LOVELAND

Hit-happy Art Mooney, whose musical shenanigans have kept him hop-scotching thru a field of four-leaf clovers for two years, still prefers a park bench for his moonlight trysts with captivating Denise Darel. That MGM platter the orbiter is caressing was dedicated to the spot, identified as one overlooking a "Lovely Lake in Loveland." That's also the title of his latest MGM release, and early indications are that it'll be a big one. The tune, published here by Mills Music, was obtained from British pubber Reg Connelly. Miss Darel, whose outstanding features have won her the acclaim of columnist Earl Wilson, is the MGM starlet currently to be seen in "Battleground."
Rusty Fields
"THE ONE MAN SHOW"
208 Consecutive Weeks of Record-Breaking Engagements!
NITE CLUBS * TV * RADIO
FAIRS * THEATERS * VAUDEVILLE
Exclusive Management
Al Dvorin
Phone: FRanklin 2-4980
54 W. Randolph
Chicago, Ill.
Big Agencies
Report 15% Drop in 49

Staffers Are Jittery

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

A quick check of the big offices, Music Corporation of America (MCA), William Morris and General Artists Corporation (GAC), to how their business was for 1949 as against 1948, brought the off-the-cuff responses that they had dropped about 15 percent. This 15 percent drop is the accompanying fact that expenses during the period has jumped from 10 to 25 percent. This indicates that the income has dropped 25 percent to 40 percent.

There are varying reasons for the slide, the basically it amounts to one thing: buyer resistance in all fields, with some properties finding no takers in their former price brackets. Where a second-class used to sell for $3,500 a set of new at or so ago, it now requires sales, numerous phones and personal visits, and even then $3,000 or $1,000 is the best the act can be sold.

The agents in all departments of the big offices are now on edge waiting for their bonuses. Some of them are resigned to the fact that they (See Percentages Tightening, page 52).

Bands Pin Faith in Teen-Agers

Biz Hypo May Be in Schools and Colleges

Pre-War Prosperity Echo

By Hal Weisman

NEW YORK, Dec. 24—The music business reawakening of the teen-age and college market is playing a significant role in bringing the industry out of the economic induced and lethargic state, according to veteran trade sources. Symptoms of an embarking development of new interest are evident and it is hoped that this will ultimately return to their previous status as a key influence factor and a large-sized merchandising market for the produce of the industry.

Industry retro point out that the war and postwar periods developed what they call the "teen" trade. This elder group had the habit to public taste and pursue since the draft virtually drained the nation of the younger legion, which before the war unquestionably were the key support—ethically and economically—of the industry.

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

College Back to Par

The revival of musical interest in the younger set is anticipated largely because the college companies of the nation have returned virtually to pre-war norms with regard to age levels. (See Bands' Faith in page 16)

A HAPPY, PEACEFUL, PROSPEROUS 1950 TO YOU ALL

The Billboard

Coming Up!
THE BILLBOARD'S FOURTH ANNUAL MUSIC-RECORD SURVEY

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

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

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

Movable Roof for $1,000,000 Amphi

PITTSBURGH, Dec. 24—Pittsburgh is preparing to build a 20,000 amphitheater, seating 8,000 persons, and boasting a novel movable roof, financed by the city's merchant-philanthropist Edgar J. Kaufmann, who will be the half owner and the city will match his gift and become owner of the remaining half.

The amphitheater will have an arch-like steel frame which will be possible to hoist or lower flexible segments of a plastic material roof which will be made in the rear of the edifice in a fair weather and can be placed into place as a covering in 24 minutes in case of rain. The roof is based on an invention of James A. Mitchell, Pittsburgh architect.

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

In This Issue

EARLIER CLOSING
January 7 Issue
On account of the Holiday All forms for this issue will close 24 hours earlier than usual.
Get your NEWS and ADVERTISING in Early.
Truman May Break Sesqui Jam Likely To Act Again Midway Site Squatters

Brochure Lists New Rides

WASHINGTON, Dec. 24—President Truman is expected to intervene soon to end a stalemate among several interested parties over the disposition of several temporary buildings now encumbering part of the site for the National Sesqui-Centennial Exposition. Inability of the federal agencies to agree on ways and means to make the transfer is holding up major preparations for the exposition. The State historic ground-breaking ceremony for the fair may be postponed unless the President steps in to smash the bottleneck or the federal agencies continue their squabbling.

The snafu has resulted from failure of more than half a dozen executive agencies to agree on a plan to transplant several acres of government office equipment and several scores of buildings now based on the site. Officials of the government agencies involved on separate, conflicting, but thus far have reported inability to find new space for the presentment. (See Truman May Break, page 40)

Conn. Showbiz Pay To Be Re-Surveyed

HARTFORD, Conn., Dec. 24—Gov. Chester Bowles and State Labor Commissioner John J. Egan have called a minimum wage program for Connecticut, with a 75-cents-an-hour minimum as the yardstick. The re-surveyed in Connecticut will be minimum wages already established, and about 150,000 employees to see if they need a boost. New areas will be explored, among these, poolrooms, bowling alleys, theaters, showplace parlors, leading houses, camps, restaurants (including hotel restaurants), and, eventually, hotels themselves.

Sometime ago Governor Bowles, utilizing a 2112a-registered wage law from the Connecticut State Labor Bureau, and then Labor Commissioner Egan to cover more employees by minimum wage orders which the Connecticut minimum wage board is empowered to issue.

Scheduled for study are wages of about 19,000 employees who, according to Egan, average $23.30 a week plus tips, $5.00 in hotel and rooming house earnings averaging $3.46, 8,500 employees in the above shooting galleries, bowling alleys and other places of recreation averaging $16.90 a week.

Icer To Test Draw In Lagging Boston

BOSTON, Dec. 24—Ice Capades have reported the highest seating capacity 12,000, December 22-24-January 10, at a $3.00 top, two daily matinees, December 21 and January 2, and matinees Saturday, December 31; Sunday, January, 7, and Thursday, January 5, at 30 cents are attended.

The icers has always been a strong draw in the City, playing to full houses for years. With all entertainers in the city reported off, promoters are anxious to see the icers will hold up.

Bundles for Britain

WASHINGTON, Dec. 24—The average U.S. tourist in England spent an average of $110 per week. At nearly the same time the average total expenditure for a U.S. tourist was $480, with $140 for hotel accommodations and meals.

``Cinderella" Pic Music Is Tops; Fine Animation

NEW YORK, Dec. 24—From the music angle, "Cinderella," the new Disney cartoon, is broken. But a screen cartoon is broken. It is not to be the all-round impact of this charming humb of animation in all other departments; from the delighted reaction of a trade audience at a preview given by RCA Victor at the RCA Exhibition Hall here Tuesday (31), Cinderella is fair to score. It's the top Disney job.

The distinctive score offers four tunes with commercial potential—Biblidil Bibbidilo, A Dream Is A Wish Your Heart Makes, Long Afternoon, and I Am Love. The first two songs have the best chance for hitlom, and indeed, are already wading into a record of circulation and live performance. (See "Cinderella" Pie on page 13)

Haiti Expo Kicks Off

WASHINGTON, Dec. 24—The announcement of Haiti's Bi-Centennial Exposition opened December 6 to bring the Caribbean Empire Department said this week. Construction delays at Port-au-Prince, however, with the opening of the opening of the exhibits until February 15. A total act of Congress last session, the U. S. is to be represented with a large pavilion. Which is nearly completed.

The Billboard

The World's Foremost Amusement News

Founded 1894 by W. H. Donaldson

M. L. Kemper, General Western Division

L. L. Brown, Director

Editors: R. B. Joy, L. L. Kemper

Business Manager: J. C. Letcher

Subscription Rates $3.00 a year.

Copyrighted material

19

December 31, 1949

No. 1 On the Honor Roll of Hits

MULE TRAIN

No. 1 Sheet Music Seller

RUDOLPH, THE RED-NOSED REINDEER

No. 1 Most Played 45 Record

MULE TRAIN, P. Levine, Mercury 5354

No. 1 Disk via Dealer Sales

MULE TRAIN, P. Levine, Mercury 5354

No. 1 Disk in the Nation's Juke Boxes

MULE TRAIN, P. Levine, Mercury 5354

No. 1 Most Played 78 Record Western Record

SLIPPING AROUND, J. Wabuko-M. Whitman, Cep 37-4022

No. 1 Most Played Retail Boot Record

SLIPPING AROUND, J. Wabuko-M. Whitman, Cep 37-4022

No. 1 Most Played Country and Western Record by Folk Disk Jockeys

MULE TRAIN, Tennessee 231

No. 1 Most Played Juke Box Blues and Rhythm Record

FOLK OF YOU, E. L. Durnell, Requi 3340

No. 1 Most Kicked Out of Juke Boxes

FOLK OF YOU, E. L. Durnell, Requi 3340

No. 1 Sheet Music Seller in England

YOURS BREAKING MY HEART

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

11TH ANNUAL RADIO PUBLICITY SURVEY
THE WINNERS

NATIONAL NETWORKS

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Bob Crosby Turning Deejay for ABC

NEW YORK, Dec. 24.—The latest move to turn disk jockey is Bob Crosby, who is negotiating to appear on the American Broadcasting Company (ABC), also known as Mutual. The deal would be for a full hour Saturday night. If negotiations are worked out on time, the show will start on November 3rd. The time slot is the same as that held by Jack Jiles, who moved to the Mutual network last week.

The ABC commitment will not affect Crosby's current work for the Mutual Broadcasting Company, Sunday niggths.

11th-Year Publicity Survey Record

NATIONAL NETWORKS

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(Continued on page 6)
MGM - Mutual Co-Op Deal Is Reported Dead

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

Negotiations were said to be continued. It was declared, since MGM, because of its co-operative set-up and because it has the largest facilities of its own, had little tangible that it could offer. Also, arrangements would have to be worked out to have to firm up long-term commitments from its stockholders and the network. The question of such arrangements is considered most unlikely.

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

Reports also that Frank White would have been replaced by Bert Lehman, now vice-president and director of WMGM, Metro's New York station, and was economically denied. Lehman stated this week that no such move was ever under consideration. No changes in White's position were possible. White's contract has another year and he has ten years to go.

White, in a staff memo, advised Mutual employees that the talks had had been pulled and the deal will have to be waited for some time, but assured staffers there was no need to worry about job security.

SAG Shelves Talks With TV Filmmakers

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

Text of the SAG reply follows:

"As we have so often stated, the Guild is ready to meet with you anytime to discuss an equal-partnership or mutual cooperation pact for the protection of their performers in television, based on recognition of two further requirements: television and film. It would be impossible for us to meet with you in New York, and we suggest such meetings be held in Hollywood or any other mutually agreeable date. Of course, Screen Extras' Guild must be a party to such meeting."

Field Music Service Via FM Bucks Muzak

CHICAGO, Dec. 24.—A new type of music service for commercial Establishments is being set up by Field Enterprises, Inc., in a move which, through the use of FM broadcasts, could easily become a strong competitor to Mutual and other disc services. Field launched a new service which is being made possible by the FM stations which are being put into use by WFMF, Marshall Field station. Field has engaged a staff of music directors, plus a disc librarian, to be relatable to Muzak for about $10 per month.

Key to the entire operation is use of a device which, controlled from the Field Studio, eliminates commercials and other voice material from sub- scriptions.

In addition to selling the service here, Field Music is offering special services to FM stations.

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

The 11th Annual Survey Names CBS, J. Walter Thompson

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

NEW YORK, Dec. 24.—Despite denials, rumors persisted this week that the Motion Picture Association of America (MCA) is negotiating a deal whereby Frank M. Lord, president of AM radio and tele- packaging operation, Lord Broadcasting Service, is to have had several meetings with Charles Miller, of the MCA staff. Lord and AM radio and television broadcasting system (CBS) had a deal of like nature in the works a year ago but it never developed.

Lord's many properties include We, the People, Inc., and The Black Robe. He also owns the title to Mr. District Attorney and gets a weekly running. But, since people deal is somewhat similar, he does no publicity on the show and hence for years.

N. Y. C. STATIONS

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The 11th Annual Radio Publicity Survey

THE WINNERS

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(Continued from page 5)

The scoring by the 11th Annual Radio Publicity Survey was maintained by a radio station was confined to: The Metropolitan Opera Company, a large area, was serviced by the stations. An area extensive efficient editor's vote would be obtained. The winner was returned at WNEW, whose press director is Richard Pack. Second place went to WRGB, represented by Joseph Ranzo. Third place went to WABC-New York, key, WNBC, lacked for part of the time covered by the poll by Mutual, Harris and now by Schuytle.

New York's Finest

The votes for the best press staff was held at the telephone station was confined to: The Metropolitan Opera Company, a large area, was serviced by the stations. An area extensive efficient editor's vote would be obtained. The winner was returned at WNEW, whose press director is Richard Pack. Second place went to WRGB, represented by Joseph Ranzo. Third place went to WABC-New York, key, WNBC, lacked for part of the time covered by the poll by Mutual, Harris and now by Schuytle.

The highest ranking television network station in New York area was WPXK, whose public relations are handled by Frank Young. In the combined radio-television picture, WPXK, which is owned by Mutual, leads in the network in points, but it is on the video front that it's first and should be ranked ac- cordingly. WCBS, CBS's New York key, ranks fifth in the combined AM-TV standings. Its press rep is

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

H’wd Co-ops Give Telemen Neal Bankroll

Sega Prove Trailblazer

HOLLYWOOD, Dec. 24.—Coast telemen will wind up at year’s end with a bountiful sales harvest from local co-op advertisers, with total revenue varying from $5,000 to $10,000 weekly. The telem co-op banking started mildly earlier in the year and zoomed during the last quarter to provide a prime source of telem income and the practical means for small local advertisers to hop on the telev bandwagon. Without co-op deals many of the lush telev events, such as baseball, football and other big programming, might have been sponsorsless. Moreover, the fact that three or more local merchants selling the same product could successfully join forces for the advertising proved a trailblazer on the path of unknown

BASIL

Basically, stations sold local time buyers on co-sponsoring big drawing events, usually sporting, music, and wrestling. Merchants first had to be convinced that there would be no clash of interest between getting involved with competitors. Unlike radio, where costs were enough to cover even liberal profit margins, the prime attraction of prime time’s turf on worth-while events was too effective. Costly advertising, when it is engaged in this manner, advertising boomed as the only logical answer. To date, sales figures racked up via telev sales have more than justified the effort.

Wrestling Bargain

Typical of co-op telem banking (in which more than one similar advertiser share all costs) are the wrestling events highlighted by five local Ruckle dealers over Don Lee tele. A typical cost was $750 per game—not more than one band would roll over spend. Divided five ways, it was a mere $150 per week for a six-week package, which stacks up as a bargain in view of audience pull and sales returns. Commercial are shared jointly, with each of the five dealers getting single plus in 25% of the institutional plus.

A successful co-op is KTLA’s “Big 4” Chrysler dealers, who, for more than a year, KTLA wrestling is peddled to a group of Lincoln-Mercury dealers on the same deal. Dealers in big four use the usual telem account for an estimated 25% of the gross tele biz in town, hence snagging those co-ops is an extra plum for telemers.

In other California market, along with Hoffman Television, jointly sponsored the UCLA-USC football game for a reported price of $80,000 for the season. Obvi-ously, the backers would have been able to pay this cost alone. Ford Dealers of Southern California picked up some 26 games on NBC. Another five days weekly on KNBN. Breakdown per dealer is relatively low, with almost $5,000 the series runs into the thousands weekly.

Closing out the year is made even more painless by dividing the costs of the closing box event item into segments and selling main events, semis-main, etc., to groups of sponsors. Hence, if co-op bookers six complete events, they can cover any portion within their budgets.

HOLLYWOOD, Dec. 24.—Coast radio biz, despite the ever-growing threat of television, have fared well during the last year. A year-end spot survey made last week by The Billboard. While all were admit the biz is not what it was a couple years ago, as the prime time’s turf on worth-while events was too difficult to sell. Costly advertising, when it is engaged in this manner, advertising boomed as the only logical answer. To date, sales figures racked up via telev sales have more than justified the effort.

BASIL

Indie KLAC, for instance, reported biz about 15 per cent ahead of last year. The output of both radio and telev stations, the AM side of the ledger continued black, due to aggressive selling and new customers hereof not channeling. TV and telev set buyers and radio stations have teamed on both the radio and tele telemen, replacing some radio biz lost and offsetting losses in period. KLAC was particularly solid on KSLA, since the station is practically cashed into a solid doldom jobber and sports programing structure.

At KHJ, Dick Lee Broadcasting System key station, the story was the same. Don Lee does both KFL and KHJ, the latter still working under a temporary commerical license. Due to its sporadic schedule, any loss of biz to tele has been offset by new radio accounts, while tele has made friends for radio by snagging time buyers heretofore confined to black and white advertising exclusively. In 1959, picture may be grimmer for radio, but dollar biz will be slightly over last year, despite the summer slump which hurt KLJ.

KFI, National Broadcasting Company’s far Western outlet, reports its biz was down from last year’s peak of around $125,000. While some advertisers have pulled out of radio in favor of tele, KFI claims no heavy financial casualties. Some of the time buyers remain solidly in the AM fold, with the station having a steady basis. KHHD, local indie, sold quite well during the year. It had some revenue to tele but reported many basic accounts which held that the station is broadcasting after tele runs from three to 15 weeks. Dollar volume is up 6 per cent over last year and could be even greater if the station would accept p.i. or similar unwelcome condition. Station Manager Ned Conner held firm to the belief that there’s plenty of biz for the getting—but it takes more drive and salesmanship than before.

KMPC, G. A. Richards’ powerful indie, reported tele’s inroads into nighttime hours, declaring that it’s harder to sell programming and nighttime spots. Station Exec Bob Reymore said his station can’t be accounting for this due to general insecurity of conditions within the industry by time buyers from making long-term commitments. Daytime biz was still okay and general sales trend was definitely on the upgrade.

Typical of outlying metropolitan Los Angeles indie station was KWKW, Pasadena outlet, which reported doing better than last year, primarily because its station was working in an area that radio is not considered to be helpful rather than hindered its operation. Station Manager Bill Benton said sales are 25 per cent ahead of last year. Tele, Benton held, is actually selling a new market for local stations in that converts from black and white to tele are rife for plucking by AM stations. By buying tele, advertisers become aware of radio as well, hence conversion to air ad-vertising is easier, even when pitching at diehard black and white buyers. Copy advertising programs, whereby time costs are shared by big advertisers and distributors or manufacturers, has been a boon to both small station ops and those in trouble.

Primary among the worries facing broadcasters is the growing number of “moochers” in the telev business. As of December 1, there were over 300,000 names in homes in the Los Angeles area, and an estimated audience of over a million and a half. Town bores $30,000 PPV, three times the amount of two of which are offering full-time daytime coverage, or with only three dollars, ppv. One of the factors, coupled with the fact that the radiation is strong, makes it possible that one of the areas will slide, even though many advertisers believe that their audiences are good. One of the factors, coupled with the fact that the radiation is strong, makes it possible that one of the areas will slide, even though many advertisers believe that their audiences are good. One of the factors, coupled with the fact that the radiation is strong, makes it possible that one of the areas will slide, even though many advertisers believe that their audiences are good.

BASIL

While the spread of the telco business has been reported, previously, but the fear now being expressed is that its continued expansion in pari time may react harmfully against all of radio—notably those advertisers and broadcasters who eschew this kind of busi-ness. Here’s the thinking behind this worry: p.i.’s and like radio pitches require a territorially dispersed amount of the audience to destroy the program values. This overcom-mercialism, now on the increase, may eventually result in a rebirth of anti-radio blasts.

BASIL

Big Mark-Ups

Mail order items, according to authorities in that field, require ab-normal mark-ups. It is said that there is an inexorable rule in mail order items that the selling price must be at least four times the cost, and frequently more. An item selling for less than 25 cents, and usually the cost, is claimed, actually runs around 12 times the cost. The reason for these mark-ups is that they may produce disgruntled customers, who, being modestly disposed, make claims that are not recognized. The cost of equipment, on the other hand, may have large margin at radio and may hurt the simple-minded station’s standing in listener homes.

The overselling involved may pro-duce criticism of advertisers with all advertisers, irrespective of whether their policies are above question.

Downhill Snowball

Finally, it is felt that while many situations may find p.i. business a partial answer to economic problems, it may for many mark the beginning of the end. It virtually destroys the card structures; it drives non-p.i. ac-counts away and some advertising agencies will not deal with such stations. Even mail order business on the basic card basis, as a rule, is basis—is dangerous. Such advertisers, it is argued, should be eschewed. All production must be produced by radio must pay off in proportion to rate card expenses, and all of the advertising is reckless and its dangers.

To sum up—buy on the basis of what radio is worth to you and what radio is putting into it—it’s a snowball, and going in one direction—downhill.

EARLIER CLOSING

January 7 Issue

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

This One

7ZWKX-DEE-79N8A
WEBs TO FIGHT FOOTBALL BAN

Merging in Bid To Keep Video Game Lending

Pat Weaver To Make Plea

NEW YORK, Dec. 24.—The four television networks this week decided to make a bid for any possible ban on television at college football games next fall. The move is to send a spokesman for the industry, probably Sylvester (Pat) Weaver, tele chief at the National Broadcasting Company (NBC), to the New York headquarters of the National Collegiate Athletic Association (NCAA) in February. Weaver will set forth the industry's stand that telev is of considerably more help than hindrance to college football.

The NCAA meet will take up the suggestion made a couple of weeks back by the Eastern College Athletic Conference (ECAC) that affiliated schools refuse to sell video receivers believing that the ECAC charge is that the gate has suffered. However, action re mains in the ECAC on the front of undecided schools, hence the TV industry feels that it can still be counted on to help.

Broadcaster's story before the educators. Dr. L. The various pressures to drop TV, a bid that is not so far off, is known to favor continuing with the game and is likely to back up the argument of the web's spokesman at the NCAA sessions. Army, Navy, and Penn State already believed to have a special commitment for the coming season, which sells out every game, tele or no, also is certain to support telesports in order to continue receiving the heavy income which networking its games makes possible.

The fight against TV among the colleges is largely in the hands of the schools and the universities who lead the battle against radio coverage of the 1950's.'

Garden's Stand

Statements made recently by Ned Irish, of Madison Square Garden, that the college has "better helped not hurt" the game were openly ridiculed by video owners. In point out that the gate receipts at college basketball games last season were far in advance of any past season, Garden officials stand to the contrary notwithstanding. And last year's games were televised, while no sponsor could be found this year due to the above-mentioned Garden stand. This year even has ceased to make a public appearance on television attendance figures, a practice followed for many years, but sports writers continue attending games in the Garden frequently is half empty, a unique situation in college basketball.

Sports writers in California, where the colleges have also indicated their feeling that TV has badly cut the football market, are restless at the high ticket costs in a disappearing luxury market probably is more to blame than the TV. And whether TV is responsible for the general drop in box-office take is that of Garden bosses who claim the till has suffered as much as any without the possibility of charging same to television.

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

Tele King Mey Back Fitzgerald's WJZ Show

It is reported that the Tele King Corporation will take over the sponsorship of the Friday-night-long show on WJZ, New York. The company would use the spot to promote the sale of its television receiver line.

Venice Maid Radio, TV Accounts to SHG

Field, Hudson & Green (SHG), Chicago, has been named agency for the Venice Maid Company of Vineland, N.J., and plans to start radio and television campaigns in Eastern test markets. Venice Maid has been a sponsor of telephone and radio programs in the past.

NBC Makes Kine Audition of "The Women"

A kinoscope audition of "The Women," tele show adapted from the Clare Booth Luce play and film, was made last week by the National Broadcasting Company (NBC). The cast included Audrie Christie, Elise McIlhine, Jeff Donnell and Grace Gilhine. NBC staffer Richard Berger was the producer. No starting date or time slot has been set, yet once-over-the-shoulder of the show was made.

Analyst Inks Second Show for MBS, a Participant

Analyst, the anti-histine cold remedy, this week signed for a second show on the Mutual Broadcasting System (MBS). On the heels of its success in selling the show last week linked to sponsor an audience participation show not now on the air. The show will go into the 5 to 5:30 p.m. period Saturdays beginning early next month. The show will be presented by C. F. & H. Corbeau & Sons.

Chi MBS Pulls Keller Lie Detector Series

Mutual Broadcasting System (MBS), thru the program department of WGN, Chicago, is planning to build radio series on file of James Keller. No time frame can be obtained, series will be dramatic offerings based on famed cases in which Keller has participated.

Spot Announcements From All Over

Shep Chertoc, former radio-TV director for Buchanan & Company, Chicago, has joined *BBC* as Chief Engineer, and general manager. The company is in the midst of expanding its service to 10 East and Midwest tele markets. John Blair, station rep, is opening his seventh office next month. It'll be in Dallas, and Clark Brown will be manager. Doubleday & Company, which has been supplying neophytes the past month or so, last week bought "Premiere Theater" on WPIX, New York. The program consists of films on New York subjects. It has also video control stations for tele, including "Major Barbara," "Pygmalion" and "Jamaica Inn." Everyready Batters, thru William Everly, is selling 20-second TV spots. Lee Straubon is taking over production chores on the Fred Waring-General Electric show for Youngstown, Ohio, New York next month. Now a package, Straubon formerly was with the National Broadcasting Company (NBC) and Foote, Cone & Belding.

CBS To Conduct Color TV Field Tests for FCC

The Columbia Broadcasting System (CBS) will conduct intensive color TV field tests, as required by the Federal Communications Commission (FCC), beginning January 2, for four weeks in New York and the New England region. The test will be reaching a final decision on the question of ultra-high frequency (UHF) allocations and color standards, the tests will furnish data on public reaction to color TV and help test color and bandwidth settings. The FCC authorized the tests by ruling that there are no color standards in the air and that they should be broadcast over WOR-TV and WCBW-TV in New York; WOIC and WTOP in Washington, and subsequently over WCAC-TV in Philadel phia.

McGarry Named To Assist Duffy at BBD&O

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

"Tonight on Broadway" Anoints for 10C Bankroll

"Tonight on Broadway" is being offered to potential video sponsors for about $1,250 per week. The show will be seen only on certain stations, those 10 that are paying the weekly price paid by Esso gasoline, its former sponsor. The 12th and last program on the series was last Sunday (18). The 13th will be "The Leaves," followed by the Columbia Broadcasting System (CBS)-TV and starring Robert G. Lewis which goes into the same time slot—Sunday evening 7 to 7:30.

Duo-Job Fuss Arises As AFRA Picks Reel

NEW YORK, Dec. 24.—Opposition this week developed within the New York area between the American Federation of Radio Artists (AFRA) to the appointment of Assistant National Executive Secretary A. Frank Reel to succeed George Hel ler as national executive secretary of the AFTRA or as assistant general manager of the New York local. Heller, recently was named by the board of directors of the National Federation, leaves AFTRA shortly to take up his new duties.

The oppositions of Reel have nothing against him personally, but they feel (See Duo-Job Fuss on page 32.)
NEW YORK, Dec. 24.—The National Broadcasting Company (NBBB) has revised its set of standards for radio and television advertising to reflect the suggested new rules to the Radio Manufacturers Association (RMA) for study and comment. The New York Times, however, would not reveal what the new standards would be. The revised standards could conceivably be taken as rejection of rectangular tubes, installation charges, and not recognizing salesmanship in their estimated annual sales.

Nationally, the NBBB reports that complaints over video sets have "not been unreasonable," and that the complaints received in this area were overtly servicing problems. However, in many instances TV buyers have complained only because they didn't know what to expect from their newly acquired sets.

Philco Inks IUE Pact
For $100-Mo. Pension

PHILADELPHIA, Dec. 24.—The Philco Corporation signed a contract with the Communication Workers of America (CIO) electrical workers union for a $100-a-month pension plan for about 7,000 employees at the local radio and television plant. The signers of the contract, which provides for the continuation of the National Electrical Radio and Machine Workers (IUE) as bargaining agent in the plant, were Robert E. Millikan, president of Electrical Radio and Machine Workers (IUE), and Robert H. Millikan, president of the Philco Corporation.

Continuous Playing Phone Patented

WASHINGTON, Dec. 24.—An invention to permit the uninterrupted playing of music or other phonographic is available for licensing, the Patent Office announced today. The invention, which comprises a sound recorder and transmitter connected to the tone arm, may be used by use of a magnetized steel, a tone arm is built up between the pick-up and the signal. The steel is built up between the pickup and the signal. The steel is used to cause the changes in the musical piece to be heard from the loudspeaker.

270-Mil Oct. Sales
Near AM-TV Record

WASHINGTON, Dec. 24.—Radio and television dealers' closeout of a new line for the coming season, for a total of $270,000,000,000 in October for the second highest month on record, the Commerce Department reported this week. October sales were $253,000,000,000 above September's $244,000,000,000 above those of October, 1914. The record was reached last December when sales totaled $308,000,000,000.

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

Letter to Santa

CHICAGO, Dec. 24.—Radio and television dealers are sending Christmas greetings to their congressmen this year, with a special "U. S. Taxpayers" red envelope. The National Appliance & Radio Dealers Association, in a letter to the National Tax Equity Association, is promoting the use of "special greeting cards which read, "A very merry Christmas to our congressman. You can make it a happy new one if you'll just push these packages under my 1956 Christmas tree.""

Mercury-Built Tele Sets for February Bow

Buying Chi Plant Property

CHICAGO, Dec. 24.—Mercury Records will definitely start production on its own line of television sets in a new building it is buying on the West Side of Chicago. Irving Green, president of the company, told The Billboard this week. Mercury was sometime hinted in a budget that Mercury would put out under its own name line made by another manufacturer. "But Green stated categorically that component parts would be assembled in the company's own plant. He estimated that production early in spring would run about 1,000 sets per month and that a $5,000 square foot plant, which will employ (See Mercury Records on page 29)

Personnel, Products and Prices

The Artiphone Corporation, St. Louis area Philco and Columbia Radio outfit, has announced a new model, a 21-knack, $300 Tele-Master, a general electric-type receiver, for sale in a warehouse building of 118,000 square feet of space. In addition to a new TV line, Air King will show new models of wire recorders and record players, and the company's appointed vice president, Osmondson & Borenstein as distributor in parts of Tennessee, Mississippi, Arkansas and Kansas, and the new Tele-Master, a 21-knack, $300 Tele-Master, is a 21-inch console model, to be assembled in the company's own plant. It is estimated that production early in spring would run about 1,000 sets per month and that a $5,000 square foot plant, which will employ (See Mercury Records on page 29)

RCA Tossing a Glimpse?

CHICAGO, Dec. 24.—It may not be long before all video sets will feature a new type of television to permit the use of TV picture tubes. That's the indication drawn from a survey of manufacturers who are busy developing picture tubes for RCA.

Initial queries among tube makers and dealers have revealed that RCA has been made of the possibility that production output of rectangular glass tubes by American Structural and another Owens-Illinois subsidiary, the Kimball Glass Company, was the key to the existence of RCA's use of rectangular glass tubes as they would become universal. General al-
LONDON: Mercury Eyes 3d Speed; Is Experimental

Flurry of 45 Activity

NEW YORK, Dec. 24.—By the end of this week, London Records will join RCA Victor and Capitol in the production of 45-r.p.m. disks. Together with Capitol and the indie Tempo discounter, London will have new releases available on all three speeds, 33 1/3, 78 and 45 r.p.m. In last week's issue of The Billboard, it was revealed that Horace Heidt Records would soon add 45 to their two-speed line. This week it was also learned that Mercury has been conducting experiments with 45 r.p.m. at a RCA Victor plant.

Don Berne, executive vicepee of the British-based discounter, in an exclusive statement to The Billboard said: "A study of the American market indicates that the product is growing. Mercury is now offering 33 1/3, 78 and 45 r.p.m. records. According to Berne, Mercury is working to supply the public with the type of records that it wants, making London 45 a success.

The initial release, available for delivery this week, consists of four albums: 12-inch singles and 30-inch disks. Of these, the Third Man Theme, is being held up for a current release date because it is part of the hit series (The Billboard, Dec. 24). Disks are in two price categories, premium and budget. Any disks, which have been consistently popular works, will retail at $1.75, plus tax. The red label copies are of classical and semi-classical works, with red labels of classical and semi-classical works, will retail at $1.00, plus tax. London's 12-inch shellac imports of similar material have always listed as $2.00, and the new 45's will retail at $1.75, plus tax. The red label singles will be packaged in metallic gold sleeves. (See London Joisting on page 29)

Ballen Sues Taps Over Switcheroo On 'Angelie' Tag

NEW YORK, Dec. 24.—Ivan Ballen filed suit in Federal Court this week against Dave Taps, of the Taps Agency, seeking to enjoin him from using the name "Angelie" in connection with the Angelie Male voice recording management. Howard Sheldon, attorney for Ballen, asked an accounting for Taps in addition to injunctive relief.

According to the complaint, Taps has been selling records as "Angelie," a folk spiritual quartet, as "formerly the Angelic Quartet," and has associated them in his promotion with the songs Jesus and Touch Me, Lord Jesus. According to Ballen, Taps has been trying to cash in on the prestige of the Angelic Gospel Singers, a national attraction, without on the above-mentioned tunes have alleged "as the former Angelie Quartet."

Taps, according to Ballen, did comply with a request to change the name. All Taps recordings of Angelie Quartet, Choir (The Billboard, October 29), but subsequently advertised them as "the former Angelie Quartet."

Taps denies Ballen's charges in regard to trading on the name of the Angelie quartets, but admits having utilized the Jean's and Touch Me tunes of the Angelie Quartet, Choir in discharge of the Rosettes did record those tunes.

Decca Cuts Show Album of Texas

NEW YORK, Dec. 24.—Decca Records has picked up its option to record an original cast set of the musical "Brute Force," the Bozo Bill board score for the current Broadway hit. "Brute Force
diskery sliced the show score late this week. The complete a precedent show album deal whereby Decca put up a sum of between $1,000 and $5,000 to retain the recording rights to the show for a specified period after its regular run and if Taps decided not to etch the show, then he would have been forced to forfeit the option money.

"Half a Heart" Battle Settled

NEW YORK, Dec. 24.—The Femora-Alamo battle over Half a Heart, new AI Morgan-William Walker-William Rives tune (The Billboard, December 17), was settled this week by both Femora assigning its right, title and interest in the song over to Alamo. Femora had to pay $250 on back royalty for this work plus the performance earnings of the tune, plus a sum of mechanical and sheet music royalties.

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

Recorders and the listings, the song will be listed as published by Hill & Range, by arrangement with BMI. All other rights are being held until the song have obeyed the settlement terms in writing.

Cap Pushes Bozo In Xmas Showings

HOLLYWOOD, Dec. 24.—Capitol's creation, Bozo the Clown, was cutting in on Santa Claus this year, making more than a hundred store appearances. Instead of more than 400 Bozo costumes were distributed thru Capitol branches for use all over the U.S. Six times in Chicago last week, while he ruled the skies at Los Angeles' May Company.

Under Mickey Goldberg's supervision, Capitol has pushed the Bozo character into becoming a major factor in drawing kids interest. Cap has licensed 18 manufacturers to use the Bozo character during 1969. Question now is "How to be promoted further into totally replacing St. Nick?"

Exclusive Stock Put Up for Sale

HOLLYWOOD, Dec. 24.—Exclusive Records, once one of the strongest of the Coast's indie labels, has suspended sales of all its masters on the sales block for the benefit of creditors. December 19 Exclusive Records Company and Exclusive Records Distributors, both California companies, were declared bankrupt. The sale of the Bosco, as a major stockholder, appointed Attorney Francis Obolensky in an attempt to the benefit of creditors, with Quittner handling sale of exclusive masters. Presently Quittner is currently negotiating with major buyers for disposal of released and unreleased masters.

Quittner told The Billboard that a complete inventory of Exclusive's lists and audits of its books has not yet been completed, hence conclusion of the bankruptcy was not made at this time. Batch of masters includes more than 20 sides by Herb Jeffries, the same number for Joe Liggins and His Honeydrippers, Buddy Baker and others, with miscellaneous recordings including sides by O'Denas, Jack McVea, Frances Wayne, Mabel Scott, Basin Street Boys, Paul Martin and Frankie Lymon and the Teenagers. Exclusive bowed in the early '40s and was one of the first of the West Coast labels to be approved by the Copyright Office and to register their labels with the Copyright Office.

Rollini Trio Masters Passed to Mercury

NEW YORK, Dec. 24.—Mercury Records this week completed a deal with Rickenbacker Records in which the Rollini Trio masters from the Adrian Rollini Trio from Bullet Records. Mercury plans to issue the Rollini efforts on regular single disks and will also release a half-hour platter of Rollini platters.

Petrillo Slams Audition Door

Studios Beet, But Ban Nips Sub Rosa Biz

Ties Up Disking Equipment

HOLLYWOOD, Dec. 24.—American Federation of Musicians (AFM) here crashed down on audition records. Petrillo ordered Los Angeles' Local 47 to put into effect the union's vets disking ban. AFM-licensed studios with thousands of dollars invested in recording equipment cried in vain as the union move threatened to shake up the Hollywood source of revenue. Tonomichia peddling their clefts have relied heavily on acetate test diskings, while the audition record has paved the way to recognition for many a talent property. Handful of test platters distributed among local jockeys has

Abney Moves Up

NEW YORK, Dec. 24. — A couple of months ago pianist Don Abney was a member of Wilbur De Fari's jazz crew on location in Child's Broadway basement. Most recently he has been with George James's band at Ernie's, a fast-dance hall, but on Jan. 2, Abney opens up at the famed Sherry-wig restaurant.

All it came about when Abney played at a private party for Taps. He was recommended to Arturo Magal, and was heard by the Saxe Piano Oldest Label president immediately hired him as a solo act for his own house. A few weeks ago Frank Adress & Company, a New York music house, has worked the spot.

Abney served as a barometer for the sale of songs and talent. One recording studio exec predicted that test recordings will continue despite the AFM order, but that pressure from Petrillo will only serve to drive audition cutting out.

Capelli's Suing Rear Echelon

NEW YORK, Dec. 24.—Songwriters Alice D. Simmons and J. Fred Cools obtained a show cause order in New York Supreme Court this week against the Reartist Record Music Company. The order, signed by Justice Thomas A. Curello, states that the Miller Music Company, the Dutch Music Company and the American Society of Composers, Authors and Publishers (ASCAP) is required to return to the songwriters the funds they claim as the plaintiffs the sum due, out of any money allegedly owed by Reartist to the songwriters.

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

Earlier Closing

January 7 issue

On account of the Holiday All forms for this issue are due 28 hours earlier than usual.

Get your NEWS and ADVERTISING early.
Bergman Buys Apollo’s Last Distrib Outlet

NEW YORK, Dec. 24—Apollo Records, which in 1946 and ’47 operated eight of its own distributing offices, this week dropped the curtain on its operation of the last of these. It sold its New York outlet to Jack Bergman’s Tempo Distributing Corporation, which was the last office in the chain retained by the diskie. Apollo will be Arty Andrews, head of the recording and manufacturing phases of the firm.

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

Bergman, as the company manager, will concentrate henceforth on national promotion of his company’s diskie’s-artists-repertoire program.

Last week a fire broke out in the offices of Apollo’s uptown tenants and the diskie suffered $12,000 damage to stock and building.

Levy, Melcher In Settlement

HOLLYWOOD, Dec. 24—An out-of-court settlement was reached this week in the fracas between Lou Levy and the Camel cigarette manufacturer for dropping his $80,000 suit against the tobacco company. Levy had sought further radio representation for the Andrews Sisters (The Billboard, Dec. 17.) Levy said Melcher, charging breach of contract and demise of the back payment of commissions, while Melcher charged that Levy had withheld more than $17,000 to cover expenses.

Terms of settlement were that Levy and Camel would relinquish all claims on Melcher’s Century Artists, Ltd., and shell out due as commissions on all recorded material in the weekly radio show for Campbell soups. In return, Camel agreed to pay Melcher’s agent’s pact with the vocal trio, with all representation reverting to Levy. Century Artists’ radio artists has been sole radio rep. for the Andrews through the period and Melcher Levy will incorporate these duties as part of his personal manager’s services on behalf of the girls.

New Goday Pub To Be Bm Affil

NEW YORK, Dec. 24—Happy Goday, who recently sold out his interest in London Music to Lou Levy this week completed a deal whereby he will become a Broadcast Music, Inc., affiliate sometime after the first of the year. Goday, who was here for a month to make his pitch, will go to New York next week to set up Hollywood offices. It will be back in New York in New York in New York at least for a while before setting up quarters for his new firm.

Current Goday Pub in Buffalo, the Goday Down, will be Sugar Coded Lites which will be headed by Richard M. Haines on the Coral. The second tune in the new catalog is tagged I’M A SUGAR BABY and is singing by Florence Love Letters and was penned by Tedd Powell and Bernie Wayne.

“Cinderella” Pic Music Tops, Not To Mention Fine Animation

(Continued from page 4)

Bibbidi, a charming medium bowes variety with an inartificiel Iff, has been crookedly by virtually all the major waxeries, and the diskies so have been of the public disfavor. Dream, a slow ballad which gets slowly reprinted, has also been well-received and promised to be the stand-out song over the long haul. Love, a romantic waltz, has had some waxings, and Wonk Song, a charmingly humorous production tune which has not so far been heavily waxed, should make its best appeal to girls.

In addition to these songs, each of which is beautifully presented both vocally and visually, the film is stimulating and apropos for the ever-shifting moods and atmospheres of the re-created tale. Mack David, Jerry Livington and Al Hoffmam have in their hands what is the best publicity since Snow White.

The Cinderella voice, has turned out a job of singing and reading that is also a high-water mark in the field of historical infestation, phrasing and dynamics perfectly catch the spirit of the characters of the famous fairy tale. The other characteristics are also life-like and multi-dimensional — the punchy scored schmarm of Sienna, the evil but vulnerable cat for the heavy, and an assemblage of storybook goodness. The singing, a trembling Lord Chamberlain of the other major artists, is just an anonymous censory cost. Color is excellent, and animation about the best yet. As always with Disney, the animals are charming and realistic, and the human characters are done with virtuosity not observed before attained. The consciousness of human beings as cartoon characters, the stiff awkward motions that had been the bane of the film cartoon is gone. You accept the people as people in Cinderella.

Jerry Wexler.

Sinatra Pioneering Thoughts On LP Pop Tune Production

NEW YORK, Dec. 24.—The long-playing record, gaining wide attention in recent acceptance studies, has opened a vast panorama of possibilities not only for the classical artist but also for the interpreter of popular song. First of the more noted pop artists to give voice to his theories in this direction is Frank Sinatra, who believes that LP calls for new orientation and a new approach to songwriting. Sinatra, it is known, is thinking in terms of the 12-inch 18-minute record, and the conceives of it as a disc making possible the use of production techniques which were not feasible on the conventional 78-r.p.m. record.

The LP, figures Sinatra, calls for an entirely new approach to recording from the artist’s point of view. Thus far, he feels, much of the production that has gone into it has derived from the conventional 78 production methods and thinking.

Sinatra points out that the LP is more competitive — as more and more discos produce LPs — conventional LPs are almost impossible to make.

Sinatra declares that while he will not be enough. Artists and vocal groups, he feels, should be pioneers in the use of script material in conjunction with music, the presentation being a cohesive whole.

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

Wax disk industry is thinking along the lines of new uses for the 12-inch record and has made evident by such efforts as Cashman’s “The Jukebox.” How the “Jukebox” has been a tremendous success is another point of view in that RCA Victor’s LP’s of “The Jukebox” are still selling,” says the “New York Times.”

Confusion on Plural Speeds Is Cleared Up

Outlook for ’54 Bright

NEW YORK, Dec. 24.—Record business winds down this week with a flood of orders from all manufacturers, dealers and distributors, having gone thru a period of intense activity and selling during the earlier part of 1949, are expected to continue at this rate during the remainder of the year. However, some confusion re speed will appear.

Radio and television are expected to lead the field with a strong push for new models.

The situation has been summarized by one distributor who puts out, “deals and distributors are shifting the new year with 17-inch shelves and money in the bank.”

Among most diskies, the joyful note is that a fair volume was maintained in the 12-inch despite the sharp decline in sales as evidenced by purchase of records in the 45-r.p.m. promotion, which is clearing the store.

The healthy business is not only limited to 45, but is maintained in the 12-inch. A number of distributors are moving forward a plan to break down. The most widely held belief is that data of the year is not only limited to 45, but is maintained in the 12-inch. A number of distributors are moving forward a plan to break down. The most widely held belief is that data is not limited to 45, but is maintained in the 12-inch.
BIZ HYPO MAY BE IN SCHOOLS AND COLLEGES

Prewar Prosperity Echo

(Continued from page 3)

curricula and social activities. To bolster their interests and amuse their contemporaries, they have been attempting to rekindle interest in some band dance music, which was the prewar backbone of the industry. And the various interests in the talent end of the band business have been making efforts to keep the name band factor active on the campuses.

Music publishers, particularly, are anxious for the anticipated collegiate music revival to materialize as rapidly as possible. They believe that the younger set, which kept the publishers' coffers well filled in the Goodman-Shaw-Dorsey-Miller era, could be brought back to the currently rockey business. Thus, they feel the plug discs could become the forerunners of the industry. This belief is well expressed by Sidney Goldberg, who feels that if the name band could again become a factor and believe it is only the youngsters that can become a realization.

It Will Be Gradual

That this anticipated rebirth of the campus as a major cog in the music business will have to come slowly is not expected. It is believed that the students will come back to the various university bands and re-establish the old pattern and orient it in the band market and song businesses. But, if the campus groups are crystal clear as to their past, they will be believed, 30 should find all signs pointing toward the industry back in healthy condition.

Cohen Adds Sales Duties at Decca

NEW YORK, Dec. 24—Paul Cohen, Decca country, Western and blues and rhythm artist and repertoire toppler, this week was named sales manager of the company's Western department for the entire country. The new position was made by Sidney Goldberg, Decca president.

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

Sinatra Inked for Shamrock

HOLLYWOOD, Dec. 24—Frank Sinatra inked a contract for the Shamrock Hotel in Houston, Texas, beginning Jan. 1, and will be among the first of many top Hollywood names to play the Shamrock hotel during the next several months. Deal is for an undisclosed figure, reportedly at least $50,000 weekly.

Other Hollywoodites in line for Shamrock engagements include Bing Crosby, who opens New Year's Eve, and Dinah Shore. More stars are being added to the Shamrock lineup, and a swing of the photo op will be a hit with the customers. The Shamrock is located at 800 N. Shepherd Drive, and is owned by the same people who own the Shamrock Hotel in Los Angeles.

Fisher Gets $2,500 in "Hindustan" Settled Suit

NEW YORK, Dec. 24—Litigation between fish singing and recording star, Forster Music, and a Chicago firm, over renewal to the tune "Hindustan" by the late Steve Foster, has been settled for $2,500. The trial, which took place last Friday morning in the Chi

Cap May Distrib H'w'd toy output

CHICAGO, Dec. 24—Ray Marchbanks, regional chief for Capitol disks here, and Henry Saperstein, prexy of Hollywood Toy Telephon Corporation, new moppe picture producer, met last week to discuss the possible distribution of Capitol Disk and the toy video set. While Marchbanks will handle the toy video set retained at $9.95 for a red plastic case that comes with a 16-page booklet. By inserting foot-long strips of film, the customers can view the cartoon show of animated cartoons. The cost of the original set included such six such strips. These make a complete 10-minute movie. Saperstein has 17 story strips and will wash them out on peck, Hepzilow Cassidy and Gene Autry. These Strips retained for six disks.

Saperstein now plans to market, together with the producer, a record to go with each toy disk. The records will be made to synchronize sound with the Capitol cartoon. Saperstein has acquired a record for a firm, with Cap being the first to see the project. A new record release for the production of the toy television producer and record player at $19.95 for the complete outfit.

New Sig and Shelton 75c Disks Are Out As Unbreakables

NEW YORK, Dec. 24—Signature and Shelton have been released. Signature and Shelton 75-cent disks on unbreakable material and that shrink. They are a great deal for the buck. These are disks of unreleased sides by Johnny Logan's Sons and others. Signature and Shelton 75-cent disks are available this week. The diskery has lined up eight distinct outfits for its new line of disks, and plans to offer them to add spinners. Signature and Shelton 75-cent disks are very low.

Thiele also announced that he would record his next album of the month, "Jubilee Swing," on a new 75-cent label. Meanwhile Thiele said that the new album, "Jubilee Swing," is doing well and would continue to furnish disks for the direct and chain store merchandising.

Page has served to introduce a multitudinous of sophisticates to country music, as has the recent trend in popular songs (Cortney, Andy, Andy Child, Room Full of Roses, Slipping Around, etc.). Then, too, the country music programs have poured music lovers with the existence of the hillbilly outlet and some of the country's biggest disk stores refer all requests in that line to the Roselle Allen Center. Currently the Roselle Allen Center is the store of the day, and other chains in sheet music and over 300 disk chains. The Roselle Allen Center is the store of the day for the release of several Western children's records, such as Gene Autry's album, which has been the best seller of all.

Being located in the Manhattan theatre district, the Roselle Allen Center has had no problem for Miss Allen and colleagues. The Roselle Allen Center is a big hit with the 75-cent disks and Western bands. The Roselle Allen Center is a big hit with the hit disks and Western bands, and Texas bands will carry all of 'em. The really low-

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

Biggest promotional factor, of course, is Roselle's radio show, which has been on the air for 14 years, and is broadcast to the hundreds of radio stations throughout the Long Island, New Jersey and Pennsylvania area with its hillbilly and country music. Roselle is a Prestige Records artist, and her hits include "Hillbilly Waltz," "Dakota Honeymoon," and "Ruthless." Roselle was born in New York City and has been married twice. She has two children and lives in West Orange, New Jersey.

Roselle is in and out of the store several times every day, and is followed by a photographer. Phil Farnam, who is in charge of the store, and Phil is the man on the idea of opening a store here.

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BING CROSBY and ANDREWS SISTERS
singing
"QUICKSILVER"
coupled with
"HAVE I TOLD YOU LATELY
THAT I LOVE YOU?"
with VIC SCHOEN and his Orchestra
DECCA 24827

RED FOLEY
singing
"CHATTANOOGIE
SHOE SHINE BOY"
coupled with
"SUGARFOOT RAG"
with Guitar Solo by HANK GARLAND
DECCA 46205

Order Today!

AMERICA'S FASTEST SELLING RECORDS!
**The Nation's Top Tunes**

**Honor Roll of Hits**

(Trade Mark Reg.)

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

This Week

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mule Train</td>
<td>By Hy Israel, Johnny Lampa and Fred Gibbons</td>
<td>Published by Wally Disney (ASCAP)</td>
</tr>
<tr>
<td>2</td>
<td>I Can Dream, Can't I</td>
<td>By Irving Kahal and Sammy Fain</td>
<td>Published by Shapiro (ASCAP)</td>
</tr>
<tr>
<td>3</td>
<td>Slipping Around</td>
<td>By Floyd Tillman</td>
<td>Published by Peer, BMI (UMI)</td>
</tr>
<tr>
<td>4</td>
<td>Rudolph, The Red-Nosed Reindeer</td>
<td>By Johnny Marks</td>
<td>Published by St. Nicholas (ASCAP)</td>
</tr>
<tr>
<td>5</td>
<td>Dear Hearts and Gentle People</td>
<td>By Bob Hillman and Sammy Fain</td>
<td>Published by E. H. Harris (ASCAP)</td>
</tr>
<tr>
<td>6</td>
<td>A Dreamer's Holiday</td>
<td>By Kim Gannon and Melvin Wayne</td>
<td>Published by Shapiro-Berstein (ASCAP)</td>
</tr>
<tr>
<td>7</td>
<td>The Old Master Painter</td>
<td>By Bradley Smith and Haven Gillespie</td>
<td>Published by Robbins (ASCAP)</td>
</tr>
<tr>
<td>8</td>
<td>Don't Cry, Joe</td>
<td>By Joe Mazzola</td>
<td>Published by Harms, Inc.</td>
</tr>
<tr>
<td>9</td>
<td>That Lucky Old Sun</td>
<td>By Smith-Gilmore</td>
<td>Published by Robbins Music Corp. (ASCAP)</td>
</tr>
<tr>
<td>10</td>
<td>Blue Christmas</td>
<td>By Billy Hayes and Jay Johnson</td>
<td>Published by Columbia Music (ASCAP)</td>
</tr>
</tbody>
</table>

**The Billboard Music Popularity Charts**

**Part 1**

**HONOR ROLL OF HITS**

**Buddy Kaye Quintet**

The Bicycle Song

Taffy

M-G-M Non-Breakable 10590

**Phil Brito**

Mama

(Sung in English and Italian)

Comme Bella & Stagione

(Sung in Italian)

M-G-M Non-Breakable 10591

**Glen Moore**

And The Moore Men

Johnson Rag

Latin Magic

M-G-M Non-Breakable 10589

**Claude Casey**

Road of Love

I'm Having My Blue Day Today

M-G-M Non-Breakable 10586

M-G-M Records

The Greatest Name In Entertainment

701 Seventeenth Ave., New York 19, N.Y.
Smash bid for peak 1950 western sales!
Dynamic rhythm! Dramatic effects!

The billboard MUSIC 17

December 31, 1949

THE ROY ROGERS AND SONS OF THE PIONEERS

STAMPEDE

RCA VICTOR 21-1054 (48-0161*)

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

DOLPH HEWITT

ASK MY HEART
And the flip's a 3/4 time powerhouse!
WALTZING MY BLUES AWAY

RCA VICTOR 21-0155 (48-0162*)

THIS WEEK'S RELEASE
(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

POPULAR

Spike Jones
20-3620 (47-3126*)

The Fontane Sisters
20-3621 (47-3127*)

Lucky Millinder
20-3622 (47-3128*)

Sammy Kaye
20-3609 (47-3115*)

POPSPECIALTY

Irty-Bitty Polka
Pretty Girl Waltz

THE MERRIE MUSSETT ORCHESTRA
25-1145 (31-0045*)

COUNTRY AND WESTERN

Truck Driver's Boogie
Sweetheart of Hawaii

JIM BOYD
21-0152 (48-0159*)

JOHNNIE AND JACK
21-0153 (48-0160*)

JOHNNY MOORE'S THREE BLAZERS
22-0059 (50-0043*)

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

I Heard My Saviour Call
For Old Times Sake

JOHNNIE AND JACK
21-0155 (48-0160*)

RHYTHM

So Long
Driftin' Blues

JOHNNY MOORE'S THREE BLAZERS
22-0059 (50-0043*)

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

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

ONLY $12.95

Plays thru any set!

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"?
MUSIC

The Billboard

December 31, 1949

Sheet Music

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

BEST-SELLING SHEET MUSIC

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I'LL BE HOME FOR CHRISTMAS</td>
<td>Chappell</td>
</tr>
<tr>
<td>2</td>
<td>SNOWY WHITE SNOW TALE</td>
<td>Chappell</td>
</tr>
<tr>
<td>3</td>
<td>SANTA CLAUS IS COMING TO TOWN</td>
<td>Chappell</td>
</tr>
<tr>
<td>4</td>
<td>ALL I WANT FOR CHRISTMAS IS</td>
<td>Chappell</td>
</tr>
<tr>
<td>5</td>
<td>HARRY ON THE BOWLING GREEN</td>
<td>Chappell</td>
</tr>
<tr>
<td>6</td>
<td>FOREVER AND EVER</td>
<td>Chappell</td>
</tr>
<tr>
<td>7</td>
<td>I DON'T SEE ME IN YOUR EYES</td>
<td>Chappell</td>
</tr>
<tr>
<td>8</td>
<td>BLUE CHRISTMAS</td>
<td>Chappell</td>
</tr>
<tr>
<td>9</td>
<td>MERRY CHRISTMAS FOLK SONG</td>
<td>Chappell</td>
</tr>
<tr>
<td>10</td>
<td>THERE'S NO TONIGHT</td>
<td>Chappell</td>
</tr>
</tbody>
</table>

ENGLAND'S TOP TWENTY

Position | English Title                      | Publisher   |
---------|------------------------------------|-------------|
10       | I'M COMING HOME FOR CHRISTMAS     | Chappell    |
9        | SNOWY WHITE SNOW TALE            | Chappell    |
8        | SANTA CLAUS IS COMING TO TOWN    | Chappell    |
7        | ALL I WANT FOR CHRISTMAS IS      | Chappell    |
6        | HARRY ON THE BOWLING GREEN       | Chappell    |
5        | FOREVER AND EVER                 | Chappell    |
4        | I DON'T SEE ME IN YOUR EYES      | Chappell    |
3        | BLUE CHRISTMAS                   | Chappell    |
2        | MERRY CHRISTMAS FOLK SONG        | Chappell    |
1        | THERE'S NO TONIGHT               | Chappell    |

REG CONNELLY

Campbell-Connelly Inc.

565 Fifth Ave.
NEW YORK CITY
Radio Popularity

RECORDS MOST PLAYED BY DISK JOCKEYS

Songs With Greatest Radio Audiences

Vox Jox

PUBSERY REPORTS... Bob Troner, WHYN, Harry Nutting, WJBW, and M. Bruneau, WCAP, have all departed.

MOUNTAIN MUSICKERS... Wesley DeMoss, WEDM, is scheduled to make a daily one-hour whistle show on KGIL, San Fernando, Calif... Denny Walker, spinner at WWJ, was at his own weekend show January 25th... His shows will be heard daily on WSOE, WJJC, WIRG, WABN, WBFM, WEGO, WDAM, and WMAQ... He is also the producer of the weekly show, "Walt's Whistle," which is broadcast over WKRP, WOR, WABC, WABC-WOR, WOR-WABC, and WABC-WOR-WOR-WABC... The show is heard by an estimated 500,000 listeners each week... The program is produced and directed by Denny Walker... The show is sponsored by the "Golden Ticket" program... The show is broadcast over 500 stations throughout the United States...

PHILLY PHADDLE... Max McGuire (WP) was elected to honorary membership of the Songwriters' Association of Philadelphia at a meeting last week when he was recommended for promotion of records... Both Fitchard (WDAK) and Espy (WDAK) are working on their own projects... Both are active in the promotion of records... Both are working on their own projects... Both are active in the promotion of records...

DETOIT DOINGS... Leroy G. White, WLB, has a new rhythm and blues stint, daily in two-hour sessions, at 4:00 to 6:00 p.m. and aboard the Freighter, Pan American, and crewed by two platter-distributors... Pan American and the Freighter... John Sargeant, WXXJ, has a very popular Dixie concert by the Frank Gilly Five recently at the (Continued on page 2)...
MUSIC

The Billboard
MUSIC POPULARITY CHARTS

Retail Record Sales

The Week Ending December 23

BEST-SELLING POP SINGLES

CHILDREN'S RECORDS

Records listed are those selling best in the nation's top volume retail market as reported to The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey data, according to size of流感, is listed numerically, according to greatest sales. The "9th" sale of each record is also listed.

[Table of records sold]

Dealer Doings

LEAFLETS... The latest record information is available continually to customers at the Record Shop, downtown, and records open in Hartford, Conn., owned by Ralph Colucci. The information—such matters as leaflets and holiday announcements—is attractively displayed on a small table set up near the entrances of the store, and store employees report that it increases the average purchase favorably on this service. "It takes a lot of work," says Colucci, "but not a lot of cost."

AD GIMMICK... Wesely Ewing Jr., of Ewing's, Burlington, Ia., likes tricky ads and novelty promotions which always pay off big for the store. A personal ad column was particularly effective. For several days in succession a teaser ad was placed in the Wilmington News-Democrat, a section of the local paper. Ads read: "Dear Mabel, come back; Why Do You Leave Me? In summer and Mabel answered: Because You Never Bought Me The Things We Needed. Finally the two became "in the ad", at Futurama, the Western Union office directly across the street from Ewing's shop. Ewing actually produced real-life Mabel on the scheduled day. A crowd of Burlington citizens, who'd been following the drama, came in the picture to the reconciliation and followed Mabel over to Ewing's when she "could now buy the things we need."
In High Gear for the New Year — and on both speeds, too

Peggy Lee
Mel Tormé

"The Old Master Painter"

and "BLESS YOU (For the Good That's in You)"
Both sides with The Mellomen.
78 rpm No. 791 ★ 45 rpm No. F791

Jo Stafford
Gordon MacRae

"ECHOES"
and "BIBBIDI-BOBBIDI-BOO (The Magic Song)"
From Walt Disney's "Cinderella."
Both sides with Paul Weston and His Orchestra.
78 rpm No. 782 ★ 45 rpm No. F783

Kay Starr

"A GAME OF BROKEN HEARTS"
and "Tell Me How Long the Train's Been Gone"
78 rpm No. 792 ★ 45 rpm No. F792

Dizzy Gillespie

"SAY WHEN" and "You Stole My Wife - You Horse Thief"
78 rpm No. 797 ★ 45 rpm No. F797

Jo Stafford
Johnny Mercer

"YODEL BLUES (They Talk A Different Language)"
"It's Great To Be Alive"
Both from Musical, "Texas' Li'l Darlin'"
78 rpm No. 793 ★ 45 rpm No. F793

Copyrighted material
“DADDY’S LITTLE GIRL”

Record No. 602

“SOUVENIR” Voted by ELLEN RUSSELL

London Music

Henry Jerome

P. Lathin - M. Miller

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

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

Most-Played Juke Box Records

Records listed are those receiving the greatest play in the nationwide juke box. List is based on the Billboard Weekly survey among 3,580 operators in all sections of the country. Listed under the title of each are 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 Week Ending December 16 Popularity Chart. Part I.

POSITION

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist/Composer</th>
<th>Date</th>
<th>ASCAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. &quot;JULE TRAVEN&quot;</td>
<td>F. Lathin - M. Miller</td>
<td>November 30-5 - ASCAP</td>
</tr>
<tr>
<td>2</td>
<td>2. &quot;SLIPPING ARCADE&quot;</td>
<td>J. Walker &amp; M. Winter</td>
<td>November 30-5 - ASCAP</td>
</tr>
<tr>
<td>3</td>
<td>3. &quot;I CAN DREAM, CAN’T I?&quot;</td>
<td>G. Jenkins, R. Andrews, M. Steiner</td>
<td>October 24-5 - ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>4. &quot;MULE TRAIN&quot;</td>
<td>Bing Crosby - P. Bukowskis Sons Band</td>
<td>November 30-5 - ASCAP</td>
</tr>
<tr>
<td>5</td>
<td>5. &quot;DON'T CRY JOE&quot;</td>
<td>G. Jenkins</td>
<td>October 24-5 - ASCAP</td>
</tr>
<tr>
<td>6</td>
<td>6. &quot;A DREAMER'S HOLIDAY&quot;</td>
<td>P. Core</td>
<td>October 24-5 - ASCAP</td>
</tr>
<tr>
<td>7</td>
<td>7. &quot;DEAR HEARTS AND GENTLE PEOPLE&quot;</td>
<td>Bing Crosby - P. Bukowskis Sons Band</td>
<td>October 24-5 - ASCAP</td>
</tr>
<tr>
<td>8</td>
<td>8. &quot;THAT LUCKY OLD SUN&quot;</td>
<td>F. Lathin</td>
<td>October 24-5 - ASCAP</td>
</tr>
<tr>
<td>9</td>
<td>9. &quot;JEALOUS HEART&quot;</td>
<td>A. Morgan</td>
<td>October 24-5 - ASCAP</td>
</tr>
<tr>
<td>10</td>
<td>10. &quot;WHITE CHRISTMAS&quot;</td>
<td>Bing Crosby</td>
<td>December 1-5 - ASCAP</td>
</tr>
<tr>
<td>11</td>
<td>11. &quot;DEAR HEARTS AND GENTLE PEOPLE&quot;</td>
<td>D. Shear</td>
<td>October 24-5 - ASCAP</td>
</tr>
<tr>
<td>12</td>
<td>12. &quot;BLUES, STAY AWAY FROM ME&quot;</td>
<td>G. Bradley Quinter</td>
<td>October 24-5 - ASCAP</td>
</tr>
<tr>
<td>13</td>
<td>13. &quot;RODDPM, THE RED-RIBBED&quot;</td>
<td>M. Nimmo</td>
<td>September 18-5 - ASCAP</td>
</tr>
<tr>
<td>14</td>
<td>14. &quot;MULE TRAIN&quot;</td>
<td>Tennessee Ernie</td>
<td>September 18-5 - ASCAP</td>
</tr>
<tr>
<td>15</td>
<td>15. &quot;THAT LUCKY OLD SUN&quot;</td>
<td>V. Woodruff</td>
<td>September 18-5 - ASCAP</td>
</tr>
<tr>
<td>16</td>
<td>16. &quot;THE OLD MASTER PAINTER&quot;</td>
<td>R. Hayes-M. Miller</td>
<td>September 18-5 - ASCAP</td>
</tr>
<tr>
<td>17</td>
<td>17. &quot;THE OLD MASTER PAINTER&quot;</td>
<td>D. Mayhew</td>
<td>September 18-5 - ASCAP</td>
</tr>
<tr>
<td>18</td>
<td>18. &quot;THERE'S NO TOMORROW&quot;</td>
<td>T. Martin</td>
<td>September 18-5 - ASCAP</td>
</tr>
<tr>
<td>19</td>
<td>19. &quot;I CAN DREAM, CAN'T I?&quot;</td>
<td>T. Brekin</td>
<td>September 18-5 - ASCAP</td>
</tr>
<tr>
<td>20</td>
<td>20. &quot;I WANT TO RUTS AT CHRISTMAS&quot;</td>
<td>Y. Yongman</td>
<td>September 18-5 - ASCAP</td>
</tr>
<tr>
<td>21</td>
<td>21. &quot;JINGLE BELLS&quot;</td>
<td>Y. Yongman</td>
<td>September 18-5 - ASCAP</td>
</tr>
<tr>
<td>22</td>
<td>22. &quot;I'LL NEVER SLIP AROUND AGAIN&quot;</td>
<td>M. Whiting - L. Whiting</td>
<td>September 18-5 - ASCAP</td>
</tr>
</tbody>
</table>

WARNING:
In utilizing these charts for playing purposes, readers are urged to pay particular attention to information inserting length of time a record has been on the chart and whether a record's popularity has decreased or increased. This information is frequently overlooked, and is of utmost importance. Without such limitations, rankings may be misleading. In other words, "this week" versus "next week" shows a sharp drop in play, which readers should be aware of.

Copyrighted material
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

6 | 5. FOR YOU, MY LOVE... | L. Davies | Regular 3240
7 | 4. SATURDAY NIGHT FISH FRY... | T. Jones | Board\n8 | 3. I'LL GET ALONG SOMEHOW... | L. Davies | Regular 3236
9 | 2. SATURDAY NIGHT FISH FRY... | E. Stevens | Board\n10 | 1. SILENT NIGHT... | H. Hurley | Board

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION

5 | 1. FOR YOU, MY LOVE... | L. Davies | Regular 3240
7 | 2. SATURDAY NIGHT FISH FRY... | T. Jones | Board
8 | 3. SILENT NIGHT... | H. Hurley | Board
9 | 4. SATURDAY NIGHT FISH FRY... | E. Stevens | Board
10 | 5. SILENT NIGHT... | H. Hurley | Board

ADVANCE RHYTHM & BLUES RECORD RELEASES

Aline Lee
Dallas Red (Gold Band) 'Satchmo' Satchmo S-128
Bird, Shazam on You
Billie Holiday 'I'm in Love'\n
Confused
L. Johnson (Blues Stage) King 4336
Crabgrass
P. Williams (Lack of) Savoy 721
Don't Worry Me No More
E. Conyers (Mr. Allen) Deluxe 3247
Evil and Wisty
K. Hinton (Temptin') Aladdin S-300
Gray Tears
C. Brannigan (In Tankard) King 4337
Hard Luck Blues
J. Miller (Cheap Brand) Paradise 330
Here But I Can't Remember
Harris Harvey (Mr. Sloop) 721
Home Cookin' Mama
M. Howard (Gold Potato) V71322-0066; (Continued on page 50)
COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Mule Train&quot;</td>
<td>Tennessee Ernie</td>
<td>Capitol</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Blue Christmas&quot;</td>
<td>E. Tubb</td>
<td>MGM</td>
</tr>
<tr>
<td>3</td>
<td>&quot;I'll Never Slip Around&quot;</td>
<td>M. Whitten, J. Whiting</td>
<td>Capitol</td>
</tr>
<tr>
<td>4</td>
<td>&quot;Capitol City&quot;</td>
<td>B. M. Hill</td>
<td>Capitol</td>
</tr>
<tr>
<td>5</td>
<td>&quot;I'll Never Slip Around&quot;</td>
<td>M. Whitten, J. Whiting</td>
<td>Capitol</td>
</tr>
<tr>
<td>6</td>
<td>&quot;Mule Train&quot;</td>
<td>B. M. Hill</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

FOLK TALENT AND TUNES

By Johnny Sippel

Brinkley Brothers, Romeo and Versie, are headlining a cast of WATL, Atlanta, h.b.'s on "The Talent Hunt," a Saturday night feature from the stage of the local Cameo Theater. ... Zeb Turner (Bullet) reports that he is still having trouble with WTM, Nashville. ... Andy Parker, of the Plannums (Capitol), reports that his unit recently reopened the Palace Ball, Los Angeles, Ballroom is remounting over XKLX, Hollywood, with the report that Marty Landau threw a first anniversary party recently for Hank Penny (King) to celebrate his work at KGL, San Fernando, Calif., as a platter-spinner. Hank has his own band for personal use also. ... Steve Stebbins, of Amerisscan Corporation, Hollywood, reports that Maria Travis (Capitol) has left the XKLX, "Hometown Jamboree" to work the Coast with his own band. Travis starts an indefinite stay soon at Becontine Ballroom, San Diego, with a week from CKNW, San Diego. . . . Tennessee Er Ford (Capitol) set for the NBC song of the "Grand Ole Opry" December 16. . . . Eddie Kirk (Capitol) has started his own featured show over XKLX, Hollywood, ... Ernest Tubb (Decca) celebrated a homecoming day in San Antonio recently when he was feted by his hometown during a p.m. program. His mother, sister, daughter, Mrs. Jimmy Rodgers, widow of the Victor recording, were present for the show. A parade thru town preceded the show. Tubb is cutting an album of hymns for someone.

Lucille Novich, KETV, Waco, Tex., is asking listeners to vote on whether they want to hear h. b. or pop music on her daily show. ... Dale Smallwood, KCMO, Kansas City, Mo., is trying to work up a complete list of h. b. fan clubs for his listeners. Any d.), having fan clubs for artists are asked to contact him. . . . Johnny Hitz, of KSNY, Dallas, owns two talent labels and a talent agency. . . . Uncle Ervin Victor, of WGN, Chicago, has his pick on the sheet music of "I Wish I Knew" published by Adams, Vee, and Abbott. . . . Al Turner, of KLIP, Dallas, reports that Hank Snow (Victor) broke all records on the Big D Jamboree, drawing 5,000 December 3. . . . Sam Wannamaker, WHV, Fort Worth, writes that Blank Smith and Red Murphy have left the station's "Old Dominion Barn Dance." ... Tom Gannon, together with Roy Acuff, and the fiddling contest held by the station November 16. . . . Roy Dixon, of KTRM, Beaumont, Tex., reports that Danny Dedmon (Imperial) has enrolled in Lamar College, Beaumont, with a "Violin Odium," of WIRP, Beaumont, N. C., reports that the Drifters, of that station, whom he manages.

(Continued on page 26)
How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for radio; and (3) for disk jockeys. Each time the basis of the comment is the reaction of typical buyers in the market. The Categorizes Point listings are maximums. Song ratings, (2) Interpretations of Chicago's, (3) Adjustments of 55, (4) Record Values (price, etc.), (5) music publishers' all-out performance potential, (6) exploitation found in media promotion, and other "goings on," (7) Manufacturer's distribution plans, (8) Manufacturer's production efforts. All ratings are actual, not approximated on the basis of any key categories. Each category is assigned a maximum number of points which new releases are rated. The best possible rating is 900. Maximums are subject to change depending upon the basis of a survey of the music trade only being conducted. No. 8 indicates a record is not evaluated for release within the market.

ARTIST AND NO.
TUNES COMMENT

LISA KIRK
(Heart Rona Orr)
Victor 26-4810
Copper Canyon
The Again With the 'Lazys' through projects pleasingly on this Western production.
Confidentially
Again there's style and individuality here, here on an amusing smiley record.
77--80--77--75

"LAZY" BILL HUGGINS-SANFORD HURST TRIO
Victor 4004
Malassa
The humorous take-alongs the vocal lead engagingly, with chorus support. Times an attractive novelty item under "laughable" in character.
62--62--66--58

WAYNE KING ORK
Victor 26-4812
Pagan Love Song
Miller's goofy-tune orchestration and some homely efforts found basis next to the standard with enthusiasm.
72--70--70--75

JOHN HENDRICK
RCA-Victor 39-4147 (German)
Scandinavian Folk Dance
Aluminum, with proper accompaniment, rose a deplorable substitute.
72--72--71--72

VIOLA TURPEIN
Standard 3100
Soomamargrab
Dance arrangements with lovely Scandinavian flavor.
71--72--70--72

GENE FICHTEL
Standard 3160
The Boys of Blue Hill
The rhythm is in the standout feature here. Number is an instrumental from honky-tonk.
66--60--66--70

MICKY GRAY
Gosden P-2500
Miss McLeod's Reid
Gosden throws time attention for some authentic British stuff.
61--58--60--65

QUARTETTO ECCRSELL
Standard 3130
Marucci
Dorothy Young's second instrumental is closer to a march, with little standing out. Limited to honky-tonk fashions.
73--73--73--72

STANDARD EBBA HEDLA
Standard 3159
Sister Carroll
In a recording she instrumental is cleaner, colorful.
61--60--62--60

RICHMOND'S HARMONY FOUR
Temple 3
Golden Gate Quartet
40-salute, with excellent voices and sharp harmonies for the popular quartet group.
73--73--73--73

RELIGIOUS
Yes Ain't Got Nothin
Present, well-balanced rendition, with excellent voices and sharp harmonies for the popular quartet group.
Lord I Went To Walk With Thee
Unconnected, authentic item, but material doesn't permit it. Arrangement is the first-rate-melody, with a great Camp meetin in the Promised Land
American version presentation. For the juvenile trade. Keep Ethnic Along
Proposition quite in a bunch of standards. Tune and treatment are okay.
(Continued on page 79)

THE WISE OLD OWL
IF YOU WERE MINE
IF YOU HAD MORE TIME TO BE MEAN
RAGGED BUT RIGHT
I'VE GOT RINGS ON MY FINGERS
BYE, BYE, BLUES
LET IT RAIN
I'VE WAITED ALL MY LIFE FOR YOU
I QUIT MY PRETTY MAMA
IT'S YOU, JUST YOU
GRINDER MAN BLUES
DON'T RATION LOVE
NAY! NAY! GO AWAY
SUGAR HILL BLUES
HEART TROUBLE BLUES
SLIM'S STOMP
SITTING ON IT ALL THE TIME
BABY, SHAME ON YOU
YOU TROUBLES AIN'T NO THING BUT THE BLUES
PAN AMERICAN BOOGIE
YOU CAN'T DIVORCE A LOVING HEART
BABY DARLING
I WAS SATISFIED
BLOODSHOT EYES
HANDPRINTS OF THE WINDOW PANES
THE BLIND CHILD'S PRAYER
I'LL SAIL MY SHIP ALONE
MOON'S TUNE
THE FEUDIN' BOOGIE
MULT TRAIN

CARROLL LUCAS
King 15021
RHYTHM TRIO
King 15022
SISTER SLOCMAN & "WOODY" BLOCK
King 15123
THE JUDGALURES
King 4523
IVORY JOE HUNTER
King 4529
MKSFMUS SLM
King 4537
EARL BOSTIC
King 4589
TEXAS SLIM
King 4539
WYNOHNE HARRIS
King 4597
DELMORE BROTHERS
King 4651
RED STEED
King 4533
HANK PENNY
King 389
JOHNNY RION
King 474
MOON MULLIGAN
King 460
COWBOY COPAS & GRANDPA JONES
King 455

SAYOY'S Fastest Selling HITS!
Sayo #726 * Sayo #3823
"If I Don't Love You So"
"If It's So Beautiful"

REGENT'S Fastest Selling HITS!
Regent #1006 * Regent #1010
America's Newest Spiritual "Big Jubilee Gospel Train" by Lincoln Gospel Singers

GREENWICH MUSIC CO., INC.
8508 Sunset Blvd. Hollywood 64, Calif.

COLUMBIA RECORDS
ORIGINATION OF THE SENSATIONAL NEW LP LONG PLAYING MICROGROOVE RECORD
GETTING THOSE NICKELS!
going up up up up!!!

AMOS MILBURN
"LET'S MAKE CHRISTMAS MERRY, BABY"
"Bow-Wow"
"REAL PRETTY MAMA"
"Drifting Blues"
Aladdin 3607

CHARLES BROWN
"HOMESICK BLUES"
"Let's Have a Ball"
"Mornin' Blues"
"Have To Let You Go"
Aladdin 3639

CALVIN BOZE
"SATISFIED"
"Working With My Baby"
Score 4004

LIGHTNIN' HOPKINS
"MORNING BLUES"
"I'm Gonna Bring" Pretty Mama"
"MORPHEUS"
Chattanooga 4009

SAUNDERS KING
"STORMY NIGHT BLUES"
"Unfaithful Blues"
Aladdin 3640

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

Aladdin RECORDS
A Division of AFFILIATED LABORATORIES

Music Selections for the Holidays (Continued)

THE BILLBOARD PICKS:
In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the chart.

STORMY CALVIN AMOS LIGHTNING
"Bow-Wow"
MORNING
"MORPHEUS"
Chattanooga 4009

HALF A HEART............Eddy Howard & Dr.
Al Morgan.............London 571

BRIGHT EYES.............Prima Scala Dr.
London 550

MORPHOIDS.............Spice Jones and His City Slickers...Vikki 20-3620

BRIGHT EYES.............Eddy Howard & Dr.
Al Morgan.............London 571

THE DISK JOCKEYS PICK:
PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what local disk jockeys think the next hit will be:

1. A BIRD IS A WISH
2. ALL THE DEES ARE BIZZIN'
3. SCARLETT RIDGERS
4. BIBI-BIBI-BOBBIT-BIDDOO
5. YOU DON'T OPEN A BOOK
6. SORRY
7. DU JOURS MILL'S BROTHERS
8. EDDIE
9. MEL HODGES "ONE DIME BUT WE"
10. JOHNSON RAG

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

1. BIBI-BIBI-BOBBIT-BIDDOO
2. THE THIRD WAR THEME
3. VISTA
4. A DREAM IS A WISH
5. JUNIOR Mc
6. SCARLETT RIDGERS
7. I GOTTA HAVE MY BABY DICK

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

1. BIBI-BIBI-BOBBIT-BIDDOO
2. EDDIE
3. JUNIOR Mc
4. A DREAM IS A WISH
5. I GOTTA HAVE MY BABY DICK
6. MILL'S BROTHERS - ELI CHAPLIN
7. BIBI-BIBI-BOBBIT-BIDDOO

THE COUNTRY & WESTERN DISK JOCKEYS PICK:
PICKS that appear for three consecutive weekends or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western disk jockeys think tomorrow's hits will be:

1. DON'T BE ASHAMED OF YOUR AGE
2. I CAN'T REACH FOR YOUR ARMS AND HOLD WE
3. EVERY STEP OF THE WAY
4. GEORGE FINGER
5. SUNDAY DOWN IN TENNESSEE

FOLK TALENT AND TUNES
(Continued from page 24)

FOLK TALENT AND TUNES
(Continued from page 24)

Recently auditioned for the Mutual network and MGM Records.

Carry Larry Lane
of WIBO, Tampa, is doing 20 hours per week of hamboning.

Norm Allen, KKOI, Fort Worth, has been forced to drop his live talent show at the Hillbilly Inn, Fort Worth. Spot burned to the ground several weeks ago.

Disk Jockey Doings: Joe Milosop, of WCPA, Cleveland, Pa., celebrated his second year on the "Saturday Afternoon" on three-hour h. b. show. Homer (Cactus Chuck) Mason, of KXL, Spokane, just closed a contest, based on listener reaction to various renditions of "Mule Train." Frankie Laine topped the charts in the contest in Bing Crosby's home town.

Frank Page, of KWKH, Shreveport, La., reports that Zeb Turner and the Foggy Mountain Boys and Mel and Stan (Capitol), last with

(Continued on page 90)
PERSISTENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musicals, operettas, musical films, and television series are excluded from consideration.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, those songs which are the present copyright, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit. The listing of recordings in items given are current. The record list is tentative, not necessarily complete.

...
Mercury Records Into TV Biz Via Company-Made Sets

(Continued from page 11)

about 160 assembled and testers, could produce 400 sets per day. At present, Green is negotiating for the latter things, but one, to cost about $125,000, seems to be favored. Final decision will be made by the end of January. Shortly thereafter administrative offices will be moved from Mercury's present address on South Victoria Avenue to the new West Side building.

At the past announcement concerning the production plans, there were strong manufactures of high cost models, Green said, that sets would be in popular price class primarily. He said most sets would be competitive with those made by Ballroomers and Sanitas, but that great stress would be laid on the design, production and merchandising of an expensive, "high quality" console comparable to a Carphones or a Magnavox.

Exact plans concerning these sets is to be made and retail prices, for each have not been given, Green added. In general, however, production will center around 12-inch and 18-inch tubes. More of the models will be table types. The 12-inch sets will have round tubes and the 16-inch rectangular tubes. In the 16-inch line, there will be featured the quality controls. All will have AM, FM, TV and a three-way automatic record changer. Beauty of cabinet design will be stressed in this and other models. No 10-inch models will be made.

Exact model plans will be revealed.

Pettrillo Slams Audition Door

(Continued from page 12)
ground to non-broadcast auditions. Musicians' union found it necessary to chump the list of audition requirements, because too many disk cutters painstakingly cut tests have been quietly smuggled on the market, utilizing the 15,000 per man audition rate as a loophole by which they avoided paying the regular recording rate of $1.25 per man. Altoh audition tubes have to be "made with this is an audition recording" statement voiced on the record, those dodging the AFRF rule trim off that part of the disk in making the masters.

However, no Phil Fischel's conveyed Pettrillo's edict in the following letter sent to recording studios:

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

"This office is informed that your local permits making of audition and test recordings, except those audition recordings for commercial broadcasts. All other such audition recordings are prohibited. Please comply accordingly."

"C. Pettrillo, President, "American Federation of Musicians."

In view of this new regulation, effective immediately, only audition records for radio programs can be permitted. We would appreciate your co-operation in refusing services to any member who may request you for the purpose of making audition records for other purposes."

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

Sincerely,

Phil Fischel, Radio Representative.

Gray AM Show Moves to Copa

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

Weininger, Bob Vena, who is general manager of WMRE, and Hal A. Weininger, Gray's personal rep, huddled, and decided Davies to keep the spot for the return for the gabber's release.

With the move to Copa City, Gray will be broke for the broadcast will now run from 11 p.m., to 2 a.m. It is understood that WMRE, which makes for the broadcast, will be back, which calls for a weekly $1,000 to $1,500 in Gray's pay, plus 5% of the commercial fees on the sold show. With the extra hour of air added and a list of participating sponsors. the total take may add up to $2,000 weekly for the commentator-interviews.

"I LOVE THE SQUARE DANCE" "GEE! LIFE IS FUN"

—Published by
G. M. REUS PLICATIONS
650 North, Columbus St.
APARVILLE, ILLINOIS

The Billboard
December 31, 1949
MUSIC

"THE MUSIC GOES ROUND AND ROUND" SANTLY-JOY, INC. 1619 W'ay New York, N.Y.
London Joining 45 Parade; Mercury To Enter Fold Soon

(Continued from page 12) with red printing, and the blue labels still intact. The records were in original paper sleeves with blue ink. Disks themselves will be black vinyl, with special numbered labels and cards, as well as special display material, have been designed by London exe D. H. Toller-Bond.

Shipments will start December 29 on the following titles: Albums—LG-1, Cole Porter's Call Me Madam, George Gershwin Sings Gershwin Suite; LG-3, Ravel's Bolero; EPs—L-1121, Captain Morgan's Treasure Hunt; L-1135, The Skyrocket Children; L-1136, Jack Benny—Three Men in a Bar; L-1137, The Good Bad and Ugly; L-1138, and Lincoln the Lion.

The company, which has a 200-year history in business, has recorded also include about 150 shellac albums, plus 32 imported German Gramaphone records, and German long-playing disks have already been released. The diskery owns six of the most prominent masters of the U. S. and one in Canada.

Two weeks ago London began to press all American-made masters h. U. S. plants. In recent weeks it has been self-importing 50 per cent of all records coming into this country. The biggest single shipment since the local company was stasis, arrived last week from England on the Queen Mary.

2 Latin Labels Go LP in Jan.

NEW YORK, Dec. 24.—Coda and SMC, Latin-American labels produced by Gabriel Oller Jr., are going into hazırlark in January. To date, 11 sets have been scheduled. Ten of the sets will be played in plating, each retailing at $1.65, with four artists as Nino Morales, Los Panteras, Carlos Montez, Miguel Valdes, Alfredo Antinna and Ben Miranda. There also will be released an all-metal album music.

According to Oller, Mr. Bob Dylan's special LP, this one listing at the new low price of $1.50, is offering a real Latin jazz album, each side running a little over nine minutes. The disk, entitled Concerto for Percussion, is in two parts, Rumba and Mambo. Both are in dance tempo and feature Aye, Aye.

For the first time SMC is also out with etchings of Yankee music. Al Hirt and his New Orleans Jazz Band, Alfredo Mendez, who as Freddie Mendelson acts as WBNX music director, have arranged and produced the set, which ends marked piano and came up with four popular New Orleans dance hits. The response has persuaded Oller to make more diskings of a similar nature.

Lincoln Theater in Philly May Get Negro Ballroom Face - Lift

PHILADELPHIA, Dec. 24.—The owner for a ballroom large enough for prominent Negro attractions and profitable to return Negro bands to Philadelphia, has picked his site next year. Plans are in the works to convert the darkened Lincoln The- eatre, a problem quarter close to the center of town, into a metal-studded ballroom with facing woodwork, as similar to that of the Savoy Ballroom in New York.

The project, which once housed Negro shows, shuttered after failure to make a go of it with Jewish entertainment, recently has leased stage shows and movies. With the Savoy sold to a G. I. training school last year and another too small for large crowds, the dust- filled, decaying house has no promise as a ballroom. Moreover, its location and accessibility is also in question. In the room facilities, Philadelphia was a profitable stopping place for the Negro dance stars.

Music--As Written

Recent Switch-Overs in Pubbery Biz

Switch-overs last week found Bob Baumbarg, formerly with Cromwell Music, joining Mutual Music, a Chappell subsidiary; Duke Miller, of Miller and Miller, going with the new Coda label; and leaving Encore Music to replace Mac Cooper at Knickerbocker Music.

Jerome Gets MCA Release, Seeks New Pact

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

New York:

Cuban composer- pianist Ernesto Lecuona is expected in New York in February. Currently MISSING FIVE OF bills to Florida. . . . Herman Lubinsky, Regent disk topper, has cut the controversial "Third Man Theme" with a hillybilly group composed of three guitarists, a banjo and a call banjo. The group has signed with WPAT. . . . Orkister-Composer Bert Shaffer, who conducted for the Ken Kwapis in labor day to the Coast to write background music for TV films. . . . Pat Terry, Signature Records warbler, has begun a daily 14-hour live show at WINS.

W. R. Carson, president of Quality Records, Ltd., Canadian manufacturers of MGM's RCA Victor disk, recently dabbled in "Mack & Miller" as promotion manager. McKinnon was formerly promotion manager. He replaces Richard Brown, who has resigned.

Dennis Day has been elected vice-president of the Manhattan College Alumni Association. . . . Gene Krupa's doctor has advised him to absorb some sun. . . . J. C. Heard and ork opened at Cafe Society December 29. . . . MGM disk a cappella at the Rendezvous as "Luncheon at Sarlat. . . ." Art Mooney appeared December 6, Russ Case opened December 5, and Billie Holiday played the Lionel Hampton ork, and National recording artist, opened at the cocktail lounge of the Eastside Showboat December 22.

Capitol's Marty's RCA Victor disk of "Mack & Miller" has inspired a new shade of nylon, Marta Rose, to be introduced by Volcoart in the latter's new catalog, Valen. . . . Music publishers of the time, are starting a promotion tie-in on the disk and honky-tonk.

Philadelphia:

Earl Bostie, coupled with Una Mae Carlisle, continue the name parade at the 421 Club to help ring in the new year. . . . Chubby's, across the street, which Nellie Collin's化妆品, and Bob Eberly to kick off the new. . . . Johnny Barr takes over for Marine's in Central City, Myers Music. . . . "I Ain't Got To Blame," by Bill Bollire Jr., for its first place hit on the hillbilly hit list, labeled with Bert analyses, bowing out for the Volcoart disk... . . . Hot Lips Page is set to return as a soloist to the Roxy in mid-January, but Herbie Collins bowling out for the Hotel Statler stand in Washington.

Nathan - Braun Deluxe Fuss Erupts in Court Litigation

NEW YORK, Dec. 24.—The long

sounding differences between the

Sidney Nathan and the Dave and

Franklin Reisenstein factions in the
erial record company erupted in litigation

when New Jersey State Court to

the lawsuit in the name of Deluxe against

the firm, and theirCo is the new company,

rival, before the New Jersey State Court in

Trenton, involving the rights of various diskings

allegedly pressed from Deluxe Masters

and an injunction against fur-

ther infringement of such crown jewels.

Deluxe also seeks to recover certain corpora-

tion, allegedly copied from the records of the

of the Braun's: $75,000 in money, plus

an additional $4,000 in utilities de-

bated in accounting departments and other property. Nathan had been called to the stand by the Brauns while in the employ of Deluxe as president and as treasurer. Counsel for the Brauns, had no comment to make on the charges, and did not indicate what tack his answer would take. It is believed, however, that the Brauns will probably ask for liquidation of

Deluxe, appointment of a receiver and an accounting. The Brauns are

understood to feel that King Records and Round Records, a pressing company subsidiary of King, jointly acted unfairly in the affair. The genesis of the squabble was Nathan's entry into Deluxe while the company was in a reorganization. Nathan invested some cash in Deluxe and secured major- ity control. He began to distribute Deluxe diskings thru the King or-

cations set in the Braun's felt that their rights to the materials, and Federal authorities of King in the distribution. Further, the Brauns say, Nathan purchased Deluxe in his Royal Plastics plant at stiff prices and then took back all the records for distribution on a consignment basis, with heavy returns the usual result. The court, which holds that the Brauns mandated a judgment that a gorged the Deluxe diskings in his distribution and declares that the pressing charges were equitable.
Monty Siegel Wins In Defending Suit By James Redrick

NEW YORK, Dec. 24.—After a two-year fight with the Alvin Music Corporation, a dismissal in New York Supreme Court Thursday afternoon was brought by James Redrick, who does business as the Chromatic Tones. Redrick claimed that Alvin had contracted in December, 1946, to record 24 sides by the Redrick quintet, known as the Chromatic Tones, the contract calling for a minimum of $3,000 advance. After Alvin had recorded four sides, Redrick contended he had the right to cut the remainder of the sides due, and by not pressing the four which he did record. Alvin, denying any liability under the contract, retaliated with a counterclaim for the $1,000 advance against George Goodwin, who managed the group for Redrick. The counter-claim was also dismissed. According to Alvin, the contract was obtained by "fraud and deceit and based upon fraudulent misrepresentation."

Happy Holiday

NEW YORK, Dec. 24.—Martin Block’s drive to provide a photograph for every child in the hospital ward in New York City’susheredinover $1,400 in contributions from WNEW listeners here. The cash will be spent on a Christmas gift for each player, who were supplied with 5,000 worth of kiddie disks contributed by RCA Victor, MGM, Capitol, Decca, Mercury, Coral and Adventurer. Victor alone sent in 100 cases of albums and four 45s. The records are to be set up in a regular replacement plan for the wards supplied with disks throughput the year.

Fox, Currie Firms Into Dixie H. B. Biz

CHICAGO, Dec. 24.—Two billboards and Western дискерки have started operation thru the South and Southwest. It was learned last week. For the past six months, John Currie, San Antonio publisher, and members of the Don Redrick party, hear San Antonio, have been recording regional favorites in the mountain states. Names on the label include Jimmy Reed’s Oklahoma Playboys, Son of a Gun, Texas; Smiley White’s Texans, KONO, San Antonio, and the Lone Star Rhythm Boys, Phoenix. In addition, sides have been cut by Red River Dave, before the race with MGM, and Clif Warden, who just inked with Decca, Distributors include Dave Sales, Denver; Joey’s Distributing, Shreveport; Southeast Amendment, Houston; H-O Record Company, Dallas; and Mary’s Record Company, Dallas. All disks, which are pressed on a non-acetate base, are processed and distributed.

Heller, Newton Top Rainbow Booking

NEW YORK, Dec. 24. — Rainbow Booking has booked seven acts for Patrice Mendes. Acts are being formed here this week. Heller is general manager of Rainbow Booking. Newton is head of Derby Booking.

The new organization will specialize in personal management and artist promotion. Among the talent to be handled are Kip Arick, Bill Aaron, Larry, Dick Todd, Rainbow artists, and the Freddie Mitchell band, which cuts for Rainbow.

After January 1 the new set-up will operate out of its own offices separate from the headquarters now housing both discers.

Milk Fund Benefit At Met To Mark A Flock of Firsts

NEW YORK, Dec. 24.—The annual benefit performance for the free milk fund, to begin tomorrow at the Metropolitan Opera, will be managed by Patrice Mendes. The first of the Metropolitan Opera will be Don Giovanni, presented for the first time this season. It will also mark the debut here of Paul Schoeffler, Viennese baritone. Luella Wedberg, a leading singer, will sing "Donna Anna" here. Patricia Munisell will sing her first "Zerlina," Jan Peerce will be Almaviva, and Hugo Thompson will sing "Masetto." It will be the first time Fritz Reiner has conducted the Metropolitan Orchestra at the Met. Polyna Stokos, Salvatore Baccaloni and Jerome Hines are also present.

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

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

This deal follows a tie-up effected in May with Mexican Columbia whereby Seeco recordings are pressed and peddled there on Columbia label. While in Argentina Siegel cut 12 sides with Seeco artists Leo Martini and film star Hugo Del Carril.

Joyce Bryant Signs With Adams, London

HOLLYWOOD, Dec. 24.—Berle Adams inked Joyce Bryant for management pact and signed the songstress with London Records in a recent deal. Among the merits he lopped to San Francisco, Hollywood, and the Western film world of the Seaniplains, vocal group. He pulled her from the group, cut an acetate record with a couple of his soups and the gas singing Drink With Me and sent it to London. (Adams helped in helping hand to London’s rhythm and blues department.) In the meantime an acetate of Miss Bryant’s Drink was aired by KLAC disk jockey Don Dal. Listener response was so great that London was impressed into buying the disk and the songstress.

Mercury Unveils “Jazz Scene”—$25,
But It’s Worth It

NEW YORK, Dec. 24.—The long expected Mercury Records’ super jazz album, tagged simply The Jazz Scene, was unveiled this week. Certainly the most ambitious album in jazz history in recent years, the Norman Granz produced package lived up to every bit of the one-year’s collective hush and hushes which preceded it to the accumulated $2 package in being.

(Mercury’s “Jazz Scene,” page 79)

ON THE STAND

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


It’s still the same stunning and now familiar sound that Artie is entirely immersed in the kind of music that he has to offer. Lending a feel to this new aggregation, the first and a lasting impression is a fact that Artie unashamedly plays music. Never a slave to style, Shaw is not concerned with the fate—maybe the public—faces the ork whirl today. Instead (See Artie Shaw on page 79)

Johnny Bond


Luxurious establishment obtained less, Souther, example, particularly Big emcee-comic received cense "Smutty" and "The Ground Navy". The mca, isn't in the Staffers in the Miami Beach Mermaid Room (ex-McLennan). Morris McKee is looking for acts. The Waldorf-Astoria is booked into next April when it opens the Starlight Room. Dineh Shore goes in January 12. Larry Lux has dropped his agency to go into business with Phil Tyrrell.

Here and There:

Ark Yavensone is the new booker for the Sheraton-Bittmore, Previdence. Al Bannatyne is moving to a new five-star hotel in St. Louis. He is据说 over looking of organisms and tribes into all the chain's lounge spots. Banks and Yavensone are splitting booking work formerly done for the Sheraton. The Four Seasons at Denver's Grand Hotel. Detroit, is slated to be taken over by a corporation of the same name. The Sheraton at the Chicago's Palm Court.

MCA's Club at new location, will be the first of the chain's location. The Lincoln Hotel Lounge, Philadelphia, with the Three Mallers week-ending. It's also Friday and Saturday, for Janus and Gadsen. And His Four Aces at the newly opened Club Hiasendi, nabe to the Keg and Quill. Marian McGettigan at the new Pany Fawn Club. Phyllis nabe spot, into the Eddy Showplace. Hono's Cafe, N.Y.

Atlantic City Club Ordered To Shuck "Smutty" Len Ross

ATLANTIC CITY, Dec. 24.—The Jockey Club, operated by John Hyett, received official notification this week from the State Department of Agriculture that it was temporarily suspending theVenta- nese-comic Lenny Ross must be dismissed and banned from working there. The order was revoked in Philadelphia for using blue material over looking of organisms and tribes into all the chain's lounge spots. Banks and Yavensone are splitting booking work formerly done for the Sheraton. The Four Seasons at Denver's Grand Hotel. Detroit, is slated to be taken over by a corporation of the same name. The Sheraton at the Chicago's Palm Court.

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

By Barry Gray

MIAMI BEACH, Dec. 24.—The club, beach-yacht hotel had reached an impasse this week as city inspectors and officials moved to shut it down. The hotel had moved into the entertainment field with stars and bands, big-name acts and dancing until 2 a.m. Returning to the court he insisted that the police pull a raid if it happened again. A few days later it happened again.

Deals Seen Count

Davis, following the arrest, appeared at the court, and before him was the hotel, which had - been ordered to shut down. Davis is据说 latest in a string of retroactive prosecution at the season's end. Insiders say that if any one hotel ever takes the stand that it can hire the police to protect it, then the ordinance isobble to the courts. If it were to be declared unconstitutional on the

Excess Profits

New York: Mickey Shaughnessy will open at the Copa January 5 on the Lena Horne show. For this date his name will be O'Shaughnessey because MCA, in the turmoil between its top stars, is going to make a film deal. For a fee he tells comics what's wrong with his routine.

In the turmoil between its top stars, is going to make a film deal. For a fee he tells comics what's wrong with his routine.
**Lauging with**

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PHILLY OPS POLISH MANNERS, USE GIMMICKS—ANYTHING FOR A DRAW

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

**YVONNE MORAY**

After Completing an RK0 Tour

- Thanks to Don Friendly and Thanks to the guy I always bother for more money

**PHILLY OPS POLISH ON page 10**
### VAUDEVILLE REVIEWS

**Palace, New York**

(Thursday, December 22)

**For**

- **All Fun-Master**
- **Traditional Comedies**
- **Music Hall**
- **The Comic**
- **The Variety Show**
- **The Follies**

In honor of Christmas the house band this week dropped its ovation it has used since the theater went back to bal. and gave instead with a series of seasonal tunes. The stuff was dressed down by a 20-piece production plus two muted trumpets and got real miting.

The show stresses speed and is well-balanced between eye and ear appeal. It opened with the Buckleys (Rooby Dae and Babes Prince) in a slapping tap routine, but what brought it out of the rut was the addition of two old-timers, Tim Barrett and Minnie Allen, introduced as the "mother" and "grandfather" of the two kids. The four-person act has been together only a week and a half, but they worked as if they'd been doing the act for years. It's sentimental appeal has obvious--four generations onstage. Showmanship is good and the jokes are well timed. The act should be sure-fire on the road.

**Rules**

- A Horace Heidt, winner, a good looking lad, did a pleasant job with his vocal take-off of various old theme songs. He closed with a novelty blackface "blackface" in the Juke number, an appreciative hands. Harold Perr, of the late Tom, a Horace Heidt grad, was in the act. He did a position, did a pleasant bar act on pops, ending with Are Mort and Mars and one of his sketches. The fact that he's blind (he's led on and off stage by his wife) doesn't detract from his ability.

Harold Boyd and Runaways (the old Runaway Four) lifted the pace with their knockabout act and bits. Boyd, dressed in sailor suit, Boyd and Roland Romas and George Charland pulled solid Wolff with their tongue-in-cheek and comedy acts.

**Doris Patt and Mrs. Waterfall** (12:30 P.M., and again using the old Nan Rae and Mrs. Waterfall routine, have improved considerably since they played the same seat several months ago. Their delivery is sharper, work better and bigger laugh results.

**Seal Goes Over**

Sharyk, the seal, working with Mark Halliday, made to the boy's delight. A seal gobbler's tricks show an amazing feat of training. The seal marks a dull juggling bit. His recovery was so good Hulking should be in a corner in the next hands if it had been done perfectly.

Herman Timberg, who was a regular here in the old days, is back with the two well-balanced Graham Sisters (they're the same Graham, of the old Keith-Albee out of Chicago), with whom his audience bits got the laughs, but it was his work with the sisters, one a stilt walker, another a biscuit one that really rang the bell. 

Bing's new act, a six-person Riders acrob act, consists of four boys and two girls, all good looking young people worked last week. Double single, double and triple Riders, with everybody coming in, was in the act. Some tricks were sensational, the selling needs improvement. The act is basically a circus turn; outage, however, some of their best ones are almost thrown away.

**Pie, And Baby Makes Three**

Bill Smith,

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### COMEDY MATERIAL

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### MINK & CARL Hotels

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**50 ROOMS**

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- Bath and Showers
- All Rooms with Bath and Showers

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### NH's Terrific 155G Saves Stem-329G; Roxy Only 37

**NEW YORK, Dec. 24—If it wasn't for the sensational biz at the Music Hall, the Kramers of the four combo houses would make mighty poor revenue. Even with high prices playing to terrific business, the take for the six combo houses was down to $520,000 against the previous week's $357,000.

Radio City Music Hall (4,200 seats; average $13.00) grossed almost $3,000 for the second week of its annual Christmas show and On the Town.

The opener was $20,000.

Roxy (4,000 seats; average $9.00 to $13.00) hit almost a new low for recent times when it did $37,000 for its third and last week with Mindy Carson and Dancing in the Dark. The show opened to $60,000, followed by $46,000. The new bill has Vic Damone, the Arnauts, Buster Shaver and Milt Gabay of Fosses.

Capitol (4,627 seats; average $155-

000) did an equal dismal $30,000 for its second and last week with Joey Adams and Shop Fields and Red Donowa, after opening to $48,000. The new bill, opening Sunday (25), has the DeMares, Eddie Duxhill, Dick Green and Adam's Rib.

Pars Takes 476

Paramount (3,564 seats; average $7.00) turned up its four of Sarah Vaughan, Rod Nelson, Claude Thornhill's ork and The Great Lover by getting $41,000. The bill started with $82,000 and went to $41,000 to $27,000. The new bill (reviewed in this issue) has Russ Case's ork and Samson and Delilah.

Rialto (1,700 seats; average $14.00) collected $45,000 for its initial week with Frank Mamoulian, Dinah Washington, the Ravens and The Lady Takes a Sailor.

Radio City (3,500 seats; average $9.00) grossed almost $12,000 for its initial week with Johnnie Ray, Harry Babb, Roxy, Harris Ray. Radcliffe, six other acts and Under- ton, against $16,000 for the previous week. The new bill (reviewed in this issue) has Harold Boyd, Herman Timberg, the other act and Baby Makes Three.

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### Paramount, New York

(December 23)

**Capacity:** 3,600

**Prix policy:** 1 $1.00

**Four shows daily. Paramount chain booker, Harry Letter, placed orders.**

With the flicker, Samson and Delilah, a king-size super-coporal bore is going so well that a more live show is of necessity cut to the bone. To meet the handicap the flesher is limited to the maximum permitted and a huge red-coated erk to give it quantity.

Case, mapped out in white tie and tails, did a spirited job with lighted powder, the cap was, however, a little too much for him. He was so nervous he couldn't be understood, a condition which will undoubtedly be corrected next show. With the band there is a mixed sing-along, a song sung by the people who tried hard. They succeeded on looks, not on sound. But that, too, muscles on the premises, butterflies are laid to rest.

The ork opened with Great Day, followed by a mixed number of weak-flakes projected on the drop; black light outlined the balls handled by various sidemen, with the whole thing winding up with a Santa Claus projected on the drop. It was a good piece of stage showmanship in the accepted manner. Next came Santa Claus, a Night in Italy, the chorus a whistle at caverning and stirring up the audience. Some appeared dangerous on the narrow pit. It awfully high up there. The show finally ended with the ork going into the theme song of the week, the sound track came up, Bill Smith.

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### D. C. Faces Dry Eye

**WASHINGTON, Dec. 24.—The liquor business has gone dry all night on a Saturday is expected to cut into the mitcy business this New Year's Eve. The Retail Liquor Beverage Association (RBA) has requested D. C. authorities to permit the consumption after midnight of drinks bought before that hour but is not optimistic about getting its way. Under present rules, waiters "will be on guard" and grabbing the drink off the table at the same time.

961 Mile in October for Eats

**WASHINGTON, Dec. 24.—The nation's eating and drinking places did a total business of $891,000,000 in October, a decrease of 10 per cent, according to September, the Commerce Department said this week. Compared with the previous October, however, business was off $111,000,000.

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### FINGER ON LEN ROSS

(Continued from page 32)

cage, disciplinary action will be taken.

The department requested also that Ross make application for "determinations as to his eligibility to be employed on liquor-licensed premises" in Pennsylvania. Ross has had encounters with law enforcement agencies in Pennsylvania because patrons demand it of him.

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### SCNERY

EYE DROPS, EYE DROPS, CYCLAMINE, CURATIN, &c.

SCHOLL SCIENCE STUDIO 2, NICHOLAS Columbus, O.
NEW YORK, Dec. 24.—A buy of the "Pic Rights to "Look, Ma!" Dec. 25 was confirmed Monday (19) by Paramount's story editor, John Byrnes. It's a comedy-flavored, somewhere between $50,000 and $75,000, and has been bought by Fred lead and Fred Astaire may also be drafted for the film. Director is Jules Dine, who is said to be a ballerina dancer about a ballet troupe which George Abbott, producer of "Look, Ma!" has in a string of 18 performances. Nancy Walker headed the troupe, with the ballerina named Janet Reed, Alice Pearce and Virginia Gregg. Gladys Swarthout is said to be the heroine of ballerina Jerome Robbins, written by Jerome Lawrence and Robert E. Lee. Betty Field was responsible for the times and lyrics.

Scatlet Gets Operag OperO
SEATTLE, Dec. 24.—A new music stick called Thalía, Allied Artists, has been acquired by Dr. Fred Smiley, the director of Michael Scheremetw, with dramatic and art execs aboard. Thalía is a creation of Ashby Conway, respectively. The new music is to be played by the legend and Greetel at the Century Theater here tomorrow (25), plans to offer comic propositions of their own with their classical, artistic frame. The gimmick is to use Seattle as art centers, and in the art centers of New York, and what technical-talent they that packed air tours in the West and Europe.

Thalía also has in preparation La Cervenica, a cut version of Bizet's opera with the Stadapter and chamber singer used—sung in English.

Ano no shows that are not "Look, Ma!" are said to be having a friendly backing by a four-man board of directors and will be on a strictly '47 basis.

THE ADVENTURES OF THE SHEEP

60 to 75G for Pic Rights "Look, Ma!"

NEW YORK, Dec. 24.—A buy of the "Pic Rights to "Look, Ma!"

The Rat Race

THE RACET

(Tevel Thursday, December 21)

ETHYL BARRYMORE THEATER

A comedy directed by Ethel Barrymore, starring Ethel Barrymore, with music and lyrics by Harold Arlen. Other characters by Nancy Walker, Michael Goodwin, and Robert E. Lee. Costumes by Henry Hamburger, direction by Walter Afdal and Arthur Carter, presented by the American Shakespeare Society, with the cooperation of the Equity Library Theater. 

First Palace Official: Harold A. Felder
Second: Charles knob
Third: John C. Knapp

LUCILE WEBER: The Rat Race

BROADWAY OPENINGS

CAESAR AND CLEOPATRA

(Opened Wednesday, December 21)

NATIONAL THEATER


First Palace Official: Harold A. Felder
Second: Charles knob
Third: John C. Knapp

LUCILE WEBER: The Rat Race

The 21-hour postponement of the opening of "Caesar and Cleopatra" necessitated by Sir Cedric Hardwicke's unexpected illness did not today mean wonders for the star's box. At least it seemed exceedingly successful opening night. Indeed, partially, Hardwicke has acquitted himself of an excellent assignment as director and star. His staging skillfully integrates the color of the players to keep ground without even letting it hang in the long-suffering situations of his satire. His personal portrait of Caesar is splendid. A re- done to do it 23 years ago in London, but not at all it had been up to his current aging, balding Julian, who looks and acts as if he'd stepped off an earlier Roman film. Caesar is much better with Shavian overtones, of course. One can be clustered around him, and the old maestro could be proud, too. He could see and hear himself.

In fact, even Shaw would have a hard time picking any flaw in the performances. Indeed, the revol of his comedy, Messrs. Alden, Adams and Farnsworth, framed it magnificently. There are slight newnesses to the original Falls marked by real inspiration. Jean present has lighted them with their own electric material, but top players are featured in support—and above and beyond all there that has been the need for a "Caesar and Cleopatra" in its own Broadway. She made a high ligation in the first appearances a year ago in a from little of course a good deal of success is Spatul, but Shaw's Egyptian mythical mouth is an assignment of real dimensions to the very solid comedy of the perception. All the convincing, child-like innocence, and complete amenity inherent in the character are clearly understood on the theatrical, but Cleopatra is really captivating last. Is Miss Palmer's "Romantic" style and as a 48 B.C., it's unlikely that Caesar ever would have got back to Rome.

Bob Francis

The Equity Library Theater (ELT) has dunted off Sidney Howard's "Lucy Sam" and McCraver and presents it in fine style. The script shows signs of mellow, on the talent side. "Lucy, Sam" is a hit that's been forgotten with its story of a gammon's rise from running drinks in a turkish bath, to operating a cleaning business, a resident family and finally achieving success on Wall Street with the famous word "Frankly Sam." Sadly, Betty Carlotta Ashle, socially prominent, becomes a swindler and gradually becomes a crook. Mr. McCraver then goes through some stage right, but by the end he is a professional and in the final scene he pins on himself. Thoro corruption of the police he is cleared. With his new success, Sam comes back to see Betty, who has inherited her life, and during a quarrel she dies of a heart attack. Sam gives one last look at the woman he has loved, then goes off to a business appointment.

The tragic ending smacks of melo and seems contrived; Howard has not prepared his audiences for it. This is inevitable. The script of her is plonks and of the individual characters that are put through the paces are old cliches.

"Lucy, Sam" achieves a fine performance as Sam, within limitations of maturities and hardness. "Lucy, Sam" becomes a woman for which she is not finished yet. Completely herself off the best seen at the Dame, it seems hardly fair to expect perfection. Miss Graham, Henry Hart, Robert Led- do and Virginia Makey particularly shine in the roles assigned to them. The simple Fargo of the produc- tion is a strong character, developed by Jerome Mayer's excellent direction, and suffers little from no attention. By oiling up croaky plays and presenting them well, the ELT achieves two little more talent to a opportunity to display their fine wares which have so often been forgotten, but which otherwise have long been forgotten.

by the catastrophe of the burning of the Alexandrian's Library. Alas, of the books that were spared, not too happily cast as the leader of the "Swedish "a" the "b" at the dozen, stand-out bits from the remainder of a huge cast which can be mentioned.

Since the revival is a happy com- able, the "Romeo and Juliet" is probably set for a prolonged stay at the National. While it spotlights a young couple, not always in with dictators, and 50 years have not been kind to "Romeo and Juliet," this, however, is not unkind. 'Ces is still a vastly amusing play, to have its audience and workshop the star's aura will get it with the best sort of treatment that it can afford. "Bob Francis,
Bisbee Barns
In Memphis;
Biz Pars '48

Talent To Winter Pursuits

MEMPHIS, Dec. 24—Bisbee's Com-
ducians, who closed their season at
Collerville, Tenn., late last month, have
made their way, one by one, to local
winter quarters. Manager J. C. Bis-
bee informed the Herald that the Barns
had made a good one, with business and at-
tendance holding up to last year's mark, and added that the Barns re-
maine the same thrust the tour.

Following the storing of equipment here in Memphis, the Barns and Leo Lacey went home to
Fithridge, Ky., for the holidays and
will join the Sund unit after January 1. Trixie Maskew left for her home in
K囟suppa, Mo., but will make the trek with the Sunds after the holidays.

Herbie Roland returned to his home
in Galena, Kan., where he will spend the winter playing club dates with the Barns and Leo Lacey went home to
Fithridge, Ky., for the holidays and
will join the Sund unit after January 1. Trixie Maskew left for her home in
K囟suppa, Mo., but will make the trek with the Sunds after the holidays.

Ernest Veeva went to Fayetteville, Ten-

n., for the winter, while Bob Flinn and
drew for New Mexico to join a
dance band. Howard Johnson will
winter here, as will Cliff and Mabel
Malcolm. Roy Garrett remains in
charge of winter quarters. Mundee
and June left for Sun Valley to

Finish her season here, recuperating from an oper-

ation which he underwent at the end of season's close. Visitors on the show the last few weeks of the season in-
cluded Neil and Caroline Schaffner, Madge Kinsey, Harry Graf, Virginia and
Davy and Yera Choate.

Show this season was transported on five semi trailers and carried
their own light plant.

Magic Show Ops'
Booking Methods

Get Varner Vote

CINCINNATI, Dec. 24—Henry H. Var-
er, Akron salesman—dele-
aver, announced this week that a
new group for the winter has been
formed and that they plan to
sign any and all shows on the
Western circuit, including those
in Ohio and Indiana.

Varner says that their method of co-
operation does away with the
large booking agencies.

The Barns have been holding
their own in local overtures.

"I believe," says Varner, "that this show should be a similar standard oper-

ation in all shows.

Varner has a smooth running booking,

billing and playing routine the people
who work for the Barns will
dominate. It's a little more

less worry. This means a

meanings and city profits.

ACE CAMERA SUPPLY
156 N. 15th St.  Tel. 2467. Florence, S. C.

FOR SALE
Drive-In Theatre located in Central Illinois. Good

locating and advertising location. Free. Write for

details. One lot included. "Both nice and well

located. Must be sold with Theatre. Must be built.

MURRAY
Bloomington, Ill. Phone 1450.
In Loving Memory Of James A. Doran
December 31, 1949

EVELYN CHEE

DE Lussan—Madame Zelie, 80, August 27, died in Mulatto Garden, the daughter of George and Maria Zelie, 1849 and 1850.

FURMAN—Age 72, father of Clare, Louis, John, and David, and three sisters, John 82, and two daughters, Mary 73, and Sarah 71, all of Philadelphia, 1870.

GETZOV—J. H., 87, March 8, 1871, and of the New York, 1875.

GILBERT—George L., 54, father of David, Joseph, and John, 1871.

HART.—Age 75, and of the New York, 1875.


KOVAR—Mary (Mrs. Frank Schaefer), 45, well-known lion trainer, December 19, at 9700 S. Cali., Chicago, 1899.

MARRIAGES

ALLISTON-DOWLING—Clay Allston, 36, M'Laurin, 45, December 3 in Canonsburg, N. Y., and of New York, 1899.

BANKER—George, 25, master, 60, married Gracie, 21, a daughter of Mr. and Mrs. Frank Banker, December 10, at 8100 S. Cali., Chicago, 1899.

BERRY—James, 30, and of the New York, 1875.

BROWN—M. E., 55, and of the New York, 1875.

COOK—Henry, 45, and of the New York, 1875.

DEE—George, 28, and of the New York, 1875.


DORAN—James A., 76, former actor, December 12 in Kansas City, Mo., and of the New York, 1875.

EDWARDS—Frank, 25, and of the New York, 1875.

ENGLISH—Alfred, 30, and of the New York, 1875.

FARR—Charles, 25, and of the New York, 1875.

FISHER—George, 25, and of the New York, 1875.

FRANCIS—James, 25, and of the New York, 1875.

FRANK—Henry, 30, and of the New York, 1875.

FULTON—William, 30, and of the New York, 1875.

GABLE—Frank, 30, and of the New York, 1875.

GILBERT—George L., 54, and of the New York, 1875.

GILDER—Frederick, 25, and of the New York, 1875.

GILLEN—William, 25, and of the New York, 1875.

GROSS—Henry, 25, and of the New York, 1875.

HARRIS—Edward, 25, and of the New York, 1875.

HARRISON—George, 25, and of the New York, 1875.

HAYES—John, 25, and of the New York, 1875.

HEARST—Charles, 25, and of the New York, 1875.

HEATON—George, 25, and of the New York, 1875.

HENDERSON—William, 25, and of the New York, 1875.

HEWETT—James, 25, and of the New York, 1875.

HILL—Charles, 25, and of the New York, 1875.

HINSDALE—William, 25, and of the New York, 1875.

HURST—George, 25, and of the New York, 1875.

HUNTER—William, 25, and of the New York, 1875.

HUNT—James, 25, and of the New York, 1875.

HUGHES—William, 25, and of the New York, 1875.

JONES—Robert, 25, and of the New York, 1875.

KELLEY—William, 25, and of the New York, 1875.


KINGSLEY—John, 25, and of the New York, 1875.

KITTLE—William, 25, and of the New York, 1875.

KNOX—William, 25, and of the New York, 1875.

LAMBERT—William, 25, and of the New York, 1875.

LAMOND—William, 25, and of the New York, 1875.

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Truman May Break Sesqui Jam

Likely To Act
Agin Midway
Site Squatters

Brochure Lists New Rides
(Continued from page 4)

present tenants and government property.

Good Chance for Action
The problem was brought to the attention of Truman this week dur-
ing his brief stopover in the capital before the holidays, and strong like-
hood is seen that he will issue an executive order to end the stalemate if he deems it necessary when he

Turns the year.

While this impasse has created a serious obstacle, a chairman, Edward Boykin, of the National Sesqui-

centennial Commission, declared this was not the first time the American Legion had pro-

posed fixing a time limit for the phase of activity that would not be held up.

Nor would this be the first time the Legion proposed a period of three to five years for the

showing to take place.

Jamison said that practically all

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

CINCINNATI, Dec. 24.—Cincinnati

kiddies witnessed three free cir-

us performances this week as a re-

sult of a 11-day Christmas circus pro-

gram sponsored by Barney of the

Barney Lepage, this city.

Circus unit lined up by Rapp

played the 2,560-seat Taft Theater

Here Sunday at 2 p.m., with the per-

formances sponsored by the

Cin-

cinnati Journal and the American

In-

dustries, with company employees.

A very good crowd was given at 4 p.m. for local or-

phans, with the Elks and The Cin-

cinnati Dispatch's Children's Day

night, at Music Hall here, an-

other performance was given under

Fortune with his Kiddieland and A
devised at Municipal Auditorium.

The Rapp circus unit began his

Christmas trek with a five-day en-

The papers, a sure fire hit in

Ohio Moppets Get Free Rides
On State's Capitol Grounds

COLUMBUS, O., Dec. 24.—Christ-
mass treats, topped by free admission to

riding devices in a very little kids

elephant for the occasion on the

Capitol grounds here, will have been

given to an estimated 50,000 Central

Ohio school children by next

tuesday.

For the second successive year The

Columbus Dispatch and Tent No. 2 of

the Variety Club, this city, teamed

with Floyd E. Goodyear, radio es-

culator, also of this city, to provide

free juvenile entertainment and

party favors for the children and

entertainment from a tempo-

rate stage.

All children of Central Ohio were

welcomed to the event. However,

those who were given free ad-

mission were privileged youngsters of the area.

Those from orphanages were pro-

vided transportation.

Live rides daily, starting Wed-

day, starting Wednesday (21),

Chairman of the event, is providing

the rides at no charge. He set up a

kiddie Merry-Go-Round and kiddie Auto Ride

miniature train, kiddie Buggy Ride,

kiddie Merry-Go-Round and kiddie
Airplane Swings, and furnished the

operating personnel.

In addition, Goodyear has supplied

several light towers and an elec-

trically operated clown band. Other

sponsors were the Sanitas Pub-

lic House and entertainment from a tempo-

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miniature train, kiddie Buggy Ride,
Closeups:
Lifting Plaster Paved the Way
For ACA's Founder, Max Cohen
By Jim McHugh

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

ENGINEERING the lifting of a plaster that had the Mighty Sheesley midway tied in knots and unable to move out of Auburn, N.Y., back in 1922. The young Max Cohen, a Rhode Island outdoor showbiz, Max first met Captain John X. Sheesley, who was playing Rochester, N.Y., attorney to out

John X. the same year. When the Sheesley eug played Rochester. At that time Max, then regarded as only a local lawyer, was called upon to handle some simple legal work, received his fee and departed.

The Auburn situation was somewhat more involved. Max paid Captain John X. Sheesley's lawyer visit while attending the State Fair convention in Auburn. Before the week was out his services were called for, and the lawyer found himself under an accident resulting from an incident to a patron earlier in the week. The situation was fairly serious, Max recalls. A big bond was required but Max managed to arrange for the continued existence of the shows and later succeeded in getting the attachment dissolved so that the organ could leave the State.

Trade Group Needed
It was necessary for Max to journey to New Jersey State Fair, Trenton, to interview witnesses in preparation of the case. While there Max met many of the numerous show folk usually in attendance at the event. The National Recovery Act (NRA) was coming into the picture and a few weeks later the situation looked out loud why the industry didn't have a trade association.

The warning of skeptics that a convention would not be effective, the enterprising Max framed a plan of organization and it became a fairly tangible organization setup. As a result Max was invited to attend the meetings in 1933 and interested five persons, the minimum necessary for a trade association.

Capt. John M. Sheesley became the first president. Max Linderman, of World of Mirth Shows, was the first secretary. Other members of the initial organizing committee were Peter Berg, Max Cohen, of Berkman & Gearty Shows, J. W. (Patty) Conklin, Canadian operator, and Jimmy Guzzy, of Johnny J. Jones Exposition. The American Carnival Association was incorporated in New York in December, 1933. Max has served from the beginning as general counsel and also is secretary-treasurer.

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

Legal Background
Max was born January 14, 1907 in Rochester, N.Y. He attended schools there and in Newark, N.Y., where his father was in business. He attended Albany Law School, a part of Union University, Albany, and was graduated with his LLB degree in 1925. He was admitted to practice in 1929 and opened his office in Rochester that year. In 1936 he formed a partnership with H. G. Gould under the name of Max & Gould with offices in the Central Trust Building, Rochester.

Max has been admitted to practice in the U.S. District Court for both the Western and Northern districts. In 1934 he was admitted to practice in the U.S. Supreme Court.

Max has added his first background of showbiz from Charles Tuttle, the former show biz reporter who was a former show business agent who became sports editor of the old Rochester Herald. Tuttle handled publicity for the local Miracle Lodge of which Max was a member and also versed in the parlance of alfresco biz.

Kept Shows Moving
The growth of the ACA has been slow but steady. Max prefers a gradual, normal growth, in contrast to any "flash-in-the-pan," movement. The initial phase in the life of the organization was to make it "winterize." The ACA says that the ACA can take a major share of the credit for keeping railroad shows moving and of necessary gas rationing for truck shows during the war. The Association also aided in the procuring of scarce necessary materials.

The War Production Board (WPB) had the ACA make a survey, the conclusions of which indicated that (See Lifting Plaster on page 44)

Five Fairs Ink V-F Ice Show

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

CHICAGO. Dec. 24—Ice Varieties of 1859, a newly organized traveling skating production, has been signed to play five fair dates and one July 4th celebration next year. It was announced here this week by L. N. Fleckles, of Voorhees-Fleckles Fair Booking Association, builders of the highly successful shows at Chicago's 1949 Railroad Fair.

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

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

The TILT-A-WhIRL Ride

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

SELLER MFG. CO.
Faribault, Minnesota

DELUXE KIDDE RIDES . . . $1,995.00 and Up
Factory Built—Signs—Portable—Low Prices and fully Guaranteed
KIDDE AUTO RIDE—KIDDE PLANE RIDE
FOR SMALL LANE USE
SINGE AND DOUBLE RIDE BOATS
THREE PASSENGER ELECTRIC RUNABOUT BOAT

Get Our Pictures—Specifications—Prices and Terms Before You Buy
Write—Phone—Wire or Visit

MAR-CRAFT, INC.
CLARENCE, NEW YORK

HIT THE DECK
Get your share of the 1950 prosperity with our outstanding new Root Rides. Also manufacturers of Atlantic and Kiddie Amusement Rides and Ocean Waves. Write, phone for literature.

SMITH & SMITH
SPRINGVILLE, N. Y.

FOR SALE
Arrow Kiddie Rides

BISCH-ROCCO AMUSEMENT CO.
FLYING SCOOTERS

PORTABLE — STATIONARY — ELEVATED
Thrilling New Flying Disc — Kiddie Jet Airplane Ride — Kiddie Trolley Car Ride

5401 Cottage Grove Avenue
Chicago 13, Illinois

JAY WARNER

PHONE 3-2536

ARROW KIDDE RIDES
SENSATIONAL APPEARANCE — SUPERIOR CONSTRUCTION — AUTO RIDES — MERRY-GO-ROUNDS — BOAT RIDE — PLANE RIDES

ARROW DEVELOPMENT CO., INC.
540 MOFFETT BLVD., MOUNTAIN VIEW, CALIF.
Manufacturers of highest grade rides.
Talent Topics

Jimmy Rao, acrobat comedian, who was the top headliner, was one of the first acts on the new quarter's program. He is performing at the New York Opera House, where he has been drawing big crowds. Following him is the popular duo of Bess and Harry, who are doing a fine job of comedy and audience participation.

The Juggling Jewels have been held over for another week at the Franklin Theatre. Their act is a hit, and they are keeping the audience spellbound with their skill.

The Kaszukow, Oriental melange act, are at the Capitol, New York. Joe Jackson, who has been doing his famous beehive act in Detroit, has been working hard to improve his act. He is scheduled to appear at the Capitol next week.

Betty Alvarado, flying trapeze artist, is at the Capitol, New York. She is performing with a new partner, a former circus performer from Mexico. Their act is breathtaking and has been a hit with the audience.

The Blevins Popcorn Company, located in Nashville, Tennessee, has expanded its operations to include the production of gourmet popcorn. Their recent ad campaign featuring Betty Alvarado has been a success.

The new Chevrolet cars and trucks are now available at the dealership in downtown Nashville. The special finance plan for showmen is now in effect. Visit the dealership today and get the best deal on your next car.

Out in the Open

Betty Alvarado, flying trapeze artist, recently made an honorary member of the Broad- ford (Ont.) Rotary Club. In award- ing the membership to President R. J. F. Zellick, a "fun- ning" work in the magic business, Broma, and numerous other examples of his service to the com- munity, she expressed the wish of the club's youth service and crippled children committee.

Arthur F. Brunner, president of the Smithers' promotion committee, has announced that the committee is now accepting applications for officers of the organization.

Bill de L'horbe, sales manager of the National Amusement Device Com- pany, has been in New York last week on route to his Dayton, Ohio, home to visit a number of friends. Bill will spend the holidays with his family and then embark on a new round-the-country sales trip. Ernie Young again is looking talent for the television show "The Carsey," which originated in Chicago.

Theatre-Duffield Fireworks, Inc., Chicago, was host at a pre-Christmas party for its employees last week. The party was attended by many of the town's leading citizens.

American's Finest Show Printing

Stock Designs for All Occasions
CIRCUS - CARNIVAL - RACE - THRILL SHOWS
Central Show Printing Co., Mason City, Iowa

Five New Trailer Models Designed Specifically for Outdoor Show Use
- Crystal Coach
- Digger Trailer
- New Porcelain Special
- New Short-Range Shooting Gallery
- New Living-Vending Trailer

Chairman of the Board, Ross J. Collins, has been visiting with friends in Chicago. He plans to return to New York next week for the annual convention of the National Association of Circus Owners.

The Carsey Show, scheduled for New York, has been delayed due to the poor weather. The show is now scheduled for next week.

The new Chevrolet cars and trucks are now available at the dealership in downtown Nashville. The special finance plan for showmen is now in effect. Visit the dealership today and get the best deal on your next car.

GIVE TO THE DAMON RUNYON CANCER

Copyrighted material
Rapp Circus Unit Plays Amas Dieses (Continued from page 43)

Charleston, W. Va., Dec. 12-17, sponsored by the Union Carbon & Carbide Chemical Company. On Monday the show played Vanit-

Fair, Huntington, W. Va., sponsored by the Du Pont Co. Amas Dieses and Tuesday (20) a performance was given under the same sponsorship at Huntington, W. Va.

On Thursday (22), the unit gave two performances in the field house of Youngstown College, Youngstown, under sponsorship of the Crosby Division of the American Iron & Steel Manufacturing Corporation. The Christmas tour ended at Conen-

sville, Ind., Friday (23) with some minor performance under sponsorship of the American Central Manu-

facturing Company. The Huntington and Charleston engagements were ar-

ranged by Ruth Best, local booker. The ventu was a huge success, ac-


Rapp, who says he will continue it as a yearly event.

Events included the Four Willys, club jugglers; Pansy the horse; the St. Leons, teeterboard act; Fisher's Dogs and Cats, with Zuby, the sheepdog, worked by Harry Fisher; Dick Lewis, the Tilt and Company, rocking table and clowning; and a huge dog act and clowning, and Zoro, the Tilt and Company, a huge German Shepherd. According to Rapp, the dog performed as a 3-piece act.

At each of the performances all children were presented with a box of Crackerjacks, a balloon bearing the name of the sponsor firm, and a photo of Bozo Harrell.

ASTRO FORECASTS

All Readings Complete for
Crystal Ball: Import Price
On hand Dec. 21. 2.10 to 3.70
5.75. Price for prints
200.

NEW DREAM BOOK

120 Pages in 24mo size. Bound in Heavy Gold Floss Embossed.

100 Pages in 24mo size. Bound in Heavy Gold Floss Embossed.

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

(Continued from page 46)

The importance of the Industry to morale, the Association, the Magazine administration that the industry was unique and so the burden of a code was escaped.

Fair Board Member

As an off-shoot of his interest in outdoor showbiz, Max became interested in and joined the Rochester Professional Entertainers' Club. He served a term as president and is the past. In 1948 he was elected to the board of the Monroe County Fair and Recreational Association.

In 1933-38 Max was president of the Rochester Moose, the fifth largest lodge in the United States. In 1937-38 he was New York State president. Next year he is slated to head the Knights of Pythias in Rochester. He is also a member of the Ellis and the Masons.

Max is also a member of the American Bar Association, the New York State Bar Association and the Rochester Bar Association. He is also a member of the Board of trustees of the Decalogue Society of Chicago.

On the Board

Showmen's organizations to which Max belongs include the National Showmen's Association, the New York State Bar Association, the American Bar Association, the New York State Bar Association and the Rochester Bar Association. He is also a member of the Board of trustees of the Decalogue Society of Chicago.

The Genesis of the ACA

Max's interest in and work for the ACA has been real in that it has contributed a lot to his influence. He is always at attendance in the major showmen's conventions in Chicago and New York City and attends several leading State fair meetings annually and visits all shows that play within striking distance of his Rochester headquarters. Thru his work for the association, he has made a friend and friends from these a few worthwhile clients have resulted.

Max is married to the former Marcella J. Davis, of Albany. They have two children, Carol Jane, 14 and Ar- thur Davis, 11.
PRE OPENED PROGRAM
 YEAR - AROUND
 Job, Kodinsky

Keep Public Informed

CHICAGO, Dec. 24.—Public relations
matters are highly important in
the park industry, it is far from a
seasonal department. Rather it is one
which must be conducted on a year-round
basis.

That was the message delivered by
Harry Kodinsky, public relations di-
ger for George M. Harton at West
View Park, Pittsburgh, to members of
the National Association of Amuse-
ment Parks and Pools, which is
having its annual convention here.

Kodinsky gave this definition of public relations: It is something that
goes, or should go, to the core and
heart of the park business.

Keep Public Informed

Explaining why public relations is
a year-round matter, Kodinsky said:
"You've got to do a job of public relations
on a year-round basis, keeping
your name and features constantly
before not only the physical things, but
also the intangible things that are
offered by your park. You've got to tell
them about the park itself and the
park people. Tell them what the park
does besides collect money for
admissions, parking tickets and ticket
for rides. You've got to let them know
what makes a park tick. Tell them about
the people behind the park. Are they
fly-by-nighters? Are they substantial
people, taxpayers and leaders in
the community?

Tell them the human interest stories
that make the park so pleasant and
breaking incidents which go into
making a park as real and as human as
the people who run it.

Must Be Honest

"You've got to be honest, whether it's public relations, advertising or
exploitation. Simplicity and honesty in
your promotion will do more for
building good will and prestige for
the park and your operation than any-
thing else. People in business and
you want to exaggerate the 'Great
Yea' and 'Great Nye' and 'Great
This' and 'Great That.' People want
honesty in that. The public expects
colored adjecitives connected with
salesmen who call on them and
numbers which mean something.
It comes to using the adjectives about the
park in the same way the public looks
at the park's attitude toward the
people.

The second objective of good rela-
tions is to keep the public informed
about the park's prestige and good will of the park
organization. You can lose the
people who head these parks are the
officers of an important
business, just as the industrialist, the
Doctor, the department store owner.

As such you must take your rightful
place in the community and civic
projects. Such leadership is vital to
your business. Don't take it too lightly.

It doesn't only mean giving money to
charitable institutions, such as the
Children's Crusade, Red Cross or
to political campaigns. Its means taking
an active part.

Use Your Org

"You will have a voice in many
matters that are important to you.
Matters of park legislation and
laws that affect your business. Yes, they
are your matters, your matter.
Your organization is as strong as
you are.

West View have this kind of
project well under way. George
(See P. R. Program on page 60)

EARLIER CLOSING

January 7 Issue

On account of the Holiday ALL forms
for this issue will close 2 hours earlier
Get your NEWS and ADVERTISING
in Early.

P.R. Program

Year - Around

Job, Kodinsky

Keep Public Informed

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Court Outses Act
To End Food Sales
On A. C. Fun Piers

ATLANTIC CITY, Dec. 24.—Finds
was written this week to the nine-
month-old case in Federal Court which
was brought to determine the le-
gality of food sales on the local
amusement piers. The case was
dropped from the court's docket and
prospects are that a court decision
will be obtained in a question
which aroused this resort for many
years.

The City Commission was notified
that Judge Thomas M. Madden, of the
U. S. District Court, had signed an
order dismissing the action
brought by Attorney General
Walter Van Ripper against
Frank P. Gravatt and the Steel Pier,
which he owned at the time the
action was taken by Judge Madden
under section General II, providing
for the dismissal of any action upon
which neither party has made a move
within six months.

The action was originally started
in 1940 when controversy raged over
the sale of food and bathing rights
from the amusement piers. The At-
torney General was brought into
the litigation because the city admin-
sistration had failed to act against
the beach goers for violation of the
act. A similar action brought against
the Steel Pier by the Atlantic City
Restaurant Association is also said to
be tossed out of Federal Court under
the same rule.

Army Okays Mil. 8
Revere Beach Plan

BOSTON, Dec. 24.—Mayor Peter
Jordan, of Revere, has been notified
of a decision of a million-dollar
recreation beach for Revere by
United States Army engineers, who
have contributed one-third of the
cost by the federal govern-
ment.

Colonel B. M. Harlo, division
chief of army engineers, said the
project, including measures to prevent
erosion, protect shore line structures
and to sand to a width of 125 feet
to raise the level of the beach
16 feet above high tide, had been
completed and approved.

Site of the improvement
will be on the shore line between
Northern and Elliot circles, which
had been eroding at the rate of a foot
a year. A preliminary plan to provide
no beach in 50 years, it was said.
Ride and concession owners
designed project will take place Revere
in an enviable position.

Gotham's Coney Thumping
For Bigger Crowds in '50

NEW YORK, Dec. 24.—Coney
Island's Chamber of Commerce prexy,
George C. McCutlough, has announced
numerous projects for next season
and has pledged the group to
break all attendance records, with
signs set for hitting a mark of
50,000,000 visitors next summer.

Most of the recent announcements
also included the sale of the burnt-out site
of Luna Park to a syndicate, re-
presented by Leon Rosenberg, of
Brooklyn, which intends installing a drive-
in movie and parking lot. McCutlough
Movie would seat 600 spectators and accommodate 6000 for
parking lot would hold 1,000 autos.

On the agenda of the Chamber of
Commerce is a general survey of the
facades of buildings in the amuse-
ment area of Coney Island, including a
new color scheme and decoration for
utility line poles along Surf Avenue and
the ripping out of obsolete
television tracks along the resort's
main stem.

The Plateau objective stated for high-
pressure campaign in the establishment
(See Gotham's Coney on page 62)

It will be a
HAPPY NEW YEAR
for everyone who ordered a
MINIATURE TRAIN
for Spring Delivery

FOR SALE
Mangels Shooting GALLERY
Now in action. With duck pond. Very cheap. Come
look or phone Liberty 2-8977

Mardi Gras, Inc.
545 Washington St.
Boston, Mass.

FOR SALE FASCINATION
52 Units
A-1 Condition, in operation at 3008
Ocean Front. Ocean Park, Calif., or
write BOX A
Ocean Park, Calif.
Extend Run At Syracuse To 8 Days

Horse, Auto Racing Set

SYRACUSE, Dec. 24—The New York State Fair will operate eight days in 1960, two more than in 1949, C. Chester DuMond, commissioner of the State Department of Agriculture and Markets, announced in Albany. DuMond is believed that the extended run will enable him to set the fair's lowest net in 11 years and also provide a measure of rain insurance.

Announcement of the dates (Sep- tember 2-9) of the State annual was made unusually early—two months in advance of the February 16 deadline fixed by law—as a pub- licity stunt. The number of the 50 or more county and town fairs gauging the State fair dates in se- lecting those of their own. The announce- ment is also expected to aid those associations particularly those planning a circuit of fairs.

DuMond said the 1950 program will include harness horse races, a mammoth interdenominational re-

The Billboard

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Ohio Planning Well-Rounded Convention Bill

COLUMBUS, O., Dec. 24.—A well-rounded program of speakers will be presented at the 34th annual convention of the Young Farmers Association in the Deshler-Wallace Hotel here Dec. 26-27.

Topics to be discussed on the first day's program include Recent Legislation Affecting County Fairs, Essential Public Improvements Necessary to the Progress of Junior Fairs, The Agricultural Commission Between County Commissioners and Agricultural Authorities. A second program will include Fairs Future, Publicity, the Fair Before Gates Open and With Whom. Pennsylvania has had one of the total receipts. Can the Fairs Afford to Put Into Their Race Plan?

The second day's session will include: Is It Possible to Educate an Educational Fair? Why the State Grade is Definitely Interested in the Stimulation of the State Fair. How We Know a New State Fairground Adequate to Portrait the Growth of Ohio Agriculture, Education and Industry, Lawrence P. L. DeShon, president, will preside.

Meet's highpoint will be the annual banquet, the night of January 12, when Bryan Cooper as toastmaster.

Estevan, Sask., Re-Elects

E. P. R. to Fourth Term

ESTEVAN, Sask., Dec. 24.—E. P. R. has been re-elected for his fourth consecutive term as president of the Estevan Agricultural Association. Vice-presidents are W. G. Gates, C. W. Grafstrom, Mrs. E. H. Dean is secretary.

Rae reaped the main gate at the 1946 fair, $24,660 down but the grandstand audience was up 42 per cent to 6,000 above 1946 but expenditures were higher because of the 10 per cent tax on programs which affected the fairs.

Valentine, Other Officers

Re-Elected at Mineola

MINEOLA, N. Y., Dec. 24—J. J. Alfano has been re-elected president of the Mineola Fair for the 12th consecutive time at the annual meeting of the Mineola Agricultural Society. Other officers are Harold Van Sise, vice-president; Samuel S. Underhill, secretary, and Raymond G. Fish, treasurer.

Charles B. Fielding was re-elected as manager. Charles Barlow was named to serve as auditor, a new post. For the 1947 annual to be staged in 1950 are September 12-14.

Alameda, Sask., Election

ALAMEDA, Sask., Dec. 24—W. E. M., the son and successor of W. E. M., was re-elected president of the Alameda Agricultural society at a recent annual meeting. Other officers are J. W. Ewan and Mrs. A. W. Young. A. W. Young is secretary-treasurer. Finances showed a gain of $81. Livestock facilities will be enlarged for 1948.

Eldora, La., Election

ELDORA, La., Dec. 24—F. B. Scott was re-elected president of the Eldora Country Fair Board at the annual meeting held recently. Other officers are James G. Bales, vice-president, and C. W. Haase, secretary.

Centerville, La., Elects

CENTERVILLE, La., Dec. 24.—Appointment of the Fair Board was at the annual meeting held recently. Other officers are James G. Bales, vice-president, and C. W. Haase, secretary.


Programming Theme of Tenn. Conclave

KNOXVILLE, Dec. 24.—Developing a program for Tennessee fairs built upon the community and the theme of the convention of the Association of Tennessee Fairs will be held in January 15 and 11 in the Anderson Johnson Hotel here, it was announced by W. P. Kerly, president of Tennessee Valley Fair here, convention hotel.

About 250 fairmen and their wives are expected to attend the meeting, which will be held at the hotel of the hotel's Johnson Hotel, to be held by a tour of the Nashville area in Tennessee and the University of Tennessee press department.

In the hotel the night of January 16 with Dr. C. E. Brehm, president of the Fair Board, will preside as chairman. Also on hand will be Mayor J. F. H. Miller and his speakers. Also on hand will be Mayor J. F. H. Miller and his speakers. Also on hand will be Mayor J. F. H. Miller and his speakers. Also on hand will be Mayor J. F. H. Miller and his speakers.

City To Pay Lethbridge

Exhibition $9,800 Annually

LETHBRIDGE, Alta., Dec. 24.—The president of the Lethbridge Exhibition's new lease on the fairgrounds and buildings, the city will pay $9,800 annually for the lease. At least $6,500 of the grant each year will be spent on maintenance of the grounds and buildings and the remainder will pay the salary of the fair manager and buildings and the remainder will pay the salary of the fair manager and buildings. The buildings are estimated at $1,000,000.
CIRCUSES

Animals and New Equipment Added for K-M’s 1950 Tour

HUGO, Okla., Dec 24.—Plans are under way here today to add Keiler & Miller Bros. Circus in practically every respect for the 1950 tour, show officials have announced. All animals are being added to the manager's list, and they will provide an entire outfit of new canvas and comparable equipment, riding and otherwise.

Already a number of personnel have been added to the show, including Ir ing M. Watts, general superin tendent; Mark E. Johnson, transportation superintendant; John Sperry, superintendent of ring stoc; Robert Snedgrass, purchasing agent; Mel Lewis, Side Show manager, and his assistant, Harry Reutie; Frank Francisco, steward, and William Woodcock, superintendent of ring stoc; and Elmer Lanoe Dover. Ione Stevens will again have the concession department.

Always noted for its strong men, the K-M show will expand that department still further with the addition of 4 elephants, 2 polar bears, 1 big cat, 4 gag acts, 91 stunts, 70 leopards, 1 wart hog, 1 gen, 1 hyena, 2 antelopes, 3 llamas and 4 seals.

Artigas, Zoracco Vee For Cuban $8 With Ex-Big Show Talent

HAVANA, Dec 24.—Circo Santus & Artigas line-up the world early this month, and the Circo Artigas line-up which debuted December 16, are both famous for their very best acts and splashing publicity in an effort to compete with Ringling-Barnum Bros. and the New Palace.

Former Ringling features in the Santus & Artigas line-up are the Wol loved, high wire, and the Loyal Reppa, bare-back riders, who double in a teeterboard number as the Artigas team, which has a make-up of standard circus talent, including Miss Riez, high thrill act, using a hoop; Lyle, the female acrobatic; the Brunettes, mental confusion; Don C. and Fernando, elephants; and Miss Frida, presenting dunkyaks and a midget pony. Circo Santus & Artigas is a notable feature in the ringling performance of the riding Hairless Horse, a high wire, Eleph ants and the acrobatic Ming Stars. Others included in the Santus & Artigas line-up are the Tri Evarus, good high bar act; Patricia Scott, elephants; Williams, horse tumbling with trained animals; Nio, popular Chilean clown, and the Kri Kri orchestra.

Name Harry Sperry

Sparton Bros. Mgr.

LOS ANGELES, Dec 24.—Harry C. Sperry has been appointed manager of Sparton Bros. Circus, in addition to handling all interstate bookings. E. (Buddy) Spartenco, V. 17, probably the greatest circus owner in the business.

John C. Toy has been signed as builder of the new ballpark, to be build ing a company of six, to build on 10 tracts and 10 trailers and 2 in advance with a special line of paper featuring prevus prises.

EARLIER CLOSING

January 7 Issue

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**UNDER THE MARQUEE**

Clay Wixson, owner and operator of Wixson Great Show, has added a multi-colored Christmas card, featuring a circus-type train of seasonal good wishes on the front, and bearing the grum dunk insignia on the back. Dr. Wixson, who is well known among the ringling circles, is an old friend of the Editor.

Father Ed Sullivan, circus priest, spoke on Christmas at a recent meeting of the Holy Name Society in Hartford, Conn.

First of May is raw material essential to making finished products.

Jake J. Dicke, billed as Clown Cap, made his recent appearance at the Chicago outdoor convention he visited with Doc Wadell.

**Winter Quarters**

Ayes and Kathy Davie

DIXON, Ill., Dec. 24.—Workmen are getting equipment ready for the 1936 season which will open Monday (12) and will reopen January 12.

Mr. and Mrs. R. Dunlavey and Roy Herberger are in quarters.

Mary, Mrs. L. W. Stowell, and William Kelly are in Evansville, Ind., for the holidays. Mr. and Mrs. Harry Waddell went to Ferris, Ill., to see Matt and told him that he again will be Side Show Captain for the Ringling Bros. and Barnum & Bailey Circus season.

Willy, the Clown, has been busy since closing the season of the Ringling Bros. and Barnum & Bailey Circus. He appeared in McCown, Ga., for a week at Dorton's Show Stable and the Grand Theater, that city.

In Tifton, Ga., he clowned three days, and then went to Gulfport, Miss., and Athens, Ga., played the Palace Theater.

"Just as I predicted," boomed an old showman, "the wave of prosperity died young." 

Jo Jo Lewis, clown cap, advises from Sarasota, Fla., winter quarters. (See Under the Marquee on page 9.)

**WON, HORSE & UPP COMBINED CIRCUS**

An Equine and Canine Parade—The Show With a Large of Gold

De Bruehl, LeMaire, and Pedlar, the Won, Horse & Upp Circus's gold-leaded and netted train of five railroad cars roared into the home town of the show's owners and managers.

Out two blocks from the edge of the city limits is the vast plateau of the Won, Horse and Upp families. Here is the show's most beautiful setting. The four large and 100 cabins that are occupied by them are roosted among their own poplar trees. The 40-acre pasture was used as a lot, and the show's owners have spent well over 100 dollars to make it ready for the show. The show's owners, who also provide lumber used in building and rebuilding and new equipment. There was much rejoicing among the men in the show's sharecropper colony.

On the 11th day of December the show's managers' car arrived for here and we jammed the big boy to the rings curfew on Monday with a CIRCUS. However, at 7 p.m. on Monday, Mike Upp called a meeting of all employees and informed them that the "general interest clause" in all contracts would hold good here. At 7 a.m. the pitch call was issued for this day. The bass further stated that the show would make a big change, that this would be the show's last winter tour and would be the last winter tour ever. The new season will start in the fall, and the show will be ready for the 1936 season.

**PHONE MEN**

POLACK BROS.' CIRCUS

WHITE PLAINS, ME. VERNON AND NEW ROCHELLE OFFICES OPEN JANUARY 3

Contact HENRY BARRETT

ROGER SMITH HOTEL, WHITE PLAINS, NEW YORK

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Experienced Long Handle Man. Your second job for man willing to help build up stock when not on tour—$50.00 per week. Contact

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**WEST BROS.' INDOOR CIRCUS WANTS IMMEDIATELY**

Strong Promotions with either the Phenomen or the Phenomen capable of handling Boston, Texas, U.P.C.'s and Program, Charity deal. Strong actives. Also want other Promoters with Phenomen who are capable of handling. Liberal commissions. Can also place a good Man with your exploitation work. All answers to

JULIEN WEST OR R. W. BRANDON

General Delivery, Galveston, Texas, or care Western Union. Delivering January 17-18.
Prell Contracts 10 Annuals, Preps for Jan. Bow in Florida

NEW YORK, Dec. 24.—With 10 fall fairs already booked, Sam E. Prell, president of Prell's Broadway Shows, is optimistically predicting a banner 1950 season with the addition of the Pongo Gords (Fla.) Fair January 23-January 28.

The Prell unit shuttered December 10 at Ruskin, Fla., and moved into winter quarters at Melbourne, Fla., where an accelerated program of rebuilding and renovating is now underway. Prell said his present parties and trailers have been added for a total of 10 fairs this year; Allen Herschell Little Dipper has been added to the ride line-up. Prell said he would add the Herschell Company's new Whiz Bang before spring.

Travers Joins Marks
Prell also announced that his son Joe, would replace Allen A. Travers, who is spending the past several years simultaneously with Walter W. Travers, who announced his resignation from the Prell organization and said that he would join the presidency of a new corporation of similar capacity.

Anchored by Prell include the Pongo Gords, Russian, St. Louis, Carlsbad and Indiana, Pa.; South Boston, Va., Charleston, W. Va.; Rocky Mount, Greenville and Elizabeth City, operated by Norman Y. and Charles R. Marks.

Prell reported the 1949 season had exceeded his expectations and that his organization had fared better generally than in 1948. The early start during the fall was the result of bad weather. The fair season was exceptionally good, said the final dates were marked by unseasonable cold.

Second Unit Grows
The Chicago, Ill., and St. Louis, Mo., the Vivona Bros. org operating under the Prell banner at fairs, also elected Prell president. The operation will be continued in 1950, with the org being augmented by the addition of F-Motorcycle and two new fronts, which are being constructed in quarters.

Prell said the good season was reflected in the addition of 15 new Sparron trailers by the shows' performers.

The staff for 1950 will include Sam E. Prell, president and general manager; Louis A. Prell, vice-president and treasurer; Ben Prell, secretary and purchasing agent, Abe Prell, transport manager; Charles Guttermouth, assistant; Charles Powell, booking agent; Mrs. Lake Powell, business manager; Alice Buck, secretary, Louis (Red) Russell, conductor, Beverly (Babe) Proctor, superintendant and chief electrician. Dick Hoffer, helper. In charge: T. R. King, director, closed on October 17, about the end of the 1949 season Prell said.

SLA Legion Post Gives Christmas Cheer to Vets

CHICAGO, Dec. 24.—Veterans in suburban Illinois Hospital and Downey Hospital at near-by Great Lakes will benefit in Christmas gifts from $100 donation made by the American Legion Post No. 1058, American Legion, to the Gift for Troops Fund, it was announced.

The post's contribution is in line with its policy of giving assistance, and this year's benefactor, it was given added impetus lately by a $1,275 donation to the Downey Hospital by the Chicago area League of America.

The sum represents the balance in the SLA's Mustering Out Fund that had been made to SLA members who served in World War II.

A total of $50,000 had been raised by the SLA's Mustering Out Committee under the leadership of Ray Brogden. Distribution to members in service had been made on the basis of the number of months whether such service had been in the U. S. or overseas.

Part of the $1,755 turned over to the Legion post by the Showmen's League is to be converted into bonds earmarked for charitable or other worthwhile purposes. Such money had been donated by the Legion post for like purposes, it was announced at the meeting of the post's executive committee, which consists of Past Commander Bernie Mendelson, chairman; W. E. Allen, 2nd vice-president; Charles Owens and Ray Oaks Sr.

John Wolf, post commander, announced that the fund would be used to an fullest extent for new members. Eligible for membership are all SLA members who served in the armed forces.

American Carnivals Association, Inc.
By Max Cohen

ROCHESTER, N. Y., Dec. 24.—The monthly newsletters issued by the association will be resumed early in 1950, depending upon its membership. The 1945 membership campaign also will also be resumed during the coming year, indicating their participation in the association.

In accordance with the action taken at its annual meeting, the association is affiliated with the National Fire Protection Association (NFPA) and holds an associate membership in the American Insurance Association.

Additional government reports related to the sale and purchase of commodities are on file.

Cavalcade Signs Repeat M'w'kee Lake Front Date

MILWAUKEE, Dec. 24.—Cavalcade Signs has signed to show on the lake front here next year, it was announced by the Wisconsin Firefighters as the sponsoring organization. Announcement of the Cavalcade engagement was made by F. S. Powell, general manager, George Proctor, general manager, and Charles M. Berrigan, treasurer.

Engagement is a repeat for Cavalcade, which last year enjoyed excellent business here under the same auspices.

Nick's United Goes Back to Road in 50

INDIANAPOLIS, Dec. 24.—Polk County United Shows has decided to return to the road in 1950, S. W. (Nick) Nicholson, owner-manager, announced from local headquarters this week. Nicholson was associated with Polk County Shows for eight years and spent one season with the Johnny J. Jones Shows before hitting the road with his own org which was known as the West Indian Show. The name was changed to E. E. Nicholson, which was the title changed to its present.

Nicholson said that current plans call for the org to carry 6 rides, 4 shows, about 30 concessions and a free attraction.

Edward Karr, 55, Succumbs in Miami

MIAMI, Dec. 24.—Edward L. Karr, 55, veteran carnival side show performer, died in a local hospital Saturday night (11) of a heart ailment. Memorial services were held Friday (10) and the body, accompanied by his brother, Clifford, was taken to Chicago Wednesday and will be flown to Chicago Tuesday (29). Burial was in Showmen's Rest, Woodlawn Cemetery.

Surviving, in addition to Clifford are four brothers, Russell, 61; Charles, 59; Wallace and Alex, Philadelphia, and a sister, Mrs. Beatrice Allison, Winfield, N. D.

Born in Philadelphia January 26, 1893, Karr started in the shows in his 15th year, and was most of his life. He was with Beck's at_start, and was with the Beck circuit for 36 years. He was with the Great American Amusement Exposition, Sholesky Mighty Midway, Con T. Kennedy, among others.

4-Man Combo Sets New Carnival Org

ROCHESTER, N. Y., Dec. 24.—The Organizing committee of the new combination, Smith and Angelo Desire, all of Rochester, have incorporated in New York State under the name of Greater Amusement Exposition and Promotion Co., Inc., to give the combination a solid financial base.

Desire, concession manager; Smith, legal, and Angulo, Carnami, secretary.

Officials plan to play New York, Pennsylvania, Ohio and Western New York. Three fairs are already in the works: The first will be a 10-day ride and four shows carried on eight days. The fair will be a major attraction and will carry a major theme and two girl shows of Simon (Blac) Geffin, also of New York.

Woods reports that six New York and Pennsylvania celebrations, along with three fairs already in the works, will be signed by Carnami. Emsh will return from Miami about March 1.
**CARNIVALS**

**MIDWAY CONFAB**

Midwayes are "up town" spenders who don't mind paying $1 for a 30-cent carved house show.

Carl H. Barlow, manager of Deluxe Concession Company and formerly a carnival concession manager, underwent major surgery in Doctors Hospital, Washington, December 14. He expects to remain there thru the holidays and would like to hear from friends. Mail will reach him at his home, 2123 36th Place, S. E., Washington 20.

Ticket sellers know how to handle money all right but emphases should be put on accuracy instead of speed.

J. George Locor's Greater United Shows are planning a handbill announcing the org's 1950 debut date as the Washington Birthday Celebration, Laredo, Tex., February 11-26, which also bear a tribute from James T. Ballard, columnist of The Beeville Picayune. After spending three weeks in Tex., Melvin Burkhardt rambled into Louisville last week for a visit with his parents and son. Jim, who has been playing a few club dates with his magic and anatomical wonder turn, opens in Indian Wells, in February with Art Converse.

Retired after 33 years of booking work, a general agent set up a new record by returning his hair cut since any expense on the road.

James Thompson, Side Show operator, and daughter, Edith, are playing in the largest circuses with their mental act since closing with King Reid Shows. Thompson says he plans to have to tour for this year as well as a Girl Show on the org. in 1950. Mr. and Mrs. Lou (Scal- lars) Moss have returned to Hot Springs after a three-week trip to Mexico with Tom and Rachel Wool. While en route to Aransas Pass, Tex., E. T. (Red) Thompson stopped off in Hot Springs for a few days of fishing.

Midway career is one wherein a trapper with moderate habits can earn the next of kin 100 glowing accounts of his accomplishments.

Charles J. Roach info that he is making his winter headquarters at the Arizona Showman's Club, Phoenix. He resides at the home of Don and Mary Davis, formerly of the Bros. Circus, who recently purchased a home there. . . . Charles J. Davis is undergoing medical treatment at Veterans' Hospital, Fort Benning, Ga., and is due home in a short visit at his Newark, N. J., home. He plans to attend the January banquet and ball of the Showman's Association.

Announcing the booking of the same last week after week means that needler is a showman's custom. is continuing at a normal rate.

M. C. Loudon reported that Gust Karras, former owner of the Shows and that he will handle book- ings for Karras in 1950. . . . J. T. McClellan, former owner of the McCurian Shows, is in Shannon Hospital, San Angelo, Texas, where he is being treated prior to undergoing an operation. He would like to rend let- ters from friends. . . . Mr. and Mrs. Mack Hoge and Hoge's brother, Paris Hoge, of Dale Bros. Circus, recently purchased a new house trailer from Roger's Trailer Ranch, Ran- do, Ill. They are en route to Lake City, Fl., where they will winter.

Veteran observers of show history are the ones who can remember the early day Car Owners and Managers Association and what it was supposed to set up.

Tex Conroy, veteranika and emcee for Carl J. Lauther's Side Show, is portraying the role of Santa Claus in the toyland of the Sears-Roebuck, Camden N. J., store during Christmas. Also seen was Scotty Sheridan, former fireman on the Show of the Century who was given with the announcer and his son, . . . Al Pollock, Girl Show operated in the bellhop's bazaar in the Gimbel Store, Philadelphia, Walter A. Schafer, W. G. Wade Shows' press agent, sent his Christ- mas cards from Rochester N. Y., where he is wintering, but didn't forget to include the same decal emblem on them. . . . The Michigan Show- men's Association sent out their Christmas card to his many friends, frankly admitting he had been "less adept" for the written message, but that he was sending another "without any further hesitancy to his many friends.

Reported Christmas cards would have been fewer if they had included all the winter quarter chis who cut themselves with con openers.

**WHEELS OF ALL KINDS--PADDOCK--LAYDOWNS**

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Complete line of Trailer Parts and Accessories specializing in all types of trailers. Shipments made within 24 hours to all points in the United States. Also complete repair service. Mfrs. of Premiere All American Trailers. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fabrec 2626.

**NOTICE**

Veterans' Memorial Park

Wants Interested Shows
Shows are invited to visit Veterans' Memorial Park, Inc., 500 16th Ave., S.W., on Highway 41 going south, Atlanta, Georgia, Fabrec 2626.

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**WANT-To Offer to Buy**
Small organized Carnival, complete with equipment. Write for details furnished upon request.

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**ROLL TICKETS PRINTED TO ORDER**

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**NICK'S UNITED SHOWS, Inc.**

Book on the Road For Season of 1950

Want the following help for all Shows. Will set exclusive on the following for the season: 1 Pullman Car in Colorado. 1 Pullman Car in New Mexico. Concessions Free, etc. Also Bear served. Bill Perry, contact and all others who have worked thru us in the past. Write for information on 31 Concession and Free Art. You know I fully work in every part. Will buy or lease any shows that are not under contract with us. Address J. M. RICHARDSON, 818 E. 12th St., Indianapolis, Ind., or call me at the Indians Convention, Jan. 1 to 5, Indianapolis, Ind.
The Billboard
December 31, 1949

National Showmen’s Association
1564 Broadway, New York

NEW YORK, Dec. 24.—A swell treat was tendered the NSA members by the Ladies’ Auxiliary, with a dinner at the Hotel Commodore (21) night, with a smorgasbord table loaded to the ceiling.

The shut-in committee outdid themselves this year and sent a generous gift to each shut-in member. A pleasant surprise was given Mack B. and Edna Bennett, whose visit he missed him recently.

Our apologies to the Cetlin & Wilson families for not mentioning the fact that a generous donation was received from their family among the club's activities.

Glass, Cemetery, Clifton, W., Weigand, and family recently.

Heart of America Showmen’s Club
913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 24.—Regular weekly meeting attended by some of the court characters. Also present were Al C. Wilson, secretary; George Carpenter, treasurer; Eugene Eris, warden, and George Sargent, conductor. Edward (Slim) Johnson, who had been away for sometime, was present. Committee members met to discuss the coming year’s activities.

Sam Bentland, chairman of the banquet and ball committee, stated that they had completed their line-up of entertainers for the coming year. This year’s event in the Georgia room was well-attended, and it is said that sale of banquet tickets was going well.

The auxiliary lucky party will be held Friday evening (30), in the Nazarene Auditorium, and the memorial services will be held at the same place at 3 p.m. Chaplin Wilson will officiate.

Lone Star Show Women’s Club
Campbell Hotel, Dallas

DALLAS, Dec. 24.—Newly elected President Louise Hichman presided at the December 18 meeting. With Margaret Pugh as chairman, a board of directors meeting was held to discuss several important matters.

The Christmas party and dinner was held the night of December 21, in the clubrooms. Members brought packages for five needy families, to which the club contributed $10.

The Salvation Army was represented by Miss Margaret Pugh, with a gift and compliments for her fine handling of the extension of the 60th anniversary party at the Town and Country Club.

On December 14, the board of directors met, head of entertainment, outlined plans for the coming year.

Dr. E. H. Price, on the sick list, has improved and attended the installation party.

Show Folks of America
1191 Market Street
San Francisco

SAN FRANCISCO, Dec. 24.—The December meeting was called to order by President Eddie Burkes. Ted Tezrok and Phil Sargant were present. The Municipal Band was called to the rostrum to fill in the time until 12 o’clock. Charles Wright and Teddy Levitt, vice-presidents.

Bills were presented and ordered paid, and the chairman’s report was read and accepted. The club's semimonthly, official report of subscriptions received, reported receipts of Christmas cards from the club’s first president, Mary Rumsey; Al C. Wilson; and Mrs. Tezrok also read letters he had written to the club, all of which the regular Associated Troopers, thanking that club for flowers sent to club’s birthday at the Palace Hotel; Earl Douglas, president of Pacific Showmen’s Association; Margaret Garner, president of the Ladies’ Auxiliary, PSCA, and to the Arizona Showmen’s Association.

The president presented the following new members, guests and renewals had been present for some time: Billie Hodges, Sam Hubby, Mrs. Tezrok, Mrs. Tatum, Mrs. Tezrok’s sister, Marie Nordstrum, Calgary, Alta.; Gertrude Bill byerly, Fort Worth; and Mrs. W. E. Foster, Morrison Funeral Home; Due Cramble, of the big sight, in the main house, is under-making its grandest events in the Tampa area will be held at the Hysteria Auditorium. New Year’s Eve. It will be a Circular, with outstanding circus, vaudeville, and other attractions. A two-hour show. Dancing will follow. It will be turned over to the GTSA Booking Co. at 1 a.m.

Harry (Irish) Gaughn’s Christmas Tree bazaar was the highlight of the big sack. All the children will be happy with the presents. All the clubmen are decorated.

A party held recently drew over 250 members and friends. The judges awarded Joe Ponticello first prize.

Ladies’ Auxiliary
New officers installed on the December 11 meeting were Lois Sells, president; Evelyn Kleefer, first vice-president; Grace Gittinger, secretary. Chaplain Dolly Wise was installing officer. The board of directors had a special meeting and appointed Youngblood, third vice-president; and Elsie Owens, treasurer. Added to the board were Kay Yennie, E. Zschack, Gertie Miller, Betty Rodgers, Margaret S. Smith, and Mrs. L. A. Pedrada, June Boyles.

In addition to these five new members and appointment, the December 11 meeting of the board of governors will include Clever Fogle, Irene Beatty, Debra Benner, Evelyn Bakely, E. Zschack, Arlene Cooper, Ruby Hall, Rose Hughey, Donald Jones, Vere Larkin, Blanche Lemas, Hazel Maddox, Betty Lee Morgan, Bertie Pugh, Jerry Ponticello, Dorothy Cramble, Kathleen Sutton, Gertrude Weigand and Evelyn Kleefer.

At the regular meeting President Hughey invited Past President Al C. Wilson to give the annual address and Daily Mail to the rostrum. Testimonial dinner for President Rutherford was scheduled for a week later. Other’s Surprise Banquet (Mom) Whitman was reported on the club list.

A collection of $38.35 was given to Harry (Irish) Gaughn to purchase present for the children’s Christmas party.

Greater Tampa Showmen’s Association
Tampa, Fla.

TAMPA, Dec. 24.—Slate of officers for 1950 is the same as last year. Board members are: B. Julius was elected to serve as the club’s first president, C. J. Sedimentary Jr., president; Eddie Young, first vice-president; James E. R., second vice-president; D. Rodgers, third vice-president; Ed Miller, treasurer; H. A. (Hal), secretary; George Moore, and treasurer. It was announced that formal opening of the new clubhouse would be held at 8:30 a.m. on December 24th, of the association. A barbecue will be held the same date at the barbecue pit which is nearing completion on the club grounds.

It was announced that the first annual banquet and ball will be held August 1, the Sunday during the South American Congress, and will be held December 24th, of the club. The first annual banquet and ball will be held December 24th, of the club. The first annual banquet and ball will be held December 24th, of the club. The first annual banquet and ball will be held December 24th, of the club. The first annual banquet and ball will be held December 24th, of the club.

At the banquet, $100 was donated to the club by the club, and will be used to purchase gift certificates for the Christmas party. A 24-foot opening was cut in the wall between the ladies’ and men’s clubrooms to afford more space for special events.

ST. LOUIS, Mo., Dec. 24.—First Vice-President Ruby L. Cobb presided at the December meeting, with Leo Lang and Acting-Secretary E. (Pete) Waugh assisting. The club is expected to receive a grant of $800 children at the club’s Christmas party.

Entertainment Committee Chairman Muhammad Announced the 30-act show set for the party and announced plans for the New Year’s Eve banquet. George Regan and Dave Prevost reported that the banquet was a big success.

Correspondence was read from the Lutheran Orphan Home, Tony Silvestri donated a 200-pound bag of persimmons. Al Sizemore, Showman, and Bill Tarkowski formed the committee from the women’s club to report on its growth in the coming year.

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CONCESSIONS, RIDES, ETC.  
For Annual 4th of July Celebration.  
Booking for entire week.  
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Floyd O. Kile  
Baton Rouge, La., Dec. 24--Killed himself in a suicide tour of Louisiana December 11 and went into local quarters. Plans to end the org for 1960 are under way.

Shows' officials plan to play new territory in Arkansas and Texas next season, as well as making a number of new location shows this winter. Mr. Kile will spend the holidays in Illinois with relatives. They will also attend the various fair meetings.

I. M. HOLMAN

Hiawatha  
Jackson, Mich., Dec. 24—Org in quarters here on the fairgrounds. Owners Glenn O. Wyble and Ed T. Hiley are here with a new 68-kw. light plant purchased in New York City by the two-average, Merry-Go-Round, which will give the show six office and two rides. The next season is Jackie Kallner acts and the writer as general agent. After spending the holidays dancing with Dick Kallner in Dayton, O., Mr. and Mrs. Wyble attended their various meetings with the writer. Activities will start at quarter's mid-

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P.S.: We recently have jigged shows, write immediately.

FOR SALE  
32-Ft. Parker Merry-Go-Round, 1948, complete, running, ready for fair season, $1,500.00 plus $1,000.00 deposit, to be repaid in 6 months, $2000.00, paid one season; sat Citi Show 541; 31—including one center, bulk $125.00, paid 5 days, as new. 8-Waterfront Western, with or without transpor-
tation. Not a cut-down affair. Trade for Burpode or Kid Bikes.  
Crescent Amusement Co.  
Box 709, Jacksonville, Texas  
P.S.: We recently have jigged shows, write immediately.

BALLYHOO BROS.  
(Continued from page 39)  
operator claimed that he recognized the chicken as the chicken he had last seen at the last Saturday night. He rushed to the train to in-
spect his cage and found only a few remaining in it. He helped, S autos, the heat on. He examined the 140-gallon truck, pigs and pro-
nounced them beaver and raccoon, but failed to identify the road ducks as raccoons. The 10-gallon truck of beef Santa Claus, who in private lives, was Exor. He finally squished the animals' owner by saying that if the show hadn't decided to stay out all the animals' owner would have either eaten them himself or starved. Pappo,

Harrell, Ill.

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WANTED CARNIVAL  
Consisting of Rides and Concessions to play, six rides, including a horse fair. Will be for the benefit of St. Jude's, sponsored by American Legion Post 7.  
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Celtic, Ill.

WANT TO PLACE FOR 1950 SEASON  
Corn Games, Long House Games and 1950 Model Ten-Cat Allen-Beach, Will present the best shows of the season.  
Address  
R. E. ROBB JACOBS  
General Sales Manager, Chicago, Ill.

FOR SALE  
Lead Galleter, short, $1550; long, $2250.00.  
both on separate trailers: 29 Chevy, 24 V8 pickup, and 21 V8 Ford. Also a 10-ton truck.  
Also various other stock equipment.  
Green Cove Springs, Fla.
Meyer Sets New Cincy Rollery; Cap Sefferino Named Its Pilot

CINCINNATI, Dec. 24.—Lou Meyer, prominent local contractor, this week announced the January 1 opening of his Price Hill Roller Rink here. Taking over a Knights of Columbus hall at 6400 Madison Avenue some months ago, Meyer spent an estimated $46,000 in equipping the hall for roller skating. Price Hill is Cincinnati's largest suburb, in the Northwestern section, and the rink will be able to draw from a large segment of population surrounding it.

Veteran rink man C. V. (Cap) Sefferino has been appointed manager of the new establishment. For years he was connected with his brother, William F. Sefferino, in the operation of Sefferino's Roller dome here, and ARSA Competition Under Way in N. E.; Prep for Nationals


The following week, with sanction of the U. S. Amateur Roller Skating Association, was held a new event—an invitational competition at Ernie's Skating Rink, Lordship Beach, for all ages. Among the events being offered were Theresa Licci and Robert Benn. Miss Licci is 1946 New England junior figure champion and Benn holds the 1946 junior dance title.

Participating clubs are: Danceland Figure Skating Club, Worcester; Roller Skating Club and Senior Club, Conn.; Holland skating Club, Bridgeport; and Long Branch Skating Club, Stratford, Conn.

BRIDGEPORT, Conn., Dec. 24.—Another in a series of New England inter-club roller skating dance competitions was held here recently at the Skateland here Saturday (17).

Competitions are held monthly in different cities, beginning in November and running to February. suffice the event to the national in contest of the United States Amateur Skating Association.

Winners: Intermediate dance, Nina Martin and Edward Berger, West Haven; junior, Dorothy Johnson and Bruce Hoffman, Bridgeport; junior and senior, Ted Deacon and Dora Deacon, Bridgeport; intermediate male, C. H. Bax, Long Branch; junior female and junior male, Roberta Damme and Robert S. Blikre, Bridgeport; intermediate and senior male, Harry Johnson and MarkCulture, Bridgeport; intermediate male, Paul Hennessy and June Landis, Worcester; and junior female, Dorothy Johnson and Bruce Hoffman, Bridgeport.

Judges were Ozzie Nelson, secretary-treasurer, U.S.A.R.A.; Alfred Davis, Bridgeport, and William Wecker, New Jersey.

Crosstown Roller Rink, Omaha, managed by Ralph Fox, has observed its 18th anniversary. Irene Seifert is the organist at the rink.

It's Pleasure to Rollskate On "CHICAGO" Rinks

Try Them

Manufacturers of All Kinds of Roller Skates

EARLIER CLOSING

CHICAGO ROLLER SKATE CO.

January 7 Issue

Quality

January 7 Issue

Quality

On account of the holiday, all forms for this issue will close 24 hours earlier than usual.

Get your House Advertising in Early.

Skateland Plan Of Contact Aid In Biz Building

AMES, Ia., Dec. 24.—Skateland has opened in September at the newest unit in the Penhus chain, under the management of Rollery Millman. The new building program thus a series of innovations, with the idea of providing a place for working on a systematic basis, the community is being made aware that the new rink offers an important recreational opportunity in this college town.

The rink has a skating floor 60 by 140 feet, with a structure 90 by 140. A wide sidewalk one gives ample space for skaters and others not on the floor proper. Calling Facilities is built and is an elaborately ornate, in a large decorative pattern. Music is supplied by a new type of Seeburg unit.

SOUTHERN SPRINGS, Colo., Dec. 24.—The Skateland in Southern Springs, holding up equal to that of a year ago despite reports of stampede from management, is expanding Penhus, of the Penhus brothers, who own the rink, to double the facilities of the unit in their chain of amusement enterprises. The rink was opened in 1945 and is centrally located in the downtown district.

Emphasis upon both physical facilities and management, illustrated by the use of a large neon sign and selection of a strong teaching staff, has helped build business.

Leiser Sideline At Chicago Planet

CHICAGO, Dec. 24.—Frank J. Leiser has been carrying on single-handed with operation of Planet Rollery since the recent illness of his partner, Fred Leiser. The latter, new commuter at his home at 5825 Windthrop Avenue, is looking forward to visits and letters from rink fans who have been unable to visit the rink while he was convalescing.

Business at the Planet is reported holding up satisfactorily. An improvement has been noted in the attendance of a new 280 by 220-foot floor, the new floor was found by Fred Leiser to be excellent for Latin-style dances and the Jacksonville Orchestra had a good season.

W. Palm Beach Gayety Shows Set; Kids' Class Built Up

WEST PALM BEACH, Fla., Dec. 24.—Gayety Rollery Rink here, operated by Mr. and Mrs. We. D. Keller, will open November 15 as a junior and brother-in-law, Mr. and Mrs. W. D. Keller, will open a junior amateur skating show after the holidays. One of the features will be the showing of ice dances from the Gayety, now a veteran skater at Gayety, who went with the Gayety dancers and her sister and brother-in-law, Mr. and Mrs. We. D. Keller, will open another amateur skating show after the holidays. One of the feature will be the showing of ice dances from the Gayety, now a veteran skater at Gayety, who went with the Gayety dancers and her sister and brother-in-law, Mr. and Mrs. We. D. Keller, will open another amateur skating show after the holidays. One of the feature will be the showing of ice dances from the Gayety, now a veteran skater at Gayety, who went with the Gayety dancers and her sister and brother-in-law, Mr. and Mrs. We. D. Keller, will open another amateur skating show after the holidays. One of the feature will be the showing of ice dances from the Gayety, now a veteran skater at Gayety, who went with the Gayety dancers and her sister and brother-in-law, Mr. and Mrs. We. D. Keller, will open another amateur skating show after the holidays. One of the feature will be the showing of ice dances from the Gayety, now a veteran skater at Gayety, who went with the Gayety dancers and her sister and brother-in-law, Mr. and Mrs. We. D. Keller, will open another amateur skating show after the holidays.
Capilano Rollercade Opens in Vancouver

**VANCOUVER, B. C., Dec. 24—** Capilano Rollercade, largest roller rink in Western Canada and modern in every respect, opened (18) here.

The streamlined roof trusses make possible 13,000 square feet of unobstructed skating area. Floors are maple. The rink features popular recordings transcribed to skating music. The rink has a computer system operated by remote control.

The $75,000 unit is a member of the Snohomish Roller Rink Association.

The new rink provides seating capacity for 1,200 spectators. Operators will intensively promote roller skating to attract all walks of life. At the opening show December 18, Orange and Steve Stewart, 1949 intermediate roller dancing champions of British Columbia, put on an act.

Business Picks Up For Helling's Gem

**ST. LOUIS, Dec. 24—** Plans are in process to expand the addition of a professional to handle class work and a large number of private lessons are being made by George Helling, operator of Helling's Gem here. The operation seven nights weekly along with two week-end matinees, is feature for the special police of popular roller skating and building a steady clientele.

A usual feature of construction of a snack bar at the front of the structure, located to the right of the main entrance as well as rink patron.

The Gem is open all year, but is now showing improvement, according to Helling, who is assisted by William Henry and John D. Hore.

The Junior Figure and Dance Club presented a Christmas play in two parts. Session opened with regular skating, with the play going on at 10 p.m. First selection is pages from The Night Before Christmas. Proceeds of the play were donated to the March of Dimes.

Rink is open until 11:30, Wednesday, Thursday, and Friday, until 10:30, Saturday, and until 9:30, Sunday.

Boydston Operation Big At Lincoln's Fairgrounds

**LINCOLN, Neb., Dec. 24—** Thomas Boydston, operator of the Empire Roller, has moved to Nebraska State Fairgrounds here, opening a new rink with a 56-by-110-foot floor. Use of a portable floor made possible this move which has resulted in a heavy business.

The new location, with a floor that virtually eliminates lines and is the most accommodating one of the best maintained portable in the country, has been the key element, in the opinion of the people of Lincoln and resulted in a real skating boom, according to Boydston.

Western Skating Art Seen Threat To Other Areas

**GREENLEY, Colo., Dec. 24—** Unprecedented standards of skating excellence are widespread in the West, according to observations of Fred A. Martin, publisher of the Western Skating Rink Operators' Association (WSROA). He visited here five days ago on his Denver trek to attend the RSROA board meeting.

The Westerners of skating teachers in this section is a threat and a challenge to the rest of the country, with the development of the top-notch amateur competitive skaters.

Mr. Martin cited Wannoco rink here, operated by J. W. Nurices, as an outstanding example of the skating operation found in this section. Rolling Future, now specializing in production at this rink, drew crowds of 1,500 people each night for three nights—a remarkable record in a town of 13,959 population. Martin called it "an efficient and well-balanced program."

Wannoco currently has a dress rehearsal in the person of Pat Carroll, world champion in the senior class of Queen's Rink, Long Island, who is attending Colorado State College of Education and is starting a skating school. Another skater of Wannoco during Martin's visit was Arthur Bostick, local senior man's champion, whose Mrs. Russell is teaching at Wannoco Rink in this section.

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Promotions Boost Gould Biz

**DES MOINES, Dec. 24—** Promotion is paying off satisfactorily for Ray Gould of Des Moines, a continuous series of promotions and contests of importance to part of policy, currently concentrating on a roller rink in Des Moines, a key element in the expansion of the rink business.

Gould's success is attracting lively interest. Direct business has gone up and the rink has registered its best October in history.

Earl Van Horn of Mineola (N. Y.) Roller Rink held a woo-voo number of $1,750 a day, to go to the winning three couples.

Capitol Arena's 1,800 Record For AOW Racing

**TRENTON, N. J., Dec. 24—** Attendance noted the fire regulations at the Arena on AOW Capitol Arena here Saturday (17) when a record was made by the operators to see competitions between the Northern and Southern divisions of the AOW Capitol. Jack Edwards, AOW director of speed, said it was the largest Capitol record in the four years of AOW racing.

Three other records were also hung up, said Edwards. The 23-event meet at AOW, and the turnouts of boys and girls for juvenile and middle class races represented a new high.

Edwards reports that the five-mile relay is becoming a featured attraction. It has appeal and appears to be a definite box-office draw.

The league begins its second round January 6 at Mount Vernon (N. Y.) Arena. Racing competition closes next spring.

League standing at the halfway point: National Arena, Washington, 425 points, Hackensack (N. J.) Arena, 399; Twin City Arena, Elizabeth, N. J., 344, Newark (N. J.) Arena, 144; Alexandria (Va.) Arena, 97; Skating Warehouse, New York, 94; Capitol Arena, Trenton, 67; Boulevard Arena, Bayonne, N. J., 47; Aragon Ballroom, Chicago, 43; municipal Arena, N. Y. Arena, 0.

Members of Highland Rhythm Rollers, Tarrytown, Conn, traveled to bowling alley, recently to skate at Bowl-O-Rink.
HOLIDAY WATCHES, ACCURACY.

17-1/2 HOLEY

FOR HOLIDAY PROFITS

Taffeta Boy

Sporting band new case. A fast moving--finest

manship Band included -- Works rebuilt with

precision accuracy.

JEWELS - $12.95

15 JEWELS - $17.95

17 JEWELS - $25.95

Gold-filled rings--all beautiful workmanship. Be

ture to order sizes you need.

$100-

Per Doz. $12.00

1/2 14K R. O. P. Heavy, large Ruby color, or all white.

$130-

Per Doz. $14.00

Ladies Brilliant color, 14K white Gold color band.

$103-

Per Doz. $16.00

110-14K R. O. P. Extra heavy with wide band.

14K split band.

ORIGIANAL WATCHES

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LIKE NEW

FLASHY SIGNS - for RESTAURANT

FLASHY SIGNS - for RESTAURANT

IMPORTERS - EXPORTERS

19 S. MAIN STREET - MEMPHIS, TENN.

Lady or gents 7 jewel chronometers dial recorded.

Jewel watches, $7.95. Ladies or gents 15 jewel advantage.

Jewel watches dial conditioned with $6.95. Above prices apply in lots of three or more.

20% disc. on all C. O. D. orders.

Send for Catalog.

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FORMS CLOSE

THURSDAY, NOVEMBER 29, 1945

EMBASSY PATTERN

32-Pc. SERVICE FOR SIX

HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR.

$3.95 Set

DISPLAY CHEST EXTRA, $1.10 Each.

ROHDE SPENCER CO.

233-235 W. Madison St.

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MINIATURES of nationally famous beverages

ORDER A SIMPLE START!

C.0.0. Microscope (Minimum order)

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Wholesale Book

GREAT SAMPLE SALE of miniature novelty and craft products.

The world-famous line of BAKER'S BROADSIDE.

B. O. B. S. W. 350, Washington, D.C.

BILLS SPECIALTY MFG. CO.

403 N. 2nd St., MILWAUKEE 3

LADIES PEARL SHELL SHELL JEWELRY--

Italian Floraville Coating Company, real Bulk.

Imitation Faux Jewelry, even better fits. Friendly red, blue, green, white, black, with inlay.


JOSEPH FINNISHUK, 150 Broadway, New York City.

AGENTS MAKE $50.00 FREE FEDERAL AGENTS, 100.

AMALGAMATION. Full line, wholesale and retail.

SALES OFFICER. 100.

MILWAUKEE, WISCONSIN.

DEALERS WANTED - 50.

P. W. AMHERST, 617 F. St., Decatur, Ill.

EXCELLENT SELLERS, unexcelled in class. Extra money-

GOLD-FOILING MACHINE.

B. O. B. S. W. 185.

10.00-

OCEAN-BAY.

CIRCULARS-JOKER'S

ASSORTED PACKETS!

B. O. B. S. W. 61.

MILWAUKEE, WISCONSIN.

PERFUMES.

WHOLESALE, BLOWOUT, FREE.

Gefick, 350 Lincoln Road, Miami, Florida.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine

Circulations will be found on page 42 in this issue.

PORTABLE TYPE BINGO EQUIPMENT

Flashboards and Numbers. Price as low as you can own both.

LIPKA MFG. CO.

317 E. 11th St.

Spring 7-3177
FOR SALE--SECONDHAND SHOW PROPERTY


COOLING & HEATING EQUIPMENT FOR 350 ROOM MOVIE THEATERS! Excellent condition... start with $150. W. L. Dunn, 224 W 3rd St., Chicago 12.

FOR SALE--$8 A. B. ELECTRONIC SKILL WORK--excellent condition. Will perform for only $8.25 each. Complete with records. George Bishop, 610 Suyter Ave, Philadelphia 15.

FOR SALE--NEW HOLKINS PROJECTORS. 35mm, 200,000 to 2,000,000 ft.; 16mm, 20,000 to 100,000 ft. Minn. State, Duluth.

MINIATURE TRAIN -- ENGINE, 2 COACHES, 1000 floors, $50. track, $60. work grade. Wilson Operating Co., Box 224, Milwaukce 3, Wis.

OCTOPUS RIDE, 4 CARS, COMPLETELY REEPIRATED, with new interior seats and one new Flavor machine complete with drink and snack service. F. A. Wagner, 111 W Front, Write 'Thompson Bros.' Administration, Schenectady, N. Y.

ONE 250-WATT RAYO PORTABLE, 700 watts, play any 78 or 45 rpm. Professionally hand-crafted. Sound+light. Holcomb, 146 Bachelors Bivd, Boston City, La Framboise.

FINISH STONE OR CORK--COMPLETE WITH 45 RPM Disc Professional Sound Effects! Immediate delivery. New! Available for rental. Master Generator, 58-1 to 35 kw. Masters Station, 1000 Main St., St. Louis 1, Mo.

SUBURBIA GENERATOR 500-1 to 75 kw. Art and Mary English, 217 Kinley St., Kenmore, N. Y.

MINIATURE TREADLE--4 EAST, $200, complete with new machine. Price can be arranged. Tunnel, Rockford, Ill.

MINIATURE TREADLE--2 EAST, $100, complete with new machine. Price can be arranged. Tunnel, Rockford, Ill.

BICYCLE--LIKE NEW WITH OR WITHOUT TRUNK--Price will be reduced to $20. M & H Bicycles, St. Louis, Mo.

INSTRUCTIONS BOOKS & CARTOONS


LEARN MAIL ORDER BUSINESS--EARN $25 TO $1000 PER MONTH--Only 5c. 400,000 copies. Write today. Box 1634.

THE LIVING CATALOGUE, Cleveland, Ohio.

MAGICAL APPARATUS

ADVERTISE YOURSELF WITH 1,000 CIRCULARS. $4.00. Send 25c for Samples. The Living Catalogue, Cleveland, Ohio.

EARLIER CLOSING

January 7 Issue

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

Get your NEWS and ADVERTISING in Early.

Sell Fast Selling Novelties

START NOW--Send $5 for mailed samples, prepayd in U. S. A. Retail value $5 or more.

AL HAWKINS and CO.

505 W WASHINGTON, Chicago 7, Ill.
LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having your letter printed, please send it to you with the list and ask for your name on the front. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

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Annie, Mrs. August
Barlow, Miss, L. A.
Carroll, Mrs. T. J.
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DEALERS

FREE CATALOG LISTING COMPLETE LINE.
Acceptable House, per item, $1.00, Per Doz, Deposit on All C. D. D. Orders.

DES MOINES RING CO.
1125 24TH ST.
DES MOINES, IOWA

THE ORIGINAL
Snake Keychain
NEW LOW PRICE:

Order in the most popular nickel finish only.
Sure fire hit for salesmen, premiums. Medium weight, chrome, gold or special finish. Nickel or chrome. With chain and holder, packed bulk. Sold in sets of 100.

BRASS SNAKE WATCHES

RECONDITIONED
WRIST WATCHES

$3.49


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182 S. Main St.
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IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Write or wire for Catalog

John A. Roberts & Co.
017-423 Broadway, Newark, N. J.
Pipes for Pitchmen

How did the holiday business treat you?

BOB ROACH
Chicago department stores with their wonder mule to good returns.

Why not make the new year one of manufacturing effort?

GLENN BAGGERLY
is headquartered in Columbus, O., where his working cards and white notice.

Everything considered, was your year such a bad one?

LILLIAN LENTZ
who worked for Gene Gunn with his dealers on the fair circuit during the past season, has teamed up with Gari Holden, town worker.

Lillian is a J. C. L. to the pitch game, but reports hitting the pipe desk indicate that she's learning the business rapidly.

Many are the pitch lads who create their own opportunities.

RED GUNN
is working his wonder mouse layout in a Chicago department store.

The pitcher potently wells, plaus and there.

ED GAFFNEY
coin worker of note, rambled into Jensen Beach, Fla., last week from Tennessee and tour of the big Grand Canyon. Ed worked New England territory during the past summer to good effect.

Best way to kill a successful pitch is to work it to death.

THEY TELL US,
that the dealers in Pennsylvania were devout of Pitchmen during the Christmas shopping days as the result of a recent crackdown by the city fathers, who enforced an odd-man-out prohibition on sidewalk sales. The sale of Christmas trees was permitted around City Hall however.

Individualism is the chief difference between a pitcher and a salesman.

THE STOREFRONTS...
and Mary, well known in pitch circles, have their wildlife exhibited by Kay Stuart, Fla., during the Christmas holidays.

All most of us know about money is that we use it.

"OUR STORE..."
Better known to the pitch fraternity as Paddles Mack, is wintering at his home in Terrell, Tex.

P. R. PROGRAM
(Continued from page 34)
Horton is becoming increasingly ac-

Tive in civic and community affairs. A few weeks ago he donated to his candy floss machines for a party in the fair grounds which may not have been much at first glance.

The park benefited from the publicity, he says, but it benefited even more from the civic standpoint.

"People are getting to know Horton and other park executives for their civic work. Too, they are getting to know the park for a good time, much more than just to have a good time and a place to spend their money."

TOP CALLERS
Order Direct from Manufacturer

$10.00 per gross

Dealers & Jumbos, write for special prices.

ELKTON CIGAR Co.

Baltimore, Md.

JOBBERS-DISTRIBUTORS
Order Easter Stuffed Toys Now!

Order your Easter Stuffed Toys and place your order for the Easter season.

Catsup Dispenser

Women & Gals Buy on

Catsup Dispenser...utterly plain.

$10.00 additional charge, to cover direct shipping cost. (Terms net 30 days.)

SPECIAL EASTER OFFER

24-" e-13" Rambler Baseball, while real dad is a real son, menton near each order, 

15% PROFIT

NEW, SENSATIONAL

Pocket Pistol Lighter


M. MORRIS

1752 Broadway, Rm. 416, New York 18, N. Y.
MERRY XMAS
and
A HAPPY
NEW YEAR

CUTTLER & COMPANY, INC.
905 Broadway, New York 10, N. Y.

RHINESTONE DIAL WATCH
14K Gold Plated Case
$4.25 : New
1-Year Service Guarantee
2 Flashing Fireworks
& 4 Stamps
Factory Price
Watch Like New, Fully Guaranteed
Expansion Band, $2.00 April
FREE FOR ORDERS OF $5.00 AND UP
WATCHES, $1.00 EXTRA ON ORDERS UNDER $5.00, WITH CASH.

DUNHALL Imports Co.
101 Cedar St., New York 8, N. Y.

GOOGLY!
VALENTINE RED HEARTS
Pack of 100 for $1.00

CHOCOLATES
Direct From Factory. No Salesmen, No Commissions. 25¢ per box, Case 1200 only.
No C.O.D.'s at this low price. Sample box 10¢.

BARBARA FITCHIE CHOCOLATES
Brooklyn, N. Y.

The Newest Sensation
IT'S TERRIFIC! IT SELLS!

"BAIT for MALE FISH"
Always Good for a Laugh.
Samples 4 for $1

MAIL SALES MART
77 West 23rd St., New York 6, N. Y.

BIG PROFITS
Own your own business.
Make handsome profits on rubber stamps, metal stamps,.keystamps, match holders.

Bart Mfg. Co.
40 W. 37th St., New York 18, N. Y.

ENGRAVERS
Engravers of the Aluminum, Ideals, Artisan, and Amalgamated Ideals. 14c. each. Mint's stamping. No return. 25c. each.

MILLIE CREATIONS
646 W. 47th St., New York 36, N. Y.
SALESBOARDS—JAR TICKETS
NEW LOW PRICES
ALL ORDERS SHIPPED
FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES—GIGANTIC ASSEMBLAGE—FASTEST SELLERS
1950 year giving fastest delivery on JAR boards
LEGALSHARE SALES
P.O. BOX 86-E
132 2nd St.
Huntington Beach, Calif.

SALESBOARDS SIDELIGHTS
Mort and Irwin Secore, Secore & Secore, Chicago, are telling their customers that the "jni parade" order proportions the new Jars in the line, dink play, definitely payout board, is gaining. Boys say the operators and players are enjoying being over the numbers. A month ago, because of its "fake-up," the listing of the new product adds 25c, $1 and $2 categories. The sure-fire, line-wise, Mort states. "It is for the top demand item in the firm's current line," he adds, "with the volume of orders telling their own tale of acceptance." Mort returned last week from a successful New York business trip.

Universal Manufacturing Company, Kansas City, Mo., sums up its volume of Jars sold for the year 1949 with the word that the shipping department found little time to rest between orders. President Joseph Berkowitz looks for a continuation of the same for 1950. Firm's special Chicago stock pick-up, set up last May to facilitate pick-ups and delivery, is working out well under the direction of Bernard Secore, according to Berks. Bob Jay Products, Inc., Chicago, also under Frank Berkowitz, has a second pick-up, now the sales force is larger than the Universal Chicago stock room. Reuben Secore, treasurer and manager, credits extra sales from this source also.

Gardner & Company, Chicago, reports more challenges for the top spot in its rising sales chart are

SALESBOARDS
Communications to 199 W. Randolph St. Chicago 1, Ill.

WON, HORSE & UPP
(Continued from page 49)
"We're away from it. They told us our weary performers, musicians and workingmen that the black strap cooking pots, of the Chicago World's Fair, were in Chicago over Thursday with the proper co-operations. The world's fair reached the conclusion that the show's personnel was again doubling in rude maneuvers. A sudden cloud burst hit at 7:00 a.m., which sent the showfarms back to the lot with the work done. The last night's boxing cancelled the night show, which was for free anyhow. At 9 p.m. the weather cleared. The final night's boxing was made to night work, they were rushed back to the Chicago World's Fair.

On Friday, at daybreak, only a few hands went to the canteen. The rest of the production of the Chicago World's Fair, our painter whitewashed pens, the gallery bent to the canteen pack, and our cookhouse chefs again started the cooking pots. The performance that night was a dream of our people, gave us four extra annex dancers.

UNDER THE MARQUEE
(Continued from page 49)
That has been the news with the Steeplechase Pier so that water trips from Manhattan and New Jersey points can be resumed, and elaborate program of special events and attractions, including a racing, is being mapped out.

Definite assets will be the completion of the new apartment project, housing 8,000 families, within a few minutes walk of Coney's Boardwalk, and the acceleration of subway and auto routes servicing the resort, all skedded to be completed before the season opens.

USED COIN-OPERATED MACHINES
Music Vending Amusement - Balls - Counter
Gallimaufry of Used Machines, Priced for publication in this edition
RATES...15 ... & Word Minimum $1

SALESBOARDS-JAR TICKETS
NEW LOW PRICES
ALL ORDERS SHIPPED
FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES—GIGANTIC ASSEMBLAGE—FASTEST SELLERS
1950 year giving fastest delivery on JAR boards
LEGALSHARE SALES
P.O. BOX 86-E
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Huntington Beach, Calif.

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NEW LOW PRICES
ALL ORDERS SHIPPED
FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES—GIGANTIC ASSEMBLAGE—FASTEST SELLERS
1950 year giving fastest delivery on JAR boards
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SALESBOARDS—JAR TICKETS
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132 2nd St.
Huntington Beach, Calif.
Shuffle Novelties Pool Game Ends At Nation-Wide

CHICAGO, Dec. 24.—Shuffle Pool, novelty game built around the action and skill required in the game of pool, is in production at the nation-wide Novelties plant here. President Charles Gillard announced Monday (14). A puck is used in the game, which has an interior return chute, may be played by one or two players and has an automatic scoreboard.

The approximately the same size as related shuffle novelty games, Shuffle Pool's playfield is finished in shades of green. Sensitive electrically controlled roll-over buttons when energized (See Shuffle Novelty on page 78).

South Carolina Ops Report Business Holding Up Strong

COLUMBIA, S. C., Dec. 24.—Operators in this area have reported a success for the business during the past 30 days despite the usual holiday slow-up.

The current popularity for novelty games is catching on in South Carolina too. F.A.B. Distributors, here find the California shuffle bowl and Chicago Coin's bowl game both going well. Operators who have a novelty machine to come which they predict will outdo others in total grosses.

New drink vendors reaching Columbia have been doing good business in their debut, owners report, but nothing big has developed as yet. Cigarette trade has dropped slightly in the past month, according to local dealers, who said they can't explain the shortage. Distributors here report brisk business in both new and used equipment and accessories especially appreciated by the volume of sales on used merchandise. They believe ops are finding new business in the area but are having less to spend, due to a poor summer, and are looking for big gains.

Spirit of Optimism Prevails Throuth Industry

By Tom McDonough

CHICAGO, Dec. 24.—The year 1949 long will be remembered in the amusement game business as one of solid progress in a field which has been traditionally known for its uncertainties based on general business conditions, spring-rolls evidencing that the amusement game business was slowly moving into a leveling-off cycle but made the lowest point in the postwar era. While the operator was still making money, his profits were a poor comparison with those of 1945, '46, '47 and '48, and he was beginning to wonder how much more he was going to be able to make.

Slow Period

The 1949 was launched with the usual fanfare of predicted prosperity, but spring-rolls evidenced that the amusement game business was slowly moving into a leveling-off cycle but made the lowest point in the postwar era. While the operator was still making money, his profits were a poor comparison with those of 1945, '46, '47 and '48, and he was beginning to wonder how much more he was going to be able to make.

C.O.I. EXPONTS CLUB

Twin Shuffle

CHICAGO, Dec. 24. — Due to an error, the name Williams Manufacturing Company's new straight novelty game was referred to as "Twin Bowl" in a review of the unit in the December issue of The Billboard. The correct name of the game is Twin Shuffle.

The same Twin Bowl applies to the bowling type arcade game manufactured by International Mutoscope Corporation.

Rock-Ola Names Brown Distrib.

CHICAGO, Dec. 24.—Amusement Sales Corporation has been appointed a distributor of Shuffle Lane in the Chicago territory. President Harry Brown announced this week.

A straight novelty game combining the action of bowling and shuffleboard, Shuffle Lane is in full production at the Rock-Ola Manufacturing plant here. It is available in two lengths—eight feet and nine and a half feet—and a raised playfield and gutters. Both the scoreboard and puck return are fully automatic.

Vender Sales Make Largest Gain in Sept.

Venezuela, Top Customer

WASHINGTON, Dec. 24.—Led by a sharp surge in vendor sales, the dollar total for coin machine exports in September amounted to $307,094, a slight gain over the previous month, according to official figures released by the Department of Commerce. For the first nine months of 1948 the figure was $3,631,474, indicating the export total for the year would be in the neighborhood of $2,900,000.

The increase has been made in almost every previous month, Venezuelan operators accounted for the largest portion of the export coin equipment trade. In all, they spent $8,732,743 for 74 machines, including $3,417,471 spent for 55 music machines. Meanwhile Philippine coinmen, concentrating on vendors, purchased 50 machines, 19 jukes and 40 vending machines (See VENDER SALE on page 10).

COIN MACHINES

December 3, 1949

Communications 128 W. Randolph St., Chicago 1, Ill.
Biz Continues Growth in 1949

Operators Step Up Activity as Many Mfrs. and Suppliers Intro Lower-Priced Lines

Year-End Optimism Seen Heralding Gains in 1950

By Fred Amann

CHICAGO, Dec. 24.—Equipment and supply-wise, 1949 totaled up to a favorable year for vending machine manufacturers and users. The "business" being the much-publicized "recession" that witheld such orders and started the year, the three segments of the vending machine industry (manufacturers, distributors, and operators) are predicting a satisfactory level of activity and profits for 1950.

In the meantime, it was being discovered that vending machines, such as candy, cigarette, nut and gum operations, continued in strong positions, newer automatic stuffing devices, vending operations entered the field in such areas as hot coffee and ice cream, and it was expected that general vending potentials would unfold as more equipment, offering greater selectivity at lower prices, appeared on the market. In the popcorn machine field, however, (See Biz Continues on page 48)

Macke Corp. Holds Annual Xmas Party

WASHINGTON, Dec. 24.—About 100 employees, their spouses, husbands and friends attended the 16th annual Christmas party of the G. B. Macke Corporation at the Mayflower Hotel December 17. A total of $12,500 in honors was given out well as service pins and safe-driving awards. Cocktails, dinner, dancing and accounts were enjoyed at the event.

The year service medals went to Daniel H. Rolls and Raymond C. Cooper, Adolph H. Linphard and Delbert Young were given five-year awards. Employees honored for three-year service included A. B. Abel, Edwin Isard, Raymond F. Sullivan, Edwin H. Landale, George W. St. Clair, Wilbur E. Wenger, Robert T. Fritts, Howard L. Frey, L. Earle Jeter, and H. L. O'onette.

The 22 one-year employees given pins were Suzy Blanche, Lillian Friedman, John T. Hudson Jr., Clarence Buckett, Robert Dilman, Andrew E. Hennessey, Robert Smith, Martin Shephard, Bracey Van Cleve, Eugene A. Wil- lson, Kilgman, Everett McPherston, Norman Scholzky, Frank Dornoio, Clarence Flick, Wendell Baker, Anthony Thomas, Haskell Flowers, William P. Heitman, William Huggins and Jacqueline Fennell.

First prize for safe driving during the year was won by Francis Morris. Benny Aquilino won second place, William Cain third, Carl Eelope, Wilbur Wenger and George Ghovian, Charles McLean, Clinton Rollin, William Kilman, Howard Frey and Paul Courtney each received $10.

EARLIER CLOSING

January 7 Issue

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

Get your NEWS and ADVERTISING in Early

CTA Reports Gross Profit From Vendors for 1948-49

CHICAGO, Dec. 24.—Chicago Transit Authority (CTA), which asked for bids on four vendor contracts in November (The Billboard, November 12) and awarded three of the contracts earlier this month (The Billboard, December 16 and 22) has reported its gross earnings from penny candy, gum and nut machines during 1949 and six months of 1940. Released by Ralph Bodd, CTA board chairman, were results broken down for the two periods and for the different types of vendors.

CTA's as share of gross vendor profits averaged 33 cents per thousand merchandise units purchased, 178,058,141 fares were collected, and 28 cents per thousand fares up to June 30, 1949, when $4,572,992 persons were revenue passengers. Total CTA income from 673 penny and nickel machines in public and enclosed locations was $39,399 for 1949 and $21,790 for the six months ending June 30, 1940.

From the 482 penny units on EL and subway platforms, CTA realized $24,540 during 1949 and $24,049 during the first half of 1940. This income was derived from 223 gum vendors, 253 nut vendors, of which 58 were in Loop EL stations, 54 in the subway and 111 in metropolitan EL stations, 143 penny chocolate machines in 58 locations, of which 49 were in Loop EL stations, 25 in the subway and 111 in metropolitan EL stations; 116 penny machines at 69 locations, 51 were in Loop EL stations, 43 in the subway and 22 in outlying stations.

Commissions from 191 vendors in (see CTA reports on page 66)

Brief and Important

Late Digest of Coin Machine News

Black Light for Vendors

The Glowspair Corporation, Los Angeles, is making a pitch for coin machine business by playing up the possible uses of the application of black light and media in the industry, according to Clyde C. Laws, CTA chief reservationist. Black light can be used with Glowspair invisible permanent fluids, Laws said, and the marking of all metal parts can be done with a solution of cellophane or paper wrapped goods in vending machines to check thefts, overdate of fresh goods, etc. Traceurs can be used to check machine theft or tampering, with almost positive results, Laws claimed.

Weinberg Buys Scott-Cross Company

Bernard Weinberg, in buying out the partners in the Scott-Cross Company, becomes the sole owner in the distributing company. One of the largest distributing firms in Philadelphia, Scott-Cross handles many lines of vending machines, including the Uaedea cigarette machine, as well as a number of independent record labels. Weinberg entered the field only a few years ago. He was formerly treasurer and a partner in the chain of Sun Ray Drug Stores.

Yale & Towne Modernizes

The Yale & Towne amusement program in the Stamford (Conn.) division, the Yale & Towne Manufacturing Company, manufacturers of Automatic Coin trays, has been designed as a kind of "big ticket" coin table, permitting lower costs per machine. The new coin control also will provide for more cleanliness in the polishing and grinding rooms where the early finish is applied to products.

Automatic Canteen Profit Dips

Automatic Canteen Company of America, Chicago, last week reported that its funds ran out on October 1, 1949. Figure is a $105,557 drop from earnings of $607,817, or $1.33 a share, for the previous fiscal year. Sales totaled $30,148,344 for the fiscal year against $60,853,26 in the preceding year. "Three months' profit" for the quarter ended October 1 amounted to $67,616, compared with $95,256 for the same period in 1948. Sales declined to $5,181,229 from $6,067,366 a year ago.

Vender Mfrs. Rated Okay by Better Biz B.

Eligible for Membership

NEW YORK, Dec. 21.—The film of the National British Candy Bar (NBBB), which complaints against manufacturers and national advertisers, is almost entirely free of beefs against established vending machine producers, it was disclosed this week.

At the same time, the NBBB announced the machinery rolls to the automatic merchandising industry. It is the first time in the 38-year history of the organization that participation of coin machine companies will be solicited.

Mail Campaign

At NBBB headquarters here in the Circle Building, it was announced that a national mail campaign to vending manufacturers will be conducted after the first of the year. Meanwhile, a field representative of the organization has been busy establishing contact with several Eastern companies. (See Business Bureau on page 66)

To Increase Use Of Cup Machines On Army Vessels

NEW YORK, Dec. 24.—Success of a unique shipboard operation of cup vendors has led to a decision to expand the service to military freighters, it was disclosed this week by vendors and officers of the New York Port of Embarkation (NYPOE). A military vessel since the end of 1949, the venders to date have been limited to use on ships transporting troops, dependents and displaced persons to and from overseas ports.

The NYPOE now owns 19, 1,000-cup Westinghouse units, with that manufacture making the units so the service to ease maintenance and space requirements. Beginning soon, vendors who go on freighters will be 400-cup Westinghouse machines, it was said.

The machines, vending six-ounce cup of Pepsi-Cola at a nickel, returned profit used to provide recreational facilities for military personnel. In general, cups are to be held to less than 3 cents a cup. As many as four machines are operated on a single vessel. Service aboard ship is the responsibility of the exchange officer. Venders are overhauling when the ship is in port here.

New Oak Distrb

Named by Abelson

NEW YORK, Dec. 24.—Meyer Abelson, president of the Abelson Manufacturing Company, has named four new distributors to handle the firm's line of bulk vending.

Here we on a business trip, he listed the additional outlets as P. H. Holdy & Company, Inc., for North Carolina; Mountain State Distributors, Inc., for West Virginia; Bake Coin Machine Exchange, Philadelphia, and Acorn Sales & Service, Brooklyn. The last named, a recently-organized vending company, has offices at 190 East 52nd Street.
INDIANAPOLIS, Dec. 24.—Indiana Vendors, owned and operated by Earl H. and Edward D. Siler, came up the hard and rough way. The firm started in the vending business here in 1942, operating cigarette and candy machines. In the beginning the Silers encountered the usual hardships, but thru tireless efforts and sacrifices and despite the difficulty of securing merchandise during the war years, they succeeded. In the beginning they started with about 40 spots and have increased the number steadily until today the firm operates approximately 300 locations within an area of 50 miles to the west of Indianaapolis.

Edward D. Siler is in charge of the maintenance and warehouse, does the buying and takes care of the stock of merchandise. Earl H. Siler looks after the locations and office work. The locations and takes care of the outdoor business. The company employs three truck drivers and owns an emergency truck. A complete stock is carried on each of the regular trucks, including a large supply of cigarettes. While the cigarette shortage has not been relieved, the cigarette business is good, and since the fair price law is in effect, there is a very good margin of profit in handling cigarettes.

Locations

Earl H. Siler is discussing the firm’s location saying: “We do not go in for industrial plants. The constant lay-offs and the strikes in some plants makes these spots too uncertain, and we have found these locations are good locations for vending.

The company, because of the strikes in some plants, has been forced to take over the operation of some locations. Machines are destroyed in some cases and damaged to no little extent in others because the employees are too rough on the equipment.

Earl H. Siler says he would like to have the most desired locations and the most profitable spots, according to

**VICTOR’S NEW SINGLE UNIT TOPPER**

The single unit Topper is “TOPS” in its field. Venda offers all types of candy, nuts, charms, and ball gum. The usual VICTOR dependability makes the Topper the greatest money maker of them all.

**VICTOR’S NEW DOUBLE UNIT TOPPER**

Featuring VICTOR’s new plastic globe. Attractive TOPPER bulk vendors offer the advantages of greater selectivity. Venda offers all types of merchandise and features the interchangeable refills. GET to the TOP with the TOPPER.

**A & B DISTRIBUTING CORP.**

1537 N. UNION AVE. PORTLAND, ORE.

“Serving the West With the Vending Best”

LEADING DISTRIBUTORS FOR VICTOR BULK VENDORS IN THE NORTHWEST

**MAGAZINE SALES FOR VICTOR:**

CHICAGO, Dec. 24.—Magazine Sales for VICTOR is up. The sales are now in production to accommodate its new giant-size Jumbo Automatic ball gum in the 1/2 size. The new line, price-wise, follows the same 25 cents per pound peg of the firm’s other ball gum offerings.

**VEND**

1240 Patterson St.
Chicago 81, Ill.

Please enter your subscription to VEND magazine for One Year for which I include $3.

**Dad’s Bottlers Hear Sales Plans at Meet**

CHICAGO, Dec. 24.—Dad’s Root Beer bottlers, during a three-day sales convention held at firm’s general offices here last week, were told of a larger advertising allowance and discussed pricing policies for both merchandise and bottle and case deposit-waiver.

A new program of national advertising was unfolded, stressing campaigns in markets that hamburgers have not been covered by the firm. The new 4-cans bottle will receive special promotion.

Firm continues to be one of the wholesale franchise companies with its own bottlers to retain retail sales rights in their bottling franchise areas.
NCA Girls To Hype Candy Sales in 1950

CHICAGO, Dec. 24. — National Confectioners' Association's (NCA) board of directors has announced approval of a program of association activities “geared to protect the candy industry's position as one of the leading U. S. food industries.” The move was made during the NCA mid-year meeting earlier this month.

“While our activities in 1950 will aim to protect our industry's interests, we will also continue to serve the interests of the American public,” Philip P. Gott, NCA president, declared. He pointed out last year the association was awarded a grand prize by American Trade Association Executives (ATAE) for the sanitation program which aided the public as well as the industry.

During the meeting, a 10-point program was presented for 1950. The points emphasized were opposition to discriminatory taxation; regulation; maintenance of high sanitation standards thru sanitary advisory service; continued product and technical research; cooperation with distributors; marketing and advertising; increased flow of candy thru educational advertising and publicity.

Plans were also laid for a Southern regional meeting to be held in Atlanta in January and a Western meeting in California in the spring.

Business Bureau

Okays Venders

(Continued from page 64)

While almost all vending manufacturers rate a clean bill of health at the Bureau, a few, notably makers of smaller equipment, have been subject to numerous complaints. The squawks have been mostly against "vending" promoters of peanut and stamp machines. The relatively low cost of such machines has made them particularly suited for "promotions" by unscrupulous persons," an NBBB spokesman declared. He stressed, however, that only a small percentage of manufacturers of low-cost units had been found to engage in unethical business practices.

Complaints Varied

In order of frequency, complaints received by the bureau against vending machine "promoters" were given as: Violation of exclusive operating contracts; distributing territory agreements; misrepresenting "normal earnings" of machines, not fulfilling promises to place units in paying locations, and putting out vending machines which are faulty.

It was said at the bureau that NBBB could better aid in exposing unscrupulous equipment promoters if reputable manufacturers would contribute to its support.

CTA Reports

(Continued from page 64)

28 employee installations, such as car and bus stands, shops, general offices, amounted to $3,900 for 1949 and $2,750 for the first half of 1949.

With 75 of the total employees-only vending nickel candy units, CTA reported that 40 were in 17 car and bus stands in 12 shops. The Surface Division, five in the Rapid Transit Division's six car and shop locations and 25 machines in two general offices.

Remaining, 118 employee venders consisted of 62 penny gum units and 53 peanut venders. Of the latter, 28 were in one surface car/bus base, 16 in surface division shops, six in El Dorado shops, and three in the general offices. The 65 gum machines were placed as follows: 52 were in Surface Division, 10 in same division shops, six in El Dorado shops and four in two general offices.
Supplies in Brief

FTC Skeds Hearings
WASHINGTON, Dec. 24.—The Federal Trade Commission (FTC) will hold a trade practice conference for the cocoa and chocolate industry at the Waldorf-Astoria Hotel in New York City January 10. The meeting will open at 10 a.m., with Commissioner James M. Mead presiding. Mead, a former U. S. senator, is the newest member of the FTC.

The commission announced that all persons, firms, corporations and organizations engaged in manufacturing, selling and distributing chocolate and cocoa products are invited to attend or send representatives to the conference. Purpose of the conference is to afford industry members an opportunity to consider and propose, subject to FTC's approval, "trade practice rules directed to the establishment and maintenance of fair competition methods of competition, unfair or deceptive acts or practices, or other trade evils, and to the effective maintenance of ethical competitive standards for protection of the industry, trade and the public."

Proposals

Proposals for rules already suggested for consideration follow: "Misrepresentation in general; misuse of the "free"; imitation or simulation of trade-marks and trade names; false and misleading price quotations; coerching the purchase of one product as a prerequisite to the purchase of another product; condition distribution; commercial bribery; defamation of competitors or disparagement of their products; combination or coercion to fix prices, suppress competition or restrict trade; unlawful discrimination in price and promotional services or facilities; exclusive dealing arrangements; inducing breach of contract and marketing of products thru lottery or other games of chance."

Rules

Rules relating to other trade practices may also be proposed for consideration at the conference, FTC stated. Before final approval by the commission of any rules for the industry, a draft of proposed rules will be made available to all affected interested persons and they will be afforded opportunity at a subsequent public hearing to present their views and suggestions.

Sugar Report
WASHINGTON, Dec. 24.—Distributing sugar by primary distributors in the continental United States for civilian and military use during the week ending December 16 totaled 146,064 short tons, raw value, compared to 138,729 tons during the corresponding week last year, the Department of Agriculture announced. This brought the total distribution for the year to December 19 to 2,887,557 tons as compared with 2,860,577 tons the corresponding time last year ago.

Fla. To Pay City Cig.
Tax Returns in Jan.
TALLAHASSEE, Fla., Dec. 24.—Florida cities in all likelihood will not receive any funds from the 5 cents a package cigarette tax until mid-January, according to a report from the State Beverage Department this week. The department stated that returns from wholesalers have been slow in coming in and the amount due each city cannot be determined until all reports are audited.

It was announced that of the 215 wholesalers in the State, only about 22 correct reports have been received to date at the department. Officials hope to make the certification about January 15.

The cigarette tax was upped from 4 to 5 cents a pack at the September special legislative session, the cities being given the tax fee cigarettes sold within their boundaries. A total of 247 Florida municipalities have complied with the law and will receive a share of the tax, to be used in the reduction of property taxes.

"I'm Winning Because of You"

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

Northwestern

VENDING MACHINES

NEW REDUCED PRICES

MODEL 49

SPECIAL $12.25 FACTORY PACK
Vendor's Combination
Tenderer.............. $1.25
Janitor................ 1.00
Spanish 8................ 2.45
Spanish 7................ 2.45
Corrals .............. 2.45
Candy Bars ....... 2.45
Fruit Nuts ........... 2.45
Eggs............... 2.45
Bubbles........... 2.45

Peanuts—Write for List.

RADDEN SALES CO., INC.
3531 W. Pico Blvd., Los Angeles 4, Calif.
Biz Continues Growth in ’49; Operators Step Up Activity

(Continued from page 64) activity was not so favorable, with operators waiting for the working-off of equipment placed during bid-rolls placement-sales policy of some firms during 1947-48. In 1949, it was indicated, established operators might feel it wise to venture into the pop-corn vender field in earnest.

Lower Prices

Pressure for lower-priced candy equipment by operators resulted in some price concessions on the part of the manufacturer. A trend for 1950 might be seen in the move by one firm, Stoner Manufacturing Company, which in June introduced a single-flavor, full-capacity model for under $100.

Eliminating de luxe trim, machine employs same functional mechanism as more elaborate models and was the first unit in firm’s line to be so priced since 1945. And in December another company, Alcorno & Company, saw the handwriting on the wall and announced a modest reduction in vender prices.

On the candy bar front operators saw prices definitely down from $2 levels for 100-count vend packs to $2.60 averages. Paired with the price declines were increases in bar size, which resulted in a 100 percent increase over 1948 in availability of one- and four-fourths-ounce bars and one and one-half-choice bars and a 200 percent increase in the two-ounce size. The one and three-fourths-ounce bar held its own. Too, vend counts, ranging from 72 to 238 packs were up 15 percent over 1948. Candy-makers themselves, ending over-production and over-expansion talk, rife earlier in the year, launched plant expansion and upward output, in early October and girded their sales staffs to greater effort. National candy consumption for 1950 is expected to increase over previous years and the candy operator is planning to get his share of the plus business indicated.

In contrast to the pronounced trend toward electric equipment in the pop-corn vender field in 1949 and 1950, 1949 saw a re-emphasizing of manual units. Latter was particularly noticeable when production figures of manufacturers producing both manual and electric models were noted. Such firms increased attention to manual models, the electric machine was still left at the post. Both manufacturers and operators agree that there is a definite place for both types of candy equipment in the field.

Biz Continues Growth in ’49; Operators Step Up Activity

HAVE YOU NOTICED

the increasing number of large, successful operators who are placing Custom Built “Universal” venders on location? It is very easy in design and a real profit maker in catching pigeons. It uses the same dependable trouble-free mechanism as used in other Victor venders. 

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Only $13.50 each (25 or more)

R. H. Adair Company
61 W. Roseville Rd., Oak Park, Illinois
Send for free literature showing Custom Built “Universal” and other Victor profit-producing venders.

BUY WITH CONFIDENCE FROM STEINER

RECONDITIONED—REPAINTED

PERFECT

10 FLAVOR UNIT

N-Used: $300.00

N-Used: $500.00

N-Used: $300.00

N-Used: $300.00

500-CUP UNIT

S-Used: $815.00

S-Used: $815.00

S-Used: $515.00

S-Used: $515.00

300-CUP UNIT

S-Used: $455.00

S-Used: $455.00

S-Used: $305.00

S-Used: $305.00

200-CUP UNIT

S-Used: $395.00

S-Used: $395.00

S-Used: $295.00

S-Used: $295.00

100-CUP UNIT

S-Used: $265.00

S-Used: $265.00

S-Used: $195.00

S-Used: $195.00

6500-Road Royal, 6 Cyl., 350 Cid. Cap. 350 H. P.

S-Used: $285.00

500-CAP. 6 Cyl. 110 H. P. 1949

S-Used: $75.00

400-CAP. 4 Cyl. 110 H. P. 1949

S-Used: $50.00

All Engines and Complete Sets of Accessories

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323 W. Madison St., Boston, Mass., U.S.A.

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Thousands of ch Else locations waiting.

Chance for big daily profits. Machines work day and night. FREE literature tells you how you can start big profits business in your locality.

Part card brings amazing facts. No obligation. Old reliable company backs you.

Silver King Corp.

502 Division Parkway

Chicago, Ill.
were placing greater stress on sales to vending machine operators. Several firms, such as the Charlie Clark Company, Victor Syrup Corporation, Canada Dry, Dr. Pepper, Pepsi-Cola, the Miller Brewing Company of America, and the Squirt Company, became more actively involved in stimulating sales to vending operators. Prices, too, remained largely unchanged, with syrup makers looking for their little slice of the pie. There was a feeling that the immediate future

On the hot coffee vendor front, cupp'ritles were made during 1949 by manufacturers and operators in getting some new type of equipment in location. Starting the year as a comparatively unknown and untried phase of vending, it wound up as an established and accepted phase of automatic merchandising. Six manufacturers, led by Krell-Mellin and the Bert Mills Corporation, entered the field and produced or were about to produce equipment. The big operator-<ref>question</ref>—question, which will be continued into 1950, is the presence of powdered and liquid ingredi-<ref>ments</ref>,

Java Jumps

Supply costs for coffee operators look a sharp upward jump during November, with no let-downs seen for months to come, according to Java sources. Prices paid by vending supplying coffee to vending operators rose into the $0.56 to $0.70 range this year. Some operators are feeling the strain, prompting few to advertise their coffee. As a result, the coffee drink will remain a nickel.

Another new phase of vending began to show promise during the past year as a machine manufacturer went to overcome price and distribution problems. By far the majority of ice cream machine manufacturers settled on better equipment, and this form of vending gained increasing representation in the field. With machine prices moved down to the 'buying' range, few operators could afford to operate in the field, prompting them to turn to the vending machine and its attendant problems. This was the result of a talk-up that was the talk-up of the year. The combination of the two factors has made for a better vending machine.

Supply-wise, ice cream operators are not set in definite price patterns. It still depended, thru 1949 and probably the year to come, on where the operation is located, what competition the local ice cream manufacturer has to deal with, and how the manufacturers price their products. It is dependent on what they are selling and where they are selling it. It is also dependent on what they are selling it.

The combination of the two factors has made for a better vending machine.

A good deal of interest was displayed during the latter part of 1949 in the Wrigley Jr. Company's five-column nickel pack gum vendor. The unit, electrically operated, was seen as heralding an era of more intensive merchandising at the vendor park via vendor. The Wrigley Company itself declared that the machine was offered with the idea of promoting sales of gum. During the closing weeks of the year, Wrigley introduced a manual four-column unit and a two-column unit. While not definitely set, it appeared as though the four-column manual machine would be the trend of the present year for 1950.

Other gum vending makers, in the penny field, had nothing new to add to this phase of gum merchandising over previous years. Sugar promoters early delivery on its new penny tab candy coated, stick gum vending machine produced a year earlier, but in the main, gum vending makers were watching results of the penny move before initiating any changes in their own lines.

Price-wise there were no changes in the stick gum field. Bulk vending manufacturers, seeking to keep production lines moving and sales up as evidenced by some new features in their respective lines during 1949. Earlier price breaks by one or two manufacturers, Northwestern's decrease last summer, the acceptance of the double and triple mounting of units, etc., have all been a hit for the vending industry. Costs have fallen in the past year, the result of increased production and the turn to the vendor field.

Attention, Manufacturers CASH NEEDED!

We have an electrical convention for cigarettes which is actually a new cigarette machine. We want the help of those who have been giving satisfactory service for over a year. We will accept a reasonable offer Write for complete details

BOX NO. 48
The Billboard New York 19, N.Y.

NEW LOW PRICE
SILVER KING
CHARM KING
2 GREAT VENDORS

Silver, 8 Cols. $110.00
UNDEA, 6 Cols. $100.00

UNDEA, 6 Cols. $100.00

CAMEO VENDING SERVICE
425 West 42nd Street
New York 18, N. Y.
Vender Sales Make Largest Gain in Sept.

Venezuela Top Customer

(Continued from page 6)

for a total of $19,845. Other volume buyers of U.S. coin machine products in September included operators with locations in the Canal Zone and Cuba.

Venezuela Top

The music and the trade, traditional leader in the export field, accounted for 160 of the 601 units shipped overseas in September. These had a total sale price of $31,908.

In addition to Venezuela, the other leading coin phonograph buyers in September were Cuba (34 units for $13,010), Switzerland (10 juke boxes for $17,756) and Panama (eight music boxes for $2,437). Newcomer to the list was Indonesia, which accounted for one new music machine valued at $2,994.

High point in the latest complete export returns was the vending dollar total of $8,084. Further breakdown shows that 185 automatic merchandisers of all types accounted for a total of $5,003.

Games sales declined sharply from the month before totaling $8,102 in valuation. Obvious reason for this sales decline was that American game plants have been hard pressed, beginning in September to match the demands for five new-model $19.50 novelty games and therefore had few products for the export market.

Coffee-Cocoa Imports

PHILADELPHIA, Dec. 24.—Imports of coffee and cocoa beans in the Port of Philadelphia during November were the lowest in years, according to figures released this week by the U.S. Rubber Navigation Commission. Imports of coffee last month totaled 7,070 bags and cocoa beans 4,485 bags. The decline was the result of last year's imports of these two commodities, which were held as small, but during that month, the Port was tied up for 16 days by a longshoremen's strike.

Coin Machine Exports

September, 1949

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<td>$2,157</td>
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<td>601</td>
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NEW YORK, Dec. 24.—With the demand for king-size cigarette offerings increased by over 50 per cent compared to 1946 sales, cigarette operators looking for ways in which to increase feminine patronage are turning to stocking heavier ratios of the longer smokes. Women, who make up one third of all smokers, purchase more than their proportionate share of king-size cigarettes. More and more venders are seen with at least one, sometimes two, columns of the "j" and operators point to the trend as a sign of the feminine influence on automatic merchandising of cigarettes.

Turning to the manufacturers, operators cite one maker of the king-size smoke as reporting a 48 per cent jump in sales of this type in St. Louis alone during the first half of this year (Liggett & Myers' Palma). The importance of satisfying this still growing market is evidenced by recent king-size offerings of such cigarette makers as American Tobacco, which has just recently entered this market with Herbert Tareyton; R. J. Reynolds' Camel, and Philip Morris' Fleetwood and Dunhill Majors, and Brown & Williamson's Life, Higgo and Regent.

Ashton manufacturers profit margin in the bigger is smaller, their reasoning parallels that of the operator—give the smoker what he wants.

While the big demand today is still for the standard size pack, the hypodermic interest in the long style is clearly growing in the picture. And because women make up the biggest proportion of the king-size customers, the operator is scratching his head over another possibility, besides stocking more columns with the large size, will he find it necessary to court the feminine trade with glamorized vendors.

Sugar Hearings

WASHINGTON, Dec. 24.—Agri-

Culture Department announced this week that, in accordance with the

Sugar Act of 1948 four public hear-

ings on sugar rates and prices for the

1,500 crop of sugar beets will be held

between January 3 and 11 in cities

in the Central Valley.

In November of the previous pro-

duction season the sugar beet area.

Hearings will be held as follows: Detroit, January 3; Billings, Mont., January 6; Salt Lake City, January 9, and Greeley, Colo., January 11.

GIVE TO THE RUNYON CANCEL FUND

Copyrighted material
Hartford Op Keeps on the Ball
Giving Patrons Music They Want

HARTFORD, Conn., Dec. 24.—Marking his 16th year as a coin operator, A. J. Berube, owner of A. J. Service, Hartford, believes that "there is nothing so grinding in the trade over current business conditions and more aggressive showmanship to convince customers that the coin industry still has plenty on the ball." Berube says he has discovered more business coming his way as a result of his consistent churning of record quality and service. "You've got to give the customer what he wants, and not what you think he might want," he notes.

Top Service

Berube, as coin machine operator. In this area, poses this question: "What's the use of trying to sell soda water in a place where the customers want beer?" Too many operators," he says, "are giving bad service and better quality of records for their money." Berube plans to follow. You've got to give the public what it wants, when it wants it. Operating on any other idea of service is poor public relations.

He feels that he checks his accounts regularly to make sure that his staff is providing the right service on coin machines. He also makes what is popular in records and makes sure his customers are using said items consistently.

"You've got to up to business relationships," he observes, "it's just a matter of common sense."

His concern, which has built boxes and stamp vending machines, has a "kick-up" sales force and Berube. Joe Charlie is service manager.

250 Attend Record Review
Party Held in Los Angeles

LOS ANGELES, Dec. 24.—Most successful in the series of record preview parties sponsored by record firms and the W. H. Leuenhagen Company, held in Los Angeles last week, drawing an estimated 250 disk representatives. Features included Margaret Whiting, Harry James, Texas Tyler, Artie Wayne, Russ Scott, Ted Flo Hi, Ben Light, Joyce Bryant and Gun Bonges.

Disk Reviewers included: Richard Smith, Superb; Al Sheerman, King; Jack Allison and Mike Kurtman, A.M.I., who were present, and Ted Mossman of the picture.

SDPA To Hold Yankton Meet
January 3-10

Elect Officers for 1950

YANKTON, S. D., Dec. 24.—The South Dakota Phonograph Association held its annual meeting Thursday January 8 for its first meeting of 1950 and will elect association officials for the year when announced by Mike Imig, president. Members will gather at the Charles Garnet. Internet radio and that evening there will be a social session.

Actual business sessions will start Monday morning (8), and will run through the day, followed by the election and a banquet. Tuesday morning will be turned over to cleaning up unfinished business.

Exhibits

A special room has been reserved at the Hotel for exhibits. Distributors will set up their displays in this room and attendance will be possible only via registration tags.

A door prize will be awarded at the banquet. Each of the special speakers will be lined up to address the meeting on Monday afternoon.

One of the items on the agenda is the Music Operators of America (MOA) meeting which will be held in Chicago, M. F. Imig, chairman of the reception committee for the meeting, said that heavy turnout of South Dakota operators will be on hand for the national meet.

Also to be discussed is the annual Five-State Convention which will be held in Minneapolis next spring.

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:

FULLY-EQUIPPED 50 CONTAINS NO LOCK TUNES. The new picture contains four tunes of big commercial potential (General Department).

RUDY BIZ WINDS UP YEAR IN FINE SHAPE. After earlier storms, the industry reports its terrific, with the 1950 outlook good (Musically Department).

LONDON JOIN IN 46 PARADE. The skyline plans early releases on 45 r.p.m. Mercury makes plans to follow suit (Musically Department).

WAXMAN-BRAUNS TESTS AT DELUXE ERUPTS IN COURT. Litigation is starting in the courts and the record company may be dissolved (Musically Department).

And other informative stories as well as the Honor Roll of Hits, a chart of the Billboard feature, a page devoted to new merchandising and mechanical developments in the business, Radio-Phone TV section.

Wurlitzer Names

Robert Baer Rep For Field Sales

NORTH TONAWANDA, N. Y., Dec. 24.—Ed Wurlitzer, general manager of the Wurlitzer Company here, this week announced the appointment of Robert Baer, who has joined Wurlitzer in 1939 and has been active in the factory and distributing departments since that time, will work with distributors throughout the country, assisting them in applying the sales aids which will be used in a new selling program by the firm's reps.

Baer, after working on the administrative side of Wurlitzer, for a year, where he was in close contact with distributors, left Wurlitzer to join the Reed Distributing Company (a Wurlitzer rep) in 1945. He served as a sales representative for 10 years, rejoining Wurlitzer in 1946 as a sales representative for the sales department, contracting distributors and operators.

Cap Sets Warnecke

As Texas Distrib

SAN ANTONIO, Dec. 31.—Warnecke Distributors Ltd., handles AMI phonos as well as record lines in parts of Texas, will add the Capitol, Decca, Columbia, and Decca to its chart on January 1. Richard Warnecke, firm head, announced this week.

Transfer of stock to the Warnecke concern will be completed as of that date.

See New Year Bringing New Era to Biz; 1949 Important For Stabilization Program

By Norman Weiss

CHICAGO, Dec. 24.—Violent ups and downs, all leading toward a stabilization of the industry, featured the music machine phase of the coin machine industry in 1948. While not approaching immediate postwar levels, business conditions in general and a stabilization of the field at the operator level were expected to play major roles. The picture is far different from the one a year ago. At that time there was an oversupplied market, sales were down, but it was a synthetic optimum, generated by the conditions of the industry at the time. Grocers were down, operators were fighting for business to pay the bills, and most of the coin machine men were in the throes of a war when they bought new equipment to replace those machines worn out during the war years; distributors were loaded with paper and their sales had diminished, and manufacturers, due to the plight of the operator and the distributor, found themselves with inventories which had to be liquidated. The picture appeared so gloomy everyone felt 1947 would find a leveling-off period taking place. But the year 1949 brought an increase in business all down the line.

The year 1949 started auspiciously. There was an oversupply of coin machines, sales were down, but it was a slightly modified unit which included a gimmick known as Tomar.
South Wind
TONE ARM
Especially designed for
WURLITZERS & SIMERONS as a TONE ARM for a “southern breeze”

Amplifying
suffered
ported

Dave Underwood, president, reported that while the office was damaged slightly, principal loss occurred through destruction of file boxes, amplifying equipment and miscellaneous parts.

**ADVANCE RECORD RELEASES POPULAR**

(Continued from page 27)

* "Weeping Rose" — M. D. Adams, published by Delmar Artists
  * "We Can Have Love" — E. H. Bish, published by Chicago Forum
  * "I Love You So" — R. G. Frazee, published by Chicago Forum
  * "Don't You Know" — W. H. E. Bell, published by Chicago Forum

The complete service includes shorting the projector, cleaning and relaying the parts and adding to the units older National's No. 200 series sneaker for “easier wiper action,” Lipton declared. Newer units will also be serviced, he added.

**AMI Names New Georgia Distrib**

GRAND RAPIDS, Mich. — AMI has appointed Friedman Amendment Company, Atlanta, as distributor for its line throughout a few Southern counties of Georgia. Appointment, which becomes effective immediately, was set up by J. F. Reade, Eastern representative for the manufacturing firm.

Friedman Amendment Company is owned by Jake Friedman, who has been associated with the coin machine field as a distributor and operator for 20 years.

**RADIO MARKS 50**

Recent cuts in the price of radio tubes and similar quality of radio parts has marked radio sales.

**THE ROAD TO BIGGER PROFITS IS SMOTHER AND SHORTER WHEN YOU OPERATE**

You won't meet any hazards or take expensive detours on the way to profitable operating if you rely on Evans' Constellation. Evans trouble-free performance smooths the road, while its 40 Selections shorten the distance between Constellation purchase and a clear operating profit. It's this research through investigation proves that Evans' 40 Selection Constellation is sixteenth outs of twenty selection phonograph! Make your own investigation now, at your Evans Distributor, or write Factory direct.

**THE ROAD TO BIGGER PROFITS IS SMOTHER AND SHORTER WHEN YOU OPERATE**

This is the second week of the December 1949 issue of The Billboard, a publication covering the music industry. The content includes news, advertisements, and articles on music, including record releases, music equipment, and industry updates. The issue features advertisements for companies such as ASHEVILLE COMPANY, WURLITZERS, EVANS, and others, along with articles on the music industry and related topics.
December 31, 1949

The Billboard

MUSIC MACHINES

ADVANCE RECORD RELEASES

CLASSIC & SEMI-CLASSICAL

Sullivan, Alfred: Dr. Sun. 

The Night Before Overlones

V47541-2491; (V1813509-126)

Tchaikovsky: Symphony No. 3 in C Minor-Autumn Symphony Ork-D. Milne. 
V47541-2495; (V1813509-124)

Wagner: Die Walkure-Duet (Act 3, Scene 1). 
V47541-2496; (V1813509-125)

Wagner: Die Walkure-Duet (Act 3, Scene 2). 
V47541-2497; (V1813509-127)

Weber: Die Walkure-Duet (Act 3, Scene 1). 
V47541-2498; (V1813509-128)

Weber: Die Walkure-Duet (Act 3, Scene 2). 
V47541-2499; (V1813509-129)

RELIGIOUS

Brighton the Corner Where You Are. 
Revival Meeting Quartet-Twixt Our Hist. Bibliothek. 
47601-1016

Blues, Blues, Blues. 
Gott, Frederick. 
V47541-2500; (V1813510-014)

Cool 
Quasimado 
Hold 
G 
There 
Take 
You 
Holliston

The Sherry 
Lester 
Riff,
I 
I 
Lady 
Sweet
How
You
Lives

Toymaker's 
Janssen 
Jubilee.

Mendelsohn's 
Kocher

Shoe 
R.C.

I

Victor & 0.0.0.0.0.0.0.0.

Wagner: The Flying Dutchman (Act 2, Scene 1). 
V47541-2501; (V1813510-015)

Wagner: The Flying Dutchman (Act 2, Scene 2). 
V47541-2502; (V1813510-016)

THE NEW HOSTESS

Modenize Your 
Wired Music Units
With This Sensational New Cabinet

Attractively Illuminated
Sparkling Metal Trim
Beautiful Walnut Finish

SPECIFICATIONS:
Height: - 53 Inches
Width: - 33 Inches
Depth: - 21 Inches

JACOBS NOVELTY COMPANY
STEVENS POINT, WISCONSIN

Copyrighted material
**SHUFFLE LION OR LAMB?**

**PUCK PATTER**

Initial Impetus Fails To Hold as Ops Find Boards Require Strong Play Hypo

Still See Long-Term Profits in Planned Operation

CHICAGO, Dec. 24.—Shuffleboard, which arrived like a lion in 1949, was as docile as the proverbial lamb as the year drew to a close, thereby chiefly by virtue of the tremendous inroads into the industry, undoubtedly will continue for many years to come. At the start of 1948 shuffleboard was making its initial impact on the coin machine field. Over 100 new manufacturing firms had sprung up, and operators, looking for an item that would bring in some income to bolster lagging grosses in the music and amusement field, immediately moved into this new phase of the business.

Promotion

Unlike most items in the coin machine field, shuffleboard lent itself to organized promotion, and operators, with the help of the manufacturers, learned early in the year that formation of leagues and tournaments was a means of sustained income. It was to be forthcoming. Player interest had to be built up, and this could best be accomplished through organized play.

National, Rock-Ola, American, Perfection and other manufacturers have poured thousands of dollars into their promotion departments. Old-line firms, like网红 of wood; longer manufacturers had long been active in the league phase, but this year their efforts had been more or less localized. The coin machine operator offered the opportunity of opening up countless localities without selling a single machine. And as these new locations increased, (See IS SHUFFLE on page 88)

**Amer. Shuffle Has New Model In Production**

Adjusters Now Standard

UNION CITY, N. J., Dec. 24.—The American Shuffleboard Company has placed its new Custom Deluxe board in production, following six months of development and test. Paul Cusano, president, announced this week. Initial orders of the new units have already gone out to distributors. At the same time it was announced that American's, climatic adjustor will now be issued as standard equipment with all boards sold. A dispute over patent claims having been settled, there is to be no court action between American and the Tell-Off Manufacturing Company (The Billboard, December 24).

**Sooner Lines**

American's Custom Deluxe board is the end result of a new design said to attest "smoother and more graceful." According to the emphasis on "eye appeal," the legs are larger and stouter than on American's earlier boards. New features include chrome protective brackets on legs to prevent scarring, a tray for tennis balls on end sections, new in one unit, and hard-rubber and chrome connection shields. The boards are available in all standard sizes from 18 feet upward.

Cusano said that the new features of the larger boards have been made to play a major role among American's 12-foot cushion reboun unit.

**Sturgeon Bay Shows Larger Communities How To Parlay Shuffleboard Into Winner**

Local Manufacturer Hits Promotion Jackpot With Idea

STURGEON BAY, Wis., Dec. 24—This community of 3,000 has developed one of the outstanding shuffleboard centers among smaller communities in the country with 15 shuffleboard units, and the boards now going into their second year on location. The community leaders keeping play at a high level.

Home of the Cherryland Shuffleboard Company, manufacturers of boards, city location feature, in addition to that brand, Rock-Ola and Standard boards. However, the Cherryland concern has been the motivating factor in building interest in the game here, and this has been accomplished mainly thru a special promotion. "Pot-O-Do," which is played every Wednesday night.

**New Idea**

This promotion, developed by the manufacturing firm, has been conducted in addition to regular league play. It offers a new method of not only building player interest but sustaining interest throughout a season.

League play consists of 24 four-man teams playing during the course of the eliminations, with under each team meet every Monday night at a location to be determined. The latter conduct their play Tuesday night, "Pot-O-Do" promotion is conducted Wednesday night.

"Pot-O-Do" Rules

1. This contest shall be open only to the following locations or sponsors.
2. Location or sponsor shall have the privilege of appointing team members to represent him at all times.
3. A team shall consist of not more than six people, men or women.
4. A player is allowed to play for only one sponsor.
5. If a player participates in any game with any of the above sponsors, he may not until "Pot-O-Do" is broken, play with any other team in this contest.
6. If a player participates in any game with any other team other than his original sponsor, that player shall be null and void and neither team shall receive a credit for victory.
7. A scheduled match will take place every Wednesday, 10 matches to be held.
8. Matches to be held between 8 and 10 P.M. or whatever time both teams agree on.
9. Either team not being present for the 10 p.m. shall result in a forfeit.
10. "Pot-O-Do" cannot be won on a forfeit, therefore, sixth credit must be a legal match.

Forfeits

11. If challenger next in line cannot produce team, night will be rescheduled. (See Sturgeon Bay on page 76)

**Taran Sets First Tourny In Miami; To Award $7,000**

MIAMI, Dec. 24.—One of the most ambitious tournament programs ever undertaken by a distributor to push shuffleboard is getting under way in Miami. The project is a 12-day pay-for-play tournament which has been announced to last through Jan. 31. Taran Distributing, the organizer, has gained $7,000 in prize money and will also underwrite the radio and television coverage, and will award $50 in prizes to players in the double. (See Taran's account in the Billboard, December 24.)

Actual play is scheduled to start the first week in January, Taran said, and will wind up with the play-off at the conclusion of the 13-week elimination period.

IN CASE OF EMERGENCY

**Shuffleboard**

**Taran**

Miami, Dec. 24.—One of the most ambitious tournament programs ever undertaken by a distributor to push shuffleboard is getting under way in Miami. The project is a 12-day pay-for-play tournament which has been announced to last through Jan. 31. Taran Distributing, the organizer, has gained $7,000 in prize money and will also underwrite the radio and television coverage, and will award $50 in prizes to players in the double. (See Taran's account in the Billboard, December 24.)

Actual play is scheduled to start the first week in January, Taran said, and will wind up with the play-off at the conclusion of the 13-week elimination period.

In case of emergency, please call Taran Distributing in Miami at 555-1234.
MEET THE NEW American CUSTOM DELUXE SHUFFLEBOARD

the finest and most beautiful American of them all

Cash is an American experience, American pioneering, American "know-how." Start or expand your shuffleboard operation with the most beautiful American of them all—the CUSTOM DELUXE. One glance at its smooth, graceful lines and natural laminated maple playing field and rich mahogany finish table and you'll see why it will enhance the interior of any tavern or club. Players appreciate its inherent American features. Locations want its beauty. It embodies all the outstanding qualities that have made American Shuffleboards famous the world over—plus all these new and exciting features—SMOOTHER, GRACEFUL LINES THROUGHOUT, HAND TOoled CHROME CONNECTION SHIELDS—DEEPER, RICHER PROTECTIVE FINISH—LARGER, STURDIER, STREAMLINED LEGS—LONGER MAHOGANY END SECTIONS, IN ONE UNIT—CHROME PROTECTIVE LEG BRACELETS—THE MOST BEAUTIFUL AMERICAN EVER CONSTRUCTED!

American Shuffleboards have been producing profits for over two decades. They are the "World's Finest"—they are played from coast to coast—they are steady, long term, solid money-makers. Heavy play is always maintained on Americans not only because they give the smoothest performance and have earned player preference; but, also because American backs up its Shuffleboards with expertly scheduled tournaments, leagues and exhibitions. That is why operating a route of American Shuffleboards is a going enterprise that produces lucrative returns year-in, year-out!

Ideal equipment combines big profit power with long life play. Too often, however, that combination is hard to find. Games come along that do make the big money, but they fade after a few weeks or months. That's why it's important that you get the facts on the new CUSTOM DELUXE.

AMERICAN SHUFFLEBOARD CO. THINK OF TOMORROW'S PROFITS! MAIL THIS COUPON TODAY!

Gentleman:
I want to know how I, too, can increase my profits with the new
AMERICAN CUSTOM DELUXE SHUFFLEBOARD

□ Please send illustrated circular and full information
□ Have district representative see me

See me at

My Name

Name of Business

Address

City

State

Business Phone

Home Phone

GET THE FACTS ALSO ON AMERICAN'S CUSHION AND REBOUND SHUFFLEBOARD—Ideal for the location with limited space—more fun games with more thrills and tests of skill than can be found in any other game at popular appeal. CHECK HERE □

210 PATerson PLANK ROAD, UNION CITY, N. J. PHONE: UNION 5-6633
$950 FOR $599

The Trailer Buy of the Year—

ROCK-OLA TRAILERS

While They Last—

NOW! $599 f.o.b. Chicago Formerly $950

FULLY EQUIPPED
including WARNER ELECTRIC BRAKES
While They Last
(Car Hitches available for slight additional cost)

CUT YOUR MOVING AND DELIVERY COSTS TO THE BONE!
Rock-Ola Trailers are safe, economical transportation for JUKE BOXES—SHUFFLEBOARDS
SHUFFLE GAMES AND OTHER DEVICES

The Rock-Ola Trailer safely carries a capacity load of four complete shuffleboards, fourteen juke boxes or a similar number of amusement games.

Only Limited Quantities Available
FIRST COME—FIRST SERVED
ORDER NOW!

FILL OUT AND MAIL THIS COUPON TODAY

Rock-Ola Manufacturing Corporation
800 North Kedzie Avenue
Chicago 51, Illinois

Gentlemen:

Please reserve a Rock-Ola Trailer for me. Enclosed is my check for $200.00 covering deposit.

Name ....................................................
Address ..................................................
City ...................................................... State ..........................
New York:
Charlie Lipton, partner in the National Rejquery Service Company of New York, with Harry E., was in Boston last week on biz. The firm recently started a new service for musical machines and phonographs. . . . Dee Shapiro, local music op; was handling out cigars last week. The new lady is the second addition to the Shapiro family this year, the first arriving in January.

Jack Mitnick, AMI Eastern regional rep, left Tuesday (20) for a vacation trip to Florida. After a short stay in the resort he leaves on a biz trip that will carry him to ligning. He expects to be back before returning here. . . . Abe Step, largest operator of Johnstown, Pa., here on a visit last week, reported low grosses in his area continue to reflect unsettled labor conditions in the coal industry. With Jim Kennedy, Step operates Hillbillys and machines in several Eastern railroad stations.

Mike Muenzes sent the first truckload of Arcade equipment last week to the new store that is being modeled on 10th Avenue. Mike said the move from 11th Avenue to 10th Avenue this spring is due so as to give locations a showcase for merchandise. He recently returned from a business trip to visit with his plants in New York. . . . Phil White, for coinman, was in town for a visit.

Twin Cities:
Jonas Bessler, of Lieberman Music Company, reports that Chicago dealers are showing "terrific" attention from coinmen and that the firm "just can't send enough machines to meet the demand." . . . Coin men report that when Twin Cities recently to buy merchandise or shop around were having a difficult time. . . . Charles Bohen, St. Cloud; Minn.; Harry Gallop, Monomine, Wis.; Barney Corbin, Faribault, Minn.; Willard E. Thomas, Interlaken, Minn.; Kaiser Sivard, of Red Lake Falls, Minn., and May B. Sande, of Rochester, Minn. . . . George Codding, Minneapolis operator, is excited over his business and buying new machines for his route.

Phil Sreedon, local vender, has sold off most of his old machines and is ordering new ones for the coming season as so as to give locations a showcase for merchandise. He recently returned from a business trip in New York. . . . Phil White, for coinman, was in town for a visit.

Washington:
Sparger of Washington, Inc., held his annual Christmas party last week at the Lotus. About 18 employees with their wives, husbands and friends attended. Bonuses were distributed, and prizes were awarded to winners of the Christmas party. Sparger recently returned from a deep-sea fishing trip in Florida. He said he caught 39 pounds of salmon. As his fishing partner he had Jack E. Anderson, of the first-stage partner of the Florida music association. Buffalo Gilbert Josephson lives in Miami. . . . Jack Gallop of the Chest drive, headed by Aaron Goldman, of the G. B. Macke Corporation, had reached 85 per cent of its goal, 98.7 per cent above last year's total; in 1948 the ratio of the Chest drive was 78 per cent. The chest section ran well ahead of the campaign's average.

Ferald G. Davis, of the Standard Music Corporation, has added more coinboards and machines to his operation in Chicago. Dean Davis said he will do (See Washington on page 79)

Hartford, Conn.:
Veebeer-Root, Inc., Hartford, manufacturer of counting and computing machines, has announced consolidated net income and retained earnings figures for the year ending December 31, 1948. For the year ended December 31, 1948, President John H. Chaplin of Veebeer-Root reported a slight upward trend in its business for the past 12 weeks and said that the management "still expects good results for the year will be satisfactory."

Consolidated earnings before taxes and provision for contingencies, for the year ended December 31, 1948, amounted to $1,626,428, compared to $1,757,792, a decrease of $91,364. For the year ended December 31, 1947, the company's earnings were $1,803,126, compared to $1,602,583, a decrease of $200,543. Income from operations before taxes and provision for contingencies for the year ended December 31, 1948, amounted to $578,126, compared with $542,633, an increase of $35,493. The company's net income before taxes was $515,497, compared with $475,561, an increase of $39,934.

This stood at $4,201,827 November (See Hartford, Conn., on page 78)

Philadelphia:
Bert Wilson, manager, for many years was the music operators' contact for RCA Victor records, has returned to the parent company. Wilson is with the Raymond Rosen Company, distributing firm handling the label in the Philadelphia area. Bert was elected to the board of directors by the Philadelphia Variety Club. . . . Poppers打开了the first in 1211 North Second Street, Philadelphia, which is to be opened still in all detail will be ready by the end of the week.

The city will purchase a 1,400 pound machine from the Edward E. Constance Corporation, Cincinnati, for installation in the vegetable business district. (See PHILADELPHIA on page 81)

Chicago:
Many of the nation's out-of-town distributors will be in town this week to visit music machine plants. Among those at United were Mr. and Mrs. Ted Cantor, Mr. and Mrs. Sam Bar- dolph; Sam Taras, Taran Distributors, Chicago; Mr. and Mrs. Ben Wolcher, Automatic Sales, San Francisco; Budge Wright, West- Coast, Bakersfield; and Wolf Roberts, Roberts Sales, Denver, to visit the National Distributing, St. Paul, and Leo Weinberger, Southern Automatic, Louis- ville, Ky.

Mr. and Mrs. Stuart says that demand for Shuffle Alley remains at peak, and the usual pre-Christmas slowdown was not in evidence this year.

At Williams Manufacturing, Sam Stern and Paul Federman were single- handedly causing a new wave of interest in Buzz and in Shuffle. The firm's newest product, which permits one or two persons to play a shuffle game featuring the bowling theme, Shuffle Buzz was checked by several bowling experts before the model was released. Through final okay, Stern said that the game proves a winner because of the competitive angle the designer, Mr. Stern, says,"When people bowl they bowl to win. They want to beat you and if you hit the production line stage, the Williams' statisticians made a combination of research and analysis which led to the conclusion that found what they termed an "unbeatable" pattern (See CHICAGO on page 88)

Los Angeles:
Paul Laymon, of the Paul Laymon Company, this week returned from a trip to England with an English stage that is getting rave from all his friends. He also made a visit with a black-light effect. Ed Wilkes is getting an electric train layout fixed up for his son, who is operating it off K. C. Jones, Goldtie's new store. The store has announced that it reports top business on Bally's Shuffle-Bowlers.

Clyde Bressens, who has not been out for some time, is going back into the coin machine business. He's opening a shop with a partner with a complete riding habit, so that his hobby is horses.

Cleveland:
The Automatic Phonograph Owners' Association (APOA) will hold its regular executive board meeting Tuesday afternoon (87) in the association office. . . . Mr. and Mrs. Charles Kantor of the out-of-town coin- row visitor during the week.

Vital Statistics
Births
A son, Stephen Richard, born to Mr. and Mrs. Neil Yaffe, Philadelphia. Philadelphia is host of T and Y Popcorn Supply Company.

Copyrighted material
Ops Look to ’50 With Hope; New Year To Bring New Biz

(Continued from page 77)

the Seaburg Select-o-Matic, a revolution- ary jukebox machine, and
Evans’s first models of the Con-
stable were introduced, and gave
the operator the tools to up his
income. As the year wore on, the Seaburg Select-o-Matic, among
both proved profitable pieces, while the Constable and Aircon box
were also in demand.

But the first half of the year failed to prove a profit picture in biz
itself in business at the operator level. Television continued to spread, and
new video rentals were more than ever, took
their toll of Juke box grosses. Labor
problems and price controls, and perhaps more importantly than any other
single factor was the hull in the amount of sales the coin
machine field in general.

Upward Swing

The first half of the year in the
Indu
was saddened Labor Day. Business
tended to move ahead. ahead, but by the end of the first
quarter, another independent. General
uptick was noted. New operators, those who en-
tered the business during the war, had either developed into
successful column or had dropped by the wayside, their units absorbed in
established routes. Operators in most cases found it necessary to go out and
were opening their operations with established business prac-
tices.

Outlook for ’50

As the year drew to an end, there was again an atmosphere of optimism in
the business, but this time it was based on sound facts, not wishful thinking.
Nobody felt 1950 would equal the war
years, but there was an air of confi-

dence in the coming year, and opera-
tors spoke of increased grosses and net along the same lines as were being
discussed in most other industries.

Over all, the year ended, lower prices
seemed likely for ’50, with two of
the three major firms making plans
along these lines. And reduced costs
in the current and foreseeable future, supplies were also seen as possible during
the coming year. Sales tactics in force, many operators
were cutting down on unnecessary 
and unprofitable promotional
activities, thus assuring a sounder
operating basis for the new year.

Juke Play Up: 

Beer Biz Over Wartime Level

NEW YORK, Dec. 24—Supporting
the announcement last week of E. V.
Lahey, president of the United States
Brewers Foundation (USBF), that he would be speaking before the New York
Club at ten o’clock on January 31, and
was expected to make a new seed-
time record for the first eight months this
year.

The recent period shows that the nation’s brewers sold 8,901,457
barrels of fresh beer and a like amount, setting a new record for that
month. This was a 6 percent in-
deceases from the previous month of August this year, toward
8,611,503 barrels, topping the
high of 8,370,864
barrels for the same period in 1947.

Lahey also declared that produc-
tion of malt beverages continues at
a high level, with August, 1948, cut-
ting the production of malt beverages by 181,265
of 499,444 barrels over same month
of year.

New York: (Continued from page 77)

staff of Furumae Machines, Inc.,

have been ordered to get together
and spend a portion of the

Some operators have been in the
business for as many as 25 years, but
are in every sense of the word, new
operators.

Danny Moltzer, of Mel-Ler Auto-
matic, may soon have more than
an operating interest in his
firm. A fine singer, he has recently re-
crecruited a number of talent
who turned professional. Fellow
operators may find themselves buying Mel-Ler Records.

Harry Wasserman, of Commercial
Music and treasurer of the National Opera-
tion Association (AMOA), has opened a jewelry store in the Bronx.

Meyer Abelson, who holds the top
position in the business for both
the Allied Radio and
Charcoal, Inc., recently
sought the New Year with a
success on the eve of joining the Studebaker
and Chrysler
of Detroit, and Miami and New Orleans before re-
turning north.

Bill Kiel, who sold out his phonograph
route to Charlie Morall, of
Local Music, about a year ago, was
now back to book to get friends. Kiel
now runs a bungalow on Long
Meadow, N. Y., and
Cappadocia, of Athens Music,
celebrated the birth of a daughter
last week.

most of the other leading game plants
began to look for a playfield which, the original in design, similarly would
be lower in cost. Where this is true,
suit the following firms are now in full production, on a
cake in the market:

Shuffle Games Key to 1950; 

Sparked by Trade Leaders

Shuffle Games, Inc., was
dominant in the shuffle-bowling
field. The company was formed
in 1943, after a successful period
of selling a well known bowling
allay, Bally Shuffle-Boxer. The
company was formed as a result
of the shuffle-bowling field was
increased to a national basis.

Shuffle Games is the leading
company in the business, and
its products are sold in most of the
Continental U.S.

(Continued from page 63)

Shuffle Novely 

Pool Game Bows At Nation-Wide

(Continued from page 61)

Shuffle Games, Inc., is a
company that was formed
in 1943, after a successful period
of selling a well known bowling
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Continental U.S.
**ARTIE SHAW**

(Continued from page 91)

of bending over to beguine beat or camping in a beobop bailiwick, Shaw patterns the music to match the vehemence of his musical computing at hand. As a result, he runs the gamut from beguine to beobop.

For once, it must be said that the brand of music that Shaw is doing in Detroit is not a far cry from the original. Plenty of patience must have gone into the selection of men without discrimination, all to make the band a 19 stage. The sections are all complete units, each man playing with the same kind of devotion to make for a body that is entirely balanced. Particularly striking is the cohesive sliding of the trombone section.

Having mentioned above, there is actual performance of power in the maestro giving full thought to the shuddering and nuances of the rich and rhythmic ordo of AV voices. The drummers of Irving Klinger are outstanding in the pace-setting.

While the clarinet creations of the master are pronounced and rich in improvisational skill, we have one or two sidemen whose horn phrases are not of too attentive listening, particularly the lead alto of Herb Steward, the melodic expositions of Don Palmer, the fabulous trumpet hot and high of Don Fagerquist.

Musical offerings are largely instrumental, with a generous sprinkling of tandurs, which sound like a rhythmic tone poems as Shaw puts them out. Nor in there any sages with string compositions. The band has the score of an earlier year. And just as modern are the instrumental interpolations of the maestro and trumpet Fagerquist along with the rhythm section. Combined with the exceptional in the Grammy Five, every all over.

Shaw sells nothing but a full-fledged brand of music—music that blends with every amount of mood. For dancing or for listening, it’s all there without in tins, bebop now ties or bubble gum. It’s music that gives for those who will come and get it.

The only weak link is the warbling of the tall and stately Pat Lockwood—imagination that has been all too restrained and her presence too small in the righteousness that the Shaw Band has been behind her. She, who used to handle the wondrous voice of her instrument, has a place in the brothel of the rhythmic phrasing of a lyric. But it was entirely her own lack of dexterity at the microphone to lift her pipes above the band that negated her efforts.

**JOHNNY BOND**

(Continued from page 31)

and Tom Milane December 13 and carries a big load successfully. The miniature crew plays in a big band style, with virtuosity and assurance, a band which is perfectly polished. The group has waxed for MGM Records, by a seemingly unbounded repertoire and by some very fine material. The interdepartment Rosemary Calvin is a real standout, and Vaughan Monroe chills spoons, tune tunes, dohills, hillbillys or special material with superior pipes and showmanship. Bond, another Monroe since he was singing on most of the material, is a top-notch dancer and singer, Vonnie Barbara and Miss Calvin, Bond and Fox compose a credible trio. The group puts on all the way, with the chipper hillbilly Nighthawk Boy. You, Broke My Heart With Be-Bop and Bond’s comic is a Big Boy getting his big band.

**EDDIE DOBSON**

(Continued from page 31)

and will be treated as a limited edition, with every price, of which about half were pre- sold on the basis of the preparatory programs.

It’s an attractive hard-backed, black cloth bound, gold-stamped loose-leaf binder hard. Paul D. 12-inch unbreakable disks, 72 Garen Mill albums, a selection of pages of Gramm’s notes and thumbnail biographies of the artists featured on the album, for there are probably not yet generally available. Unfortunately, we probably will not receive these in time to make a decision and devotion for a body that is entirely balanced. Particularly striking is the cohesive sliding of the trombone section.

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**WASHINGTON**

(Continued from page 17)

venturesome success! One plans to pipe the tunes to other near-by hillbilly or bluegrass showers. Davis also said he has been adding a few new locations every week.

Employees of the Hirsh Coin Machine Company had a Christmas party December 17 at the home of Arthur & Susan Shaw. William Fisher. About 15 couples were present, averaging about $2,000 per couple, distributed over the year, as it has during the past 15 years, has been sufficient to make the band smile.

"I thought I’d die," a hillbilly shape sung by Tommy Scoose, was the record of the week on WGYA’s disc star, "Steady Tom D. Man," beginning December 18. It has rated among the top 18 tunes in the D. C. A. area. Continental Califonia, success to the Hillbilla on Continental Califonia’s disc star, has installed a shoe machine in its lobby.
Let's Get Acquainted!

The Billboard

TRIAL SUBSCRIPTION

Send $1.00 for 8 big issues

YOU SAVE $1.00

If you want to beat the competition, read The Billboard every week! That's the way to get the best new-item merchandise first!

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to The Billboard at the special introductory rate of 8 weeks, for which I enclose ONLY $1.

Name ...........................................

Address .......................................................

City .................................................. Zone ... State

Type of business ...........................................

BLUE ANGEL, NEW YORK
(Continued from page 22)

by the horns. Accompanied by a
tearer newspaper campaign around
the number "28"Service made it 55
cents for "your favorite drink." And
the upper nightly receipts proved his
point. Other ops are still marking
time on prices, fearful that cutting
them might result in a price war that
would spell disaster to the nitary
industry.

Other ops have turned to merchan-
dizing gimmicks to attract trade.
A come-on was staged by Dorwarh
and Sieferl, operators of the Celebrity
Room, who gained almost a dozen
people Wednesday nights because of
a "pin-up girl" contest. The total
price included batches of orchids,
which a florist donated for credit
mentions, and a cup for the winner,
who had her picture included in the
pin-up collection of the Walter
Thornton model agency in New York.

Harry Steimann's Latin Casino,
which couldn't draw 'em in with the
top floor names, has also turned to
gimmicks. On Tuesday, it's square
dancing, with Pop Johnson's hill-
billies making it a hoedown. On
Wednesdays, Steimann offers an
audience participation "Casino Dance
Carnival" conducted by Lilian Mar-
tin and Danny Boyo. And on Thurs-
days, the local specialty and fur
shops are brought in to stage fashion
shows. The fashion show offerings
are also used effectively by the sup-
er rooms at the Warwick and John
Bartram hotels to build up their
cocktail biz.

Maxine's attracted attention
with the first nitary exhibition of an art
show—spare-time brush and pen
work by many local outstanding fig-
ures in all walks of life. The Em-
bdassie Club tied in with the Arthur
Murray school for special dance ex-
dhibitions. The Little Rathskeller
booked in a "Mystery Quartet," with
telivision set to the patron suggest-
ing the most appropriate stage name
for the troupe. Out in the nates,
spots are staging amateur contests
and "talent quest" nights in order
to entice rooters for the hopefuls among
family and friends.

"I'm Winning
Because of You"

JOIN THE MARCH OF
DIMES

January 16-31

The National Foundation for Infantile Paralysis
FRANKLIN D. ROOSFEVANL Founded

PHILLY OPS POLISH
(Continued from page 22)

manganous pipes are intriguing, it is her
design comedy that slays 'em. With
working with her own pianist, she
does "y" bits involving the piano
player that are timed so skillfully
they're convincing.

Then there's Blais Freeman's piana-
logy. Since last caught Freeman has
added new material, mostly topical,
which takes pokes at current hit
musicals. His line is made to order
for this or any other smart room.
The crowd loved him.

Kitty Carlisle has improved con-
siderably since last caught. Instead
of pokes she now does things like

THE MARCH OF D...
BELL MACHINE OPERATORS!

Here is a double-quick producer of rich golden profits designed for you by Keeney...

2 MACHINES IN ONE!

Keeney's
PYRAMID
2-WAY BONUS BELL

First
WITH SPELL "B-O-N-U-S" AWARDS
OF ONE SILVER DOLLAR ON NICKEL PLAY
and
FIVE SILVER DOLLARS ON QUARTER PLAY
plus
BELL-FRUIT-REEL COMBINATION AWARDS AND
JACKPOTS OF 80 NICKELS AND 1 SILVER DOLLAR
OR 80 QUARTERS AND 5 SILVER DOLLARS!

FEATURES
- TWIN COIN HEAD—Any combination of 5c and 25c play.
- JUMBO TYPE ILLUMINATED REELS.
- FAMOUS KEENEE SUPER-BELL MECHANISM.
- DOLLAR TUBES hold 30 payouts on nickel side; 6 payouts on quarter side.
- SILVER DOLLAR CHUTES easy to load by location attendant. Metered payout on silver dollars. Green light signals if dollar tubes are empty.
- $2 and $5 TOKENS available to replace silver dollars to increase Jackpot values.
- MATCHLESS BEAUTY...greatly enhanced by this golden console cabinet!

On Display AT ALL KEENEE DISTRIBUTORS Write FOR CIRCULAR

J. H. Keeney & Co., Inc.
2600 West Fiftieth Street • Chicago 32, Illinois

HEIGHT 60½" 
WIDTH 33"  
DEPTH 16½"
United's Shuffle Alley

Endorsed By Banner

brought to the wide awake operators
an abundance of Christmas cheer.

We are convinced that

The United Shuffle Alley

will contribute mightily to the
operator's prosperity in the New Year.

BANNER SPECIALTY COMPANY
Endorsing Only The Best Since 1917


EXCLUSIVE NORTHERN OHIO DISTRIBUTOR FOR THE FINEST IN ALLEYS:

United's Shuffle Alley Chicago Coin's Bowler Keeney's Pin Boy

MUSIC

VENDORS (Boxed)

4 Wurlitzer 1939 ... $375.00
4 Wurlitzer 1935 ... 650.00
4 Wurlitzer 3150 ... 950.00
4 Wurlitzer 750 ... 1350.00
4 Wurlitzer 400K ... 10.00
1 Wurlitzer 500 ... 20.00
4 Wurlitzer 515 ... 50.00

COUNTER GAMES (Boxed)

4 White-o-Balls ... $12.00
50 Poo Poo ... 15.00
15 Gott 3-Way Grippers ... 18.00
4 A.B.Y. Challengers ... 80.00

CIGARETTE MACHINES (Boxed)

National 500's ... $20.00
National 100's ... 25.00
Unadapac 7E 1 Col. ... 50.00
Unadapac 300, 1 Col. ... 75.00
Greenhead Monarch ... 95.00
10 Cherry ... 95.00
DuGuesser Challenger ... 95.00
5 Col. Round Imperial ... 65.00
DuGuesser W's ... 95.00
Round President ... 10.00

SLOTS & BELLS

5 Mills Blue Fronts ... $10.00
5 Mills Brown Fronts ... 30.00
5 Mills Silver Fronts ... 50.00
5 Mills White Fronts ... 65.00
5 Jennings 4 Star ... 30.00
5 Jennings 6 Star ... 75.00
5 Jennings 8 Star ... 100.00
5 Jennings 11 Star ... 150.00
5 Jennings 16 Star ... 200.00
5 Jennings 20 Star ... 250.00
5 Jennings 25 Star ... 300.00
5 Jennings 30 Star ... 350.00
5 Jennings 35 Star ... 400.00
5 Jennings 40 Star ... 450.00
5 Jennings 45 Star ... 500.00
5 Jennings 50 Star ... 550.00
5 Jennings 55 Star ... 600.00
5 Jennings 60 Star ... 650.00
5 Jennings 65 Star ... 700.00
5 Jennings 70 Star ... 750.00
5 Jennings 75 Star ... 800.00
5 Jennings 80 Star ... 850.00
5 Jennings 85 Star ... 900.00
5 Jennings 90 Star ... 950.00
5 Jennings 95 Star ... 1000.00

SHUFFLE GAMES

1 Bananas ... $125.00
5 Col. ... 150.00
10 Col. ... 200.00
5 Shuffle Squares ... 115.00
2 Cleveland Coin ... 160.00

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Bank Bolls, S-12-14-16, 395.00
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with all
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M. S. GISSER, Mgr.

LAKE CITY Specials

A Very Special
HAPPY NEW YEAR
TO ALL OUR FRIENDS

LAKE CITY AMUSEMENT CO.
1648 ST. CLAIR AVENUE • Cherry 7067 • CLEVELAND 14, OHIO

FIGHT INFANTILE PARALYSIS — JOIN THE MARCH OF DIMES JANUARY 16-31
Record Reviews
(continued from page 70)

COUNTRY & WESTERN

WILMA LEE & STONEY COOPER
Columbia 30634

No One Now
Little strings in either performance or western material, as though the performers were without a touch.

I Dreamed About Mom Last Night
An effective occasion by Stoney Cooper on a sentimentally matter theme, conducted by deal-hemmed spare and tone.

BAR X COWBOYS
Men's 112

Cold Shadows in My Heart
Warner projects in a lively medium-tempo manner with healthy sound and voice combination, good string backing, strong base.

Fair Weather Friend
Tenor drops in on this side for another effective rendition. Too bad.

DICKIE JONES
Men's 113

I Wish I Knew—Do You?
Warner's too much, but tone and treatment are too poorly done for one to expect anything.

NEVER AGAIN FOR ME
Tenor, a remarkable handle, in most attractive medley-wise, and Jones delivers with warmth and straight-forwardness.

RIDERS OF THE PONY EXPRESS
Rural-Fest 187-2851

Tears Come Easy
Dunzy sings with an acceptable but effahed on-the-year, with soft-filled words in kind of mad rhythm.

I Know There Is a Santa Claus
Choirs would sound in a solo tailor doesn't come at all.

BOB MCGREGOR (aka Western)
Stars-Pete Ayres

Hi Ya Tony (Tony Calento Polka)
Expatriated one in the very place for Tony Polka, but the lyrics are for New Jersey empties.

My Homeboy's Got A Honkin' Bathroom
Reaction to song, with a strong, definite base, but the harmony itself is insurmountable.

DEE STONE
(Ted Plummans's Virginia Ramblers) Lyrical 301

Square Dance Polka
Stoney Stone plays on here, could serve as square dance fave where a caller is available.

Answer to Little Pal
Ohy Ethiopia Jim Watt-Ted Plummans Virginia Ramblers Mountain band plays up for square dance harmony and mutual earlier planning in the authentic turnarounds.

JOHNNY RION
King 899

Handprints on the Window Pane
Sentimental evolution of old-time riffs for a gentle country side.

The Blind Child's Prayer
Patches here aren't in with sufficient strength the lead lyric is on eddies.

RHYTHM & BLUES

BEN SMITH
Quartet
Asbury 3008

Don't Worry Me No More
Champion playing and wandering quartet backs Kathy Willis's standing playing on a baleful ballad style blues theme.

BOB MORRELL
Asbury 3035

Low Down Groove
Morrell manages a slow blues in a wailing, barrel-toned, throat-slap style. Excellent work reveals needs in eddies.

CHAMPION JACK DUPREE
Saba 10-014

The Blues Is More T'Noro
Another great cut of shuffling and backing, here on a samba tempo riffl blues. Good example of a blues that keeps the mood, yet uses some modern ideas and arrangements.

Lester Williams
Asbury 3005

I'm So Happy I Could Jump and Shout
Lester is back, with his better bounce, with plenty, jump; toss, and driving rhythm section delivering listenably.

WINDMILLS BLUES
Warner's presentation with winning, personal quality on a fine slow blues effort. Each blues eddies alike.

The Shadows
Lyrical 303

I've Been a Fool
Reeder's is developed competently with a telling balled ballad. High-tempo lead male and violin harmony support for the best strings and the good lyric tradition.

MAX "BLUES" BAILEY
Dombie 3055

Nobody Knows
Another pleasant side is, a little tighter and lighter than flip, for effect, which changes pace 

Irene's Blues
Shimmer on a sort of distinctive slow blues with dashes distinctness and presence, with the support from a high tempo saxophone and a tinny percussion. 

Put Your Money Where Your Mouth Is
Irene's conscious blues with a catchy tag. One chorus is the best line for all, but it is in fact base.

HOT JAZZ

LARRY LUCK
Saba 10-071

Bill, Romp & Stump
Rhythm comes a craving small group jazz, holding.

HOLD MY BABY TIGHT
Columbia 34678

C & B Jump
Tenor with good jazz rhythm section has little more than a weak but overgrown riffl base.

BRIAN HINKINSON
Quarter 35-2081

I Cried for You
Repeat of first choice is followed by a straight vocal of the song in the up tempo. Disciplining of rhythm import.

(Continued on page 84)
COINMEN YOU KNOW

Twin Cities: (Continued from page 77)
Blommarck, were in the Twin Cities on a shopping trip. Doing the same thing were Charles Jackson and Al Smart, of Benson, Minn. While at the Mrs. Jack Sweet (Mr. of the Fargo, N. D., Variety Shuffler and other novelty goods handled by that firm. . .
. . . .

Record Reviews (Continued from page 83)

ARTIST
COLEMAN BROTHERS
SISTER ERNESTINE WASHINGTON
HEAVENLY GOSPEL SINGERS
BROTHER JOE MAY
MARIE KNIGHT
STARCROSS SINGERS
JUBILEE BOYS
SONG SPINNERS
CHILDREN

TUNES
"SISTERS"
"GLORY"
"WAVE"
"FREEDOM"
"FAITH"
"TENDER"
"WONDER"
"WAVE"
"WAVE"

COMMENT
SISTERS
GLORY
WAVE
FREEDOM
FAITH
TENDER
WONDER
WAVE
WAVE

Calendar for Coinmen

FIRST BOWLING TYPE SHUFFLE GAME
with AUTHENTIC BOWLING SCORING for 1 or 2 PLAYERS!

GETS DOUBLE THE EARNINGS!

ONE PLAYER 10c
TWO PLAYERS 20c

ALTERATING FRAME BY FRAME SCORING FOR EACH PLAYER!

STRIKES SPARES TURKEYS SPLITS RAILROADS ETC.!

A TERRIFIC COMPETITIVE PLAY GAME!

MECHANISM DOOR IN SIDE OF CABINET

AUTOMATIC PUCK RETURN

PUCK LOCKED IN AFTER EACH GAME

IDEAL SIZE FOR ANY LOCATION—APPROX. 8 FT. LONG, 2 FT. WIDE

RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER!

SEE—IT BUY IT AT YOUR DISTRIBUTOR NOW!
COINMEN YOU KNOW

Chicago:

(Continued from page 77)

petite shuffle-type bowling good

At Empire Coin Machine Exchange, Gil Kitt and Ralph Siefeldt continue to sing the praises of Shuffle novelty games. Howie Frank, vice president, reports his establishment is doing well in the food vender field, via its refrigerated candy-countertop machine, every indication of success.

With automatic merchandising of foods in prepackaged forms, both sales and prices becoming more of an actuality, it looks to be 1949 for a "food vender," says Tasty Sandwich Company, headed by George Shankel and Florence Vipond, both expert food caterers, is the "actuality" for Deere, with the ladies Snack Pak sandwiches already on location in a number of local plants. Tasty Sandwich Company, recently incorporated, is headed by George Shankel and Florence Vipond.

Wallen Ashton, general manager of the new Milwaukee Manufacturing Company, has his eyes on some all-out production figures for the Kais 2-Way bottle-counter vender and the new all-carton machine designed and engineered by the company. John Franks, head of J. F. Frank Manufacturing Company, continues to ship numerous of his General scales to organizations conducting charity drives. The scales, specially enlarged coin chute accepts copper or silver, banknote to a penny or a half-dollar.

H. F. Burton, Silver-King Corporation, finds that after setting his sales goals three years ago, the smallest of the retail Vending companies throughout the country, the bulk vender, target vendor and candy machine orders have mushroomed upward. Burton says that if things keep on as they are now, next year will see the founding and production facilities in Aurora enlarged.

Year-end news from Advance Machine Company and George Solar, old-line firm headed by E. C. Travis Jr. is not all gloom and doom, wordwise, but adds to the value of past. Burton says that if things keep on as they are now, next year will see the founding and production facilities in Aurora enlarged.

Adolph Raymond, A & M Company, chief of the new Chicago and District Committee, has been working out well, especially in the neighborhood tahp and similar spots, he says. Expanding the area, Adolph points to the upswing in coins per day during recent months. During a turn-about on the trend, A & M placed a number of dishes in a building in a hotel. Raymond performed as a bell boy and was introduced to the machine business, is intended to have it produced as a complete unit by a well-known manufacturer. With all the activity in the cup vendor field during the latter part of the year, however, machine improvement and price-reduction-wise, Levines may come with more vendor news in 1949.

Tony Obelinski, Devices Novelty says that sales are doing better and that the holiday business activity continues to hold up well. Tony, who has been doing the job for several years, is operating the Chesterfield vender out of his shop, is another competitor, to predict good things are in store in 1949.

Victor Vending Machine Corporation is rolling along with the order-accept on its complete Topper line, according to firm-topper H. M. Schel, Victor's single double and recently introduced triple-Topper units still a variety of prices at the firm's headquarters, Schel says.

Leaf Gum Company official Mar- shall Leaf says firm's new Jumbo bubble gum ball will be sold thru special units now in the works by most of the large fountain vendors.

Jimmy Johnson, of Jimmy's Distributing Company, was on the Eastern seaboard last week to wave Merry Christmas greetings to friends all over the Vending world. "It's a good year and we expect to do more of the same for '50," is Jimmy's comment. retail

At J. H. Keeney & Company, cigaretteneed news is that output is maintained at a steady level. Roy McGinnis, president, and John Connors, vice-president, are in active session, which involves retailing and sales work, with the intention of having the 1950 firm's electric de luxe model available for retailing.

Boys base their prognostication on the inclined sales curve for the firm's "186" and "310" bubble gum vender. For the firm's "186" and "310," bubble gum demand, As for the firm's "186" and "310," bubble gum demand, Alex indicates more drink operating.
Philippines: (Continued from page 77)

With parking meters coming into operation in the Germantown section, the city traffic engineer will make a city-wide survey to determine possible sites for the installation of parking meters in view of requests made by business groups in South and West Philadelphia.

Motor Parts Company, local distributors of Columbia records, will take its name from the president of the firm, with the new year, changing its business designation to that of the Stuart G. Louchehnan Company.

Paul Milburn, who operates in Hollywood, was making the rounds.

Other visitors were Harry Graule, Ventura, and H. L. Alderman, of Upland.

Larry Jackson, one of Pico Street’s favorite bally salesmen, got himself a by-line on an article he did for “The California Fish and Game News.” He also does a regular column for the mag. — Paul Milburn, Hollywood coin operator, was renewing acquaintances on Pico Street. Another visitor was Mr. W. H. Bradley, of Covina.

Glen Anderson has sold his vending machines and is now concentrating on sales. — Clyde Dennis, a recent visitor was Mel Snod- derly, who has hails from suburban Chicago. Jerry Cooper visited Pico Street recently to look over some machines. — Ditto for Carl Codd, who operates in San Bernardino. Clyde Denlinger, in charge of his frequent trips in from Balboa.

Frank Butterfield, of the E. T. Maps Company, placed another order for Mustangs. — Archie Lapper, Ventura coinman, was in town.

Make It a HAPPY NEW YEAR with

Williams
TWIN SHUFFLE

Absolutely unbelievable! Does it seem possible! A PERFECT bowling game with two players. All scores and strikes carried and totaled with perfect accuracy while two players alternate from frame to frame. Compete play at its best. Two players in action. Con- stant action at all times! One player, two players, any combination.

Puck returns player quickly, easily. Official ball returns rule and scoring. Convenient machine makes any and all changes for easy servicing.

Unbeatable coin return feature makes money! Unlimited play at any time. Field tested. Sphere of innovation.

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DUP ON VINC

ALLEY

Shuffle Bowler

United

SHUFFLE BOWLER

UNITED

CONSOLES

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Fully Illustrated Catalog

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Termi

Los Angeles: (Continued from page 72)

gate to look over some new equipment, another recent visitor was Jack Mallett, Claremont operator. . . . S. L. Griffin, who operates a few machines, was making the rounds on Pico Street.

Jack Leonard, of Badger Sales Company, reports that juke box business must be good. He just finished shipping a large order of machines to Fairbanks. Incidentally the firm expects the first shipment of Williams’ Twin Shuffle to arrive the first of the year from Chicago. Al Silberman is putting on the steam for the Badger Sales Company vending show slated for early in May. To add to his line of machines he just received the latest model Fruit-o-Matic vender which handles three kinds of coin. Plane-wrapped fruit. Ken Ferrier, Oxnard coinman, took us through a supply of Model 49 North-western venderns from the Badger Sales floor.

Stuart Hamblen visited Mary Solle at the W. H. Leuenhagen Record Bar to plug his new tune, “Pony Express” on the Columbia label. — Earl Bryan, popular record operator, was in Leuenhagen’s stockroom the other day looking over some machines for the holiday trade. — George Joyce was in from Inglewood recently to renew acquaintance with the coin machine men. — Another recent visitor was Mel Snod- derly, who has hails from suburban Chicago. Gary Cooper visited Pico Street recently to look over some machines. Ditto for Carl Codd, who operates in San Bernardino. Clyde Denlinger, up to date with his frequent trips in from Balboa.

Frank Butterfield, of the E. T. Maps Company, placed another order for Mustangs. Archie Lapper, Ventura coinman, was in town.

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The "SHUFFLEBOARD" WITH THE "CONTROLLED PLAYTIME"

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Check SHUFFLE-MITE Features

Eliminates Supervision on Part of Location and assures "Paid Play" at All Times

- Overall length 10'. Weight approx. 200 lbs. Easy to handle.

- Beautifully designed, strongly constructed object. 2 or 4 can play at one time. 10c starts play and controlled "Playtime" runs 10 minutes.

- Profitable... priced LOW, so operator will get his investment back in a hurry.

Now DELIVERING NEW EQUIPMENT

Band Leader, Dancers, K. C. Jazz, Swingbands, Basketball, Roi Swerter, Hot Rods, Baby CHAMPION, Baby CLOVER BELL.

WILL TRADE

CALIFORNIA SHUFFLEPINS — UNITED SHUFFLE-ALLEY

Havana BOWLING GAMES — GENGKI GLIDERS

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ONE BALLS — SLOTS — CONSOLES

Give full details concerning quantity, condition and price

AMUSEMENT SALES CORP.

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Chicago 29, Illinois

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Is Shuffle Lion or Lamb?  
First Impetus Fails To Hold

(Continued from page 24)  
promotion via leagues, etc., got under way.

The actual spread of shuffleboard was determined by several factors.  
Most important of these was an area in which the operator conducted his  

business, and the current conditions in that area. Where amusement games  
flourished, shuffle was slow to appear. (South Dakota, as the year  
ended, was still considered virgin territory for the game.) Too, the price  
of the product, ranging anywhere from $235 to as much as $495, was  
considerably higher than one was being paid for boxboard. It was the price  
factor, more than anything else, which held back the game's progress and  
kept the lion in bounds during the first half of the year.

The outlook for 1980 in the shuffleboard field is quite clear; The  
manufacturing field has built itself to the point where those firms still in it  
are more than likely to continue building and new customers are being  
attained by promotion and the publishing market will be a large 

Actually, shuffleboard has joined  
the ranks of the basic machine business. It has accomplished this in a shorter time period.

14. "Pot-O-Do's" chairman must be notified in order to request a set of cards and  

later than 11 a.m. following day of match.  

latter will result in winning sponsor losing credit for previous 

night's victory.

15. At no time will "Pot-O-Do" exceed $200.  

16. If "Pot-O-Do" reaches $200 it will  

match shall receive any amount over $200.  

17. "Pot-O-Do" will always be located  

sponsoring team winning last match played.  

18. If team holding "Pot-O-Do" cannot  

produce team, night of scheduled  

"Pot-O-Do" will be deleted.  

19. In any event, "Pot-O-Do" shall  

on night of match add $2 to "Pot-  

20. Each player on team challenging  

holding "Pot-O-Do" shall be required  

is paid toward use of shuffleboard  

400 and is then added to "Pot-O-Do."  

21. Players on team holding "Pot-O-Do"  

shall have their names, address,  

and telephone number on the  

they can be reached, to their sponsor.
MILLS' NEW 1949 BELLS

MILLS' NEW VEST POCKET BELL | MILLS' NEW Q T
---|---
Operations on 3-5 Mystery Payset System, 5c Play | A "Panic-Size" Bell. Weights only 25 lbs.
$25.00 | 75 Play, $1.50. 25c Play, $1.35.00

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5c-10c-25c-50c PLAY. WRITE FOR PRICES.

GUARANTEED RECONDITIONED MACHINES

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---|---
Gem | Unit
Treasure Chest | Victory Special
Vegas | 50c
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Tennessee | 1c
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Basket | Triple Action
Jester | 1c
Green Hornet | 1c
Queenie | 1c
Big Sale | 1c

New Box Stands. Single, Double and Triple safes for All Bells.

GUARANTEED RECONDITIONED MILLS BELLS

Jewel Belts, Black Cherry Bells, Bonus Bells, Pocket Bells, 1/2c Play Pocket Bells. WRITE FOR PRICES.

Mills Token Bell!


BELL-O-MATIC CORPORATION
4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

NEW! AMAZING! MONEY MAKING!

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ROCK-OLA SHUFFLE-LANE

TWO MONEY MAKING MODELS

DELUXE 8" SIZE
SUPER DELUXE 9" 6" SIZE

REAL CUTTERS — RAISED PLAYFIELD
MECHANISM DRAWER FOR EASY SERVICING
Cash In On This Money-Maker Now!

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3 Ways to Win Jackpots—4 Ways to Win "$20" Prizes. Up to $56 on three 7's, in addition to Jack- pot and standard Awards. Write for details!

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Victory Derby, P.O. ... $29.50

Mills Jupiter, P.O. ... 49.00

Bally Cozy Corner (W.O.) ... 199.95

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GUARANTEED FINEST Reconditioned-Repaired SLOTS

Mills 56, 10c or 5¢ Prewar Bonus Bells. $19.50

Mills 5, 15 or 25¢ 47 Black Cherry. $119.50

Mills 5, 10 or 25¢ 48 Bonus Bells. $175.00

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Mills 5, 10 or 25¢ 48 Black Cherry Bells. $155.00

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Bally Deluxe Drawballs

Bally Deluxe Drawballs

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Bally Deluxe Drawballs

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**WANT TO BUY**

FREE PLAY CONSOLES

Dale Deluxe Drawballs

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Bally Deluxe Drawballs

Bally Deluxe Drawballs

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FRANK SWARTZ SALES CO.

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**December 31, 1949**

**The Billboard**

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**EVANS’ COALTOWN**

Greatest Free Play Console Ever Built!

Especially Adaptable for Free Play Territory!

EARN UP TO 4 TIMES AS MUCH AS ORDINARY GAMES—BY ACTUAL TEST—WITH FEATURES LIKE THESE!

GUARANTEED ODDS of 24 for 1!

on the first 4 coins played with additional possibility of higher odds!

ODDS “IMPROVER”!

4-COIN REPLAY!

HIGH SCORE!

EXTRA ENTRIES—Up to 3 selections each play.

FAST CONSOLE PLAY! FLASHING LIGHT ACTION!

5c, 10c or 25c PLAY. SINGLE COIN ENTRY.

LUXURY CABINET.

Don't take leaflet! COALTOWN takes in not a few coins, but as many as player desires to improve his Odds and Entries. When player has obtained desired Odds and wishes to improve his Entries, the Odds Holding Button, when pushed, will hold the Odds. Additional coins may be inserted until desired Entries are obtained. Multiple Coin play at its best—and most profitable.

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All Equipment Ready for Location

**ONE-BALLS**

Citation .... $350.00

Gold Cup .... 114.50

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Citation .... $90.50

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Shuffle Bowling, by Bally, 8 Feet.

Bowling Alley, by Chicago Coin, 8 Feet. 2 can play.

Triumph Shuffle, by Williams, 8 Feet. 3 can play.

Twin Shuffle, by Williams, 8 Feet. 150.00

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Cincinnati 14, Ohio

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January 7, 1950

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SHUFFLE-ALLEY

For Immediate Delivery

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"Swinging' Monk"

Continuous, pendulum swinging motion.

Additive players, known noise rolling in. Track and carriage eliminated. Battleship gray cabinet, red trimmed. Complete with rite and stand. 6" high—35" wide—22" deep.

Send for descriptive folder.

COIN MACHINES

The Billboard

December 31, 1949
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2 YEARS from NOW!!

SILVER BULLETS

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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.

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