 2d Exeter Spot

READING, Pa., Dec. 19—Work will begin early in February on a second drive-in theater on the Philadelphia Highway, adjacent to the Exeter Drive-In. It is expected to be ready for an Exeter Monday opening.

Jack Edwards to New Post

HOLYOKE, Mass., Dec. 19—Jack Edwards former manager of the Holyoke Drive-In-Theater, Newington, Conn., has been appointed manager of the New Site Theater, Holyoke, Mass.

Rep Ripples

ERNST S. BRADY is framing a short-cast flesh trick to play a sponsor dates around Erie, and wife and two others will make up the cast... REYN and Sidney Obrecht are showing religious pix in the New London, Conn., area.

ANCILL still has a talent for the fleshy one in operation around there. He will work his way toward Florida and hit Orlando late this winter. Jackson had a platform out the past show, but now, Market Players are a new group for Central Connecticut.... JAMES W. G. has a pix-magic show operating in Liberty, Tex. He hopes to add some short-cast bills later and will play sponsored dates.... A reader from Ticonderoga, N. Y., asks if there is anything to the report, that the Buzon Bro. Show will be on the road again in 1949, Cereal Show playing schools and halls in Eastern Oregon to reported good business. Herman Dallinger is picketing dates in Alabama for his amateur minded promotions.... HARRY, who has religious pix in recent winters, plans to tackle in spring in the country..... R. J. Riverside is currently in Richmond, Va. and Jack K. Obrecht of Tifton, Mass., has been presenting 16mm, pix to New England church groups. In addition to his usual 16mm, pix in the Moscow, Idaho, area, plans to add a religious program..... HARRY, (Ray) Jackson’s gift platform show the past summer, left a large supply of pix to be presented to a religious one-day stand unit, which opened near Dallas.... GILLES, hypnotist, is booking school dates in Central New Mexico to good returns and will be in Steuben County, Indiana, with religious pix, but plans to move to Florida shortly and book dates in route..... The Floridian have been playing Dover, Del., to good returns.... George Spier plans to work religious pix in Quebec during Christmas, and will head for St. John, N. B., and return. M. Q. McQuiby is promoting outdoor fairs in New England.

Bubb Back From Aussie Hop

WILMINGTON, Del., Dec. 19—Kron- ger Bubb, president of Hallmark Productions, Inc., here has returned to United Artists offices following a visit in Australia. His visit Down Under was climax by being personally rendered him by Norman Rudge, head of Australia’s Greater Union Corp., who was in Sydney. At present Bubb is in Hollywood working on a picture.

EARLIER CLOSING
December 31 and January 7 Issues

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

Get your NEWS and ADVISING in Early.

WANT MIDWEST
FOR THE GREATER OPTIMIST MIDWEST CONVENTION TULSA, OKLA. December 31

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WANT MIDWEST
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THE NATIONAL FOUNDATION FOR INFANTILE PARALYSES
ALVAREZ—Paul, 72, actor, last December 1 in New York. A native of Germany, he came to the U.S. in 1902. He performed in the original role of Wallace Circus in an act known as the "original Wallaces." He and his wife had been married 45 years. He is survived by his wife, one daughter, and two grandchildren. He was a member of the Screen Actors Guild and the American Federation of Musicians.

AMMONS—Albert C., 42, jazz musician, died at his home in Chicago. He was a member of the American Federation of Musicians and the Chicago Federation of Musicians.

BARRY—Philip, 53, playwright, December 3 of a heart attack in New York. He was a member of the American Federation of Musicians and the Dramatists Guild.

BARTLETT—Arthur, 67, stagehand at San Francisco theaters for nearly half a century, December 2 in San Francisco. He was a member of the International Alliance of Theatrical Stage Employees.

BEACH—Edward, 83, actor, December 3 in Birmingham, Ala. He was a member of the American Federation of Musicians.

BLACKMER—Mrs. Walter Steele, 70, March 9 in Salisbury, Md. A native of Delaware, she was a member of the American Federation of Musicians.

BUECHE—Doris, 54, actress, December 4 in New York. She was a member of the American Federation of Television and Radio Artists.

HOBBS—Roy (Shorty), 37, billiard pool player, November 29 in Dallas, Tex. A member of the American Federation of Musicians, he was also an umpire for the Dallas pool table company. He was a member of the American Legion.

HUBIN—Frank B., 81, actor, manager, died December 3 at his home in Atlantic City, N.J. He was a member of the American Federation of Television and Radio Artists.

JACKSON—Evelyn, 66, actress, December 3 in New York. A member of the American Federation of Television and Radio Artists, she was also a member of the Screen Actors Guild.

LAWES—Helen, 70, actress, December 3 in New York. She was a member of the American Federation of Television and Radio Artists.

McCALL—Robert S., 70, former Negro league baseball player, December 4 in New York. He was a member of the Negro Leagues Baseball Players Association.

MURPHY—Clarence (Pat), 49, carpenter, December 4 in Dallas, Tex. He was a member of the United Brotherhood of Carpenters and Joiners.

OGLESBY—Mrs. Anna L., one of the last surviving of the group of Negroes who were brought to America as slaves, died December 4 in New York. She was a member of the National Association for the Advancement of Colored People.

O’REILLY—Thomas, 69, actor, December 4 in New York. He was a member of the American Federation of Television and Radio Artists.

PLUNDER—Alexander W., 52, radio and television announcer, December 4 in New York. He was a member of the American Federation of Television and Radio Artists.

REYNOLDS—Mrs. W. G., 65, wife of the owner-manager of Richard Brod's Circus, November 30 in Laramie, Wyo. She was a member of the American Federation of Musicians.

RICHARD—John, 67, actor, died December 4 in New York. He was a member of the American Federation of Television and Radio Artists.

WALKER—Johnnie, 55, former baseball player, December 4 in New York. He was a member of the American Federation of Musicians.

WILLS—John D., 61, actor, December 4 in New York. He was a member of the American Federation of Television and Radio Artists.

WILLIAM F. KORHN MRS. WILLIAM F. KORHN WHO PASSED AWAY DECEMBER 17, 1945 WILLIAM F. KORHN RAYMOND J. KORHN VERNON KORHN MRS. WILLIAM DUNCAN You are always in our thoughts.

THE FINAL CURTAIN

HORNS—Roy (Shorty), 37, billiard pool player, November 29 in Dallas, Tex. He was a member of the American Federation of Musicians.

HUBIN—Frank B., 81, actor, manager, died December 3 at his home in Atlantic City, N.J. He was a member of the American Federation of Television and Radio Artists.

LEON—Charles G., 67, Hungarian-born film star, died December 4 in New York. He was a member of the American Federation of Television and Radio Artists.

GARY—Walter, 56, organist, died December 4 in New York. He was a member of the American Federation of Musicians.

GANN—Carl, 75, actor, November 29 in New York. Known throughout Europe as the Great Dane, he was a member of the American Federation of Television and Radio Artists.

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Outdoors

December 17, 1949

Communications 188 W. Randolph St., Chicago 1, Ill.

ACT TO BREAK SESQUILOG JAM

Exec Maps Four-Step Method To Speed Action on Mounting Bids for Midway Attractions

Butt, Conklin Group Withdraws Amusement Zone Offer

WASHINGTON, Dec. 10.—Plans for elaborate machinery to screen a growing flood of bids pouring into the National Sesquicentennial Commission from showfolk seeking to operate concessions in the multi-million dollar midway of the capital's sesquicentennial were disclosed here Friday (5) by Edward Boykin, director of the commission. Boykin outlined to The Billboard a four-step procedure which he said would be followed to break a log-jam of proposals for concession operations. Under the procedure, bids will be put into operation soon, all money paid to the commission and the proceeds, rechannelled to a first direct to a director of the commission, be apportioned by the National Sesquicentennial Commission.

Salaried Director

The concessions director will serve on a salary basis. Multiple bids which the get the concessions director's approval will be forwarded to the director of the commission by Boykin. Bids which survive these first two steps will be submitted to the executive committee which is comprised of several civic and national figures, including District of Columbia Commissioner, John Russell Young and U. S. Senator Margaret Chase Smith of Maine.

The final step in the screening process will be submission of the bids to a volunteer concessions committee. This latter committee will be named and will be composed of prominent citizens of the nation's capital, Boykin said.

To Act on Over-All Plan

The commission director said this screening procedure will be applied in arriving at decisions only on what bids should be approved or also on whether a single organization should be allowed to handle the entire midway area plans and, if so, (See Court on Nov. 16).

Godin To Build 40G Pyro Plant

Foster, R. I.

Foster, R. I., Dec. 10.—Joseph H. Godin, president of the Interstate Fireworks Manufacturing & Display Company, Inc., Springfield, Mass., has granted permits to a $40,000 pyro manufacturing plant here. The local plant will be known as Union Fireworks, Inc. Earlier this year Godin invaded the Canadian and Massachusetts territory, opening the Interstate Fireworks Manufacturing & Display Company, Ltd., at Tenterden.

The local plant, which will produce materials for other manufacturers' plants, will be managed by Frederick Cicero, former superintendent for the Rhode Island Fireworks Company, now by Providence. Godin said that the plant will consist of 17 one-story building of wood and sheet metal construction. Each building will be 20 by 30 feet. A new firm will employ about 35 men, Godin said.

Considerable opposition to the granting of the permit was encountered. Persons living in the vicinity of the plant location protested before the town council but failed to stop the issuing of the permit by police chief Ellis Bender.

Godin also has a factory at Bridgewater, Mass.

9G Subscribed For Calif. Expo

SAN DIEGO, Calif., Dec. 10.—Preliminary expenses for the 1950 exposition here are assured, according to Ewart Goodwin, exposition chairman, who said $9,500 of the $25,000 goal already has been raised. Incorporation papers have been filed in California. Incorporation papers are Harold B. Starkey, Goodwin and Edmund T. Price.

Blue printing of the fair will be handled by Clyde M. Vandenberg who will draw $10,000 plus expenses for a four-month period starting January 1.

Vandenberg's initial task will be to survey the Mission Bay Aquatic Park at near-by Mission Beach with expected recreational activities will be held.

Sports Carnival May Hypo A. C.

ATLANTIC CITY, Dec. 10.—In an effort to hypoman the slump that has set in here during the winter, the first Sesquicentennial City Midwinter Sports Carnival will be held in Convention Hall here December 26-30.

The program, which is expected to expand each year, will feature hockey, polo, bowling, high school and polo basketball. One day will be set aside for public ice skating in the large Atlantic City Auditorium, and the Carnival will feature 135 events. The latter parades will be sponsored by the Sesquicentennial Regional Carnival and the Convention Hall of the Midwinter Sports Carnival will be a feature expected to become an annual event.

Admission 75c to $1.50

Committee includes Philip R. M. Boykin, executive director of the convention hall, as well as other local officials. Sports events will all be held nightly (See Carnival for A. C. on page 51).

Haiti Expo in Auspicious Preem; Sample Biz Indicates Okay Run

PORT-OU-PRICE, Haiti, Dec. 10.—Haiti's Centennial International Exposition opened here Thursday (8) with a two-century international exhibition of the time and Manuel Cardenal Arteaga, of Cuba, presiding at the initial ceremonies.

The exposition, planned to be held in 18 months, will run until March 16.

A message from Pope Pius XII was transmitted from the Vatican and rebroadcast locally. President Trujillo was absent.

Other events marking the opening were a state dinner in the presidential residence, a parade of the United States air force and a show of United States Air Force Superfortresses.

The Rose Manning Shows, with an exclusive show, rides and games midway contrast, garnered lucrative business at the exposition, the midway was being held to provide a healthy run. Last Sunday (4) the Side Show had a $1,000 business for 20 cents, it was reported. The curdard couldn't handle the demand and the performance was delayed 15 minutes. A week previous a few rides that got into operation grossed better than 45 cents an hour.

While most were of the opinion that the opening runs of rides and games got big initial play, as has been done, (See Haiti Expo, on page 62).

EARLIER CLOSING

December 31 and January 7 Issues

On account of the holidays, all forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

Dec. 17 Start

For Sesqui's Drum-Beating

Dedication To Tee Off

(Continued from page 3)

as an example, "how democracy works" in providing "entertainment without bias or prejudice." Chapman's aide has indicated, Chapman, a close friend of President Truman, in dedicating the amphitheater will be playing a familiar role as "advice for the president," who next month will be in front to back of ceremonies for the Sesquicentennial.

Last year, Chapman served as Truman's No. 1 advance man in the election campaign, traveling thousands of miles to pave the way for Truman's appearance.

Joseph C. McGarraghy, chairman of the executive committee of the Sesquicentennial Commission, will be in charge of the amphitheater dedication.

Chapman, after delivering his address, will turn the first spadeful of dirt. Paul Green, who has been commissioned to produce a dramatic pageant about the life of George Washington for presentation in the amphitheater, is expected to arrive in time for the dedication.

Next week's formalities will start the ball rolling on numerous activities in preparation for the fair, Sesqui officials said. A number of citizens' arts and crafts committees will be set up, and committee members will include budget and audit, finance, museum, entertainment, press, photographs, medals and awards, concessions (fresh apple, vegetarian, commercial), exhibits and industry.

Commission chairman Chapman is being urged to look into the prospect of an aquedited similar to Billy Rose's Aquacede at the World Fair. So far no plans have been developed for an aquatic exposition, but several Sesqui officials are believed to favor it strongly. Chapman is interested in handling such a project here. 28 Mo. Annuals

JEFFERSON CITY, Mo., Dec. 10.—Twenty-eight Missouri annals of 1939 dates at the annual convention of the Missouri Association of Farmers and Agricultural Exhibitors here this week.

The dates follow:

Kansas City, August 14-15; Saint Joseph, August 19; Kansas City, August 22-23; St. Joseph, August 24-25; Kansas City, August 26-27; St. Joseph, August 31-September 1; Farmington, September 2; Kansas City, September 3-4; St. Joseph, September 5-6; Kansas City, September 7-8; St. Joseph, September 9-10; Kansas City, September 11-12; St. Joseph, September 13-14; Kansas City, September 16-17, St. Joseph, September 18-19; Kansas City, September 20-21; St. Joseph, September 22-23; Kansas City, September 24-25; Kansas City, September 26-27; St. Joseph, September 28-29; Kansas City, September 30; St. Joseph, October 1; West Plains, October 2.
Close-Ups:

Hard Way School Gave Scenic Artist Ray Practical Approach

By Herb Dottin

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

ELI CODDDEN—treated signs. 'ORE-DONDED—treated signs. Tom, an artiste in Carnival shows, is one of the most prominent artists in the business. The signs on the midway's are hand-painted by this man. The signs are painted in a special way that makes them look as though they were made of wood. The signs are also treated with a special varnish that makes them last longer.

With Conklin as his mentor, Jack Ray learned how to create signs. His work is known for its realism and attention to detail. He has worked on signs for Carnivals and Midways for many years and is considered one of the best in the business.

This was the first time that this artiste had worked with Conklin. He had only worked on signs for Carnivals and Midways before this. But Jack Ray knew how to create signs that were as realistic as those created by Conklin. He was able to create signs that were as good as those created by Conklin.

It was in 1934, with a background of theater scenic designing, plus a pro grounding in midway problems under Patty Conklin, that Jack was given his chance to unfold his talents and his post-up ideas to the full.

The CNE midway's new look created a sensation. Old attractions, treated on the outside with arresting design, sans garishness, did.

(See-Hard Way School on page 57)
New Chevrolet CARS AND TRUCKS
SPECIAL FINANCE PLAN FOR SHOWMEN
GET OUR PRICES FIRST
JOHN BUNDY
REPRESENTATIVE
Hauss-Standard Chevrolet
1325 STATE ST.
EAST ST. LOUIS, ILL.

FIVE NEW TRAILER MODELS DESIGNED SPECIFICALLY FOR OUTDOOR SHOW USE
• CRYSTAL COACH
• DIGGER TRAILER
• NEW POPCORN SPECIAL
• FOR SHORT RANGE
• SHOOTING GALLERY
• NEW LIVING-VENTILATING TRAILER FOR COMPLETE INFORMATION CALL THE ALUMET COACH COMPANY
11725 S. Wabash Ave, Chicago 28, III.

Out in the Open
Eddie Carroll, operator, Riverside Pack, Agawam, Mass., planned from Bronx, N. Y., to Miami. He was accompanied by his mother and sister and will open the show at home at Normalcy Island for the winter. He returns to Agawam December 25 to spend the holidays with his family and friends. Eddie and his wife, Margo, who manage the show, will meet in Des Moines, December 12-13, to plan for the week's vacation.

Fred Pitter, who returned from a European tour, his second, is on his way home to Hollywood for a week's vacation. In the past he has to expect to have many talent contracts to be signed before he knows the exact time of the state fair association meetings.

Arthur E. Campbell, New York dealer in show canvas, is back in his office after a brief visit in Chicago. He is looking forward to the showmen's meetings. Jack Hospital, owner of Palisades Amusement Park, and Joe Rinaldo, assistant to Joe McKee, superintendent of the park, have returned from the National Association of Amusement Parks and Zoos (NAAPZ) meeting in Chicago.

Florida Bound?
If presently ahead of the Cecilia B. DeMille-produced "Samson and Delilah" roadshow. Braden will begin his 1950 circus duties in Sarasota about February 1.

Roy and Marion Stamat, Spring Garden Theater owners in Baltimore, are the guests of Harry J. Bitt at his home in New Orleans Thursday (8). The Statons, who are planning to install a Kiddy shows in their home in Baltimore will return to Oklahoma City via Galveston.

Wittered Presents Novel Show at Milwaukee
MILAN, Italy, Dec. 10—Jim Witter, New York-Paris broker and press agent, is presenting a novel show at the Teatro Excelsior here, which opened November 22. Handled by the line-up of acts of Cheyvis and Le Grand, whose serial act was a Ringling-Barnum circus act of the same name, they are Miss Woodrow, English-Canadian Gypsy girl, adored by the circus audience. They also have Canda, a white elephant, and Smugg, a horse. Witter, who is also a star of the film Why We Fight, will have a troupe of girls at the Teatro Di Venezia in Lido Venice, leading Adriatic beach resort.

Saltcoats Eelects Kirkham
SALTCOATS, Sask., Dec. 10—Officers of Saltcoats Agricultural Society are: G. L. Kirkham, president, and P. C. Fraser and P. Terie, vice-presidents.

Talent Topics
Cordo and Allen West, aerialists, are vacationing in Cuba where, they report, they have seen much Ringling. Bros. and Barnum & Bailey Circus and are to be televised over the NBC network. Four Wyllyes, jugglers, open at the Fox Theater, St. Louis January 24 for Hester, Iowa, and are booked for further circuses. The Mite Brothers, horse act, have been signed by Boyle Woolfolk for 1959 dates.

Jimmy Jamison, American high diver, after completing an extended engagement at the Bavarian Grand in Copenhagen December 1, en route to New York. . . T. Jay Quincy, high diver produces a high dive, has returned to New York after an extended engagement at the Mite Brothers. . . . Hungary, Day with relatives in Columbus, O. . . . Geeter's Steakhouse, stand- ard drag coach act, and the Dyke Brothers, Chinese acrobats, are in the Christmas stage production at Radio City Music Hall, New York. . . . Snyder's high pole act working Sunday afternoons with the Proctor Tige, at the North Miami, Fla. Zoo. . . . After completing a week at the Carmen Theater, Philadelphia, the new European troupe, who visited this country last March, have been booked into Frank Palumbo's music hall.

Doris Liedtke, of the Sensational Quay Show, with the Wonder Boys of Vernon, was skedded to open with Milti Olympia Circus in London (England). The Wonder Boys, who are famous for their arm dance while dismantling their equipment, will be replaced by the group, Lonzark, a Swiss circus act of the same name.

The Bogino family, acrobats, who are transferring from Poland West, eastern to the United States, will play New York's Palace. . . . The Three Mills, the Marinos and the Skywalkers will spend the holidays on the Florida Keys, as the new group, the Panther Ranch, Hot Springs, Arkansas, has begun its 1950 circus duties in Sarasota about February 1.

Otto Greilringer and Harry Dunn, clowns of Pollock Bros., Western U. S. Shows, will make their home in Miami after attending the wintertime meeting in Des Moines, December 12-13, to plan for the week's vacation. The new European troupe, who visited this country last March, have been booked into Frank Palumbo's music hall.

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BE SURE! INSURE NOW!
CHAS. A. LENZ
THE SHOE SPECIALISTS INSURANCE MAN
A 1220 Insurance Exchange
2718 First St., St. Petersburg, Florida
Phone 5950

Concession Trailers
This sturdy Trotter has a comfortable body 10 ft. long, 6 ft. wide. Built Spring 1949. Sells new, $949.00 plus tax, immediate delivery. Write for catalog showing 25 new models.
25 Years Ago
Valter F. Stanley, long connected with the C. A. Wortham and Con T. Devitt show, died recently after an appointment at the J. T. Maley home in the 1925 season. His interests were the 1925 season. His interests were in the Iowa Air Fair Department in Des Moines.

O. Perry, veteran circus man, was discharged from the Airway Fairs in 1925, at a directors meeting of Brandon, N. D., on the Airway Fairs, J. D. Gregor was elected president, and H. Kerr and George Gordon vice-presidents. Announcements were made for completion of the $2,000,000 midway amusement Park at St. Petersburg, Fla.

Stratton, or Perry, was discharged from the Airway Fairs in 1925, at a directors meeting of Brandon, N. D., on the Airway Fairs, J. D. Gregor was elected president, and H. Kerr and George Gordon vice-presidents. Announcements were made for completion of the $2,000,000 midway amusement Park at St. Petersburg, Fla.

Frank B. Hubin, 81, Dies in Atlantic City; In Showbiz 76 Years

In Atlantic City, Dec. 10 -- Frank B. Hubin, 81, internationally known circus man, showman, promoter and theater owner, died last week at his home here after a long illness. He was widely known as "the man with a million friends." In recent years, despite failing health, he had devoted himself to serving as an ambassador for Atlantic City.

Hubin was born in Palatka, Fla., July 14, 1869, and became an orphan at the age of six. He started in show business by selling programs in New York theaters. At the age of 14 he joined the Barnum and Bailey Circus in New York as a page in the theater. This was the first career that carried him throughout the world. Later he formed a tumbling act with his brother, John.
Dressing Room Gossip

Polack Bros., Western

Thanksgiving was spent in Peoria, Ill., Silvers and Jo Madison had Mr. and Mrs. Jack Polack, Chuck and Lynne Young and Frenchy Durant as their guests for a big dinner, while the Barons had Nulda, Robert and Jeanne in for a special guest.

Mr. and Mrs. W. J. Darren, parents of Harry Dunn, entertained at the Pea River Hotel for Harry and Mrs. Fredric Freeman. Virginia had visited her uncle, Darby Hicks, last month and was expecting to visit again. Allan, chatty, Happy Hunt, Mr. and Mrs. J. M. Smith and Roy Hunt welcomed the Delbongs and stabled the musical horse, Seranado, before and after the run. Mrs. J. P. Polack joined in Baltimore. Everyone was happy to see her. Mrs. Owen Carey accompanied her to Baltimore and then returned to the West.

Dukie Anderson, Alfred Fierro, Bunsey Minetti and Bozo and Alfred War contributed their share of merriment-making in clowning around. Bunsey suffered a severe ankle injury at Sarasota, and forced out of the Ring. Bozo and Alfred War continued with the org. Doris Orton's arm was broken when Darby fell. A piece of the rigging while tending dressmakers, Jacqueline Toller winked her shoulder during the aerial number.

Bobby Houston purchased a panel truck for Melitta and Wience bought a new car.

The Delbong family went to Mexico City. Berta family, Lopez Trio and Three Brosa kids, Sarasota, Fla.; Flying Ward, Gainesville, Tex.; King, Linnate, Providence, R.I., and then Radio City Music Hall, New York, last week. Mrs. A. N. Y.; Frieda and Ernie Wissell, Erie, Pa.; Ed Raymond, Cleveland; Mr. and Mrs. Gene Rondow Sr., Chicago; Mrs. Dwight Moore and children, Ohio, and Betty Brasso, Sarasota.

From Baltimore a smaller unit was formed for the last three engagements, which included Marko, big wire; Hubert Castle, tight wire; Melinda, silencers, perch, sensation; Helama, Wanda Makio and Clara Leo Wire, web girls; Duenna's dog, Moxie the tiger; Cheerful Gardner's elephants; Dine Wilson's table rock; the Mustapha; Billy Hart's Red Hots and the Four Angels, jugglers and acrob. In clove alley were Gene Randow, producing; Dennis Stevens, Jack Klippeal, Dine Wilson and Bozo and Alfred Ward.

Sarasota was best in the last engagement. Jack Harris of the Flying Ward at a roadside table with Melitta and Kurt Wicoms at the 181 Club. Helama's silencers, perches were a sensation. Harold and Pauline Molino were seen in this town. Helama was in the President Hotel lobby and Clara Leo Wire was seen driving like mad up Broadway showing off his yellow Jeepsers. BILLY BARTON.

Ayres & Kathryn Davies

Bettie Tillon took a spill off her rolling globe but escaped serious injury. Captain Chryso had one of his lions, Injury required five stitches. Lee Biggs, a broken nose was spent in the hospital. Queester's horse kicked him in the face.

Visitors in Coldwater, Mich., were John Walker and Mr. Chaplin. The two sons were guests of Mrs. David F. Kimble and spent a Rotary dinner. At Homer, Mich. Mr. and Mrs. McIntosh and sons, of Homer.

CAMPBELL TENT & AWNING CO., INC.

100 CENTRAL AVE.

ALTON, ILLINOIS
Acts To Break Sesqui Log Jam; Batt, Conklin Group Pull Out

(Continued from page 50.)

So far, a number of profiteers have actually withdrawn their advertisements. Many of the park operators are following the example of the Hartford park, which has announced its complete withdrawal from the Sesqui (next year) and is no longer accepting any advertisements.

In the meantime, the Sesqui organizers are working hard to catch up with the shortage of advertising. They have announced that they will continue to accept advertisements until the end of the year.

The Sesqui organizers are also trying to find new ways to attract visitors. They are planning to hold a variety of events, such as a winter carnival and a horse show, in order to draw in more visitors.

In conclusion, the Sesqui organizers are working hard to overcome the difficulties they are facing. They are hoping that their efforts will pay off in the end and that the Sesqui will be a success.

Carnival Routes

Send to:
2100 Patterson St. Cincinnati 2, O.

(Routes are for current week when no dates are stated. In some instances possibly mailing points are listed)

Cincinnati, Ind.

Carroll Bros., Circus Circuit: Harris, Tex., Del., Ohio, Pa., N.J., N.C., W.V., Fla.

Farewell to the Sesqui

Carroll Bros., one of the biggest circus companies in the country, has announced that it will be breaking up the Sesqui (next year) and will no longer be accepting any advertisements.

The decision was made after the company received a number of complaints about the high cost of the Sesqui and the lack of entertainment value.

In a statement, the company said, "We have been receiving complaints from patrons and advertisers alike about the cost of the Sesqui and the lack of entertainment value. As a result, we have decided to discontinue our participation in the Sesqui after this year."

The company said it will continue to operate its circuses as usual and will not be affected by the decision to break up the Sesqui.

The decision was made after a number of meetings with the Sesqui organizers and other circus companies. The company said it was unanimous in its decision to discontinue participation in the Sesqui.

Circus Routes

Send to:
2100 Patterson St., Cincinnati 2, O.

Gould, Jay: Oconomowoc, Wis.

Misc. Routes

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Misc. Routes

Send to:
2100 Patterson St., Cincinnati 2, O.
Sanatoga, Pa. — Funspot Will Reopen in ’50

12 Major Rides Set

SANATOGA, Pa., Dec. 10.—Sanatoga Amusement Park, a favorite playground for children for parts a decade ago, will reopen in 1950 for rides and a new pool and beach. Also to attract visitors, the park will be nearer the M-20 highway and will have more rides and larger pools than in previous years. No. 2,000,000 fans, stock car racing on the one-lap track, and proved a strong attraction.

Track Season Big

Spazt and his associates leased the grounds and erected a mammoth indoor track and grandstand, with a seating capacity of 7,500, two years ago. The track operated twice weekly last season and proved a success season, attracting well over 200,000 fans. Stock car racing on the one-lap track proved a strong attraction.

Relic Rates Story

NOV. 15, Dec. 10.—A relic of old Riverview Park, closed 24 years ago, was a story and a column picture in The Detroit News recently. A large, historic relic, used for years at the park, is now a collector item in a city-operated restaurant in Belle Isle Park.

N. J. Judge Rules Vets Can Peddle On State Beaches

FREEHOLD, N. J., Dec. 10.—A Monmouth County judge this week ruled that veterans of World War II who live near state parks may sell their wares along beach fronts under a state law.

A. C. Dads Urged to Remove Burned Mil’s Pier Eyesore

ATLANTIC CITY, Dec. 10.—With owners of the fire-ravaged Million-Dollar Pier still trying to figure out what to do with the old amusement spot, former Sen. Emerson L. Richards called upon city officials this week to condemn the property and have it removed as an eyesore. In a letter to Mayor Joseph Altman, Richards pointed out that the former pier, which cost $4,414,414 for its construction, docked on the piling. The firm, composed of Walter S. Crosson, Elizabeth Crosson and William Crosson, of Marlborough, Mass., claimed the fire was an act of God.

Gary Funsport Scheduled To Open in June

Saco General Manager

GARY, Ind., Dec. 10.—Savage Center Exposition Park, owned by Mr. and Mrs. William Crosson, will open as a fully-equipped amusement center in 1951.

Jersey Exce Study Beach Attractions

TRENTON, N. J., Dec. 10.—State officials are considering ways and means of making New Jersey beaches more attractive to tourists, including an all-inclusive rate for visitors, which would be used for midget race cars. Plans are to build a permanent roller rink for the boats. Spot will have a free gate.

New Jersey Resorts Seek Unified Laws

WILDWOOD CREST, N. J., Dec. 10.—A unified ordinance that would apply to all resorts in South Jersey is under study by W. Russell Eppler, secretary for the Wildwood Crest and Wildwood, along with representatives from near Cape May.

ERLIER CLOSING

December 31 and January 7 Issues

On account of the holidays all forms for these issues will close 24 hours earlier.

Get your News and Advertising in Early.
December 17, 1949

The Billboard

PARKS-RESORTS-POOLS

PARKS RESORTS POOLS

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF AUTOMATIC WORKS & MACHINES FOR BIGGER PROFITS "GET THE BEST"

MINIATURE TRAIN CO.
Executive Office: Remington, Indiana

INTRODUCING

Baseball Pitcher
This new machine superseded the old popgun lab ball pitcher. Electric motor driven. Automatically负荷, these new rock curve balls hit the batter. A proven game with assured results.

Write for Circular
E. P. WEISNER, M.I. Dist.
5709 Carway
Houston 23, Cal

FOR SALE

FASCINATION

2 Units
A-1 Condition, in operation at 1006 Ocean Front, Ocean Park, Calif., or write
BOX A
Ocean Park, Calif.

AGENTS WANTED

CHARTER OF OPERATING
RAZZLE-PIN STORE

SIX CAT- OVER 12 ROLLDOWN-SWINGERS

For 1950 Season
During May 25th.
At One of the Largest and Leading
Write BOX 0-279
s/a The Billboard, Cincinnati, 21, O

RIDES-CONESSIONS-SHOWS

NEW KIDDYLAND PARK
Now booking for 1950 season, contact
C. C. SWAN
No. 25 Eastern Ave., Baltimore 21, Md.

MINIATURE GOLF COURSES
Designers and Builders of Distinctive Courses
and Novel Tournaments. First class professional and
excellent public relations and publicity furnished.
Rex 6280, 300 State St., New London, Conn.

WANTED PERMANENT

WANTED
THE FINEST AND NEWEST AMUSEMENT CENTER IN THE MIDWEST

SAVAGE CENTER
Exposition Park
Now under construction on U. S. Rte. 213
North of Gary, Indiana

KIDDIE RIDES • MAJOR RIDES • CONCESSIONS ALL KINDS • SHOWS • EXHIBITS • THRILL SHOWS • ATTRACTIONS

SEATS $1.00

Also Permanent Year Round Roller Skating Rink
NOTE: SAVAGE ENTER EXPOSITION Park will have Midget and Stock Car Races, Picnic Grounds, Housing Exhibits, etc.

Write for Information you have to offer to

TOMMY SACCO
203 W. Wabash, Chicago 1, Ill.

\n
Jersey Resorts

Endangered by Steady Erosion

ATLANTIC CITY, Dec. 10—State Sen. J. Stanley Herbert, at a meeting of the State Legislature's Special Committee on Flooding in Haddon Hotel this week, said that the entire seafront industry will perish within the next 250 years unless beach erosion is checked.

He told the League that wind and wave erosion away New Jersey's shores at the rate of two and one-half feet for the past 10 years will continue.

The Governor has allowed to continue, the State will have to face the ruin of Jersey's famed hotel industry in 50 years, New Jersey's resort, he continues, is a billion dollar enterprise and it is hard to see how the State will lose its major source of revenue within a comparatively few years.

Ask 25 Per Cent State Aid

Sen. Herbert held out the hope of the State's survival for the committee on flooding, in which he announced that the governor has authorized the legislature to determine to what extent to halt destruction of beaches and said his committee would recommend that the State contribute to 25 per cent of the cost of projects undertaken by New Jersey resorts.

Says Cumberland T. Millet, head of the new agency, that this new five-year, 25 per cent pool is the need. Army engineers cited the need for income at Atlantic City's No. 1 goal, pointing out that the local resort is forced to spend over $1,000,000 annually to extend its facilities and provide a public benefit.

Irwin Shapiro

HEADS Rockaway Business Group

NEW YORK, Dec. 10—Chief Al-

Association of income of the Rockawa-

a postcard which says that the resort is

L. I. Kiddie Spot

Still Doing Biz

NEW YORK, Dec. 10—Bernard

owner of the Fairyland Amuse-

Westbrook, Conn. Town-

which was opened this past summer, powered from the start and to date has continued.

Dellings.

Dellings is now in Florida, where his interests in greyhound tracks, I will return here shortly to com-

Hollywood Spots-Lite Co.

DECK YOUR HALLS WITH BLACK ■

CHRISTMAS BRIGHTNESS

CINDY'S CRystal Ball

Do not accompany advertisements.

DECK YOUR HALLS WITH BLACK •

CHRISTMAS BRIGHTNESS

CINDY'S CRystal Ball

Do not accompany advertisements.

DECK YOUR HALLS WITH BLACK •

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Chi Coliseum Nixes Holiday Date This Yr.

Davenport Inks Regina

CHICAGO, Dec. 10.—The Chicago Coliseum, which for the last three years has featured a circus during the Christmas season, will not be offering the entertainment this year. President Thomas A. Wilkins, Jr., who has been associated with the Coliseum since it opened nine years ago, announced that the Coliseum will be closed during the holiday season.

While Davenport gave no reason for the canceling of the date, it is known that the show did not do well during the holiday season last year, due in part to extremely cold weather. Show last year opened Christmas Day and closed January 2.

Davenport announced that he has inked one new date for the Coliseum, one at Seattle, Wash., in early June.

The Coliseum's 1950 season opens in Toledo, the week of January 16. Other dates include Grand Rapids, Mich., Feb. 14-15; Detroit, Mich., Jan. 30-Feb. 12; Cleveland, Fla., March 13; Sioux Falls, S. D., March 26; Minneapolis, March 19; and St. Louis, March 28-29, and Regina, March 30.

Davenport said despite this year being okay, in almost every instance, the grosses of last year are never going to be expected to be as good, if not better.

2 English Cirk Veterans Die

LONDON, Dec. 10.—Two former circus performers, both of whom were native of the United States, died at their homes in England recently. One was William F. Sibley, known throughout the British Isles as the Circus Clown, who died at his home in Brentford, Middlesex, on December 2. The other was Bert Brewster, klownaskolomringer, who died at his home in Brentford, Middlesex, on December 2. The latter was the last of the four Sibley brothers who were in the circus and who worked under the direction of Harry Sibley.
ATTENTION ACTS!

Am now contracting Acts for

Fairs and Circuses

ERNIE YOUNG

203 N. Wabash, Chicago, Ill.

WANT SMALL CALLIOPE

To be used in pony wagon at Amick's Pony Ann and Youth Recreation Center... A new project for boys and girls, regardless of size or creed. Send photo and price.

P. & A. AMUCK

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PHONEMEN

Advertising Telephone Salesmen - all year round. Call 22. Apply to the nearest office of Wilson, 5% commission paid daily.

A. E. B. CO.

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PHONEMEN

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The Employment Union of Kansas City, Kan., a sister organization of the Brotherhood of Labor, if you know LABOR and can pick, you can pitch in with every open job.

Don Wilson, Gateway Pub. Co.
Winter 1935-36, 219 N. 15th St., Kansas City, Mo.

WILL BUY FEMALE ELEPHANT

Must be present healthy. Prefer one or two in an active and early history. Description of

COOKE COUNTY FAIR

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Gonzales, Texas

ARTISTIC MUSIC ARRANGEMENTS FOR CIRCUS ACTS

FRANK FURLETT, Band Director

$220 N. Kenmore

Chicago 40, Ill.

1,100,000 Miles in 1,100 Days

J. E. FLOYD

N. U. King, Des Moines, Iowa Phone 515

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PROVOKING DUO


DAILEY BROS.' CIRCUS

Complete 1649 Season Route. Folder, 50c postpaid.

HERBERT DRANE

Box 34

Gonzales, Texas

ATTENTION, PERFORMERS


THE BEBELEHER SHOPS

P. O. Box 196

Indianapolis, Ind.

RENTAL

Single, Twins or Turtles doing 2 or more acts for 2 weeks or 4 weeks on double bill. Available December 25th to January 31st, 1940. Address: B. W. H. and P. A. Office, Ringling Bros. and Barnum & Bailey, 123 W. 42nd St., New York City.

G. B. HUBLER

231 Superior

Cuyahoga, Ohio
WFA Probes Trade Problems, Drop in Race Track Betting At 27th Meet in Los Angeles

**Limitations on Livestock Exhibits Get Lashing**

**Los Angeles**, Dec. 10.—Western Fairs' Association, holding its 27th annual meeting today, was given the不用 decline in race track betting, of which California fairs are a part, at its meeting here since 1941. It is being held at the Hotel Biltmore.

Dr. J. N. Hibbert, secretary-manager of Humboldt County Fair, Youngstown, Pa., and member, San曼宁, San Diego County Fair, Del Mark, hosting as program chairman. Appointment was made to registration and contacting by fair suppliers, including carnival owners. Should the way have been fighting for several years to secure a spot on the opening program, to which he is at the shows. With the spot scheduled for 945 Friday morning, only two weeks from the President's New Shows, and Larry Ferris, Ferris Great Shows—appeared to make a pitch.

Yesterday's morning's session heard a report from the Interim Committee; E. McPherson, secretary of the California Division of Agriculture, which held a segment of California Mid-Winter Fair. The discussion was of the WTA. The news, according to the Harvest Festival, talked on area matters of interest, to be discussed at the Clara County Fair, outlined plans for entertaining fair visitors.

Mr. and Mrs. F. A. Reid, of the Los Angeles area, were at the close of the afternoon session when Mrs. Huddleston, manager of Manager's Outfit, took part in a fair question with emphasis on the donated buildings, and areas from which livestock exhibits could be opened.

Chairman Manne's question and answer period was interrupted by Alfred Elliott, manager of Tulare County Fair, who asked for a limitation on the number of livestock exhibits and that the fair be open to the public. Dr. Elliott also asked to be invited to attend those areas from which livestock exhibits could be opened. He also requested that the show and kill Incentive in youngsters to attend. While on the stand, he took the opportunity to make a call for the "quality" of premises. He said he could see no fairness in the fact that the Cow Palace (San Francisco) could pay $50 top money while smaller fairs could not. (Top money at smaller fairs runs about $30.)

The Tulare manager noted his long experience in the field and asked that if premiums were cut "then let us cut all the way. What Mr. Cotton's well prepared talk was given support and applause.

The afternoon session, before the Elliott talk, had Dr. Hindley scheduled to present A Faree Award. The Annual Dart, Chaff Report; Tom A. Dodge, manager, Fresno County Fair, Racing Comets of Age; Link Pickermash, director, Plumas County Fair, Quincy, A. F. L., and A. S. L. Douglas, reporter, and John Lombaro, president-director, Ventura County Fair, Ventura, as other notable speakers. Mr. A. J. A. Is a Lobbyist. Huddleston's fuses light was treated to, Yo, this Can be a Thrice and Pretty.

Today's closing session was reported to be a meeting of the Western Fairs' Association at the Hotel Biltmore.

The luncheon sessions were held yesterday and today in the Renaissance Room with Dr. Hindley presiding. At yesterday's lunch Jesse Chambers, manager, Santa Barbara County Fair, Santa Barbara, introduced the speaker, Dr. F. W. Links, State assistant director of finance, Sacramento. Manne introduced today's speaker. Tony Whan, president of the Pacific Indoor Advertising Company, San Francisco, serves as associate, maintenance house each day from 5 to 7 p.m.

**FIGHT ON TAX**

**On Fredericton Expo Likely**

**FREDERICTON, N. B., Dec. 10.**

Principal subject considered at the annual meeting of Fredericton, Ltd., held here at the Lord Beaverbrook Hotel November 34, was the tax bill of $7,791.7 which the city has levied on the exhibition buildings.

In February, 1948, all lands and buildings of the exhibition were included in the tax list, at that time Fredericton Exhibition, Ltd., assumed the role of a holding company. Now it appears the city has decided to assess its own property and has appointed the holding company to pay. On the advice of legal counsel, the exhibition group is disregarding the tax bill.

Meanwhile the exhibition directors announce the framing of plans for an annual fair during the week of June 20, the first since 1958. Outbreak of World War II, almost on the eve of the 1929 fair, caused cancellation of the show and occupation of the grounds by military personnel.

The fair park was burned in Nov. 1929, and was later replaced with military structures. At the end of hostilities, the military quarters were acquired by the expansion program of the University of New Brunswick and the park continued until June 30, 1930. The fair directors hope to move in the next 12 months, in which will utilize the military buildings pending rehabilitation of a proper plant.

Election of officers resulted in re-election of C. C. Dudley Forbes as president and F. S. Mundle, a former president and director, was picked to fill the unexpired term. Mr. Dudley's well prepared talk was given over Basel.

**Kalamazoo Annual To Drop Free Gate**

**KALAMAZOO, Mich., Dec. 10.**

Kalamazoo County Fair board has decided to drop its free gate policy this year, and will charge admission for the fair side gate next season.

The move has been made on what charge will be made, but board members said definitely the word "free" will be dropped from the fair's title.

**EARLIER CLOSING**

December 31 and January 7 Issues

On account of the Holidays All forms for these issues will close 24 hours.

Get your NEWS and ADVERTISING in Early.

**Mo. Commissary Told of Drive For Upped Aid**

Seek Third More From State

JEFFERSON CITY, Mo., Dec. 16.—Delegates to the 99th annual monthly meeting of the Missouri Association of County Presidents, here today, were told by Assistant Attorney General, John E. Singleton, this city, was recalled secretary-treasurer. Elected as vice chairman of the state executive committee was J. W. Huffman, of Webbersport, Mo., and Nelson Siegenthal, of Blackwater, Mo.

State Agriculture Commissioner, John W. Lewis, included in his opening address to bring about the increase, pointed out that 171 of the 300 counties of the State participated in State aid, whereas only 70 annually received such assistance in 1945.

Evel Langfitt, the Extension Service's chief fencer of Missouri, John E. Singleton, this city, was recalled secretary-treasurer. Elected as vice chairman of the state executive committee was J. W. Huffman, of Webbersport, Mo., and Nelson Siegenthal, of Blackwater, Mo.

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Meetings of Fair Assns.

Fai Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 17, E. W. (Deak) Williams, manager, secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, December 18, 2-4, William H. Clark, Franklin, secretary.


Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 5-7, William Amerson, Fort Worth, secretary.

Oregon Fairs Association, Meadows Hotel, Portland, January 5-7, Mabel H. Chadwick, Eugene, secretary.

Association of Tennessee Fairs, Andrew Johnson Hotel, Knoxville, January 7-11, Henry W. Beaumond, Memphis, secretary-treasurer.

Ohio Fair Managers Association, Franklin-Wallace Hotel, Columbus, January 11-12, Mrs. Don A. Ditrick, Bellefontaine, secretary.


Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 18-20, V. Hulme, Elberton, secretary.

Western Canada Exhibition Association, Canada Permanent Exhibition Hall, Winnipeg, January 18-21, Mrs. Letitia Walsh, Saskatoon, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18-23, Tom Moore Craig, secretary, Spartanburg.

Amherst's Winter Annual Chalks Satisfactory Gate

AMHERST, N. S., Dec. 10.—On the heels of the closing of the 1949 Maritime Winter Fair here, preparations were started for the opening of the fair's plant's arena for the winter as a hockey and skating center. B. F. Packard, manager of the fair, said the arena is being used as a hockey and skating rink and as a skating rink and as a hockey and skating rink.

For the spring, summer and fall the arena will be available for boxing, wrestling, fairs and banquets, as well as the annual spring livestock show. A box office will be used for the fair's operation.

Carnivals Will Exhibit at Oregon Assn. Conclave

PORTLAND, Ore., Dec. 10.—A fair, managed by a series of carnivals, will be opened on December 10 by the Oregon State Fair, held in the Multnomah Hotel here, January 1-5.

Another highlight will be the competitive displays of premium books, which will be displayed and judged by the various fair members.

Huddleston Repeats as Manager of Placer County 1950 Annual

ROSEVILLE, Calif., Dec. 10.—Contrac for Nic Huddleston to manage the Placer County Fair in 1950 has been obtained by the annual fair board. Mr. and Mrs. Huddleston have lived in the county for many years.

WANT HIGH-CIRCUS CLASSES

For our 1949 fair, our circus classes were a great success. We want them again. Send us your names and numbers, and we will have the best fair this year.

WILLIAMS AND LEE

446 HOLLY AVE.

ST. PAUL, S. MINN.
CARNIVALS
Communications to 188 W. Randolph St., Chicago 1, III.
December 17, 1949

CARNIVAL EXPRESS!

Serfass Will Rebuild Org

37 trailer-trailers, 16 rides, 12 shows lost in blaze—
only 20% insurance

CARTHAGE, N. C., Dec. 10.—A $200,000 fire leveled the tobacco warehouse of the Penn Premier Shows here Tuesday night (6) and destroyed all of the org's equipment. Owner Lloyd D. Serfass said that not one item of equipment could be salvaged and that his fire insurance coverage amounted to only 20 per cent of the equipment's value. In a matter of minutes the blaze was out of control and much of the loss of show property was considered complete within the hour. Serfass reported that he lost 37 trailer-trailers and equipment for 12 show units. The rolling stock was all virtually new, with some of the trucks having traveled less than 1,500 miles. None of the show units were covered by insurance. The rides of some of the show units were only partially salvaged.

Also lost in the blaze was a custodian's trailer owned by Harry Stevens, Jack Chickering and Robert Coon, a trailer-trailer containing 12 show sets owned by Leon Berstein, Miles Dietrick's house trailer, an uninsured Roll-a-Whirl owned by Al Smith and a pickup truck owned by Red McGee, the org's transportation manager.

The warehouse, which contained about 40,000 square feet of floor space, was constructed of wood. Almost the roof was tared, show execs credited it as a relatively safe structure.

Serfass said that his 1950 fair route was virtually set and that many of the execs of his contracted bands had already arrived at the fairgrounds of their various plants for rebuilding. Serfass was on route to Ronceverte, W. Va., at the time of the fire and was not contacted until long after the blaze had been brought under control. The org had gone into quarters here only a few weeks ago, after what Serfass termed a "fine season." The shows' fair dates held up and the still dates were good.

The Serfasses only recently completed and moved into a new home at near-by Sanford.

Joe Lawless, Cookhouse Op,
Dies in Winnipeg Hospital

WINNIPEG, Dec. 10.—Joe Lawless, veteran carnival cookhouse operator, died Tuesday (6) in Victoria Hospital here.

He started in the carnival business in 1924 with a small show and two years later joined the Conkin & Garrett Shows which later became the Conkin-Cookhouse and privilege car for seven years. Lawless left this position to become manager of The Canadian Railway News, and in 1940 joined the Z. J. Casey Shows where he operated two cookhouses until 1947.

This past season he was with the Stanger Shows.

Haiti Expo in Auspicious Preem;
Sample Biz Indicates Okay Run

(Continued from page 56)

Astronomers were doubtful that the play would hold up through the run of the exp, or even a major part of its population, and the 5,000,000 mark per capita in- come is low. However, Haiti's money is not considered worthless with the living and operating expenses for show personnel being very cheap.

French Personnel

The bingo and other units are using French-speaking personnel since that is the national language. All concessions are permitted to work for money prizes. The bingo is billed as a big percentage for singles each with a $1 prize. Special air flights at reduced rates are expected to boost the attendance of American visitors. The event has been well publicized through those parts of the United States from which Florida gets the bulk of its tourist trade. The plant is lavish and it is expected that word-of-mouth plus from returning visitors will boost the influx from the United States.

The amusement section is set in a grove of palms. An open air theater and its cover, built in the form of a giant piano, is bordered by a water conservancy.

Programmed events include concerts, fireworks, woodoo presentations, regattas and sports events. Foreign pavilions include those of the United States, Pan American World Airways, Argentina, Italy, the Order of Malta, Near East Nations, Panama, Guatemala, Cuba, Uruguay, Religion, Somalia, France, Antilles, Curanzo and Jamaica.

The City of Kraft presented a special chapel and the United Nations also will be represented.

Ferris Snares Imperial Fair

IMPERIAL, Calif., Dec. 10.—Ferris Greater Shows have been inked to play the annual California Mid-Winter Fair hereon to May 3 inclusive, D. V. Stewart, Ferris exec, announced, announcing that the fair was signed at the recommendation of the board of directors. Ferris, 11 shows plus the Big Shows, which played the date from 1939 to 1942 and in 1948-1949.

Ferris will move in two groups of riders for the annual, with a Kiddie-land being installed near the main gate.

O'Brien Planning Freaks for Revere,
Old Orchard in '50

REVERE, MASS., Dec. 10.—Bill O'Brien, vet side show opera-
tor, announces that he will again operate units here and at Old Orchard Beach, Me., in 1950. He operated the only Side Show on the beach the past season. His Old Orchard unit was managed by Jennie Fraser. Excellent business was reported for both units.

The operation of two units makes it possible to rotate the acts and choose the best of the regular patrons. Several independent units and the canvas are also planned for 1950. Col. Lew Dean again is available after a lengthy hospital-ization.

O'Brien's 1949 year featured Laurelene, the man with the revolving head; Bill Shaw, human pinhead; Electra; Snow pinheads; Tommy Green, magic and mind reader; Jewell, blader; Prisco, Shirley and Kittie Lee, animal act; Laurettes, two-headed lady (Jimmy Rimm); Sweet Prince; Count Count, Tiny man; Captain Brown, fire eater, Bebeufette, frog boy and Col. Max-

ILLINOIS: "WA$ To Fight
Anti-Outdoor Show Actions"

Officers Re-elected

LOS ANGELES, Dec. 10.—Alerted by the nearness that Assembly Bill 3168, recently passed in California last summer, members of the Western Showowners' Association (WSA) leaned themselves to a future legislation that would sound a "legislative kill of outdoor carnivals.

Meeting during the Western Fair Association gathering here, WSA re-elected 1949 board members, including president, Milroy Martin B. England, secretary-treasurer. Also other officers named to serve again include: Mike Krebassy, West Coast Shows; Salooner, Ferris and Martin E. Byrd, Pacific Exhibitions; Dean W. Smith, W. T. B. Keen and J. D. Cooper, W. T. B. Keen. General counsel. Louis Stern, Peluck and Brown and Jack Cooper, senior vice-president.

Yesterday's meeting (9) was the second meeting of several attempts to get the showmen together. An attempt was made in San Francisco November 23 when only 16 members, McCloskey, of Centennial Greater Shows, and W. W. Keen attended. The Golden West Shows, attended, Thursday's meeting failed to bring out the WSA members and it was decided until yesterday that Cohn was successful in getting them together.

Carnival touring committees, including Larry Ferris, Ferris Greater Shows; Albert Ward, Ferris Shows; John Ronceverte, Louis Ferris Shows, and Bob Schoonover, California Ferris Shows, again named Orville N. Cohn, W. T. B. Keen, Ferris and England, as president. Other officers named to serve again include: Mike Krebassy, West Coast Shows; Salooner, Ferris and Martin E. Byrd, Pacific Exhibitions; Dean W. Smith, W. T. B. Keen and J. D. Cooper, W. T. B. Keen. General counsel. Louis Stern, Peluck and Brown and Jack Cooper, senior vice-president.

McClures reported that this was the time to hand together to watch for adverse legislation. Citing Assembly Bill 3168 as an example, he said that showmen could do nothing to stop legislation.

The West Coast showmen said that carnival owners need not fear that WSA members are afraid of the 1949 legislation.

The Amusement Association of California was formed to fight against the legislation and establish five members of the Legislative Advisory Committee to fight against the legislation and establish one member for each organization.

Cohn and other members, suggested that the group go after those who opposed the bill. Cohn and other showmen had done against the 1936 legislation. Art of a similar nature was against the legislation and urged the club work to have it abolished.

Three meetings for 1950 were set, Dec. 14, Dec. 21 and Dec. 28, at Cohn's San Francisco office (625 Market Street) and the second third will be held a day or two of the WSA gathering, wherever that may be. By-laws are being drafted and will be read in next meeting.
MISSOURI FAIR CONVENTION PULLS RECORD TURNOUT

JEFFERSON CITY, Mo. Dec. 10—A record attendance was reported at the annual convention of the Missouri State Association of Fairs and Agricultural Exhibitions at the Governor's Hotel here Wednesday and Thursday evening. The total attendance was estimated at 1,500, a new high for the convention.

This year's convention was greeted with unusual enthusiasm by the Missouri Fairs. A new attendance record was set for the first day, and the crowds continued to grow throughout the week.

The convention was held in the Governor's Hotel, with the keynote address delivered by Governor Francis C. Walker. The Governor spoke on the importance of fairs and agricultural exhibitions in promoting agricultural progress.

The convention included a variety of workshops and seminars, with topics ranging from agricultural economics to modern farm practices.

The convention ended with a banquet, where guests were treated to a sumptuous meal and a speech by Governor Walker. The banquet was a huge success, with a record attendance of 300 people.

The Missouri State Association of Fairs and Agricultural Exhibitions will hold its annual convention next year in Jefferson City.
Theatre Loop, Cherry 1.23

Mr. and Mrs. S. Roy have been booking concessions with James H. Drew Shows for 1950... John Page, who is wintering in Chicago, is assisting on his Side Show and Motorhome with Pioneer Shows for next season... C. Joe Bennett, owner, Royal Empire Shows is in Lincoln Hospital, Detroit... Mavis Geary, Missouri concessionaire, is at Miami for the winter.

We often wonder how the early day dancing girls did their work without having a baby-sitter in their living tops.

Quinn: Notes: E. J. Floyd has been handling some special edition paper work with a small crew thru the usual campaigns for the travelling midway. He has been on the road for the past two years.

The Bond Shows, is at Miami and is planning to winter in Mobile, Ala.

When an agent advises another agent that he has no intentions of trying to make a few dollars, you'll notice a world of charm in his eyes.

Carnival Rides Play Md. Holiday Doings
Savage, Md., Dec. 26 — Five Coleman Bros. Shows, which are operating in the Holiday Show portion of a former factory building here by the local midway operator.

The doings feature Santa, lighted and trimmed con

December 17, 1949

The Billboard
national Showmen's Association

NEW YORK, Dec. 20—Today, the biggest social events of the season have been successfully concluded. First was the annual meeting of the American Association of Showmen at the Faircliff Cemetery, Sunday. Here, all graves were dedicated and services were held.

At the same time, Chaplin Fred C. Murray, Second Vice-President, announced the nomination of President Frank Bergen and Mrs. Bessie Winter for re-election to the Executive Board. Monday, (21), at Leon and Eddie Third was the annual election of officers and chairman for 1952, by the installation of President-Elect Frank Bergen as Chairman at the installation meeting, to be held the following Tuesday

Contributions from the Indian Clubs and Motion Pictures have been received from the Broadway Shows, I. T. Shows, Inc.; James E. Strates Shows, O. C. and L. Shows, M-G-M Shows, and Combined Shows. This year's showhome benefit will be held on the night of November 10. A successful benefit was held at the Italian Opera House on Saturday, November 7.

Members of the nominating committee were:

Charles W. Munn, G. A. W. and Harry Seery.

Officers present at the Monday (22) session were Joe Krug, vice-president; Larry Perri, vice-president; George Lafave, George Lauerman, Louis Leso, Moe Levine, Louis Levine, and Leon Mandel, secretary. The meeting was called to order by President Paul Marlin, Tour of Duty Inc., for the fourth season. The unit plays Long Island. Saturday's six were moving to Miami for a brief vacation.

Archbishop of the Archdiocese of New York, the Rev. Michael Cardinal Anthony, was introduced by President Frank Bergen and Mrs. Bessie Winter for the installation meeting, to be held the following Tuesday

Recent visitors were Nicholas Angiello, Sam Torres, Max Levine, Saul S. Friedgewald, Fred H. Babcock, Ben Hoff, Charles Rubenstein, Adolph Ehrman, John McCormick, and all the members of the committee. A large number of requests were received from the President-Elect Frank Bergen and Mrs. Bessie Winter for the installation meeting, to be held the following Tuesday

Ladies' Auxiliary

The annual meeting of the Auxiliary was held at the Italian Opera House on Saturday, November 7. The Auxiliary officers for the coming season were installed, and the first order of business was the election of officers. The Auxiliary has been successful in the past, and is expected to continue its good work.

Attention, Committees

Attention, Officers will take place

Wednesday, November 10.

The New Penn Premier Shows will positively be the greatest motion picture show on earth

Wanted to hear from Working man in all departments, something happened at Pearl Harbor eight years ago. From that tangled mass grew one of the finest islands in the South Pacific. We are going to hold another show, one that will be truly national. We positively guarantee that by April 1, 1950, we will roll out of our new winter quarters with a complete show that will be the envy of every showman in the world.

We positively guarantee 20 new, modern rides, 12 gigantic shows, 4 giant light towers and 2 searchlights.

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The New Penn Premier Shows will positively be the greatest motion picture show on earth

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Ohio United Showmen’s Association 156 Tuscarawas St., W., Canton, O.

CANTON, O. Dec. 10—Vice-President Mike M. Titus presided at the Monday (28) meeting, assisted by Earl Fousight and Treasurer L. A. Huffer. Among those in attendance were V. S. Scott, Sr., V. S. Scott, Jr., W. T. (Bill) Powers, Carl McClelland, James Harris, Larry Maloff, Charlie Heineck and Leland Bryan. The meeting was called to order and the minutes of the last meeting were read. The secretary’s report was read and approved. The treasurer’s report was read and approved. Several nominations were made for officers and for membership. The floor was open for questions. The next meeting will be held on Jan. 17.

Michigan Showmen’s Association 3153 Case Ave., Detroit

DETROIT, Dec. 10—Nath Goldfinch, first president, entertained at the Tuesday (6) meeting. Sam (Pork Chops) Gensburg, children’s Christmas party chairman, reported that all children are expected to be entertained. Max Kahn, banquet and ball committee chairman, announced that the show will be held on Jan. 28 at the Masonic Temple. Hazel Stiel, orchestra chairman, announced that the show will be held on Jan. 28 at the Masonic Temple. Hazel Stiel, orchestra chairman, announced that the show will be held on Jan. 28 at the Masonic Temple. Hazel Stiel, orchestra chairman, announced that the show will be held on Jan. 28 at the Masonic Temple.

The Michigan Showmen’s Association announced it would hold its annual lucky party at the Costes Hotel, Friday, December 30.

Hennies Bros.

SHOWS World’s Newest and Largest Midways

WANT FOR SEASON OF 1950 8 STATE FAIRS

An Outstanding Monkey Show—Any Worthwhile Grind Show.

HAVE FOR SALE

Reason, replacing with new rides

10-Car HEDLEY RIDE—A-1 condition—priced right.
24-Seat CATERPILLAR RIDE—good condition—CHEAP FOR CASH.
20-Seat RIDE—NEW—manufacturer’s cost.

Complete Horseshoe Sling Set with all rigging, built by Teichner Studios.
Cost $125.00. Used only 10 weeks. Price now $125.00.

All address: HARRY W. HENNIES, Mgr.
Hennies Bros. Shows, Box 414, Hot Springs, Arkansas

GRUBERG WORLD’S FAMOUS SHOWS

BOOKING NOW FOR 1950 SEASON SHOWS, RIDES AND CONCESSIONS

S. gruberg, Santa Fe, N. M., and Atlantic City, N. J.

Weekly shows in school districts. Will play two weeks.

WANTED: Gifts—on an experimental—now for Casino and Boarding Home service.

WANTED: Motive Drive Riders. Must have experience. Also Lady Riders. Write for full details.

WANTED: Concession. Entire Grind Shows of all kinds. Fish Pond, Reel-Land, Etc. All kinds of any kind. Will take any kind of a deal. Call on us! Call on us! We are going to build another Grind Show. Call on us!

WANTED: Concession. Entire Grand Shows of all kinds. Fish Pond, Reel-Land, Etc. All kinds of any kind. Will take any kind of a deal. Call on us! Call on us! We are going to build another Grind Show. Call on us!

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Local Tax Puts Skids Under Milam’s Trade But He Fights Back With Party Date Plans

Mulls Idea of Moving Equipment to Another Town

WASHINGTON, Pa., Dec. 10—How unfair, one skater observed, to have the smoker to the operation of an otherwise profitable roller rink operation is illustrated in the predicament in which Cecil Milam, operator of Arena Recreation Center Rink here, has been thrust.

Faced last spring with the prospect of a local 10 per cent tax on amusement admissions with which the city hopes to supply recreational facilities for children, Milam appeared before city council to vigorously protest the proposal which, along with other admission taxes, placed a 30 per cent burden on his gate. His efforts, however, were unsuccessful and council passed the law on April 9. Thus Milam and other local amusement operators are, in effect, supplying the funds with which the city will offer competition to established amusement enterprises.

Taxation Pinches

As a result Milam has had to cut corners and drastically reduce his admissions price structure downward so that he does not price himself out of business. Thus the cream of Milam’s business—the portion of income that spells the difference between a good or mediocre season—has been taken from him. Milam plans to give his revised rates a trial. If he cannot operate at a profit, he says he will rent his establishment as a warehouse and move equipment for operation in some other town that offers a better chance for business survival.

In a recent letter to school and church club sponsors of skating parties, Milam explained his predicament and asked their co-operation. “We are not opposed to the recreational program,” his letter stated, “but we are opposed to the method of collecting from only the amusement industry which is now taxed 30 per cent of gross receipts. Naturally we have had to make cuts in operating costs, as well as reduce our skating price from 65 cents to 50 cents, having in mind that by reducing our admission price, we will increase our attendance. Therefore, I have asked for the full co-operation of the schools, churches, etc. It will become necessary to ask the organizations to take a cut on their percentage. We will try to keep the same high standard of operation as in the past and feel that it can be done if we have your co-operation.”

Effective September 1, Milam adds:

(See TAX HITS on page 68)

RSROA Accepts 9 New Members

DETROIT, Dec. 10.—Approval of nine new members has been voted by the Roller Skating Rink Operators Association (RSROA), according to Fred A. Martin, secretary-treasurer.

The new members are:

Marvin Christianson, Fair Lawn Roller Rink, recently opened in Carthage, Ill.

Paul S. Godfrey, East End Roller Rink, Albuquerque, N. M.

Claudia J. Lowe, Love’s Roller Rink, Birmingham, Ala.

Charles H. Fuess, father of Roger Fuess, skating champion, who recently took over the Lima (O.) Roller Rink from Al King.

George H. Brewerton, Rollerland, Exhibition Park, Vancouver, B. C., largest rink in Western Canada.

Bremerton formerly operated rinks at Lethbridge and Calgary, as well as Moonlight Roller Rink in Vancouver.

He and his partner, Dr. F. M. Hall, plan to make advanced skating an important part of activities at Rollerland. Larry Magee has been named manager.

Charles V. Burks, Rogersville (Mo.) Roller Rink.

Edward Hershenson, who brings the roller Bowl, Chicago, back into the RSROA after a five-year layoff, Jack Mays, formerly an RSROA top champion, is teaching. This rink has also been added to Bob's roller panel chapter, because it has an unusual number of calipers eligible to apply for commissions.

Lester F. Dodtittle, a new operator, once San Leandro, Calif. Don Bomley, professional, and former RSROA operator, is teaching at Rol-

larena.

William C. Cusselman, who recently took over Senator Rollerdrum, North
cramento, from Francis A. Nichols, who has retired to live upon his ranch.

Jones Announces Dress Line, Chi Show, 2 Staffers

PITTSBURGH, Dec. 10.—To meet a demand by rink operators, the Johnny Jones Jr. rink supply firm here is offering a complete line of skating dresses, skirts and tights.

Two men have joined the enlarged Jones staff, it was announced this week. Now serving the rink and dealer trade is Harry Portugal, well known in rink circles and for the past 12 years president and general sales manager of Rollaway Skate Company. Portugal has no assigned territory but will call on the trade at large. Also joining is Ira Hix, formerly associated with the Roller Skate Institute of America. He will cover Eastern United States.

The Jones firm also announces a preview showing of new Hyde Gilash, Chicago, and Cleveland and Arrow line which was scheduled January 23-26 at the Sherman Hotel, Chicago. The firm expressed hope that all rink owners, managers and sporting goods dealers in Chicago at the time will visit the showing of the newest in skate, shoe, case and accessories line.

EARLIER CLOSING

December 31 and January 7 Issues

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

Get your NEWS and ADVERTISING in early.

New 1950 Model with Sensational “Snap-Back” Action

“CHICAGO” FLEX-I-FLOTE

FLEX-I-FLOTE

Patent Pending

Free Floating — Double Action

Cross Section Shows New Features

A—New design Housing Nut with a strong full thread that locks securely to the hanger.

B—Ball and Socket joint securely pinned.

C—“Snap-Back” Action controls the floating movement of Action Screw.

D—Rubber, cushions heavy blows to ball and socket joint in hanger.

E—New design Rubber helps truck to return to center position.

F—New design insert and Lock Nuts, allows free truck movement and also brings truck back to center position.

Now you can have NEW and EFFORTLESS skating pleasure on “CHICAGO” FLEX-I-FLOTE, the easiest rolling and smoothest skate ever offered.

FLEX-I-FLOTE allows FOUR WHEEL TRACTION on sharp edges and you don’t have to fight the action.

FLEX-I-FLOTE trucks are cushioned to provide FREE FLOATING flexibility. Their vertical action is the garments light weight or heavy dress that allows proper “ROCKER-ACTION” at all times. “CHICAGO” now has the most complete line—the regular rink skates—the DANCE SKATE—the NEW Velvet Tread—and now the FLEX-I-FLOTE with 100% action giving you the choice of any action you desire.

Write or wire for full information, prices, etc.

CHICAGO ROLLER SKATE CO

4427 WEST LAKE STREET • CHICAGO 24, ILLINOIS
Anti-Slump Promotions Keynote N. Central URO Muskegon Meet

MUSKEGON, Mich., Dec. 10.—Need for every operator to go all out for promotional ideas in order to ride out the present box-office slump keynoted an informal discussion of business and promotional ideas at the December 5 North Central division meeting of the U. L. T. O. held at Perry B. Gilse's Curvecrest Roller Rink here.

The business discussion was preceded by a talk by Vivian Heard, manager of the National Academy for Roller Skating Teachers, Detroit, who explained the aims and methods of the Academy. Her address was illustrated with demonstrations of teaching methods by two of her students. Also present at the meeting were a number of manufacturers and representative distributors of various types of sound equipment and tape recorders, cleaning equipment, skates, ring and associated accessories.

Dinner at a downtown restaurant divided the meeting. During the evening discussion operators also tried and discussed several new skate dances for general skating season use.

The following attended the meeting:

Guy Saulsbury
SPICER, MINK.

Stacouts, Scotts Enroll in URO

MUSKEGON, Mich., Dec. 10.—Two rinks have been added to the membership of the Michigan Roller Skating Operators, it was announced this week at URO headquarters by Perry B. Giles, association president.

Swartzout's, Valparaiso, Ind., operated by Mr. and Mrs. Robert C. Swartzout, and Scott's Rink, Quincy, Ill., operated by Mr. and Mrs. Albert S. Scott, are the additions. Swartzout's rink, now under construction, is expected to open in late January at Quincy.

Brooklyn Racers Lay a Goose Egg

BROOKLYN, Dec. 10.—A disappointingly sparse gallery showed up last night at Empire Coliseum in a program for the first three-team U. L. T. O. road meets for the 1949-50 season, conducted by the newly organized RSRO Speed Skating League of Brooklyn.

The home team, league leader, ran away with honors to the tune of 17 points; Orange, 15 points; Eastern Parkway, 3.

Reason for the small crowd was difficult to explain. A previous dual meet at the roller had packed them in.

Iowa Coin Beats Hot Rural Rhythm For Chas. Ludwig

CARROLL, Ia., Dec. 10.—Chas. Ludwig, manager of Lakeland Roller Skating Palace here, is looking forward to another excellent season based on his prediction: on prospects of Iowa farm families, from whom he draws the bulk of his trade, and high rates of production for scattered operations in the state. Iowans have money and are spending it, indicated by Ludwig's report of excellent skate sales and accessible credit.

Nationally, Ludwig sees good business for the live operator who is willing to offer inducements that will attract customers will wind up being the winner in season's tight sale.

Pointing to the need of continual promotion activity by a rink owner, Ludwig mentioned the popular skating act and some non-skating act that are in the area. At other times he stages prize skating contests or parties with the usual activities, concerts and novelties, with such events. Roller booper presented regularly between acts when the Carroll roller is near-by town. The Carroll Roller Rink also stages amateur-motional activity, says Ludwig, is now in rehearsal for its annual fair.

Thugs Get 1G at Chi Bowl

CHICAGO, Dec. 10.—The Bowl, operated by Edward Henderson, was hounded by 100 or more recent burglars. The safe was robbed in the usual way with a hose to rip out the burglar.
**COIN-OPERATED MACHINES, SECONDHAND**

Large list of secondhand coin-operated machines. Bargains will be found on page 17 in this issue.

**AMUSEMENT PARK OPERATORS—SUB HITS**

Now improved, fully automatic. Baseball, Football, Dinner Bell, Roly Poly, Seuss, Chicago, Keystone, etc. Excellent condition. 80 to 100. Call $20.00 each. David Twait, Milwaukee, Wisc.

**BUSINESS OPPORTUNITIES**

**AMUSEMENT OPPORTUNITY OF LUXE**

Outdoor; should take in $5 per hour per unit with 3 meals a day. Excellent location. Bring your own equipment. Can be run by women. Own equipment for 25 per cent. 156 N. Sixth St., Chicago, Ill.

**BE A SHOWCASE WRITER. LEARN AT HOME**

Making a good living at home. Worldwide opportunities. Makes sales very first week. Write Mrs. J. M. West, Bluebird Cottage, 892 Main St., Wayland, Mass.

**CARDBOARD MAIL BOX**

For sale very good condition. Box 156, Peoria, Ill.

**COMPLETE EQUIPMENT FOR CASH PUNCH CAVES**


**FREE HIRE AUDIO-FILM RENTAL**

Apparatus, sound and screen, 300 ft. reel, $30.00. Write, P.O. Box 232, Oakland, Calif.

**FOR SALE**

**SECONDHAND GOODS**

**AMUSEMENT BARGAINS—NEW AND USED**

Sports, etc., for sale. Write, P.O. Box 102, New York, N.Y.

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**THE MODEL and the MOUSE**

ENTERTAINMENT OPTICAL ILLUSION

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

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

**TERRIFIC REORDER ITEM**

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**NOTICE**

Hot item for specialty salesmen to supply shop rooms, gas stations, nite clubs, etc., as last minute Xmas and New Year souvenirs.

**DISTRIBUTORS, WRITE**

The Original Snake Keychain

NEW LOW PRICE!

PER DOZEN IN POPULAR NICKEL PLATE

Sure fire hit for sales and pricewise. Medium size. Ideal for salesmen. Choice of Finish or Design Snake chain in either Nickel or Tassel finish. Sold in dozens lots only. Subject to 25% Federal Tax if not for resale.

HAGN

JOSEPH HAGN COMPANY

Wholesale Distributors Since 1915

235 West Madison St.

Chicago 4

**FREE MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES**

Made of woven—using or odd, or $1.00 ready to sell on special price. Every-thing ready to make. Your cost only 3c; sample price 20¢. Only 2¢ per item. Send 50¢ deposit for each 100 samples. We pay all transportation charges. Charles Goodspeed

45-19 42nd St.

New York 1, N.Y.

**MINIATURES of nationally famous beverages**

Order now

H. Epstein

37 East 22nd St.

New York 10, N.Y.

**ARMY AND NAVY NEEDLEBOOKS**

Crissies

Sewing Needles

Envelope

At Last! The Right Price

ACME PREMIUM SUPPLY CORP.

1111 South 12th St., Louis 4, Mo.

**THE ORIGINAL Snake Keychain**

NEW LOW PRICE!

PER DOZEN IN POPULAR NICKEL PLATE

Sure fire hit for sales and pricewise. Medium size. Ideal for salesmen. Choice of Finish or Design Snake chain in either Nickel or Tassel finish. Sold in dozens lots only. Subject to 25% Federal Tax if not for resale.

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At Last! The Right Price

ACME PREMIUM SUPPLY CORP.

1111 South 12th St., Louis 4, Mo.
FREE! FREE!
WHOLESALE CATALOG!

NEW!
AMAZING ELECTRICAL DOG ACTUALLY RESPONDS TO THE HUMAN VOICE!
- Operates on regular 110-volt flashlight battery easily replaced.
- Dog barks when a caller sets the apparatus off.
- Sparky the poodle is unbreakable.
- Individually packaged in attractive cartons.

F.O.B. DETROIT
$15.44
25c, deposit with order; less by cash payment.
Sample $2.00 Postpaid
CASH IN NOW!

GEM SALES CO.
DEPT. H, 133 WOODWARD AVE.
DETROIT 26, MICH.

EMBASSY PATTERN
32-Pc. SERVICE FOR SIX

MUSICAL INSTRUMENTS,
ACCESSORIES
BAND ORCHESTRA-WANT YOUR ORGANS TO
PLAY the best? Send it to West Coast Organs.
Refine it, doctors them, and play them with
Call. Only specialists to U.S.A.

CURTIS-GENUINE ENGLISH MADE,
new lustrous professional model, mahogany.
English Dulciana-Chrome Finish, E. Harvey Smith, 1125 Draper, Cincin-
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PARTNERS WANTED
WANT-GIRL PIANO ACCORDION PLAYER
Necessary to personnel. Will pay Hawaii, Japan, China.
To play for large talent opportunities. For skilled

PHOTO SUPPLIES
DEVELOPING-PRINTING
CHRISTMAS CARDS MADE FROM YOUR
favorite photographs: 9 for $1; 50 for $5; and
upwards. Popular prices. Congratulations, Leesville, 325 River-
side, New York 25, N. Y.

DOMINO PHOTO UPHOLSTERY-ALL USED
spare parts ready for immediate use.
Display extra colors, $1.10 each.

ROHDE SPENCER CO.
223-225 W. Madison St.
Chicago 6, Ill.

PERSONALS
PERMANENT MAILING ADDRESS FROM
S.-ANGELA A. CO.

FOR IMMEDIATE DELIVERY
HIGHLY POLISHED, ELECTRO PLATED
- Identification Bracelets
- Pins
- Guard Pins
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- Buttons
- Angel Ice Cream Containers
- Write for Catalog now
- Jewelry, Ice Cream Containers
- 25% Deposit with Order, Balance C.O.D.

EARL PRODUCTS CO.
3039 E. 13th St.
Chicago 33, Ill.

FOR SALE...
MINOGRAPH PAPER, 50c lb., 500 lb. box.
LOWER WINDOW CARD PRICES-FLASHING
MARKS, 15c each.
NEAR-GRAVURE EMBOSSED LETTERHEADS,
flashy design, silver, copper, gold, paper or
enamel. Samples on request.
LACE-TIN POSTERS, 25c each, 100 envelopes
and 100 envelopes.
SILVER-PLATED FLATWARE, 100 Envelopes
and 100 envelopes.
SALESMEN WANTED
A-1 MEN OVER 40-MAKES A FORTUNE, NO
experiences necessary. Fancy offices. Various
areas. You will receive a fortune. Principal
3-663-2.

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Pipes for Pitchmen

By Bill Baker

McCap, managers; Billy Weilstein, Young Andy, Princess Sandra, Pro-fessor Isaacson, Sol Addis, Doc Ruby, Kid Mark and Doc Otto.

The most in mind generally achieve the best.

FREDDIE STEWART

Following a successful stint in Madison, N. C., with med. left for a location in N. C. C.

You can come by plenty of shekels if your dealings with your tip reel carry with congruity.

JACK WILSON

is still handling stock sales in North Carolina with his med layout to reported good takes.

Best time to start worrying about the fall run is when you open in the spring.

THE JIM OSBORNES

are reported to be getting the needed woodick at Mt. Airy, N. C.

Which of you boys and girls changed from your regular lines to gift novelties for the holidays?

GEORGE LUNSFDOR

is still holding the long working stock sales in North Carolina on the pipes.

THOMAS A. ROMANK

well known in pitch circles, is a star- rant runner in the navy. Latest re-port is that he is engaged in a library of the Sixth Tank Fleet.

Who was it that once said: "When a mad show plays the sticks its encore play in the upcoming tours."

H. R. DAY

pipes from Walnut Cove, N. C., that he closed his med show in Washington.

The show will open in theaters with magic and mental act beginning at Springfield, N. C., December 12. He's booked by the South unit and is a major with the Fourth, N. C. The show has grown into a big success since it started four years ago. Personnel includes Mickey and Ethel

SAVE ON XMAS SPECIALS

HURRY HURRY ORDERS

FILLED SAME DAY RECEIVED

Ladies' Rhinestone Case Watch

Men's Watches

Men's Watches

Pocket Watches

Joseph Bros.

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Complete Assortment of Jewelry

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- 3-Pc. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVERS
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

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CHICAGO, ILL.

New Engraving Jewelry Catalog

Now Ready

Send for Your Free Copy Today

Bundled Jewelry Sets

SALEBOARDS - Communications to 188 W. Randolph St., Chicago 1, Ill.

SALEBOARDS Sidelights

Roy Galentine, Galentine Novelty Company, South Bend, Ind., reported good order news last week, adding that the big thing with Galentine is still the Lucky Luke Jack deal, which started off in a big way and is now on counters over the country. Manny Guttmann & Associates, Chicago, reports its ash tray and table lamp board premiums are doing well under their new dealer promotion. With the Comic Bowler and Ball Thrower ash trays getting good board player reception, Guttmann says an even stronger demand is being placed on his Wally Maid lamp, and attributes this to its "elastic dance action."

EXCEPTIONAL HEAVY DEMAND FOR ALL TYPES OF BOARDS IN THIS WEEK'S FEATURED LINE IS REPORTED BY GARDNER & COMPANY CHICAGO. PRODUCTION IS SAID TO HAVE REACHED NEW PEAKS FOR MONEY, MERCHANDISE, TRADE, AND OFFICIAL HOUSES TAILORED TO SPECIFIC REQUIREMENTS. OVER 3000 JOE ROBINSON ORDERS CONTINUE TO BE FILLED IN TOP TEMPS WITH THE SALES promise for the holidays showing strong demand. SUCH NEW BOARDS AS "GORGEOUS, HOT NUMBER THREE-WAY THRILLER," IN THE MONEY BOARD LINE, ARE AMONG THE LEADERS, JOE STATES.

USED COIN-OPERATED MACHINES


CHESER POLLARD GOLF, ETC., Cigar, Air Raiser, Kannon, $3.95; Ball Machine, $4.95; Cigar, Cigarette machine, $5.95. Offered to dealers and mail orders. J. E. Roche, P.O. Box 118, Rochester, Minn.

CIGARETTE MACHINE - WINTER SPECIALS - Large credit or镜 and mirror stock; Quarter conversion and all automatics. Ideal Vending Company, P.O. Box 399, Pottsville, Pa., 4.95.

SALEBOARDS - JAR-O-DO TICKETS

WHOLESALE PRICES TO ALL

SEE JAY SALEBOARDS - JAR DEALS - BOX DEALS

BINGO TICKETS - RED WHITE BLUE

LUCK 7 - SPINDLES - REBILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR

CAROL SALES COMPANY

512 E. Market St.
Elmira, N. Y.

PUSH CARDS


W. H. BRADY CO., Mfrs.
Est. 1914
Chippewa Falls, Wis.

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Novelty Games Hit Jackpot

Manufacturers Adding More Models as Production Lags Far Behind Operator Demand

Pinball Units Still Hub Around Which Biz Revolves

By Tom McDougal

CHICAGO, Dec. 10.—With virtually every major amusement game manufacturer already producing a shuffle-type game or planning to follow this new trend in the industry, it is a foregone conclusion that these novelty games have established a new approach to design in game playfields and will probably be the basis for future developments. The strategy of the combination shuffle-bowling games craze has swept the nation, and, so far, at least three firms have pointed out that five-ball games remain the hub around which amusement game play revolves.

Significant in the success of shuffle novelty units has been the fact that all of these units have been able to produce a large number of games at a high rate of speed. As a result, many of these firms have now come out of retirement and reactivated their Automatic Equipment Company's, which was learned in this week by David C. Rockola, firm president. Initial game to be turned out under the new program is Shuffle-Lane, a shuffleball, novelty type unit, which is now being offered by several manufacturers.

The new game, according to Rockola, incorporates several new features and improvements over other shuffleball-bowling units. Included are raised playfields to permit a truer shuffleball technique, gutters to simulate bowling play, and a slide-out mechanism designed to simplify repairs, de luxe luxury models, and super deluxe units.

Rock-Ola Re-Entrys Game Biz; Shuffle, Phono Outline Holds

CHICAGO, Dec. 10.—The Rock-Ola Manufacturing Company, which has been concentrating on colorplatedographs and shuffleboards in recent years, is starting a new amusement game program, it was learned this week from David C. Rockola, firm president. Initial game to be turned out under the new program is Shuffle-Lane, a shuffleball, novelty type unit, which is now being offered by several manufacturers.

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21 Chrome Bell Set for Output By Bell-O-Matic

CHICAGO, Dec. 16.—Bell-O-Matic Corporation, world distributor of Mills bell products, has started deliveries on the 21 Chrome Bell, custom-built version of the 21 Bell. A de luxe unit, the 21 Chrome Bell has a solid chrome front and lighted oak sides. The mechanism of both models of the 21 features an end board for 21, which exceeds the value of the jackpot. Both 21 units also give major awards for three melons and three bars.

The standard 21 Bell has a hammer-finished red and blue cabinet.

Rock-Ola Re-Entries Game Biz; Shuffle, Phono Outline Holds

Rock-Ola Re-Entrys Game Biz; Shuffle, Phono Outline Holds

F. Engel Makes Comeback; Goes To Distrib Biz

PHILADELPHIA, Dec. 10.—Frank Engel was chief engineer and operator, has come out of retirement and reactivated his Automatic Equipment Company, which was learned this week. A Seeburg distributor since 1938, he retired in February of this year. He will operate in Pennsylvania phonograph operation.

Back in business on the distributing front, Engel is now operating a U. S. Woodcraft's game, California Shufflepin. Operating out of a four-story building here at 817 West Cumberland, he will handle the coin-operated games in Pennsylvania, Delaware, Maryland and New Jersey.

Engel said the firm will specialize in amusement equipment. Another feature of the business is an identification decal offered to the trade for the first time. The decal, manufactured by Enco Products, Inc., is produced by a special process claimed to insure permanency of imprint. Plates will be made on order, it was said, and sold at competitive prices.

Charles Engel, brother of the Automatic Equipment head, has joined the firm as sales manager and stock buyer.

Arcade Biz in Columbia, S. C., Holding Strong

COLUMBIA, S. C., Dec. 10.—Playland, one of Columbia's four up-to-date arcades, has increased its line of magic and novelty games which it will continue offering. The policy of the arcade is to offer a weekly change of games, which is accomplished by buying from various manufacturers.

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

Get your NEWS and ADVERTISING in Early Closing

EARLIER CLOSING

December 31 and January 7 Issues

MINNEAPOLIS, Dec. 10.—After two months of operation in this area the shuffle-bowling novelty game continues to hold its coin machine enthusiasts to give the business the long-needed "shot in the arm." Just as the normal pre-Christmas holiday lull approaches.

Twin Cities Ops Place OK On New Games

Shuffle Units Bring $8
New Premium Plan Launched By Veteran Cig Vendor Ops

HARTFORD, Conn., Dec. 10.—A new premium—which cigarette smokers may collect at.png

Nation-Wide Plans

Zimmerman, whose entry into the vending machine fraternity is given much public attention, claims about 30 operators in Connecticut, but few, he adds, are adhering to the plan set for the State, according to which operators throughout the country will be solicited to participate in the plan. He adds that about 35,000 cigarette buyers in the State are weaning away to his store. Zimmerman, who is chairman of the American Cigarette Machine Owners Association, has been working for a number of years to develop a national campaign for the exclusive sale of his machines, and he plans to introduce a number of new machines which will make the store more attractive to the operator. He has already signed contracts with a number of local operators, and he expects to have a number of new machines in operation in the near future.

Reynard Intl Set To Op Cup Units in Pennsy R.R.

NEW YORK, Dec. 10.—An agreement has been reached with Reynard International, Inc., for the exclusive sale of the new Reynard vending machines in Pennsylvania Station. Specialized adapted machines are to be installed in the station, and a Reynard spokesman indicated that the agreement would be a step in the right direction for the vending machine industry. The Reynard machines, it is understood, will be installed in the station early in the new year, and it is hoped that the installation will be complete before the end of the month.

STORE WIDENS VENDOR SCOPE

Uses Units To Sell Standard Package Items

Detroit Test Success

DETOIT, Dec. 10.—Vending machines have been installed in a department store, the J. L. Hudson Company, which was announced by J. L. Hudson, president of the company. The machines are to be installed in the main stairwell of the building, and they will be used for the sale of a wide variety of products. The machines will be operated on a cash basis, and they will be controlled by a central office located in the basement of the building. The machines are to be installed throughout the entire store, and they will be operated by the company's own employees. The machines are to be equipped with a variety of products, including soft drinks, candy, and cigarettes, and they will be available to customers at all times. The machines will be operated on a cash basis, and they will be controlled by the company's own employees. The machines are to be installed throughout the entire store, and they will be operated by the company's own employees. The machines are to be equipped with a variety of products, including soft drinks, candy, and cigarettes, and they will be available to customers at all times.

EARLIER CLOSING

December 31 and January 7 Issues

Get your NEWS and ADVERTISING in Early.
Pa. Officials Crack Down
On Cigarette Bootlegging

PHILADELPHIA, Dec. 10—D. H. Stephens, chief post-office inspector here with jurisdiction over Pennsylvania and New Jersey, has issued a warning that persons suspected of sending or receiving cigarettes thru the mails in attempts to avoid State taxes, would face prosecution under the federal mail fraud statutes.

He issued the warning as Pennsylvania State police completed plans to crack down on cigarette-bootlegging operations in the Philadelphia area, a campaign launched with the cooperation of the State Department of Revenue and aided by operators of cigarette vending machines and retailers alike.

Stephens pointed out that persons who have built up profitable sales of tax-free cigarettes emigrated in from other States, mainly Maryland and Virginia, will face prison terms on conviction as was the case of three men recently convicted in Mississippi for mail frauds involving illegal sales. He added that receivers of tax-free cigarettes who do not pay a tax levied in the State where they are received are also subject to prosecution.

Meanwhile John A. Hague, assistant supervisor of the cigarette tax division for the State Department of Revenue, disclosed that he had assigned one of his “top investigators” to operate with State police in “cleaning up cigarette bootlegging in the Philadelphia area.”

Hague declared that the possession in this State of more than 99 untaxed cigarettes—the maximum set by law—is a violation of State law, whether the owner intends to smoke the cigarettes himself or give them to someone else.” He admitted that the current campaign against illegal sales and receipt of untaxed cigarettes was launched at this time partly because of the tremendous boost given to cigarette sales by the Chinese buying.

State officials blame cigarette bootlegging in large measure for the cut in revenue of nearly $8,000,000 below the $83,000,000 in taxes anticipated from the 4-cent per pack levy during the last two years.

Authorities said that while major firms now were complying with the State law, that big unknown orders of cigarettes still were flowing into Philadelphia by truck, private mail and express. Tax-exempt cigarettes, supplied by friends or relatives in tax-free States, have been used to build up thriving untaxed cigarette businesses, according to police evidence.

Case History

In a typical case, police said one dealer was receiving 2,000 cartons a week from a Virginia smuggler. By avoiding Pennsylvania's 4-cents-a-pack tax, police said he was underselling the market and disposing of the cartons on a regular weekly route. They estimated his profit at 40 cents a carton, or $800 a week. In weeks of investigation, State authorities have delivered to a number of such dealers who are now ready to come down on them. City police are also able to take action since most of the bootleggers work without municipal mercantile licenses.

The State police campaign at the retail level was a successful effort to check shipments at the Pennsylvania border by halting and searching truck and private cars. This “blockade” was ended on orders of Governor Duff after protests from hundreds of innocent motorists against delays and inconveniences. While State police are still patrolling roads from the South in an effort to head off truck shipments, the "road block" attempt was abandoned in September.

Police officials said a few big firms supplying cigarettes to dealers had shifted their headquarters as certain States adopted cigarettes taxes. They said that New Jersey was the principal center of the operation until that State imposed a per cent per pack tax of its own. The companies then moved to Delaware and Virginia and later into Maryland. Delaware placed a 2-cents-a-pack levy on cigarettes last July.

Pepsi-Cola Reports
Sales: Cites 3-Oz.
Bottle as Biz Aid

DALLAS, Dec. 10—Pepsi-Cola Company President Walter S. Mack Jr. announced last week that his firm's 1949 sales will vary "2 to 3 per cent one way or the other" from 1948. Speaking during a convention of company's Southwestern bottlers here, Mack declared that sales for the first nine months of 1949 held slightly over 1 per cent ahead of the same period last year.

Reports filed with the Securities and Exchange Commission reveal that Pepsi-Cola did a total business of $38,277,751 during 1948. The 8-ounce bottle introduced last year for on-the-spot consumption, called Pepsi-8, greatly aided the company in bringing its 1949 sales close to 1948 figures, according to Mack.

He estimated that the nation's soft drink consumption this year would drop 8 to 10 per cent under 1949's current levels. Prediction was based on shipments of crowns to the soft drink industry during the first nine months of this year, during which period such shipments totaled 112,000,000 gross or about 12,000,000 gross under the like 1948 period.

Mack also stated that firm's foreign sales were getting increased attention and cited Pepsi-Cola's new Cairo, Egypt, truck which has sold over 1,000,000 cartons since it began operation last May. Regarding domestic franchises, he said that the 137 was "well covered" by the company and no additions are contemplated at present.

New "Pop" Corn Sez Charier

WILMINGTON, Del., Dec. 10—“Pop” Corn Sez Company here has been chartered by the secretary of State's office to deal in popcorn and other confections. Firm's capital was listed as 200 shares, no par value.
Hyped Interest In Gum Vendors

ATLANTIC CITY, Dec. 10.—Gum vending equipment displayed by several vendors at the NAMA convention here last week was accompanied by strong interest from visiting operators. Storers evaluating penny and nickel gum machines and ball and candy operated machines, were exhibited by five manufacturers (see separate story). Demand for machines was expressed over-all in this field.

While six firms displayed models shown previously, one gum maker will have a new two-column and a four-column gum machine both nickel units. Storers Manufacturing Corporation exhibited its popular gum unit, debuted at the 1948 NAMA meet, but will return to production. Production will, of course, start in January, according to Big Glass.

With introduction of the two new models, Wrigley now has three nickel pack gum machines on test operations. The plan is to stream one of the three models for national placement in January, while others will be sold at the January meeting. All units operate with the same type vending action, 70 packs to a column. The new gum machine is manually operated. First to be introduced, about seven months ago, is designed for coin insertion. Because of cost, firm probably will be limited to the Northeast area. The mechanical machine which will sell in the neighborhood of $115, according to Big Glass. The two-column unit, also same in operation and appearance as the larger machines, differs only in width.

All of the Wrigley gum vendcrs are being made by National Recorders Inc. The order of the machine vending testing before definite production and sales policies will be set, it was stated.

Storers Manufacturing Corporation, which exhibited its nickel pack gum machine designed for either wall or candy vending, will, according to Big Glass, is styled to complement the firm's Universal line. It will be offered in version, with Ford Gum Company, and each machine capable of a maximum 300 sale capacity. Two models will offer four-column selection, one each in nickel and in penny machine, each stick of each and tab gum columns.

Aldon & Company, Inc., displayed its new nickel pack gum machine, unchanged in design but reduced in price. Previously listed for $59.75 for vendor and $12 for base, new price is $39.75 and $10 for base. Called Model 261, it weighs approximately 200-penny capacity, Arthur H. Diener, Inc. featured its four-column and tab gum columns. Third model will have three columns, offering three tab and three candy operated nickel columns.

Alkono & Company, Inc., displays its nickel pack gum machine, unchanged in design but reduced in price. Previously listed for $59.75 for vendor and $12 for base, new price is $39.75 and $10 for base. Called Model 261, it weighs approximately 200-penny capacity. Arthur H. Diener, Inc. featured its four-column and tab gum columns. Third model will have three columns, offering three tab and three candy operated nickel columns.

The Adams Cheewing Gum machine, displayed by the Gum Vending Corporation, also was shown. This four-column candy coated, and tab gum machine, also unchanged in operation or price. Capacity remains at 200-gum units.


Calendar for Commen

December 13 and 17—Assurance Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

December 20—Music Operators Association of Indiana, Indianapolis Athletic Club, Indianapolis.

December 21—Coin Machine Operators' Association of Harris County (MAOA), monthly meeting, Houston Chamber of Commerce, Houston.

December 27—Western Vending Machine Operators' Association (WVMAO), monthly meeting, World's Fair Hotel, Los Angeles.

December 29—Michigan Self-Service Laundry Association (MSL), regular meeting, discussion meeting, Leeds Hotel, Detroit.


January 13—San Francisco Automatic Phonograph Owners' Association, Inc. (MAOA), monthly meeting, Macabees Building, Detroit.

January 24—Western Coin Machine Association (WCMA), monthly meeting, United States Coin Company, Washington.

February 8—Amusement Machine Operators of Greater Balti more (AAMO), regular monthly meeting, 3414 North Charles Street, Baltimore.

(Association officials are invited to submit convention and scheduled meeting notices to The Billboard, 102 West Randolph Street, Chicago 1, for listing in calendar.)

New 2-Column Stamp Machine at $33.50

NEW YORK, Dec. 10—Plastics Manufacturing Company here has announced a new two column stamp vending machine at $33.50. The machine design features two sliding columns (push-in coin chutes) and a two-year mechanical guarantee.

Official stated that the unit, which has a built-in slug ejector, returns a net profit of $2.70 per sell out.

Eppy Adds Charms

Eppy, Dec. 19.—Samuel Eppy & Company added miniature bowling pins this week to its line of charms aimed at stimulating bulk vending sales. The pins, numbered 1 from 1 to 10, may be worn as charms or used for a game played with agates that was pointed out.

Harrison Ups Java Concentrate Price

NEW YORK, Dec. 10.—The Harrison Company, suppliers of coffee concentrates, in the vending trade, this week raised the list price of its standard, heavy-consistency preparation to $7.00 per gallon. The same concentrate was formerly offered at $6.50 per gallon.

George Harrison, president, said the increase was necessary to maintain a balance between the selling price and production cost of the material. The company also offers a concentrate of lighter consistency at $7.20 per gallon.

Nash-Kelvinator Dividend

KENOSHA, Wis., Dec. 19.—Nash-Kelvinator Corporation has announced a dividend of 25 cents per share and a special dividend of 75 cents per share on outstanding capital stock. The dividend will be made December 29 to stockholders of record December 12.
Cig Consumption
WASHINGTON, Dec. 10.—Cigarette consumption will remain relatively stable for the next few years at a rate more than double that of the prewar years, Agriculture Department figures released this week indicate that 1949 cigarette consumption at an all-time record of 355,400,000,000. Cigarette smoking, on the other hand, has been decreasing moderately and this trend is expected to continue.

The department figures that general economic activity will decline slightly in 1949. "Consumer demand for cigarettes is relatively inelastic and moderate declines in cigarette sales resulting from a decline in income from the 1948 level would likely be counter-balanced by the population increase," Agriculture pointed out.

Cigarette consumption has been steadily increasing for the past decade. In 1938, 3.5 million tons were used, consumed at a rate of 360,000,000,000 per year. In 1947 the figure was 335,400,000,000, the prewar average was only 157,048,000,000

1949 Off
Cigaret consumption in 1949 has been running slightly below the 1948 rate, according to Agriculture estimates. Total sales for the year are estimated at 5,600,000,000 as compared with 5,800,000,000 in 1948. The peak year was 1948 when sales amounted to 5,914,000,000. The prewar average was 5,939,000,000.

Agriculture notes an increasing tendency in the popularity of the lower-priced range of cigarettes (8 to 10 cents) and of less than 47 per cent of the total for the first 10 months of 1949 as compared with 42 per cent for the same period last year. The move toward cheaper cigars represents a reversal of the trend in effect during the war when the cigar selling between 8 and 15 cents was the most popular. During 1945-49, about nine-tenths of all cigars smoked were in the cheaper class, with almost all selling for a nickel or less. Agriculture states.

Movies Grow Sweeter
WASHINGTON, Dec. 10—U. S. Commerce Department figures released today indicate that theater circuits throughout the country purchased close to $20,000,000 in tobacco last year, compared to about $18,500,000 thru 1947. Most of the circuits bought the high-grade stands, was in all packaged bars.

Report also states that of the 1948 total, 5,914,000,000, 192 per cent of the total was 9.2 per cent in 1947.

Pa. Tobacco Report
LANCASTER, Pa., Dec. 10—Pennsylvania tobacco farmers, for the most part concentrated in Lancaster County, face a multi-million dollar reduction in income from their crops this year. Chiefly responsible for the low prices are the large tobacco crops and a reduced crop acreage this year.

The Pennsylvania State Agriculture Department estimates the production per acre will average by manufacturers and wholesalers to all chain stores and related outlets, movie circuits, and other users.

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The State Agricultural Department reported, however, that the 1948 output was 14,000,000,000 below the all-time record of 78,494,000,000 produced in 1939, when wartime restrictions were first removed.

Next to Pennsylvania in ice cream production is the New York State with a production of 56,274,000,000 gallons, and California third with 41,039,000,000.

Pa. Ice Cream Output
PHILADELPHIA, Dec. 10.—When it comes to ice cream production Pennsylvania tops all the other States according to the ice cream companies here.

Last year the ice cream manufacturers made 65,329,000 gallons—enough to supply every man, woman and child in Pennsylvania with more than six gallons each.

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Victor Vending Ups Production on New Triple-Unit Vender
CHICAGO, Dec. 10—Following its successful development two weeks ago, Victor Vending Corporation has announced increased production on its new Triple-Unit Vender model, comprising multiple type venders of the firm's Double-Unit Vender, priced for $31,490 per triple unit in quantity orders, the new model features the same controls as the single-unit model. Standard equipment includes Victor's new plastic globe and the ball gim and charm vending wheel.

The new triple-unit design was developed as a follow-up to the successful introduction of firm's Double-Unit Vender model, according to H. E. Schick, president. It offers space-saving advantages in the operation of battery bulk vender placement.

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Movies Grow Sweeter
WASHINGTON, Dec. 10—U. S. Commerce Department figures released today indicate that theater circuits throughout the country purchased close to $20,000,000 in tobacco last year, compared to about $18,500,000 thru 1947. Most of the circuits bought the high-grade stands, was in all packaged bars.

Report also states that of the 1948 total, 5,914,000,000, 192 per cent of the total was 9.2 per cent in 1947. A
**February 17, 1949**

**The Billboard**

**VENDING MACHINES**

---

**Turning Back the Clock**

The public's pedal extremities received attention from coin machine makers as evidenced by Exhibit Supply Company's Foot Ease Vitalizer, Unit, which looked like a ticket scale, operated for a penny, its platform illuminated; providing relief for "tired, aching cold feet." News of citrus juice vendees hit the Florida Citrus Exchange announcing development of a vendor that collapsed the fruit and served the juice in a paper cup. Set for nickel operation, the machine vended a drink in 20 seconds. First six of the machines were to be placed in operation in New York city.

Coca machine men were making plans to attend the 1940 Coin Machine Industries, Inc. (CMI) convention January 15-18 at the Hotel Sherman, Chicago. Cigarette vendees and coin photographs were scheduled to hold exhibit spotlight, industry spokesmen were predicting. The Indiana State Operators' Association (ISOA) held its first annual meeting December 2-3. James A. Gilmore, secretary-manager of CMI, was a featured guest speaker. It was declared that about 20 per cent of the ISOA members operated photographs.

Juke ops were advised by The Billboard's new vendor that it would be watched as a strong future possibility. Levy & Company, dealer of the diminutive, Lilacs in the Rain was the top disk click of the week.

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**KOFFEE KING National Distributing Corp.**

20 E. 35th Street
New York 16, N. Y.

**KOFFEE KING IS A PRODUCT OF FUTURISTIC MACHINES, INC.**

---

**RAKE Sells Fine Equipment at Fair Prices**

**NORTHEASTERN MODEL 49 Sells More Merchandise**

**FREE DEMONSTRATION**

Plunge into the future with the new Rake model which looks ahead with a new release of the year. For the latest in vending machines, see the Rake products at the show. Write for details.

---

**RAKE Coin Machine Exchange**

609 Spring Garden Street
Lombard 3-2574

**RAKE Coin Machine Exchange**

2352 Fifth Avenue
Pittsburgh, Pa.

**MILLS FAMOUS DISPLAY PUNNY GUM VENDER**

Dispensing Dentyne, Beam's Peppermint and Spearmint, and Cinnamon Chiclets.

**SOME FACTORY RECONDITIONED AND GUARANTEED MACHINES AVAILABLE.**

**HAL R. MEeks**

National Distributor

35 W. 42nd Street
NEW YORK 18, N. Y.
**Cookie Vending Interest Gains**

**ATLANTIC CITY, Dec. 10.—Biscuit packs for vendors and biscuit vending equipment drew increased attention during the recent NAMA convention, as evidenced by operator interest at both supplier and coin-operated machine manufacturer booths last week. Three biscuit makers stressed their special vending packs, while a number of candy machine firms displayed cookie merchandise stocked in bulk, according to...**

---

**Tavern Phone Vies With Juice; Plays Top Hits for Nix**

**SPRINGFIELD, Ill., Dec. 10.—The juke box at Fritz’s Tavern here had some competition recently when customers discovered they could get music over the house telephone without depositing a nickel. The “ghost” music, in the form of top hits such as Mule Train, Slipping Around, etc., poured out of the equipment whenever it was lifted from the hook. While regular calls without music could be made at the phone when a nickel was deposited and incoming calls also played, there was a clear circuit brought in the hit parade. When the phone company sent out a repair man it was discovered that the line was hooked with another circuit sending out wired music.**

---

**LOW IN PRICE—HIGH IN QUALITY!!**

The new Electro 10 COLUMN MODEL with the BIG 400 Pack Capacity as well as Electro’s Standard 8 COLUMN MODEL is now in the 5th year of proven leadership.

---

**EPPY**

**super-charm MIX**

- keeps your investment at a minimum!
- keeps your variety at a maximum!
- costs you nothing extra!
- makes your machines irresistible!

Over 20 assorted items — including Series #1 and #2 charms, footballs, boxing gloves, baseball caps, alabaster, rings, fancy faces, picture buttons, jingle bells, pirate coins, license plates, marbles, bowling pins plus every new addition as soon as we come out with a new item. Mixture of six assorted plastic colors, metal-plate and color-plate.

$2 per bag.
400 pieces

MINIMUM ORDER FIVE (5) BAGS

---

**EPPY vender**

Samuel Eppy & Co., Inc.
113-61 10th Ave., Richmond Hill 15, L. I., N. Y.

Get on our mailing list. New ideas monthly.

---

**VENDING MACHINES**

The Billboard
December 17, 1949

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**CHARMS**

- **CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDING.**
- **MINIMUM ORDER FOR SWEETNESS PRIZES IS QUANTITY OF 500.**
- **CAN BE ORDERED IN PLASTIC, METAL AND/or PLASTIC GOURD, STONE OR CERAMIC CANDY CONTAINERS.**

---

**ACORN**

Build a SOLID operation with ACORN

- by Ed to All Purposes
- SERVICING company

Earn fantastic profits with Ball Gum, Coca-Cola, ACORN, ACORN SALES & SERVICE, etc., ready for locations, partnerships.

$2.99 each

---

**DEP.**

100 or 125 slots, Crown Jack Brands
175 or 200 slots, Camel, etc.
500 or 750 slots, Lucky Strike, etc.
1000 or 1500 slots, Old Gold, etc.

---

**RUSH YOUR Order Today**

VICTOR'S
AMAZING NEW TOPPER

1 to 5 Cases $62.50 Per Case
5 to 30 Cases $55.00 Per Case
31 to 50 Cases $50.00 Per Case (5% More) Match Delivery
$45.00 Per Case (5% More) Prompt Delivery

---

**VEEDCO SALES COMPANY**

2124 Market St.
Philadelphia 3, Pa.
Phone: Locust 7-4444

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**WRITE FOR OUR FREE ILLUSTRATED CATALOG!**

1/2 Dec., Walt, 123 1/2, C. D.

---

**WRITE FOR CATALOG**

B. J. ALMQUIST

B e b b l e B a n k G u m

100 or 175 slots,
Crown Jack Brands
$4.40
100 lbs. or more
$5.90

---

**PLASTIC CHARMS**

Small, 1,000
$1.00
Large, 1,000
$1.25

---

**BUBBLE BAG CATERING**

100 or 150 slots, Crown Jack Brands
$3.80
100 lbs. or more
$4.62

---

**BRANDS**

Plastic Charms, small, 1,000
$1.00
Large, 1,000
$1.25

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**1000 lb. nickel, large, 1,750
$2.15
Gold Wedding Rings, 1,000
$2.50

---

**1000 lb. nickel, large, 1,750
$2.15
Gold Wedding Rings, 1,000
$2.50
Gold Wedding Rings, 1,000
$2.50
Golden Wedding Rings, 1,000
$2.50

---

**ACORN**

All steel—aluminum finish. No oil needed. Portable or stationary. 8, 16, 24, 32, 64 or 96 outlet machines made. Ready for locations, partnerships. $2,400 to $4,800.

---

**ACORN SALES & SERVICE Co.**

1242 West North Ave., Baltimore 17, Md.

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**LOW IN PRICE—HIGH IN QUALITY!!**

The new Electro 10 COLUMN MODEL with the BIG 400 Pack Capacity as well as Electro’s Standard 8 COLUMN MODEL is now in the 5th year of proven leadership.

---

**COIN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDING!**

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Xmas Spirit

CHICAGO, Dec. 10.—Sup-
porters of a group exhibited at the Na-
tional Association of Amuse-
mint Parks, Pools and Beaches
(NAAPBP) trade show here last week will provide much of the
talent that will come to the orphans at the Angel Guardian
Orphanage here Christmas Day. The Bisque boys, who last
year started the "Christmas Giving" by donating 5 cents from
the orphans, augmented their gift this year with enough pen-
tax to buy a large supply of peanuts on hand.
Cub Scouts, belonging to the St. Henry School troop, also re-
ceived peanuts from the Bisque and Chunky Nut firms. These
will be used at the troop's Christmas Party.

CTA Awards 3 Vender Pacts

(Continued from page 79)

is 20 per cent of gross vender sales
and 40 per cent of scale earnings.
Awarded the C-4 contract, for op-
eration of the same type of equipment,
as above the exception of scales in
CTA shops, offices and carbarns
was the Automatic Merchandising
Company. A minimum of 12 per
of this contract was asked by CTA.
Alto no minimum number of ma-
chines is stipulated in the contract
it is expected that operating firms
will exert a special effort to expand
and promote the operation of their
equipment in rapid transit stations
and in employee locations. Partic-
ularly so, will be placed on in-
creased placement of equipment
platforms, according to H. L. Polland
CTA director of public relations.

Funds obtained thru vender oper-
ation in CTA employee locations
primarily to be used for salaries, bans, etc., and
chanced to a general employee wel-
fare fund, as was stated.

CTA reserves the right to pass ap-
proval on the location, color, size, style and method of instal-
lation of any vender which the operating com-
pany proposes to install.

CTA will maintain the new time
limit set for submission of soft drink
venders. Venders for 5-cent and subway
station installation shortly
declared. Initial cup venders were
installed on Loop subway stations
by Mechanical Merchants last May
and new number 30 machines (The
Hillboard, June 25).

Union News was awarded the new-
stand contract, C-1, which it thus re-
ains for another five years, but loses
the over-all concession contract
under the new CTA contract break-
downs.

Store Widens Vender Scope

(Continued from page 79)

If the recent regulations in change
— in Michigan a dollar item would
have total $1.65 with sales tax — the
machine makes the change in pennies
only.

Locations

Machines are located in the base-
ment store which specializes in lower
price merchandise and on the fourth
floor at the entrance to the women's
lounge where women's accessories
and shoes are sold. Under the lunch
Automatic Sales Square, the fourth
floor, many venders are placed for girls who stop to rest after
enjoying their lunch. Merchandise
sold in the vending machines is marked sale
merchandise.

The standing-sold store policy is also
return on goods still applies to vender
machines and tokens which have been
sold in the machines since their introduction De-
scriminated. Under the holidays,
Christmas cards, handkerchiefs, dolls,
knit and lace shoe covers, razors, first-aid
kits and grocery towels.

Equipment

The machine is a Self Master, of
New York. All merchandise is displayed
openly to allow customer examina-
tion, and also is shown in glass case
for protection from dust. Explain-
ing that there can be no mechanical
replacements for trained sales perform-
ters the respondent agrees that his
personal contact is a factor of
Hudson policy.

"Most important, in the place, take
a lead of salespeople, enabling them
to devote more time to other sales
when it comes time in purchasing
these standard items," the spokesman
explained.

Vender Ops Launch New Premium Plan

(Continued from page 79)

for Self Service. Zimmerman stressed that the only direct benefit to his own
operation would be lower cost for printing
pamphlets and catalogs and the receipt
on display thru quantity purchasing.

Special Glue

The centers are added to ciga-
rette packs with a special glue
which permits removal without mutilation.
While a machine is available for cutting
and providing for quantity purchasing,
the process is not essential for any
exc ite very large corporations.

Starting Tuesday at the announcemen-
tons WNHC-TV and
AD-WRC advertising contracts
in the plan will be aired daily for
month.

This will be supplemented by
empty prepackets. A 25-cent
in each ad, having a face

$12 1/2 cents, is expected to stimulate sales thru
cigarette trash machines.

A plan has also been worked out
attract purchasers who are not coupon
accumulators. thru tie-ins with State
retailers' associations and firms, it is planned to estab-
lish coupon collection points in stores. Consumers
may deposit the tabs. All coupons
accumulated in this manner will then
be redeemed by the companies in the
name of the Newington Boys
for Children, a popular Con-
necticut charity. Similar plans that could be arranged
in other areas to spread acceptance of
vender purchasing.

Rx Scale Goes Nat'l in Sales

BUFFALO, Dec. 10.—Rx Scale
Manufacturing Company, Inc., formed
to exploit the war and previously
independent sale of the firm,
announced a national sales policy on
its "preferable" line. A. Changas,
official of the firm originally located
in New Haven, Conn., announces
the business was recently acquired
by a Buffalo group, following which
production facilities and offices were
moved to this city.

Firm's scales, in both models, are
subsidized at $116.50.

Models 101 and 102 are 40 inches high, features the Rx
pharmacists symbol on an integrated
part of the top head assembly and
model 101 is 40 inches high, in this respect only. Both
have platforms 9 1/2 by 11 1/2 inches.
Interchangeable head makes two
models possible on one base and
both models in the column. Bot-
the other, obtained without coin
trip for free weighings.

Firm reports it is in production
with early delivery promised on all
orders. A. Johnson, Rx Scale
Company, has been in the business
years identified with scale operations.

NLRB Orders Election

WASHINGTON, Dec. 10.—The
General Labor Relations Board
(NLRB) in an order in a case
filed by Interstate Commerce
firms engaged in interstate commerce
with this state, directed that the last
board ordered a collective bargain-
ing election for employment of the
Jacksonville branch of the Peer
Coca-Cola Bottling Company, NLRB
firms in certain locations would
be exempt because all of its soft drinks
bottled within the state of Florida.
NLRB said that the firm bought all its stock
from the bottler's parent plant in
Illinois and that the operations
"affect commerce within the
state of Illinois" as prohibited
the National Labor Re-
lations Act."
Sugar Quotas Being Mulled By Government

Users Ask 8 Million Tons

WASHINGTON, Dec. 10.—Secretary of Agriculture Charles Brannan is mulling varying 1949 sugar require- ment estimates submitted at a meeting of industry sugar experts re- quested. The confab represented part of the protocol set up by Brannan to aid him in fixing a sugar quota for the coming year.

Industrials, including the National Confectioners' Association (NCIA), National County Whole- sellers' Association (NCWA) and the American Bottlers of Carbonated Beverages (ABCB), agreed upon a quota of 8,090,000 tons. On the other hand, the U. S. Sugar Bowk Association (USBA) requested Brannan to fix the 1950 quota at 7,300,000 tons in order to raise the price of sugar.

The USBA figure is even less than the 7,300,000 tons established as the 1949 quota by Brannan last December. Later this year he boosted the quota to 7,500,000 tons. The boot growers complained at the meeting that the 1949 quota has been so high that cane sugar remains low enough in price to hurt the domestic sugar industry. USBA spokesmen declared that boot growers have been unable to produce and market the 1,800,000 tons of boot sugar they have been permitted. Final figures on the 1949 sugar beet crop, according to esti- mates submitted to Brannan, will be in the neighborhood of 1,500,000 tons.

The industrial sugar users went on record in opposition to any attempt to create a new sugar shortage. They urged that the quota be in- creased.

Under the Sugar Act of 1948, the Secretary of Agriculture is given au- thority to set an annual sugar quota by estimating the needs of the public and of industrial sugar users. His quota is announced around the middle of December, but may be changed during the year to meet shifting re- quirements.

A move by Sen. William Fulbright (D., Ark.) during the closing days of the congressional session to abolish the Sugar Act and permit an open sugar market was defeated in the Senate. Fulbright had first tried to have the 1949 quota increased by means of an amendment to the farm bill. When that amendment was re- jected, the senator then offered his repeal.

More Vendors on Military Posts. Asks Army Brass

NEW YORK, Dec. 10.—Although the introduction of several Army posts during recent months has trimmed the total number of vendors operated on military installations, the trend of post Quarters seems due for continued ex- pansion. This trend was indicated here this week as it was learned that the top brass of the Army and air force exchange service is encouraging post officers to seek out new sources of revenue, as well as regular vending facilities. And merchandise machines have long been a favored source of income for the service.

Financial difficulties of the exchange service were sharpened this year by cuts in the quota of products which post exchanges can sell to the military. The cuts stemmed from pressure by retail associations which charged that low post exchange prices constituted unfair competition.

Service Committed

However, despite reduced income, it was pointed out the exchange is still committed to financing special services for soldiers, amounting to about $48 a man. By curbing the sales of revenue are profits on goods sold and commodity rentals and services.

Operator contracts, negotiated on a post-to-post basis, should call for an increase in the area of vendors installed, an exchange spokesman said. He suggested that operators themselves should be more aggressive in urging placement of new equipment.

While exchanges are permitted by regulations to own and operate venders, headquarters opinion is that it endorses agreements with route own- ers. Experience has shown, it was re- ported, that post-operated businesses is economically sound. Only a few posts own vendors today, the spokes- man said, and further growth to a machine ownership is being dis- couraged.

Keeney Novelty Game Pin Boy In Production

CHICAGO, Dec. 10.—J. H. Keeney & Company here has started work on its deliveries on Pin Boy, a straight novelty game which stresses all the high points of bowling takeback action. President Peter McGinnis an- nounced Tuesday (6) that the firm had started work on a cabinet which measures approximately 8 feet long by two feet wide. Pin Boy has a scoreboard which automatically registers points after frames have been completed. It also designates strikes, spares, splits and related key situations identified with bowling. Puck return is automatic and gets back to the player's end of the game via a chute built inside the cabinet.

Subject of the game is to score 300 points, which like in bowling can only be achieved by playing perfect game which amounts to scor- ing strikes only. In Pin Boy player makes strikes by scoring to pin board puck over electrical contacts which simulate bowling pins. Num- ber of contacts hit by puck determine score on that shot. As in bowling, player gets two shots in each frame unless he scores a strike.

Backgloss is set up in such a way as to resemble 10 bowling pins in the traditional triangle. As points are made during a frame, the lights go out, simulating pins knocked down in standard bowling.

McGinnis emphasized that the firm was making an all-out effort to increase production on the bowling-shuffle- board game.

UNBEATABLE!
ORDER FROM THIS AD
ALL ORDERS FILLED IN ROTATION AS RECEIVED!

ACORN

UNBEATABLE PRICE, F.O.B. Merchandisers, Buy 10 or 12 at $.90 per dozen, case, and you'll need the roll amount.

$13.95 EA.

COMPLETE ASSORTMENT OF LATEST CHARMS SERIES, $2.50
ONLY 1 DEAL TO A CUSTOMER
Full Cash With Order.

SEACOAST DISTRIBUTORS, INC.
Dave Stein, Pres.; Tom Burke, Vice-Pres.; 1200 NORTH AVENUE, ELIZABETH, NEW JERSEY

New Low Price
SILVER KING CHARM KING
2 GREAT VENDORS
Sample, $1.95. 3 to 24, $1.75.
1 to 2 Cases Allow 25c. 6 Cases or more $1.50.
Packet 4 to 18.

CAMEO VENDING SERVICE
423 West 42nd Street New York 18, N. Y.

“Vend”

The Magazine of Automatic Merchandising

We have found VEND very helpful in keeping abreast of developments in this field and Obtaining useful information from its pages.

Charles F. Warrick Co.
Détroit, Mich.

VEND

12-17

Please enter your subscription to VEND Magazine for One Year for which I enclose $5.

Name

Address

City

Zone, State
Juke Mfrs. Discuss "45" Risks

Industry Reps Will Show at '50 MOA Meet

See Large Turnout

OAKLAND, Calif., Dec. 10.—George A. Goodwin, president of the Music Operators of America, today reported that 88 exhibit rooms were set up at the annual meeting of manufacturers and suppliers of music equipment at the Pahull House, Chicago, and that it marks the highest convention attendance since the 1950 convention March 6-8. In announcing the exhibit arrangements, Mr. Goodwin revealed that many music manufacturers, needle manufacturers and several coin-operated phonograph manufacturers have already reserved space to show their products.

Officials of MOA have been greatly encouraged regarding expected attendance, it being evident after having received communications from presidents of many local and State associations throughout the country, in each case assuring large representations from their individual organs at the national meet.

Much of the enthusiasm of the operators for the exhibit at the MOA is an operators' group, and that the convention is called and sponsored by operators rather than manufacturers.

Thus, it was pointed out the age feels they will be free to discuss their problems fully and work out solutions.

Among the manufacturers who have already signed up for space at the meet are AMI, Grand Rapids, Mich., who will be introducing several new coin-operated phonographs, and Perino Note Needle Company, Chicago.

AMO Skeds 1950
Banquet, Dance For February 5

BALTIMORE, Dec. 10.—The Annual Convention of Greater Baltimore (AMO) will hold its annual dinner and dance at the Lord Baltimore Hotel February 5, 1950, it was announced this week by President Donald E. Rose. In addition to a heavy membership turnout, already assured thru the advance list of 400, a number of public officials have agreed to appear at the affair.

The affair will shine up top entertainment for the dinner, and will sign a name or ticket for the show and dancing.

Denver: Renamed Head of Gotham Music Ops’ Org

NEW YORK, Dec. 10.—Albert S. Denver was re-elected president of the Automatic Music Operators’ Association (AMOA) last week. All other major officers also were re-elected. The new officers are: Ralph R. Bernthoff, vice-president; Sal Trelis, secretary; Harry Wasserman, treasurer; William H. Bodkin, Bill Goets and Arthur and Louis Herman, directors.

Juke TV Star

COLUMBUS, O., Dec. 10.—A Seeburg Select-o-Matic 100 phonograph is the featured attraction on the Tune Shop program on television station WTV (62). Program, which is aired for 30 minutes five days each week, is emceed by Tom Glebe, disk jockey, playing record requests as a means to the shows.

The Shaffer Music Company have placed the phonograph in the studio, thereby giving the disk jockey a new way of presenting records to the public. Located right next to the disk where Glebe sits, the attractive juke box is in range of the camera, and viewers not only watch as Glebe sets the machine in motion, but also can see the mechanism as it prepares, thus playing the proper platter.

Record Availability Major Factor; Most Firms Agreed Subject Vital to Industry

Await Developments Before Making Further Plans

(Continued from page 17)

The timing Corporation, Kansas City, Kan. Craig was optimistic concerning the future of 45 r.p.m. in the coin phonograph field.

"It is my opinion," he said, "that the 45 r.p.m. record is here to stay, and I am sure you will pardon my borrowing this quote from not an authority than Frank M. Folsom, president of RCA.

The 45 r.p.m. will certainly affect coin-operated phonographs and in my opinion will gradually obsolete the present coin-operated phonograph (AMO) Vendor Coin. This will certainly have an impact on both manufacturers and coin-operators to probably furnish the needed stimulant for new equipment sales by manufacturers.

How long this will take is the . . . question, but in the meantime, as the hit recordings by the leading singers and orchestras appear to be timed for 45 r.p.m. recordings, the time factor will be shortened.

The attitude displayed by officials of AMI follows closely that of other leading manufacturers. The late Lindy Force, manager, general sales, had been closely associated with the interaction practically from its inception and was well versed on the subject of coin-operated phonographs, and it is expected that this factor involved, and that this factor could not be resolved for a while.

John Haddock, president, has stated that "when there is a need of mechanical change, the change is available if needed." That sums up that firm's stand at this time. "Wash. Guild Gives Money To Charities

Phonos to Boys' Clubs

WASHINGTON, D.C., Dec. 10.—Washington Mutual Phone Company (WMC) donated $100 to the Tuberculosis Christmas Seal campaign at its December meeting. A gift of $50 was also made to the Metropolitan Police Boys Club, $200 more than last year's donation. In addition, the Guild gave two phonographs to the Boys and Girls Club in the area.

WMC is also spearheading a drive to collect toys, clothing, and canned goods for needy youngsters in cooperation with WGM, GAY and Juke. The plan is for the officers to carry the goods to the local fire departments, and the contributions are being collected in Washington, Naval, and neighboring Silver Spring (Md.) stations.

In corresponding with Arnold Fine, night club editor of The Washington Daily News, WMC plans to entertain the Boys at the Young Chautauqua in neighboring Bethesda, Md. At the meeting, the Guild decided to contact juke box dealers so that the members can borrow amplifiers, heads, and motors for temporary use when their machines are out of order. Salesmen (Musical Sales, Baltimore), Warburger (Wintert Sales Company, Baltimore) and Monroe (Radio Sales Company, Baltimore) are working with WMC on the program.

New Music System Introduced In Detroit; Also Offers Tele-

DETROIT, Dec. 10.—Installation of juke box type equipment for continuous music service, in competition with coin-phonographs, have been introduced here by the newly formed Muz-4- Matic Company, as well as planned installation of juke box type equipments, the company says.

Owner of the new firm is Lawrence Hoover, who has been an electronics specialist associated with industry work. With this technical background he has an unusual approach to the special problems faced by the operator in the music and video fields. Hoover's firm has now been established at 4039 Ridgewood Avenue.

Hoover is using AMI units and Webster record changers at present for his juke box installations. These, are designed to operate without selectivity of music for a definite length of time as many different songs in a short span of time, and then repeat the circuit of selections. Locations sought are principally in restaurants and cafes, where the management wants to furnish music, but do not want a regular juke box. The Muz-4-Matic system is designed to operate at a cost to the location below the price level of wired music systems.

Tel-Angle

Hoffer is also negotiating with the Operators and Makers of coin-operated manufacturers for the delivery of video duplicators. These are designed for installation in one or more additional spots in a bar or other location, so that the patrons can see the screens conveniently from any spot, rather than being forced to watch a single screen, which is usually placed at considerable distance from some of the tables, and often invisible from several positions in the room.

A similar television installation has been recently proposed by Hoover for school use, placing a receiver or duplicator in each selected room in the school, and allowing reception of a given program wherever wanted, as a major adjunct to visual education methods. While he has discussed this with local school authorities, no definite plans have been accepted as yet.

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:

MOVE APOUT FOR SUB ON EXCISE TAXES. The latest idea is to put a 2 per cent tax on all products and kill the tax on disc, etc. (General Department).

WAX ROOM MAY GO TO SPRING. Christmas rush may out-last winter in spite of any three-speed confusion still existing (General Department).

CAPITOL RECORDS IN ALL-OUT JUKE BOX DRIVE. The distributors have a strategy for concerted efforts toward the juke box trade (Music Department).

BLUEBIRD ADOPTS REGULAR RELEASES. The low-priced Bluebird line is to follow generally of regular RCA disks with weekly releases (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—two pages devoted to new merchandising, technical developments in the businesses the Radio-Phone-TV section.

EARLIER CLOSING

December 31 and January 7 Issues

On account of the holidays ALL forms for these issues will close 2½ hours EARLIER.

Get your NEWS and ADVERTISING in EARLY.
A new selection of Constellations for Original Performances!

EVANS' 20 RECORD 40 SELECTION CONSTITUTION

Your Phonograph of the Year ... This Year and Next!

Nearly a year of operation has proved to all owners of Constellation records that Evans provides what it takes to keep music playing profitable! Check your future phonograph needs with this list. You get all these money-making, money-saving features in Constellation, and Constellation sells them all the year round and earnings you'll want in '50:

( ) LOW INITIAL INVESTMENT
( ) TROUBLE FREE PERFORMANCE
( ) LOW COST SERVICING—Fast, Convenient on Location.
( ) BRILLIANT BEAUTY IN AN Advanced Cabinet Design.
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( ) 40 SELECTIONS on 20 Records ... consistently delivers MORE PLAY than any other phonographs, as proved by surveys everywhere!

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available now—Record Popularity Meter for Original Constellations. genuine parts for Mills Empress, Thorens, Music, Original Constellations.

H. C. EVANS & CO. 1525 W. Adams St., Chicago 7, Ill.

SEE OUR COIN MACHINE AD ON PAGE 109

keep costs down, profits up!
The location always divides profits but never divides service charges with you. Keep your service costs close to zero with AMI.
CLEVE JPS FEET WAY SLOWLY

Conservatism Keys Shuttle Activity in Area; See 1950 As Crucial Period in Business

CSC Has Laid Groundwork To Build Player Interest

By Norman Weiser

CLEVELAND, Dec. 10.—Shuffleboard, comparatively unknown here just a few months ago, has become a major competitive sport in the area, almost from the operator's viewpoint it is still an unproved item. Responsible for the upsurge in player-interest is a degree has been the Cleveland Shuffleboard Congress (CSC), headed by James S. Ross, which has not only brought countless new players into the picture, but in an amazing short time was able to set up leagues and get them into competition in time for the 1949-'50 season. And while the Congress has been busy building player interest, the operators have been slowly increasing the number of locations in Greater Cleveland, feeling their way as they go along.

Operator-wise, Cleveland has probably one of the most shuffleboard centers (among the larger cities throughout the country). Here, a strong operator org. known as the Cleveland Phonograph Merchants Association, has sponsored the election of energetic Jack Cohen, president, has done much to see the first game issue during the equipment up. Far advanced on promotion and advertising know-how, the operators are well-versed in the art of selling its products to the public, and have been, by all standards, successful.

When shuffleboard first became a major game 10 years ago, it was not as readily accepted in this city. In other areas, music and game groups had dropped consistently, the new source of revenue provided a shot in the arm for the operators. But in Cleveland, where general economic conditions were not as favorable, the operators were busy keeping their promotions going, and their time was more responsible.

During the late summer of 1949 major manufacturers sent represent- atives to the Cleveland territory, with the express purpose of opening up the area. At 10 and 10 a.m. the operators were at the plant, which was attended on the schedule for the organization of the CSC.

Keeping in mind that diversification is the rule rather than the exception in most successful operations, the selling of shuffleboards was not too easy in this area. The local price was set by a national outlet, which was handled by the operator of music and musical instrument equipment. In most cases this type location was handled by the same operator (this type operator in Cleveland is rather common, concentrating on these two types of equipment to the exclusion of vending units which are handled by more experienced operators). The game operation required so much attention in connection with the promotions, etc., many of these operators could not be sold on the addition of a new and comparatively expensive piece of equipment, until it had been given a fair trial in the locality.

Those who agreed to sell the game in the city found that organization, but not all cases provided enough stimulus to keep the board in action during most of the day. Some pay out more than an average commission breakdown was 50-50, but varied in some locations where the play was high enough. (See Conservative Keys on page 92)

Shuffleboard Mag Issued for Players

ST. PETERSBURG, Fla., Dec. 10—Louis G. Lyon, publisher of the National Shuffleboard Association (NRA), and Oscar L. Leboutte have teamed up to publish The Shuffleboard Reader, a player magazine, which has been an immediate hit.

The magazine, which is to be national in scope, will be dedicated to shuffleboard throughout the country and to publicize the activities of the game in trailer parks, resorts and playgrounds. Tournament news is to be carried each month, with the first issue featuring St. Petersburg clubs.

Cleveland Shuffleboard Congress

Altho shuffleboard is only a few months old in Cleveland the competition is already strong, due mainly to the work of the Cleveland Shuffleboard Congress. Below is the schedule which was drawn up, then put into effect in a one-week period.

18-Week League Play

1. Eight men play 3 games a week as doubles. (Four teams each consists of 10 frames.)
2. Eight men play 3 games a week as singles. (Each game consists of 8 frames.)
3. Total games played—54 for each team. Winner will be designated by highest total points.
4. Prizes for double play:
   - First prize $20
   - 2nd prize $15
   - 3rd prize $10
   - 4th prize $5

Total prize money $37

5. Method of setting up jackpots.
   (A) Each player pays 25 cents per week. Total accumulated players jackpot for 18 weeks $36.
   (B) Each location puts in $1 per week. Total accumulated location jackpot for 18 weeks $18

Total—$54

Possible inter-tavern league with 10 locations grouped together.

Total $200

7. Playoff method for inter-tavern would be based on total points on 27 games. Played by each location team, based on 3 games with other 9 locations.

Final Notice

With the first of the shuffleboard league season now under way, operators and leagues have found that one thing that can keep scores up, today, more than ever before, they are depending on the league not only to bring in revenue, but to build player interest for the future.

For the past few months, the Billboard has offered operators (and has refereed to the) street level of shuffleboard with a little "To Set Up a Shuffleboard League." Thousend of these booklets have been distributed and read.

Those who have not yet obtained their copy, free of charge, may do so by writing to the Billboard, 186 W. Randolph St., Chicago, III.

This is the last time this offer will be made. If you have not yet received your copy, write today.

Milwaukee, St. Louis Kids Work Off Energy on Boards

In St. Louis a program to provide supervised recreation for high school boys organized by schools, has proven successful, with shuffleboard providing much of the physical exercise needed. The boys are divided into groups, 5 in each, and play an "Teen-Twenties Club." This undertaking was started by Mr. and Mrs. James A. Boland, who club has 45 members, 50-50.

Like the St. Louis set-up, shuffleboard competitions are now going on, and while most of the club members are girls (approximately 40%), the competition is still stiff. Board is located in St. Paul's Evangelical Church, where the org. meets. Table tennis and other indoor recreational games are also in use.

Intro Portable Top Refinisher

INDIANAPOLIS, Dec. 10—The Shuffleboard Refinishing Company here is making deliveries on its portable top refinishing machine. Top feature of the product is that it can be used either on location, or in the operator's shop. Compact in size, the refinishing machine is designed to fit the width of the shuffleboard playfield. To set the unit to work, the operator places it on the playfield, then switches a switch and guides the unit over the surface to be refinished. It is not necessary to remove the playfield from its cabinet to get the desired results. Instructions for the product are being prepared.

Puck Patter

Chicag: J. H. Keeney & Company has kept its newest type wall model scoreboard in heavy production despite the need for space for other products. Developed for the hinged model unit, President Pete McGinnis pointed out that the unit is designed to bring the scoreboard going at full blast. Among the shortcomings the product is used is that an additional set of numbers is sometimes necessary to change the scoreboard. The company has developed a "sliding" scoreboard which is being marketed on weekends and evenings.

Moro Industries is another firm which uses this type of business for shuffleboard. The firm's public relations director is still in New York. Action in the Moro League 1 continues at a fast clip as the schedule for the league moves into the spring market. At Nation Wide Novelty Charles Gillard reports an upswing in sales.

EARLIER CLOSING

December 31 and January 7 Issues

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

Get your NEWS and ADVERTISING in Early.
with veterans' clubs, particularly in
Indiana. . . . Phil Cohen, Shuffle-
board Specialists executive, says that
inquiries on the firm's shuffleboards
and related accessories continue at
a satisfactory pace and even notes
a slight pick-up for some territories.

Herb Perkins, head of Purveyor
Shuffleboard, returned last week
from a jaunt to the West Coast
where he surveyed the shuffleboard
situation throughout a four-State area.
In his absence Bill Tucker held down
the Chicago fort.

Tucker and Clayton Nemoroff,
Monarch, who served as co-chair-
men of the manufacturers' confer-
ence, have been lauded for their ac-
tivity by the firms who were rep-
resented at the sessions. Altho the
attempt to set up an org proved un-
successful, the manufacturers have
spoken highly of the two, who spent
much of their own time on the prob-
lem.

Detroit:
Frank J. Londy Jr., who used to
be in the music machine business
here a few years ago, has returned to
coin machine operation with a reuse
to shuffleboards. He has teamed up
with his brother, Harold W. Londy,
a newcomer to the field, as a part-
nert under the name of Londy
Brothers, and plans to stick to shuffle-
board rather than adding music and
vending machines as they origi-
nally contemplated.

Maurice J. Feldman, of the Tri-
central Shuffleboard firm, has been
busy working overtime to meet the
current demand for boards in this
area.

Aid Polio Fund
FLORENCE, Ariz., Dec. 10—
Shuffleboard players here, as part
of a Pinal County drive for funds to
aid the Infantile Paraly-
sis Fund, held a tournament at
Mitchell's, one of the leading
shuffle locations in the area, and
when the wax had settled after
one of the hottest contests in the
history of the game, players,
spectators, etc., had raised $360
in the drive. According to of-
ficials, the donation was one of
the largest received.

Tourney was sparked by Wil-
liam Ackerman with 18 players ac-
tually participating in the com-
petition.

SHUFFLEBOARD TOPS
REFINISHED-RESURFACED
All Makes and Sizes. Best Workmanship

RELIABLE SHUFFLEBOARD CO.
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Phone: Irving 8-4600

CALIFORNIA SHUFFLEPINS
BETTER 3 WAYS!

1. Available in 3 lengths, 9-12 and 16 feet. A size for every location
2. The ORIGINAL Shuffle Type Bowling Game — —
   proven on location
3. Ideally suited for League Play

A few choice territories still avail-
able to qualified distributors.
Cash in on California Shufflepins.
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

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ANNOUNCING

SHUFFLE-MITE

THE SHUFFLEBOARD WITH THE
"CONTROLLED PLAY TIME"
NO PLAY WITHOUT PAY

Eliminates Supervision on Part
of Location and Assures "Paid
Play" at All Times.

- BEAUTIFULLY DESIGNED
- STRONGLY CONSTRUCTED
- MADE OF BEST MATERIALS
  WITH PLAYING FIELD MADE OF
  HARD WHITE MAPLE, 9 FEET LONG
- OVERALL LENGTH 10 FEET . . . WEIGHT
  APPROXIMATELY 200 LBS. EASY TO HANDLE.

Check

SHUFFLE-MITE FEATURES

- Two or four players may play at
  same time...
- 10c plays 10 minutes ... play
  automatically stops at the end of
  pay period.
- Scores kept as large board play on
  scores boards of clean micas
  attached to rails.
- All the thrills of large board play...
  requires much skill. It’s fast ... it’s
  profitable ... it’s been proven in test
  locations.
- Priced low so operator will get
  investment back in hurry!

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LINCOLN PARK 25, MICH.
Phone: WARWICK 8-8480

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TRAINING DEVICES, INC.
Manufacturers of the Quizzer

BIG FACTORY SALE! DeLuxe Shuffleboard

Only $225
18" WITH MASONITE TOP
22" With Maple Top—$275

America's Lowest Prices

Used Shuffleboards with New Tops, $175

NEW DELUXE Shuffleboards

MASONITE CABINETS

New deluxe 1949, Hard Wood Hand-crafted
Cabinets with finest air and kiln dried Maple
Wood or Masonite Tops at a price lower than
factory direct. Finishes, Brand new throughout
with 96 or 100 inch blocks. Made by master
craftsmen. 18" to 22".

SHUFFLEBOARD Specialists

1114 S. MICHIGAN AVE. • CHICAGO 5, ILL.

Conversatism Keys Shuffleboard Activities in Cleveland

(Continued from page 90)

amortize the investment quickly (in
this case commission is normally 60-
40) or where equipment was re-
quested by a location which the oper-
ator felt could not support a board
over a long period of time (here the
deal was either on a rental basis or
a 70-30 commission basis). But these
instances were few and far between.

Types of equipment selected by the
operators in the early stages included
Rock-Ola's Standard shuffleboard,
and those units manufactured by Na-
tional, American, Purveyor and
Pcm, and today most established
name boards are on location.

As 1949 draws to a close, and the
first three months of active opera-
tions end, operators in this area are
still ultra-conservative regarding
shuffleboard. Many believe that un-
til one full season has passed there
won't be any definite conclusions
drawn. This will not happen, then, until
the first half of the new year has run
its course. Until that time, operators
already in the shuffleboard biz will
continue to keep a close count on
their receipts, and all phases of the
industry will watch the CSC play-
offs for player reactions.

Then, and only then, will all the
answers be added up, and the
future of shuffleboard determined
in Greater Cleveland.

Nearest Phone: 8-8480

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IMPROVED

GENCO DeLuxe

SHUFFLEBOARD

SCOREBOARD

ALL PURPOSE • ALL ELECTRIC •
COIN CONTROLLED
With CHEATPROOF BOX

Double-Faced Cabinet Available
With or Without Frames

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Nearest Distributor
TODAY!

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2621 NORTH ASHLAND AVE.
CHICAGO 14, ILL.

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(Continued from page 90)

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Nearest Distributor
TODAY!

GENCO
2621 NORTH ASHLAND AVE.
CHICAGO 14, ILL.
Chicago: Herb Perkins, who heads his own operating company handling various types of amusement machines, as well as being president of Purveyor Shuffleboard, on the West Coast on business, had a report from the company that it had shipped the Turtle Alley units he is on location are still drawing up players. It was reported that he had ever had on a game. And there's no telling how many he will, reports he.

Victor Vending's Harold Schoel reported lots of interest in the new Triple Unit Topper with plastic glides. The Triple, the firm's newest product, should prove a natural since it is something that has been received in the past few months. Fleming has already responded to its Double Unit Topper, a unit known as just plain Topper.

Irv Ovitz, Automatic Coin Machine & Supply Company, went to the hospital Thursday to get up.

(See CHICAGO on page 94)

Philadelphia:
Sidney Palitz, franchise holder for Q-Ball in the Philadelphia area, was quoted in Mickey Mosko as "Miss Q-Ball" as part of the promotion for the Q-Ball, which is being run on the radio each week on WFLF-TV. Rudd-Mellik, the Philadelphia manufacturer of the facturing of coffee vending machines, has appointed C. R. Kef franchise operators at the Ben-Jammin C. Kef, Inc., the first company introducing a bar-type machine that pumps out the steam java in cops. C. Kef is also manufacturer of Y & Y Popcorn Supply, and Charles Kef, president, and Joseph Silverman, secretary to the Amusement Machines Association, are square dance enthusiasts.

A lively battle has begun among firms seeking to sell parking meters as an entertainment operation. (See PHILADELPHIA on page 94)

Cincinnati:
The executive board of the Automatic Phonograph Owners' Association, Inc., has set its regular monthly meeting Tuesday (18) and the members of the company, following the board meeting on that evening. Both sessions will be held at the Hotel Wilshire.

The APOA held a special get-together December 2 to hear reports from the various committees which were appointed during the past year. At the meeting it was decided to hold the annual session in Miami this year. The announcement was written by APOA President Charles Kanter, as the January Hit promotion. Attending the special session were Sam Cheston, Charles Kanter, Phil Farg, Al Lieber, Ben Warski, William Strow, Milton Cole, William Harris, Bernard Stilliker, Sam Gerrotz, James Drivas, Bill Russell, William Broerman, Charles McKinney, Tom Reuvian, Bill Freggia, Bill Pizolli, Alex Alexander, John Nicholas, Robert Woods and Fred Engel.

Hartford, Conn.:
Pennington Music Corporation, 700 Albany Avenue, Hartford, has filed a certificate of organization of a new subsidiary company, the security of state, listing amount paid in cash as $75,000. The incorporators were President Alex Warner and Treasurer and Secretary Maurice J. Zimmerman, both of Hartford.

Kwik Kafe of Hartford, Inc., has noted with the secret of state a change of name to Automatic Food Service, Inc.

Albert Latauskas, Boston branch manager for the Automatic Phonograph Owners' Association, formerly Hartford branch manager of the concern, was in Hartford.

(See HARTFORD, CONN, on page 94)

Los Angeles:
Sam Weitzman, of Arcon Machine Company, is back from Atlantic City where he attended the gambling machine show. He was well pleased with the public reaction to the Arcon bulk merchandising vendor. Bill Stimson plans to San Francisco last week with E. Larue, of Larue International, regarding distribution of character charms and Arcon vending machines.

Frank Rotolo, North Hollywood, was on cola machine row looking over some new equipment.

Frank Butterfield, of the E. T. Mape Company, returned from Minneapolis. (See LOS ANGELES on page 94)

Minneapolis:
Two deaths in the coin machine industry in the last few days have depleted the coin men here. Richard (Dick) Unger, 46, Sta. Paul operator, died fol lung an automobile accident. He had been associated with the company for 16 years, and his loss will be greatly felt. (See Machinery on page 94)

Machines are on the market. Sid Miltenger, President of the Minneapolis Coin Merchants Association, has sent a letter to the outfitters of the industry with a capitalization of $25,000. They will be on exhibit in the December meeting. (See DETROIT on page 94)

Twin Cities:
Kang Krauser, Fairfax, Minn., op erator, was in the Twin Cities buying coin machines. Operators and distributors alike wound up the football season in Minneapolis in the annual meeting of the American Coin Machine Owners' Association, in the middle of which their favorite Golden Gophers of the University of Minnesota were heading for the Pasadena Rose Bowl on New Year's Day, many of them were feared to be there.

Two visiting presidents of the night and Purdue upset the Gopher print.

Archie LaBeau, of LaBeau Novelty Sales Company, said business is steady.

(See TWIN CITIES on page 94)

Brief and Important
Late Digest of Coin Machine News

Washington: Decca Distributes Changes

Distributorship of Decca Recorders in Washington has been taken over by Banister Bros. of Baltimore, Fred Turner minister as manager. The local offices will be moved from the present site to 1231 New Hampshire Ave., N.W.

Clarke Named Hires Executive

Charles E. Hires, executive of a further move to expand key sales organizations, has named C. Duffield Clarke as manager of national accounts and head of the firm's newly organized vending machine division. Clarke, who has been with Hires and has contacted vending machine interests for the firm in the past.

Cincy Ops Pick January Hit Tune

The Automatic Phonograph Owners' Association (APOA), of Cincinnati, has selected "Tell Me Lies," the tune co-authored by APOA President William L. Kanter and Kanter's brother, William, as the January Hit promotion will feature the London disc cut by Reggie Geoff and His Velveteens.

National Rejection Inventory

National Rejection Company, Ltd., plans to close its plant from December 24 through January 3, 1950, for the annual inventory. J. E. Cleary, assistant to the general manager, will be advising preparations will be made to get the plant back in operation January 4.

Special Wrigley Dividend

Waxed Wrigley Jr. Company last week voted a special 50- cent dividend payment to stockholders, thus bringing the total payment for the year to 10 cents. The dividend compares with $3.50 voted in 1946.

Permo Introns Muted Stylus

Northern Introns Company last week announced an addition to its muted stylus, used for icons in tone arms and coin type phono equipment using the P-50 type pick-up cartridge, to music ops. Prices have been substantially reduced, with the new stylus, if purchased in lots of from 1 to 10, listing at 40 cents each, 11 to 49, 25 cents; 50 to 99, 20 cents; 100 to 499, 16 cents; and over 500, 12 cents.

Washington: Guest columnist for the Washington Music Guild (WMG) December newsletter was Arnold Fine, night club editor of The Washington Daily News. Fine pointed out that many current, big name entertainers have made the desire to see juke box fans who brought them before the public. On the other hand, Fine said that many fans allows fans to see their favorite as well as hear them on records.

The District Health Department's anti-VD record, "Put It Down," was presented to a meeting of the American Medical Association. (See WASHINGTON on page 94)

Detroit:
Jacob Krenski, of Flint, Mich., is taken over direct management of the Amusement Devices, Inc., national distributor of the Leblanc, Mabel, and Other Machines in Detroit. A company remaining in Detroit headquarters of the Detroit suburb of Highland Park. Gray Park, portable machines, is the home of James L. Kraker, Jr., of machine company, and Arthur S. Huy, of Glen Arbor, are forming the new firm of Kraker's Letter, which now claims over a capitalization of $25,000. They will be on exhibit in the December meeting. (See DETROIT on page 94)

New York:
Al Simon claims he is hard put to keep up with the continuing heavy orders received by the Chicago Coin Bowling Alley. As factory agent here, he will have to compete with more games to his territory, (See NEW YORK on page 94)

Indianapolis:
The Surber Music Company and the Surber Sales Company are in their new location at 413 S. Meridian St., and the new building, which is called the "Mr. C. C. Surber is head of the company. The application for mem- bership in the APOA was made by Mr. C. C. Surber, who is a member of the organization, has been accepted and the December meeting of the Music Guild, Inc. (MGA) December 1.

Henry Wind, of the Hoosier Sing- les Music Company, distributors for Aireon phonographs, is still on the sick list, and spends only a few hours a day at his home. (See NEW YORK on page 94)

John N. Stone, of the Indiana Auto- machine Company, distributor of Rock-Ola phonographs, is suffering from a severe cold and is re- ceiving treatment from Dr. Warner, of Banister & Banister Distributors, of Indianapolis, spent a week in Chicago on business.

Cordor visitors last week included Jack Silvers, of Silvers Novelty Company, Belmont, Ind.; Russell Pennington, of Pennington & Sons, Ltd., and Joe Connolly, Automatic Music Company, Muncie, Ind.; Tom Burch, South Side Amuse- ment Supply Company, and Louis L. G. Porter, New Castle, Ind., operators.

Operators say that collections are slim but, the condition is not unusual for the time of the year. Theyوم (See CHICAGO on page 94)

Vital Statistics

Deaths

Edward C. Richter, secretary of Amusement Machines Association of Philadelphia (AMAP), December 1.

Carl Spilman, Butte, Mont., operator, killed in an automobile accident near Butte, Mont., Charles, will take over management of the company. (See NEW YORK on page 94)

Richard (Dick) Unger, 69, operator of pin games and phonographs in Minneapolis-St. Paul area, was killed following a major operation.

Andy O'Brien, 61, operator of Amusement Supply Company in St. Paul area, spent a few weeks after a long illness.

Births

son, Dennis M., to Mr. and Mrs. Dennis M., December 7. Father is assistant public relations director of the National Automatic Merchandising Association (NAMA).
Chicago:

(Continued from page 93)

Continued:

Meanwhile, his partner, Oscar Schults, is doing double duty as the firm has been enjoying a real rush in trade the past few weeks. Automatic Coin is one of Bell-O-Matic Corporation’s leading distributors.

Visitors at Williams Manufacturing recently, in to see the new five ball De-Icer, included Ray Williams, Commercial Music Company, Dallas; Joe Ash, Active Amusements, Philadelphia; Leo Weinberger, Southern Automatic, Louisville; Fletcher A. Blaich, head of F. A. B. Distributing, New Orleans; Dave Bond and Irwin Margold, Trimount Coin, Boston; Si Wolf, T. B. Holiday Company; Herman Passer, Mayflower Distributing, St. Paul; Meyer Parzoff and Harry Rosen, Standard of New York; Morris Ginsburg, Atlas of Chicago; Phil Moss, Atlas, of Des Moines; Paul Neiman, Atlas of Pittsburgh; Ben Lazar, of B. D. Lazar, Pittsburgh, and S. L. London Music, Milwaukee.

Activity at United Manufacturing continues at fever pitch as orders pour in from all parts of the country for Shellie Alley, so far as that leading distributors come to the United plant personally to be certain of getting the largest possible shipments. In town recently for that purpose were Dave Simon, Simon Sales, New York, and Sam Taran, Miami. Billy Desalem and Ray Beldig manage to keep the flow of orders moving as fast as they are received, a herculean job. ... Herb Oettinger, United compartor, day to Atlantic City last week for a quick look-see at the vending machines on exhibit at the NAMA convention.

H. F. Dennison, who moved his family and base of coin machine operations to the West Coast last fall, in town on his way back from the Atlantic City meet. Dennison, who is still active in the music field, is setting up as a distributor of coin machines, and has lined up some good accounts in the East and Middle West. He returned to California Friday (9).

Gill Kilt, Empire Coin head man (with Ralph Sheffield), spending his time on the street these days, while Ralph looks after the business at the firm’s headquarters. Gill reports Shellie Alley still going strong in the three-State area covered by Empire, and also going well on local orders.

New Gear-Tooth Keyway

LOOK at this diagram of the new HERCULOCK keyway. Note the teeth are produced in a manner that prevents gashing or galling pattern exclusive with HERCULOCK. No other key can fit it, and it’s virtually pick-proof.

Only the new HERCULOCK has a Gear-Tooth Keyway, a keyway entirely unlike that of any other lock in use today. This means protection for you... from coin-box-capers because the new design makes HERCULOCK virtually pick-proof, from new key cuts, because only the distinctive HERCULOCK key will fit the new keyway.

Exclusively With HERCULOCK

Independent Lock Company

Fitchburg, Massachusetts

Branches in Principal Cities

America’s Cleanest, Finest 5 Balls

Ailene in Wonder’d $7.50
Balling Mix $600
Barnacle Bill $2.00
Barnacles Reef $1.50
Carnival $1.15
Carnival Bill $1.25
Carnival Plate $1.10
College Days $1.75
College Days $2.50
Floating Power $1.99
Puddin Head $1.95
Crossing $1.00

LOOK TO THE GENERAL BAR LEADERSHIP

Terms: 1/3 cash with order, balance at O. D.

Shuffle-Chess

Nidal

Vending Sales Corp.

BIDDEL & HOWARD STS. Phone: Verona 4119 - BALTIMORE 1, MD.

Chicago:

(Continued from page 93)

Cinemen You Know

Los Angeles:

(Continued from page 93)

Riddle: Five packets of cigarette stamps, each consisting of 5,000 stamps, were sold at $7,200 each, and since the rate is 3 cents per packet, this means a total of 20,000,000 packages of cigarettes were sold in one year. At the population of California in 1949, this means 125 packages a year for each man, woman, and child in the State.

He added that these figures include smokers and non-smokers. If confined to smokers only, the peg of cigarette consumption would be much higher.

Stockton, Calif.:

(Continued from page 93)

William Bird, city controller, has announced that a community tax on coin machines in the city of Stockton for the fiscal year ending June 30, 1949, will be levied at a rate of 1%. This will be the first community tax on coin machines levied in the city of Stockton.

Ginny Ginster, director of the Stockton Coin Machine Owners Association, has announced that the association will hold a meeting to discuss the proposed tax. The meeting will be held at the Stockton Hotel on May 10th.

New York:

(Continued from page 93)

head of Loyal Music, has made arrangements for the release of the song "You Say" by Dave Lowry to be distributed by the company. The song was written by Lowry's wife and the lyrics were written by Dave Lowry himself. The song will be released in several weeks, according to the company.

Bill Gates, of Capitol Music, just back from a week-end trip to Florida, reports his home there has now been taken over by the annual winter vacation of the Goetz clan in the Sunshine State. Bill is still managing his coin machine distribr of Irvington, N. J., but an increase in the firm's busy week was complemented by the release of the song "Don't Roll Those Bloodshot Eyes," written and recorded by Bill Lenahan.

Walt Disney, president of the Disney Company, reports that the music box department shows a marked increase over the past few months. A. Rosenfeld, local operator, was making the rounds last week.

Another recent visitor was J. Mallett, who hails from Clarenmont.

Washington:

(Continued from page 92)

Washington Music Guild President Harry A. Vies has added one to his popular music records. They’re the most exclusive coin machines available today. This means protection for you... from coin-box-capers because the new design makes HERCULOCK virtually pick-proof, from new key cuts, because only the distinctive HERCULOCK key will fit the new keyway.
**Record Reviews**

(Continued from page 32)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>COMMENT</th>
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<tbody>
<tr>
<td>MINDY CARSON (The Three Beaus and a Peep-Hop) Rene Ork)</td>
<td>All the Bees Are Buzzin' 'Round My Honey</td>
<td>POPULAR</td>
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<tr>
<td></td>
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<td>71-74-70-70</td>
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<td>Screechy, happy, head-clitty ditty puts a complete pop context on an old country tune.</td>
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<td>Too-Whi! Too-Who!</td>
<td>76-78-76-75</td>
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<td>Enjoying tune as one of Miss Carson's strongest hits to date. Got tune in a rich, warm rendition.</td>
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<tr>
<td>JANUILLA HANT (Jenny Morton)</td>
<td>Scarlet Ribbons</td>
<td>74-77-75-70</td>
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<tr>
<td></td>
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<td>The hauntingly beautiful song is projected with great character by Miss Hant. Side has a three-part harmony and a rhythm section. A rich disc for pre-swingers.</td>
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<tr>
<td>JACK POWERS</td>
<td>Blow Them Blues Away</td>
<td>69-71-69-66</td>
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<td>Old-timey reverse-type shout is for Miss Hant's special fan.</td>
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<tr>
<td>STEVE ALLEN</td>
<td>She Don't Laugh Like You</td>
<td>72-74-72-70</td>
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<td></td>
<td>Grandpa effort in the &quot;Will Never Smile Again&quot; Mode. Side has a happy regal, rumba style and a rhythm section. A rich disc for pre-swingers.</td>
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<tr>
<td>PHIL RECAHN</td>
<td>Little Man</td>
<td>68-70-68-66</td>
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<tr>
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<td></td>
<td>Allen, tri-kicked, recites and warbles a fetching little folk song. Sounds like his own recording.</td>
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<tr>
<td>PERRY COMO</td>
<td>Didn't Anyone Ever Tell You?</td>
<td>75-77-75-73</td>
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<td></td>
<td>Pop Legends. This happy tune of melody has a simple switch arrangement and makes it a strong novelty. Powers and R. Stoller are the ones here.</td>
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<tr>
<td>GEORGE OLSEN ORK</td>
<td>The Dream Is A Wish Your Heart Makes</td>
<td>90-90-90-90</td>
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<td></td>
<td></td>
<td>The painting &quot;Cinderella&quot; boxart gets a lovely send-off from the melody home plane. With strong flip, disc could be a big one.</td>
</tr>
<tr>
<td>TESSA BREWER-JOBOY WAYNE (Jack Pick Ork)</td>
<td>Bibidi-Bo-bi-bi-Boo</td>
<td>88-88-88-88</td>
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<tr>
<td></td>
<td></td>
<td>The infectious rhythm of the same song is handled by side: &quot;Boots and Broom.&quot; Yank воппи and Wayne lend the proper impish feel in this one.</td>
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<tr>
<td>BOBBY DOYLE</td>
<td>When You Look In The Heart of a Shamrock</td>
<td>72-70-72-74</td>
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<tr>
<td></td>
<td></td>
<td>The Irish hit is sympathetically treated. Sides should find favor in Gaelic nations.</td>
</tr>
<tr>
<td>HUGO WINTERHALTER ORK</td>
<td>The Good Time Polka</td>
<td>68-68-67-69</td>
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<tr>
<td></td>
<td></td>
<td>Selected polka performance of an alternative tune. For the Mid-Western polka.</td>
</tr>
<tr>
<td>BOBBY DOYLE</td>
<td>Dreamer's Holiday</td>
<td>40-40-40-40</td>
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<tr>
<td></td>
<td></td>
<td>Not the current hit but an older one of the same name by Friends and Friends. Another ditty on its own but most welcome.</td>
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<tr>
<td>JOHNNY COTTER</td>
<td>Copper Canyon</td>
<td>86-87-85-85</td>
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<td></td>
<td></td>
<td>Catchy ditty. Elite tune by Evans and Latham, reminiscent of their &quot;Bubbles and Flute.&quot; Yonger Wayne and Brewer lend the proper impish feel in this one.</td>
</tr>
<tr>
<td>NORMA JANETTE</td>
<td>Back Home Baby</td>
<td>84-85-84-83</td>
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<td></td>
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<td>Warm novelty of the Louis-Majer ditty which is being recorded presently. But, Doyle wears it nicely and production would sell lots of copies of this ditty if it is promoted.</td>
</tr>
<tr>
<td>HUGO WINTERHALTER ORK</td>
<td>A New Star Is Shining In Heaven</td>
<td>66-68-65-65</td>
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<tr>
<td></td>
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<td>They've reached a world of some quality in a most pleasing manner.</td>
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<tr>
<td>HUGO WINTERHALTER ORK</td>
<td>Blue Christmas</td>
<td>75-80-75-70</td>
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<td>One of the best of the new Christmas ditties, this has a high label bonus treatment of a simple, down-home-country-triple ballad with an infectious quality.</td>
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<tr>
<td>BOBBY DOYLE</td>
<td>You're All I Want For Christmas</td>
<td>90-90-90-90</td>
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<tr>
<td></td>
<td></td>
<td>Easily become a label hit. One of those Christmas ballads which emerged for saturation last winter.</td>
</tr>
<tr>
<td>BOBBY DOYLE</td>
<td>The Old Master Painter</td>
<td>82-84-82-80</td>
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<tr>
<td></td>
<td></td>
<td>Construction sillc all notes for this vocalized song, complete with all the tricks and the trimmings. The lyrics of Nortes Ghinley are unusually fine.</td>
</tr>
<tr>
<td>BOBBY DOYLE</td>
<td>Did You Ever See A Dreaming Thing?</td>
<td>87-88-87-86</td>
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<tr>
<td></td>
<td></td>
<td>A terrific ditty which will settle a bit of fresh to mean too much today.</td>
</tr>
<tr>
<td>BOBBY DOYLE</td>
<td>Till You Slip Again Again</td>
<td>67-70-66-66</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Disc and her novelty classing as a handle on jive with the same name which has been hit. The writing should catch a good portion of the disc.</td>
</tr>
<tr>
<td>BOBBY DOYLE</td>
<td>The Game of Broken Hearts</td>
<td>87-87-87-87</td>
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<tr>
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<td></td>
<td>No one has hit this ditty with the best in years, but this disc does catch the song. The writing has been treasured for years, but this one has happened at realized it has ever had. If the song is going to run, this one does it.</td>
</tr>
<tr>
<td>BOBBY DOYLE</td>
<td>Chickenfoot</td>
<td>73-75-73-71</td>
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<tr>
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<td>Spacious, smart and Satter. The recording feels does an amazing, superbly exaggerated holdover manner as a clever lyric.</td>
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<tr>
<td>BOBBY DOYLE</td>
<td>Shine On Harvest Moon</td>
<td>70-70-70-70</td>
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<tr>
<td></td>
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<td>Clear harmony working of the melody, with soft-choir envelopes, made strong traditional effects enhancing the recording.</td>
</tr>
</tbody>
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**SUPERIOR SECURITY!**

Yes, Chicago ACE Locks do provide superior security—... especially keep your existing and new house and sound! Here's why—

1. pin-tumbler ACE locking mechanism
2. Over 80,000 key changes
3. ACE vario-key and ACE keyways do not encourage unauthorized duplication and
4. Registration key changes for your private use.
5. Made of tough steel to resist abuse. Ask your dealer for super-safe ACE locking for your protection.

CHICAGO HOME LOCK CO.
2024 N. Racine Ave., Chicago 14, Ill.
FTC Studies Steel Industry
(CONTINUED FROM PAGE 78)

of steel will have to pay the freight charges, which in those instances, have been absorbed by the producers.

A clause of the steel makers' proposal, made by their producers to sell at less than published prices plus handling and freight charges—in other words, a freight absorption— "unless the effect thereof is to lessen competition unreasonably or in any line of commerce." However, a chief claim in FTC's pending case against the steel industry that freight absorption does result in lessened competition.

The stipulation also contains a saving clause whereby enactment of the House-approved basing point bill now pending in the Senate would automatically modify the contract order to permit the exercise of any reasonable of any legal rights which "were not permitted in this order" to the extent that the basing point bill allows.

In its present form the bill would allow such which, he said, is high on the 
point practices "in good faith" unless the effect will be "to lessen competition. In dealing with or not competition will be lessened in any pricing practices, the evidence points rest upon FTC under the bill rather than on the manufacturers as present Supreme Court interpretation of the law.

Recommended

FTC's assistant chief counsel, Lynn Paulson, who is in charge of the anti-trust case against the steel industry, recommended that FTC okay the modified stipulation. He declared that he considered the order "an improper usage" steel producers "from using the basing point delivered price system.

However, Paulson's immediate su-

pet, chief trial counsel, George Whiteley, disagreed to the offer on the grounds "that the commission lacks authority to dispose of the case on a consent basis without complete right to the public of all the facts revealed by the evidence, and that, in any event, such disposition would be contrary to the public interest."

Twin Cities:

(Continued from page 93)

has been moving along at a fairly decent pace in recent weeks, with no sign of a U-turn to any degree.

Gottlieb's new five-ball machine, Basketball, has jumped up on the local market to win in the great interest in the Minneapolis area, national professional basketball championships, who opened their season recently.

Sid Levin, of Hy-G Music Company, said United League's ball novelty unit is doing excellently with operator demand for the game high. He added the results being turned in by Photographers' Unit and lastly the list of operator popularity as a moneymaker in this territory.

Paul Reutter, president, and
dcember 22, 1949

POCKET BOWLING ROLLER BLDG.
1321 Central Avenue, Columbus, Ohio
Phone: 2097

EXTRAORDINARY YEAR-END SALE

CONTINENTAL MARKERS
1-100 at 50% Discount

BOAT TOWER
FULLY EQUIPPED BOWLING CUBES

FRANKIE CARLE ORK (Marcie Hughes) Columbus 2496
My Rose Garden
Ordinary dance music by Carle with his keyboard and Marcie Hughes spotted on this Bobby material.

THe Blossoms on the Bough
Pretty new ball is handled at a dizzy tempo, vocals nicely blending with the piano.

PARKER ALBERT ORK (Marcie Hughes) Columbus 2496
Rumba Rhapsody
Slow keyboard exhibition by Albert on the familiar Hawaiian rhythm. A number.

My Sweetest Moments
Good Scott song like a fourth cousin of Perry Como in his singing handling. Albert does it in a jive musical style.

ED FARLEY'S ORK (Bung Tjuer) 35-48
The Jaxx Me Blues
Fast straightforward and not particularly tasteful blues number of one of the great Standard standards.

Marge
Two-far delivery of the standard may attract some at the instant current directory request.

Blue Ribbon Gal
Bright two-two feeling of a old lady makes approxi-

mation as it is handled with a fine show and from Mrs. Wilmers' ork and a local group.

Send Ten Pots (To My Girl in Tennessee)
Handy rollicking rhythm which has been attracting some attention is done with a taste-

less arrangement.

JOHNNY JOHNSTON (Rus Case ORK) MGM 15662
You're Doin' What It Takes
Your'ship straightfiong and excite job on an attractive the loudly entertaining new ballad.

Fopaholic
Illustrated show and consists to several local figures, particularly "Areos, " but it lacks the finest possible possibilities of its predecessors.

RUS CASE ORK (Stuart Foster) MGM 15661
Mad About You
Show Defoe gives treatment of a beautiful effort which made music in song exactly well by Stuart.

There Aren't Enough Hours in the Day
63-66-63-66

Tango in Tempo
Allright's "Tango in the" which has been treated to a very fine way, evoking much and

being featuring the wonderful orchestra at the keyboard.

Loony Little Music Box
Gone is the little tune which is completely per-

rected but where immediate interest is local.

JOHNNY CRAWFORD (B Song) 27-72-72-72
Southwick
Climb small jump out wins a vamp on "The Hutchinson" copy and with spirit. Some test takers are interested in this song.

Red Cap Shuffle
Fast-shuffle ball is one big boost and last but not the usual songs of such enlivened at all very little occasion.

Santa Claus Blues
Add another Christmas blues to this year's holiday season. The lyric is a humorous number, a Southern style, sounds wonderful- arrangement is excellent.

To Get See Her Every Night
Blues innovation here has originality in pattern. Davis puts his spin out to a better record.

Stormy Night Blues
Wood working and driving make a good contemporary blues number. Swing band especially "goody.

Unfaithful Blues
Like it, with Standard adding breaking bones-changes.

Thrill Me
Throw in a such pleasurable but, balem-

tympanum backing in that and off her petry.

All On Account of You
American at the street side. Glad unadulterated could do better under proper conditions.

Oh, I'm Evil
Oldie Lambert's, a popular novelty ditty with good broken-hitting effect, might have proved a duet cap.

Juke Box Time
The number titled format.

My Special Friends Blues
Mzaker takes reins out at the customers in a personal, allen, all-everything clog and get groovy chows-

in big.

Nervy Woman Blues
Ideally written and expertly managed.

I Want To Cry
A bit asking about a year back. It's as good indication now as it was then, but on the market two years to repeat.

Mr. Baby-kin
Climbing a something but no sticking. With its central, and order, it is admirably meant anywhere in the S.A. market. (Continued on page 98)
**Color Combinations**

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to various methods of wiring harnesses—to meet any requirements of the industry.

Coin machines service organizations and distributors are invited to write for complete information on how they may better serve their trades by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harnesses.

Send your specifications for INTER-COM CABLE.

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**Record Reviews**

(Continued from page 97)

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<th>LABEL AND NO.</th>
<th>TUNES</th>
<th>COMMENT</th>
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<tbody>
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<td>IVORY JOE HUNTER</td>
<td>MCM 10578</td>
<td>RHYTHM &amp; BLUES</td>
<td>86-86-86-86</td>
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<tr>
<td>JIMMY WITHERSPOON</td>
<td>Modern 20-710</td>
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<td>CHARLES JOHNSON ORK (Willie Anderson)</td>
<td>Prize 705</td>
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<td>ROY HAWKINS ORK</td>
<td>Modern 20-700</td>
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<td>JIMMIE SIMON</td>
<td>Phoenix 017</td>
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<tr>
<td>JOE ROBINSON</td>
<td>RCA Victor 77-054</td>
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<td>MARGE TILMAN</td>
<td>Columbia 245</td>
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<td>BUD HOBBS</td>
<td>MCM 10795</td>
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<td>ROB WILLIS</td>
<td>MCM 10579</td>
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<td>RAY BUTLER</td>
<td>Delta 66-067</td>
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<td>COWBOY COPAS-GRANDPA JONES</td>
<td>King 080</td>
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<td>BURL IVES</td>
<td>Columbia 30-04</td>
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<td>PORKY FREEMAN TRIO</td>
<td>4 Star 1315</td>
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<td>TENNESSEE VALLEY BOYS</td>
<td>FVB-Star 85</td>
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**EXCLUSIVE KEYEEN DISTRIBUTOR IN THE METROPOLITAN AREA**

**NEW KEENNEY DISTRIBUTOR**

**MECHANIC AVAILABLE**

13 years' experience in all makes coin operated machines. Exceptionally good on Coca-Cola and Container, Compartment, vending and Reliable.

**BOX 375**

Cara's The Billboard, Cincinnati 16.
There is No Substitute for United's Original

SHUFFLE-ALLEY

For Immediate Delivery in this territory

CONTACT YOUR LOCAL JOBBER ... OR DIRECT FACTORY AGENT

DAVE SIMON
PLAZA 7-5660

SIMON SALES, INC.
627 TENTH AVE., NEW YORK 18, N. Y., PHONE PLAZA 7-5660

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co.
4309 W. Lake St.
Chicago 24, Ill.

“Swingin’ Monk”

Continuous, pendulum swinging motion... tantalizes players, keeps coins rolling in... no service required!... 5 Winning Traps!... Fool-Proof!

Monarch Coin Machine Co.
1545 N. FAIRFIELD AVE., CHICAGO 22, ILL.

We’ve got it !!!

WILLIAMS’

“TWIN SHUFFLE”
THE GAME YOU’VE ALL BEEN WAITING FOR

TRIMOUNT

40 WALTHAM STREET
BOSTON 10, MASS

DISTRIBUTORS: Exclusive Territories Available!

Write for Profitable Arrangements!

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE., (PHONE ARmitoge 6-1434) CHICAGO 22, ILL.

TERRIFIC!

FIVE JACKS

NEW! ORIGINAL!
STREAMLINED!
FOOL-PROOF!

You'll have fewer out-of-order calls with a Jennings!

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Continuous, pendulum swinging motion... tantalizes players, keeps coins rolling in... no service required!... 5 Winning Traps!... Fool-Proof!
REVAMP
YOUR KILROYS
and HAVANAS
at LOW COST!

“SWEET SUE”
REVAMP FROM
Havana

“ELMER”
REVAMP FROM
KILROY

WE REVAMP YOUR
GAMES COMPLETELY
$75 EACH 

S10 deposit required with each game. Customer pays freight. All broken and missing parts replaced at nominal cost.

FEATURES
SUPER HIGH SCORE
•
REDESIGNED PLAYFIELD
•
BANG BUMPER
•
REFINISHED CABINET
•
NEW BACKBOARD GLASS
•
FLIPPERS

We Must Have Your Complete Games to Rebuild & Refinish

ATTENTION DISTRIBUTORS
Due to increased production, we are now in a position to appoint a few more distributors. Write! Wire! Phone for details!

M & T
SALES CO.
2649 Fullerton Avenue
Chicago 47, Illinois

IMMEDIATE SHIPMENT
BUCKLEY
CRiSS CROSS
JACKPOT BELLE
5¢ 10¢ or 25¢

FOR MUSIC OPERATORS
BUCKLEY WALL and BAR BOXES
AVAILABLE IN
20-24-32
RECORD SELECTIONS

SACRIFICE

MUSIC AND PIN BALL ROUTE AND FULL EQUIPMENT

Partners with the retiree from business. Doing $15,000.00 yearly income. Established over 15 years. Will sell for $35,000.00. Terms--Cash.

128 North Main St.
Phone 2122
Mansfield, Ohio

December 17, 1949
The Billboard

RECORD REVIEWS

ARTIST
SAM NICHOLS
TOMMY WAILES
BOB FLANNERY
STANLEY BROTHERS-
CLINCH MOUNTAIN
BOB McALIFEE
HANK SNOW
ROSS MOORE & HIS
TROUBADORS
WALLY Moore & HIS
Tennessennes
"TEXAS" BILL
STRENGTH
MACDOSS BROTHERS
JOHNNY LEE WILLS
BOB JENNINGS-THE
FARMHANDS
CENE AUTRY

LABEL AND NO.
MID 2039
CAPITOL 57-4973
CAPITOL 67-4979
CAPITOL 20647
RCA Victor 23-5143
Fotor-Singer 506
S spay 2023
4 Star 1134
E Star 2099
Bullet 496
WORLD 2537
20651

TUNES
COUNTRY AND WESTERN
I Wonder Why I Worry Over You
You're So Heartless
Don't Let Someone Else Take My Place
Things Ain't No Use To Cry
OVERHEAD

COMMENT
alcohol's last line. Good treatment of lyric and material, excellent attention to detail.

Whitman's "Once there was a dream that hero's love was not just a dream. Good lyric and treatment of the theme. Fine sensitive attention to detail.

Attractive with a pain in the soul. A fine rendition. Sad, soulful style.


Beautiful, with an emphasis on the melody. Fine sensitive attention to detail.

Fuller treatment of the theme. Fine sensitive attention to detail.

Weird, with an emphasis on the melody. Fine sensitive treatment of the theme. Fine sensitive attention to detail.

Romantic, with a pain in the soul. Good treatment of the theme. Fine sensitive attention to detail.

Whitman's "Standing on the Outside of the VW. The "decor" which has been left behind is a "modern" freeboard. Fine sensitive attention to detail.

The Only Rose
Nobody's Child
If I Could Buy Your Love
Slipping Around
Frankie Rose
Texas string is setting and straightforward but not especially pungent or on a likely pop-teenage pace.

Ruth's Mean Remembrance
I'm Callin' Amore Around Your Finger
If I Could Buy Your Love
Rag Time
Texas string is setting and straightforward but not especially pungent or on a likely pop-teenage pace.

Please Don't Ever Forget Me
You are just the kind of a fellow die, with cutting special of its own, amiable in padding.

Mule Train
I'm Sending Daffodils
Near Me
Mule Train
Texas string is setting and straightforward but not especially pungent or on a likely pop-teenage pace.

One Hundred Dreams
One Sweetheart Too Many
Alabama Baby
Address From Heaven
Mule Train
A Cowboy's Serenade

02-00-08
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1949

520

-20-24-32

100-

-50-

-50-
Manufacturers Adding More Models as Production Lags

(Continued from page 78)

of the key points brought out by the shuffle units is that some coin amusement
products can be successful on dime play but is up to the manu-
facturer, distributor and operator to find out through competitive test
which games will go over on nickel dime play. Another salient point brought
home to all concerned is that players have clearly indicated by their
reaction to the shuffle novelty games that they will consistently play a
game they thoroughly understand and that the playfield itself may be relatively
simple in design.

Beneficial in the shuffle trend has been
to firms which entered the field
comparatively early and therefore
fully capitalized on novelty games.
Of greater importance is the lift given
to the coin machine amusement busi-
ness as a whole. For distributors and
manufacturers have been surprised by
the number of new interests brought
into the trade, a must to any industry which is to continue to grow and
build. United西的 the greatest single benefit of immediate im-
portance to the whole field is that the
unusual popularity of the shuffle
games has strengthened the operator's
financial position at a time when it
was most needed. It was but a few
months ago that operators were
limiting their buying of new games
to the minimum and were concerned about the cost of operation,
particularly the price of games.

The list of producers now engaged
in the shuffle novelty output includes
Bally (Shuffle-Bowler); Chicago
Coin (Bowling-Alley); United Manu-
facturing (Shuffle Alley); S. Wood-
craft (California Shuffle-Away); Keeneys
(Pin Boy); and Rock-Ola (Shuffle-
Lane). Keeneys and Rock-Ola have
just announced their products (see
separate stories). Actually, two or
three other firms are about to intro-

shufE games and only the Cailleau
organization is now wholly engaged
in five-ball production. Of the others
Williams has had steady success with
both five-ball and novelty games un-
related to the shuffle. Genie
produced Glider, a shuffle type game
and is now in production on a five-
balt. Exhibit number the two
game, Silver Bullets, a com-
pletely new five arcade line, and a five-
ball rolling off the lines.

Clearly indicated by the success of
the shuffle games as well as
other novelty games and five
balls, now drawing heavy play on
locations, if the fact that games which
make money for the operator, and
therefore the distributor and manu-
ufacturer, will have a ready market regardless of the cost of the
Game. Costs for producing shuffle
Games are higher than pin games, yet
operators have not been concerned with the added expense. By the
same token if a different type of
amusement game were introduced at
the midprc the same operators found,
in the course of time, that the
they did not have sufficient appeal to make a
It would have small demand.

Minneapolis:

The Twelfth Annual
American Amusement
operators Association, still makes his
twice-weekly trips to Winnipeg to
visit his son who is in a hospital
there convalescing from injuries
sustained in an automobile accident.

Phil Robinson, Chicago Coin's
West Coast rep, was in Chi-
cego for a visit to the home office.
He'll return via the Northwest with
business stops in Washington
and Oregon before concluding his
trip at the Los Angeles headquarters.
Berner Knott was in from Alhambra
for a tour of salerooms recently.

NEW ONE BALLS

Universal Photo Finish $645.00
Bally Champion, P. P. $645.00
Bally Kentucky, P. D. $645.00

NEW SLOTS

Complete Line New JENNINGS and MILLS Write for Operators Prices

Bally SHUFFLE BOWLER
12 ft. alley. Side door m.n. 1 player, 2 players, swing of actual bowling. Completely automatic. All runs under standboard. Immediate Delivery!

NEW PIN GAMES

CHICAGO COIN TAHITI GOTTLEIB BASKETBALL KEENEY BAND LEADER BALLY HOT DODS GENCO RIP SHORTER EXHIBIT SHANNYTOWN

MILLS SLOTS

Reconditioned and Refurbished All With Club Handles

ROCK-OLLA MODEL 1427

Mechanically perfect. All games in
perfect order. $65.00

WURLITZER 1080's

Used approximately 9 weeks. Operate at least and loss. $1,000.00

WANT TO BUY

FREE PLAY CONSOLES

De Luxe Drawers, Multiballs, Super Bonus Bells, Gotl, Deluxe, Or Twin, Reserve Bells, Clover Bells

ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE., PHIPPLE 6-5055-CHICAGO 47

2219 FIFTH AVE., PITTSBURGH 19

ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

2115 N. WESTERN AVE., PHIPPLE 6-5055-CHICAGO 47

2219 FIFTH AVE., PITTSBURGH 19

ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

SANDLER DISTRIBUTING CO.

110 ELEVENTH ST. DES MOINES 9, IOWA

PHONE 49186

$250.00 EACH

1/3 DEPOSIT, BALANCE C. O. D.

HOME OF PERSONAL

2200 N. WESTERN AVE., PHIPPLE 6-5055-CHICAGO 47

ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19

ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

425 BROAD STREET

HERMITAGE MUSIC CO.

NASHVILLE 2, TENN.
A MONEY MAKER you'll OPERATE 2 YEARS from NOW!!

SILVER BULLETS
Exhibit's NEW GREATER!
PISTOL SHOOTING GALLERY

A COMPETITIVE GAME
2 NICKELS and ONE NICKEL PLAY

BUILT to serve the most realistic indoor target practice shooting ever offered to make a daily habit with location crowds all year round for BIG EARNINGS. YOU SHOOT with a realistic 45-COLT AUTOMATIC PISTOL with the sensation of the RECOIL and GUN KICK with each shot.

EIGHT TARGETS to AIM AT.
MOONSHINE JUGS and MOONSHINERS

TWO GUNS TO SHOOT—where the quickest draw to shoot fastest—aim the straightest is the WINNER... TWO LIGHT UP SCORE BOARDS register the HITS of each player. A LONE PLAYER can also enjoy target practice shooting. You are chasing 4 scooting moonshiners IN and OUT of their HIDE-OUTS at an apparent distance of 50 feet away from you. All this takes place in a colorful typical native backwoods scene.

SEE IT!! GET IT!! FROM YOUR DISTRIBUTOR

EXHIBIT SUPPLY CO. (EST. 1901) 4218-40 W. LAKE ST., CHICAGO 24, ILL.

WORK YOUR COUNTER SPACE TO THE LIMIT WITH

COUNTER GAMES

Ban-a-Ball ........................................... $2.50

With Stand ........................................... $2.50

Hickey & Catcher (U-3) .......................... $2.00

Proplex (New) ...................................... $3.00

Proplex (Amusement New) ................... $3.00

Camera Chief (New) ............................ $5.00

Spot Minnesota ................................. $5.00

Cross Hold ......................................... $10.00

Collectors' Raquetball ........................ $25.00

COUNTER GUNS

Target King, Hunters (New) .................... $75.00

A.B.T. Drill Gun (New) ........................ $15.00

COUNTER VENDORS—New

All Games Cleared and Checked! See Second Choice

Exclusive Distributor SEE-BURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

S. L. London Music Co., Inc.
3130 West Lisbon Avenue
Milwaukee 8, Wisconsin
2605-7 Hennepin Avenue
Minneapolis 8, Minnesota
Kenwood 6612

FOR SALE

Triple Action $14.00

Brooch ........... $5.00

Chip Clip ................ $2.00

Coin ... ............................... $2.00

R יצחק

SPECIAL LOW PRICES ON POPULAR GAMES

TRIPLE ACTION

TRIPLE WINDS .......... $29.50

MARGO GOULD .......... $29.50

MERRY GO ROUND .......... $29.50

SCREW WALL ............. $29.50

PUDUHOMER ............... $29.50

VIRGINIA ............... $29.50

TENNESSEE ............... $29.50

CHERRY ............... $29.50

DEW-MA-DITTY ............. $29.50

RENDERVooG ............... $29.50

MAJOR LEAGUE BASEBALL ............... $29.50

SQUA-ACE ............... $29.50

HEAVY HITTER (w. stand) ............... $29.50

LOLLODY ............... $29.50

TOTAL ROLLS ............... $29.50

SHATTER .......... $29.50

SHEPHERD .......... $29.50

THREE-BALL .......... $29.50

JENNINGS ............... $29.50

SILVER ............... $29.50

MILLS ............... $29.50

MAN OF THE MATCH ............... $29.50

TREASURE Hunt ............... $29.50

GLOBE AMUSEMENT CO.
161 Saratoga Bt., Rushmore, N. Y.

GLOBE AMUSEMENT CO.

GLOBAL AMUSEMENT CO.

CLUB AMUSEMENT CO.

WANTED TO BUY—LINE L. 519

DIME SLOT SALE

3 MILLS SLADE CHERRY .......... $6.00

3 MILLS OPHIR ............... $6.00

3 MILLS GEORGE ............... $6.00

3 MILLS MANSFIELD ............... $6.00

3 MILLS WYOMING ............... $6.00

3 MILLS JENNINGS ............... $6.00

3 MILLS SHOOT THE BELLE ............... $6.00

3 WHEELS ................ $6.00

4 WHEELS ................ $6.00

5 WHEELS ................ $6.00

5 WHEELS STRIPED ............... $6.00

7 WHEELS ............... $6.00

8 WHEELS ............... $6.00

GLOBE AMUSEMENT CO.

161 Saratoga Bt., Rushmore, N. Y.

GALE AMUSEMENT CO.

WANTED TO BUY—LINE L. 519

LINETTE S. 3rd

WA 3485

LINETTE S. 3rd

WA 3485

3 MILLS SLADE CHERRY .......... $6.00

3 MILLS OPHIR ............... $6.00

3 MILLS GEORGE ............... $6.00

3 MILLS MANSFIELD ............... $6.00

3 MILLS WYOMING ............... $6.00

3 MILLS JENNINGS ............... $6.00

3 MILLS SHOOT THE BELLE ............... $6.00

3 WHEELS ................ $6.00

4 WHEELS ................ $6.00

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5 WHEELS STRIPED ............... $6.00

7 WHEELS ............... $6.00

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5 WHEELS ................ $6.00

5 WHEELS STRIPED ............... $6.00

7 WHEELS ............... $6.00

8 WHEELS ............... $6.00

GLOBE AMUSEMENT CO.

161 Saratoga Bt., Rushmore, N. Y.

GALE AMUSEMENT CO.

WANTED TO BUY—LINE L. 519

LINETTE S. 3rd

WA 3485
IT’S Keeney

CAPTURING THE PREFERENCE OF OPERATORS
AND PLAYERS ALIKE WITH THESE 2 OUTSTANDING WINNERS:

PIN-BOY AND BAND LEADER

RIGHT DOWN YOUR ALLEY!!!

OFFICIAL BOWLING
STRIKES * DOUBLES
TURKEYS * SPARES
SPLITS * RAILROAD
* AUTOMATIC SCORING

EAST INSPECTION OF MECHANISM AT SIDE DRAWER

SIZE: 9½ FT. LONG
2 FT. WIDE

PUCK RETURNS AUTOMATICALLY AND FAST!
PUCK WITHHELD AT END OF GAME!

Keeney PIN-BOY

It's just good business to own and operate Keeney's new PIN-BOY. It is puck-bowling at its best, because we build PIN-BOY from leg-levels to backglass with a perfection second to none. The popularity and earning power of Keeney's PIN-BOY is known.

ORDER YOURS TODAY.

YOUR KEENEY DISTRIBUTOR HAS IT,
OR CAN GET IT FAST FOR YOU!

Keeney BAND LEADER

Four Kickout Holes at top count 10,000 each. One at center scores 50,000. Four Action Bumpers good for 10,000 each 'til lit, then jump to 100,000. One Free Game Bumper, Two Flippers. Six Roll-overs: 5 for 10,000 lit; one for 50,000 lit. Top Score: 9,400-000. See. Compare. Keeney's Band Leader has tremendous appeal.

CONTACT YOUR KEENEY DISTRIBUTOR,
BAND LEADER PROFITS ARE WAITING

J. H. Keeney & CO., INC.
"THE HOUSE THAT JACK BUILT"
2600 WEST SIXTH STREET, CHICAGO 33, ILLINOIS
MILL'S NEW 1949 BELLS

MILLS' NEW VEST POCKET BELL
MILLS' NEW QT

"21" BELL
BLUE BELL
BLACK BEAUTY
BONUS BELL
TOKEN BELL

GUARANTEED RECONDITIONED MACHINES

5-BALL FREE PLAY GAMES

Gama 537.50
Treasure Chest 537.50
Banana 537.50

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New Box Stands, Single, Double and Triple Sofes for All Bells.

END OF YEAR BARGAINS

1. SHARPSHOOTER $95.00 SHOWBOAT $45.00
2. BUTTONS & BOWS 95.00 DEW-WA-DITTY 40.00
3. OKLAHOMA 115.00 YANKS 25.00
4. ST. LOUIS 99.50 CARNIVALS 60.00
5. DOUBLE SHUFFLE 87.50 MONTEREY 38.50
6. A.C.E. 87.50 MACHINES... 38.50
7. SERENADE 55.00 CIRCU 38.50
8. SUMMER TIME 48.00 JUMPY DUMPTY 35.00
9. BABY FACE 75.00 RAMONA 55.00
10. PINCH HITTER 75.00 MAJOR LEAGUE 29.00
11. ROUND BALL 49.50 COVER GIRL 22.00
12. TANNICKO 95.00 SWING WALL 30.00
13. TELECAND 75.00 ROBIN HOOD 45.00
14. MERRY MISTRESS 65.00 SPEEDWAY 40.00
15. BATTLESHIP 75.00 SAFETY 45.00
16. PARADISE 60.00 BALLERINA 40.00

TARAN DIST., INC.

90 Riverside Ave., Jacksonville, Fla. 2820 N. W. 7th Ave., Miami, Fla.

Phonographs and Music Systems, plus "all makes"i
Pin Games-Shuffleboards-Electric Scoreboards-Consales—Full Stock of Parts—All Accessories.

THE SOUTH'S LARGEST DISTRIBUTOR OF COIN OPERATED MACHINES

311 8th Avenue, SO. NASHVILLE, TENNESSEE PHONE 4-0194
Mills Bells have a high I.Q.

* INNER QUALITY

In 1889 in a small workshop on Canal Street, Chicago, the first Mills coin operated Bell was manufactured. The theme at that time was, "build units with quality and with top grade materials." For over 50 years Mills has followed that policy. 10,000 successful operators will verify it. Mills Bells have high Inner Quality.

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS
DEFINITION

of

ENDORSED BY BANNER

When you operate a machine which we endorse you have, not merely a good machine, but the best!

TYPICAL LATEST EXAMPLE

UNITED'S SHUFFLE ALLEY

Acclaimed the best by every operator throughout the U. S. A.

BANNER SPECIALTY COMPANY

Endorsing Only the Best Since 1917


KEEP LOCATIONS HOT with

Williams De-Icer

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!

Williams MANUFACTURING COMPANY
4242 W. FILEMORE ST.
CHICAGO 24, ILL.

Active Completely Reconditioned Games Ready for Location 'NUFF SAID

ACTIVE AMUSEMENT MACHINES CO.
666 N. BROAD ST.
PHILADELPHIA 30, PA.

Send Us Your Name for Our Mailing List.

SLOTS—SAFES

New and Used

<table>
<thead>
<tr>
<th>Style</th>
<th>Price</th>
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<tbody>
<tr>
<td>25 Blue or Brown Fruits</td>
<td>69.50</td>
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<tr>
<td>10 Black Cherries</td>
<td>60.50</td>
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<tr>
<td>50 Black Cherries</td>
<td>104.50</td>
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<tr>
<td>100 Black Berries</td>
<td>215.00</td>
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<tr>
<td>500 Black Berries</td>
<td>532.50</td>
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<tr>
<td>1000 Black Berries</td>
<td>1343.50</td>
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<tr>
<td>5000 Black Berries</td>
<td>8743.00</td>
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<tr>
<td>10,000 Black Berries</td>
<td>5324.50</td>
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ARCADE EQUIPMENT

Specials

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Voiceograph, Like New</td>
<td>595.00</td>
</tr>
<tr>
<td>Photonauts, Refinished A-1</td>
<td>245.50</td>
</tr>
<tr>
<td>Pitch 'em and Don't Miss, Floor Sample</td>
<td>55.50</td>
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<tr>
<td>2 Bars &amp; Devils, A-1</td>
<td>149.50</td>
</tr>
<tr>
<td>Catcher, A-1</td>
<td>269.50</td>
</tr>
<tr>
<td>New Coin Slot</td>
<td>395.00</td>
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<tr>
<td>Like Leopards, A-1</td>
<td>395.00</td>
</tr>
<tr>
<td>6 Buckets Treasure Island, Diggers, A-1</td>
<td>159.50</td>
</tr>
<tr>
<td>New United Shuffle Alley</td>
<td>345.00</td>
</tr>
<tr>
<td>New Come-Up Glimmers</td>
<td>345.00</td>
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<tr>
<td>Underdogs, Bulls</td>
<td>49.50</td>
</tr>
<tr>
<td>Sky Fighters</td>
<td>99.50</td>
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<tr>
<td>Keeper Submarine</td>
<td>99.50</td>
</tr>
<tr>
<td>Show Alleys, 9 P.</td>
<td>89.50</td>
</tr>
<tr>
<td>Exhibit Date Game</td>
<td>49.50</td>
</tr>
<tr>
<td>Bar &amp; Ball, New</td>
<td>49.50</td>
</tr>
</tbody>
</table>

Write * Wire * Phone * ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

COLUMBUS 15, OHIO

525 S. HIGH ST.
**EVANS’ COALTOWN**

**GREATEST FREE PLAY CONSOLE EVER BUILT!**

- ESPECIALLY ADAPTABLE FOR FREE PLAY TERRITORY!
- GUARANTEED ODDS of 24 to 1 on the first 4 coins played with an additional possibility of higher odds!
- ODDS “IMPROVER” FEATURE!
- NEW 400-REPLAY HIGH SCORE!
- EXTRA ENTRIES—up to 6 selections each race!
- FAST CONSOLE PLAY! FLASHING-LIGHT ACTION!

These Features Earn—by Actual Test—Up to 4 TIMES AS MUCH AS ORDINARY GAMES!

Don’t be satisfied with less! COALTOWN takes in, not just a few, but as many as 16 coins each race! Player improves own odds by inserting additional coins until desired odds are flashed on board. Odds Holding Button retains desired odds while more coins are deposited for as many as 6 entries in the 7-Horse Field! This is Multiple Coin play at its best—and most profitable!

COALTOWN IS YOUR ODDS-ON FAVORITE TO WIN TOP EARNINGS AGAINST ANY COMPETITION! ORDER FROM YOUR EVANS DISTRIBUTOR NOW OR WRITE DIRECT!

**H. C. EVANS & CO.**

1528 W. ADAMS STREET  CHICAGO 7, ILLINOIS

SEE EVANS’ CONSTITUTION AD ON PAGE 89

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**HY-G MUSIC COMPANY**

**PRE INVENTORY CLOSE OUTS**

- **CONSOLES**
  - BOB TAIL, F.P. $49.50
  - BOB TAIL, P.O. 39.50
  - CALLING DOMINOES 39.50
  - CHUCK A Lette 34.50
  - SILVER MOON 34.50
  - PACE SARATOGA 29.50
  - PACE REELS 34.50
  - PACE TWIN REELS, 5-5 34.50
  - PACE TWIN REELS, 5-10 39.50
  - LUCKY LUCES, 5-5 39.50
  - MULTIPLE CUBES 25.50
  - JUMBO PARADE 35.50

- **ARCADE BARGAINS**
  - SKY FIGHTER $49.50
  - BALLY RAPID FIRE 39.50
  - KEENEY AIR RAIDERS 69.50
  - ATOMIC BOMBERS 79.50
  - EXHIBIT CARD VENDOR 22.50
  - MILLS PUNCHING BAG 29.50
  - EVANS TWIN STRIKE 29.50

- **PIN GAMES**
  - READY FOR LOCATION 6 for $95.00

- **PHOTOMATICS**
  - DELUXE POSTWAR $395.00
  - PREWAR 150.00

**DISTRIBUTORS:** Distributorship available in some Free Play Territories.

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**SLOTS**

- 5c BLUE FRONT, replace $39.50
- 5c GOLD CHROME $49.50
- 5c BLACK ORCHID, new cabinet 45.50
- 5c ORCHID BELL, new cabinet 45.50
- 10c BLACK ORCHID, new cabinet 74.50
- 10c CHERRY BELL 74.50
- 10c BLACK CHERRY 89.50
- 10c GOLD CHROME 74.50
- COLUMBIA GOLD AWARDS 29.50
- COLUMBIA J.P. 29.50
- 5c PACE CHROME (new) 85.00
- 50c PACE COMET 100.00
- SINGLE SAFE STANDS 25.00
- DOUBLE SAFE STANDS 35.00

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**ARCADE EQUIPMENT**

- CHICAGO COIN PISTOL $149.50
- TARGET MIDGET (Sample) 129.50
- GOALIE (Very Clean) 49.50
- ALL STAR HOCKEY 29.50
- CHICKEN SAMS 49.50
- BANK A FUTTY 12 89.50
- BANX BALL 12 29.50
- BONK A BOMB 9 49.50
- BONUS ROLL 69.50
- TOTAL ROLL (Very Clean) 39.50
- CHICO COIN REBOUND (Like New) 69.50
- SHUFFLEBOARD SHUFFLEBOARD 9' New 79.50
- SHUFFLEBACK EXHIBIT VITALIZER 49.50
- KEENEY SUBMARINE 44.50

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We Are Exclusive Distributors in Minnesota, North and South Dakota for D. GOTTLIEB & CO., Since 1932

Universal—Photo Finish—one ball F. P. or P. O.
Eastern Electric—Electro Cigarette Machine
Waiting Mfg. Co.—Waiting 200 Fortune Scale

½ Deposit on All Orders, Balance C. O. D.
HERE'S THE BEST COIN-OPERATED ITEM SINCE THE WAR . . . OR BEFORE! ITS EARNING POWER IS SIMPLY TERRIFIC, BECAUSE YOU GET 10 OR 20¢ A GAME INSTEAD OF 10¢ PER GAME . . . WHICH MEANS THAT YOU GET YOUR INVESTMENT BACK IN A HURRY, PLUS A DANDY PROFIT FOR A LONG TIME TO COME AFTER THE MACHINE HAS PAID FOR ITSELF!

Genuine player competition! Two can play at the same time! No waiting until your opponent has completed his entire game. You compete frame by frame—matching your skill with your opponent's. Toss now you're ahead—now he's ahead! Each score totals separately and completely automatic! Exciting, thrilling! Jam packed with all the kick of real bowling! Strikes, spares, splits and railroads!

Here's the real low-down on the biggest thing that we've ever had the chance to offer you!

1 or 2 can play!
- It's fast!
- It's profitable!
- It's the answer to every operator's prayer!

**Chicago Coin's**

**BOWLING ALLEY**

Here's the real low-down on the biggest thing that we've ever had the chance to offer you!

**Guaranteed reconditioned consoles**

<table>
<thead>
<tr>
<th>New Bally Spot Bell</th>
<th>New Bally Clover Bell</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write</td>
<td>Write</td>
</tr>
<tr>
<td>$395.00</td>
<td>$395.00</td>
</tr>
</tbody>
</table>

**Pinnographs**

<table>
<thead>
<tr>
<th>New 1949 Wurlitzer 1190</th>
<th>New 1950 Wurlitzer 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write</td>
<td>Write</td>
</tr>
<tr>
<td>$350.00</td>
<td>$350.00</td>
</tr>
</tbody>
</table>

**Arcade**

<table>
<thead>
<tr>
<th>Chicago Coin Pistol</th>
<th>Chicago Coin Pistol</th>
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</thead>
<tbody>
<tr>
<td>$350.00</td>
<td>$350.00</td>
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</table>

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Delux PHOTOMATICS... $395.00 ea.
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UNITED'S
SHUFFLE-ALLEY
THE ORIGINAL
Shuffle-Type Automatic Scoring Bowling Game
(Patent No. 2,192,596)

ALL THE THRILLS
OF BOWLING
SCORES EXACTLY LIKE BOWLING
TOTALE AUTOMATICALLY

WEIGHT RELEASED
AT START OF GAME
RETURNS TO PLAYER AUTOMATICALLY

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GREATEST NOVELTY GAME
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EXCELLENT FOR COMPETITIVE PLAY
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NEW DROPP CHUTE
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TO MAXIMUM OF HALF MILLION PLUS 5 SPECIALS!

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SKILL-SIZE: 9½ FT. LONG, 2 FT. WIDE

Realistic Gutters on each side of Alley

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ADVANCING ODDS GET FAST MULTIPLE-COIN PLAY

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NEW "Added Entries" POWERFUL GAME-TO-GAME CARRY-OVER!
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