

The Billboard

DECEMBER 30, 1950 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Festive Show Business Eyes Grim Upheavals Coming Up

FORMULA FOR STARVING

Rank and File Actor Makes \$840 Per Year

NEW YORK, Dec. 23.—Actors' Equity has just completed a second survey of actors' employment in the theater. The latest report covers a 12-month period ending May 27, 1950. While the overall emoluments of the faithful who cultivate the vineyards of the fabulous invalid remain at a shockingly low ebb, the newest figures show a slight improvement.

Since last season showed a drastic decline both in Broadway and road productions, some measure of encouragement may be derived therefrom. Actually, statistics show that an average of 1,168 actors were employed each week in the theater, approximately 20 per cent of the total Equity membership. The first report for the year ending April, 1948, put the employment average at 19 per cent.

Capitol and Arthur Murray Dance on Disks

HOLLYWOOD, Dec. 23.—Capitol Records, in a tie-in with the Arthur Murray dance studios, will issue six dance albums as part of its January 15 release. Each four-record album will be devoted to a single dance form, with the set of six covering the fox trot, waltz, tango, mambo, rumba and samba. In that order, these will be recorded by Ray Anthony, Francis Scott, Les Baxter, Rico, Chuy Reyes and Eric Madriguera. Not regular on Capitol's talent roster, Madriguera was signed only on a one-album basis.

Record company-dance studio tie-in was concluded last week in New York by Capitol's artist-repertoire department vice president, Alan Livingston. Arrangement calls for a large-scale reciprocal promotional campaign aimed at both pushing the album sales as well as the Murray studio chain. Capitol will release the albums in the three speeds. Thousand disk jockeys will receive six-record packages composed of one record from each album.

Similar displays will be set up in the over 200 Murray dance studios throughout the U. S. as part of the tie-in. All Murray dance album buyers will receive two certificates, each entitling the bearer to a free dance lesson. Albums will be used at all the Murray-franchised studios (a complete set will be given to each school). Monthly Murray magazines will continue to publicize album sales. Also, dance series will be tied in with Murray-sponsored style shows in major department stores. This marks the first time Capitol has moved into the dance album field on so large a scale.

The current report shows the same general characteristics of its predecessor. Employment was on the bottom in early June, '49. Burgeoning summer stock lifted it to a peak in mid-July. Silo wind-up and slow-starting Stern season dropped it to another low in September, to be followed by a steady rise to December. Thereafter the employment graph plotted its previous downhill course, with a sharp

Truman Talk a Movie TV Click

NEW YORK, Dec. 23.—The importance of carrying a major special event into motion picture houses via theater TV was demonstrated again last Friday (15), when President Truman delivered his address on the national emergency. Four of the United Paramount Theaters' (UPT) houses used the address on their screens, heralding the fact in advance via promotion and ads. Result was that business was improved well over the norm in all four houses.

Theaters involved were the Michigan in Detroit, the Tivoli in

1% Salary Tax May Bring AGVA \$1,000,000 Per Year

NEW YORK, Dec. 23.—The 1 per cent levy on salaries that the American Guild of Variety Artists (AGVA) will put into effect February 1 will bring the talent union between \$700,000 and \$1,000,000 annually, it is estimated.

Defense Dept. Puzzles FCC

WASHINGTON, Dec. 23.—The Federal Communications Commission (FCC) is puzzled by a request rushed in Capitol Hill this week by the Defense Department for immediate legislation empowering the President to control radio-TV stations and all other "electromagnetic radiations, which might be used to guide an enemy plane or missile in an attack on the United States." In FCC circles, the guess is that the Defense Department has something a lot broader in mind than outlined by President Truman's national emergency proclamation.

The staff of The Billboard extends sincere good wishes for a happy holiday . . . and the devout hope that 1951 will find the free world victorious over the aggressors, and the whole world at peace . . . real peace.

Comic Cox Pens "Violets" Legiter

NEW YORK, Dec. 23.—Wally Cox, who won himself two Donaldson Awards last season for his comic contributions to Dwight Deere Wiman's revue, *Dance Me a Song*, is a busy lad. Along with current TV and night club chores, he has managed to write a play, a comedy called *Violets Are Blue*, and what's more, he's sold it. The buyer, of course, is his erstwhile employer, Dwight Deere Wiman. Wiman has marked down *Violets* for early '51 fall production.

Pat O'Brien "At Mike's" for CBS

HOLLYWOOD, Dec. 23.—Flicker-thesp Pat O'Brien will tape an audition for CBS of *The Things You Hear at Mike's*. CBS programming Veepee Harry Ackerman said the show is first on his new year's work sheet. Seg will be written and produced by Arnie Stander. Audition platter will make the agency rounds and, if not sold, will go on sustaining.

FIRST TIME SINCE WAR II

For the first time since the days of World War II, The Billboard this week omitted some advertising from an issue for lack of space. The size of the publication was also held down in editorial space this week in order to enable staff members in the publishing offices as well as the mechanical departments in Cincinnati to have Christmas day off. All vital news and features, however, are carried.

Exec Call to Arms May Bring Changes

Record Business May Have To Reshift to 78; Other Big ??

By Joe Gaida

NEW YORK, Dec. 23.—Show business, along with the rest of the nation, celebrated the holiday this week, but with an uneasy eye on the future. Many of the effects of the present national crisis are fairly well known (*The Billboard*, December 23 issue), but some of the at least temporary changes the

emergency is likely to create on the highest industry levels are just now beginning to penetrate.

Outstanding example of such possible changes centers about the top executive personnel of the two major radio-TV networks and record company combines. On the Radio Corporation of America-RCA Victor-National Broadcasting Company side, Brigadier General David Sarnoff, chairman of the RCA board, earned his stars in the last years by doing one of the nation's outstanding jobs in com-

(Continued on page 22)

Sheet Sales In 3/4 Time

NEW YORK, Dec. 23.—One of the interesting highlights of the sheet music business during the past year is the fact that two waltzes emerged as the top sellers. These are Acuff-Rose's *Tennessee Waltz* and Spencer Musie's *Goodnight, Irene*. Waltz, according to Larry Richmond, chief of Music Dealers' Service, looks like it will hit three-quarters of a million in sales. This would be the greatest sheet sale since *Cruising Down the River*, Campbell-Connelley's British tune and also a waltz, which was handled in the United States.

(Continued on page 22)

L. A. Gets 1st West Coast Theater TV

HOLLYWOOD, Dec. 23.—Los Angeles will get its first glimpse of big-screen theater television when Sherrill Corwin unveils his 14 by 19-foot screen RCA equipment next week at his Orpheum Theater. Kick-off is scheduled for Wednesday (27), with TV fare to be picked from one of the area's seven tele outlets. At press time Corwin still hadn't decided on what TV program or station he will beam. One of the local stations is expected to prepare a special program salute for the preview event.

Corwin is still vague as to the type of TV material he intends to use on a regular basis. He said no deal has been made for the theater TV rights to KTTV's Rose Bowl telecast.

Equipment was installed at an estimated cost of \$25,000, and is the first of its kind west of Chicago.

Blame TV as Film Landmark Folds

BOSTON, Dec. 23.—First downtown Hub movie theater to close, victim of TV and lessened spending, was the Scollay Square December 12. The house is one of the biggest in New England and has been a landmark since 1916.

No official statement was made about the reason for closing Martin Mullins and Samuel Pinanski operated it jointly as part of their New England-wide M and P chain up to 1948 when that org split. Until 1935, the house played a vaude bill of six acts and a feature film. Fifteen years ago vaude was taken out. The house seats more than 2,500, and was originally known as the Scollay Square Olympia, operated by the late Nathan Gordon.

NBC Plans 2d Tandem Ride

NEW YORK, Dec. 23.—With all but one of the six spots on NBC's *Operation Tandem* sold (Ford, RCA, Anacni, and Chesterfield's two spots), the plan will be expanded as soon as advisable in 1951. Another five sustaining shows (one for each day of the week) will be selected, and spots on the five sold for a time and talent total of \$30,000 per week per advertiser.

(Continued on page 6)

Billboard Backstage

By Joe Csida

We got a few Christmas presents this year, like everyone else, but the best one of all was a confidential report from Bernie Bruns, our circulation manager. This was a Report to the Editors and Management on Factual Reception of The Billboard's New Format. We'd like to convert it into a Report to Our Readers and Friends. As we have already indicated several times previously, the initial verbal and written reactions to the new format was fine; many, many more raves than raps. But this report lays it right on the line. For example, newsstand sales of the first two issues of the new format increased over the last two issues of the old format by 30.06 per cent in New York, 20.25 per cent in Chicago and 50 per cent in Hollywood. These are the latest final newsstand figures available. A total of 5,361 news dealers were sent a post card questionnaire to determine whether they wanted to increase or decrease orders for The Billboard in its new format after the first two issues were published and circulated. The result: Out of 2,019 replies, requests for increases in number of copies exceeded decreases by 237 per cent.

Fast Sellout

Two hundred branches of the American News Company, our distributors, checked 4,719 dealers representing 17,418 copies on the first issue of the new format three days after on-sale date and found that they were 71 per cent sold out. The Billboard sells as many copies the last half of the week as the first half, and this was an unprecedented demand. It continues to the present at the same ratio. A subscription solicitation mailing on The Billboard in its new format pulled 3,891 subscriptions, and a follow-up mailing pulled another 1,372. As Bruns was writing his report, subscription orders were still coming in at the rate of

mailings was the highest in The Billboard's history—and they were cash on the line.

Post card order forms were inserted in some sample copies of the first three issues of the new Billboard. The first issue card brought in 219 subscriptions, the second 256 and the third 281. Up and up with each succeeding issue.

Hitting 60,000 Weekly

Billboard house ads in the November 11 issue alone, the second new format issue (which people could see what it was, and judge how they like it) drew 695 subscriptions, higher than any house ad in any of the old format issues ever pulled.

The Billboard's net paid Audit Bureau of Circulations-checked circulation figure is now hovering

Richards Case Closed by FCC

DETROIT, Dec. 23.—Federal Communications Commission (FCC) Examiner James D. Cunningham Friday (22) abruptly concluded hearings in the license renewal issue concerning G. A. Richards. Cunningham ruled that the essential evidence has been submitted and indicated he would issue his own final decision five or six months hence.

Cunningham refused to issue an oral decision, as sought by Hugh Fulton, Richards's counsel, and gave both sides 90 days in which to file findings of fact—tantamount to recommended rulings by the two groups. Any examiner's ruling is subject to review by the full Commission.

Earlier, John Patt, newly named president of the three Richards stations, revealed that a plan to turn the broadcasting properties over to trustees has been withdrawn. This was held to indicate strong confidence by Richards in the ultimate outcome of the case.

CBS To Kine J. Davis, Arnaz-Ball Shows

HOLLYWOOD, Dec. 23.—CBS will kine live auditions of two shows early next month, one featuring Joan Davis and the other co-starring Lucille Ball and Desi Arnaz.

Davis show will be a situation comedy seg, while the Arnaz-Ball vehicle will follow the family comedy lines of Miss Ball's radio series, *My Favorite Husband*.

Monarch for Godfrey

NEW YORK, Dec. 23.—Arthur Godfrey this week hooked another daytime radio sponsor when Monarch Foods purchased the 10-10-15 a. m. strip on CBS, in which it will begin alternating with Toni beginning Tuesday (26). The alternating arrangement gives one sponsor the benefit of Godfrey's plugs three times one week and two times another.

TV SPOT NEWSCASTS UP MOVIE B.-O. TAKES

Chicago, the Paramount and the Brooklyn Paramount in New York. First two houses jumped about 400 admissions each for the show during which the speech was flashed. The Manhattan Paramount, also issuing no statement on the take, said that Truman's speech "helped considerably." The kine prints from the Manhattan house then were rushed to Brooklyn and shown there, with a like beneficial result.

The greater significance here is not how much business was helped, but rather, how much of a slump was forestalled by the theaters' coverage. Past events which were not covered indicate the importance to the houses of making available to the customers events which they might otherwise stay home to see.

See Idea Spreading

One such event was the recent Joe Louis-Ezzard Charles fight for the heavy-weight championship. The LPT was interested in flashing the battle but could not secure rights within its budget. The terrific

TV Keeps 'Em Close to Home In Milwaukee

Telephone Survey Shows 10% Boost Since 1942 Poll

MILWAUKEE, Dec. 23.—Is television actually keeping more people at home than ever before? A survey, which top WTMJ-TV executive Walter Damon claims is the first of its kind in the industry, answers this question with a positive "yes!"

Milwaukee study is based on percentage of attempted phone calls against completed phone calls arrived at in staff check made in pre-TV days, compared with calls made today, when 19.7 per cent of families here are set owners.

Calls were made over a two-week period to 26,396 homes selected at random from the telephone directory. A five-day week-

end in November, 1950, resulted in 82.7 per cent "at home" calls. Previous check in May, 1942, prior to impact of television in Milwaukee, found only 71.3 per cent "at home" during the same hours.

Percentage-wise, the number of completed calls were greater at night, the biggest gain in stay-at-homeers was picked up during the afternoon hours when video shows were being aired.

Biggest single evening gain in "at home" calls was Monday evenings. A similar study showing same general results was made in January of 1950 and was based on 17,970 calls. At that time 23.4 per cent of all Milwaukee families owned television receivers.

NPA Groups To Recommend AM-TV Set Material Controls

WASHINGTON, Dec. 23.—A group of "task forces" to make recommendations on controls of all vital materials affecting the radio-TV sets manufacturing industry sprang into operation this week in the wake of a series of conferences with the National Production Authority (NPA). Amid reports circulated here indicating that the electronics industry will be getting military contracts up to \$5,000,000,000, NPA spokesmen indicated that the figure will probably be closer to \$4,000,000,000, and emphasized that this goal is not likely to be realized until late 1951 unless unforeseen methods are arrived at for stepping up military conversion.

Meanwhile the NPA said that more regulations for control of critical materials, such as copper, aluminum, steels and cobalt will be needed. In the wake of a meeting with the radio, television and household appliance wholesale advisory committee, the NPA issued a statement declaring that "growing defense needs" for vital

Washington Once-Over

By Ben Atlas

WASHINGTON, Dec. 23.—Of more than passing importance to the amusement industry is a report soon to be made public by one of Uncle Sam's agencies showing that soaring personal income has reached a record total of over \$231,000,000,000. The report will forecast even bigger peaks for 1951. The show world is due for a bigger chunk of coin not only because of the seam-bursting growth of cash in the populace's purse, but also because of the diminishing goods and services for which the money can otherwise be spent.

Altho administration economists have been foretelling the trend as an obvious corollary to fast-growing employment and wage rises, the spectacular speed of the upsurge has surprised some of the experts. In September, total personal income reached \$224,000,000,000, which at the time was a record peak, \$19,000,000,000 above the figure for the year's previous quarter. By October, the total had risen to \$239,000,000,000. The end of the climb is nowhere in sight.

Hopalong Inflation

Riding high in the shadow of that growing cash, however, is inflation, hardly a specter any longer but a reality as unabashed as Hopalong Cassidy. How to curb inflation is besetting the experts as sorely as is the related problem of how to check the Communists.

Adm. Offered CBS's Color, Says Siragusa

CHICAGO, Dec. 23.—Ross D. Siragusa, president of the Admiral Corporation, still insisted today despite denials of Frank Stanton that Stanton offered to sell Admiral the CBS color system "lock, stock and barrel" for \$3,000,000 in May, 1949.

After reaffirming his statement, Siragusa said, "The matter is closed." The Admiral chief tossed his bombshell casually in a speech here Wednesday (20) to the Investment Analysts' Club. Siragusa then said, "I think the most forceful way to summarize my views about it is to tell you that in 1949 Frank Stanton, president of Columbia, offered to sell Admiral its color system lock, stock and barrel

for taxes and all sorts of other controls. Even if wages and prices are eventually frozen by government decree, however, the total income is expected to continue advancing for awhile along with production lines and the number of people on pay rolls. As the picture

Norwich Drug Inks CBS-TV News; Cig Firm Ogles Moore

NEW YORK, Dec. 23.—CBS-TV this week sold Norwich Pharmaceutical a quarter-hour news slot and was on the verge of selling Cavalier Cigarettes three segments of the Garry Moore daytime show. The drug company will take over sponsorship of the *Week in Review* with Den Holdenbeck, 11-11:15 Sunday morning, beginning January 14. Benton & Bowles is the agency.

If the Cavalier purchase becomes firm, the company will take over the 2:15-2:30 p.m. segment on Mondays, Wednesdays and Fridays. Cavalier has only used video spots in the past. The show would also pre-test daytime TV for Camels, also made by R. J. Reynolds. William Ealy is the agency.

Cocoanut Grove Plans Tele Remote

HOLLYWOOD, Dec. 23.—Cocoanut Grove, oldest of the Coast's famed swankeries, will become the origination point of a tele show. Ashton Stanley, who manages the Ambassador Hotel and its Grove, told *The Billboard* that immediately after the first of the year spot will be the scene of a regular weekly tele remote show.

Stanley said the Grove will hire additional attractions for the tele show, as well as use some of the talent appearing at the spot. Niterly originations have been scarce in these parts. Paramount's KTLA tried it at Southside L. A.'s Red Feather, but lack of fresh weekly entertainment caused its fade-out. KTLA also is pulling in band remotes from Spade Cooley's Santa Monica, Calif., Ballroom and Oscar Park's Aragon Ballroom. KLAG-TV is doing a weekly remote from the Hollywood Palladium. Grove show will be the first Class A niterly to serve as origination point for a regular telecast.

Stokey Prez of ATAS

HOLLYWOOD, Dec. 23.—Mike Stokey, of pantomime quiz fame, has been elected proxy of the Academy of Television Arts and Sciences (ATAS), replacing Syd Cassyd. Also voted into office for 1951 were Hall Roach Jr., first vicepres; Harlan Thompson, second vicepres; Betty Mears, secretary; Fred Henry, treasurer; Isabelle Pantone, recording secretary; Harry Koplar, secretary to the treasurer; and Mark Finley, corresponding secretary. New officers will be installed at the third annual awards dinner, Tuesday, January 23, at the Ambassador Hotel.

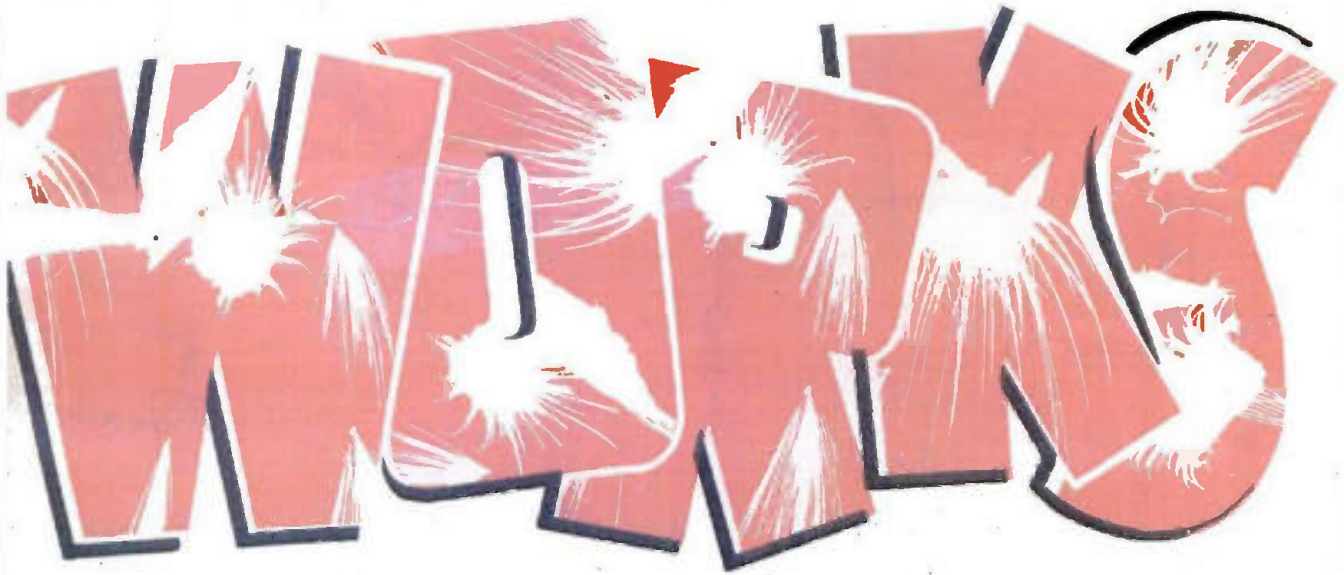
WGAR Distributes \$

CLEVELAND, Dec. 23.—Employees of WGAR here received a total of approximately \$40,000 at the station's annual Christmas party. The station also paid \$58,000 into the employees' pension fund for the current year, according to WGAR Presy John F. Patt.

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TV-Radio	2
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STATE



PROFITABLE BEST!!!!

WE SALUTE

The many new and old friends we have been privileged to serve in 1950 and extend Season's Greetings To All.

Northern Maine State Fair, Presque Isle, Me.

Bangor State Fair, Bangor, Me.

Fair, Lewiston, Me.

July Fair, Windsor, Me.

Farmington Fair, Farmington, Me.

Union Fair, Union, Me.

Fryeburg Fair, Fryeburg, Me.

Sandy Creek Fair, Sandy Creek, N. Y.

Afton Fair, Afton, N. Y.

Booneville Fair, Booneville, N. Y.

Elmira Fair, Elmira, N. Y.

Brookfield Fair, Brookfield, N. Y.

Norwich Fair, Norwich, N. Y.

Barton Fair, Barton, Vermont

Lyndonville Fair, Lyndonville, Vermont

Canadian National Exhibition, Toronto, Ontario

Calgary Stampede & Exhibition, Calgary, Alberta

Saskatoon Industrial Exhibition Ltd., Saskatoon, Sask.

North York County Agricultural Society, Simcoe, Ontario

Prince Albert Agr. Soc., Prince Albert, Sask.

Estevan Fair, Estevan, Sask.

Yermillion Fair, Yermillion, Alberta

(those omitted attributed to lack of space)

Joseph J. Godin, Pres.

Roger J. Godin, Vice-Pres.

Edmund J. Godin, Gen. Mgr.

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LET US FURNISH YOU WITH A PROPOSAL TO FIT YOUR REQUIREMENTS AND BUDGET.

NO SPECTACLE TOO LARGE,
NO PROPOSITION TOO SMALL

FAIR SECRETARIES, MANAGERS, COMMITTEES

Advise us when your attractions committee will meet. We shall be happy to discuss your requirements in person at your convenience.

Direct from factory to you . . . thus you get more for less. We manufacture what we sell . . . thus you save.

Here's why those who know the best select INTERSTATE FIREWORKS every time:

- GREATER DOLLAR-FOR-DOLLAR VALUE**
As basic suppliers of fireworks materials, we make our own materials and manufacture practically everything that goes into our fireworks right from the ground up. Thus the larger scope of our manufacturing organization, plus our great buying power, enable us to offer you greater dollar-for-dollar value than any other company.
- SHOWMANSHIP**
There is a great deal more to putting on a successful fireworks display than just touching off so many fuses. Our Display Service can give your show real showmanship with just the professional touch it needs to make it a success.
- EXPERT WORKMEN—AND WORKMANSHIP**
All our displays are fired by expert pyrotechnists—men whose sole business is to see that you get the best show possible for your expenditure—a service that costs you nothing extra. Every Interstate Fireworks display is designed and built by experts—men who know exactly how to produce the effects and brilliant spectacles desired.
- COMPLETE INSURANCE COVERAGE**
Interstate Fireworks, as the largest concern of its kind, can and does provide complete insurance protection, an absolute necessity for any event. Thus, you take no chances, run no risk of "come-backs" when you let Interstate handle your display.
- ASSURANCE OF SATISFACTION**
It is always an assurance of satisfaction to deal with a big company—one you know to be thoroughly responsible and in a position to carry out its obligations to the fullest extent.
- QUALITY**
Highest standards of quality are maintained throughout every step of our manufacture.

In Canada: FOR THE CONVENIENCE OF OUR DOMINION FRIENDS

ACT NOW!

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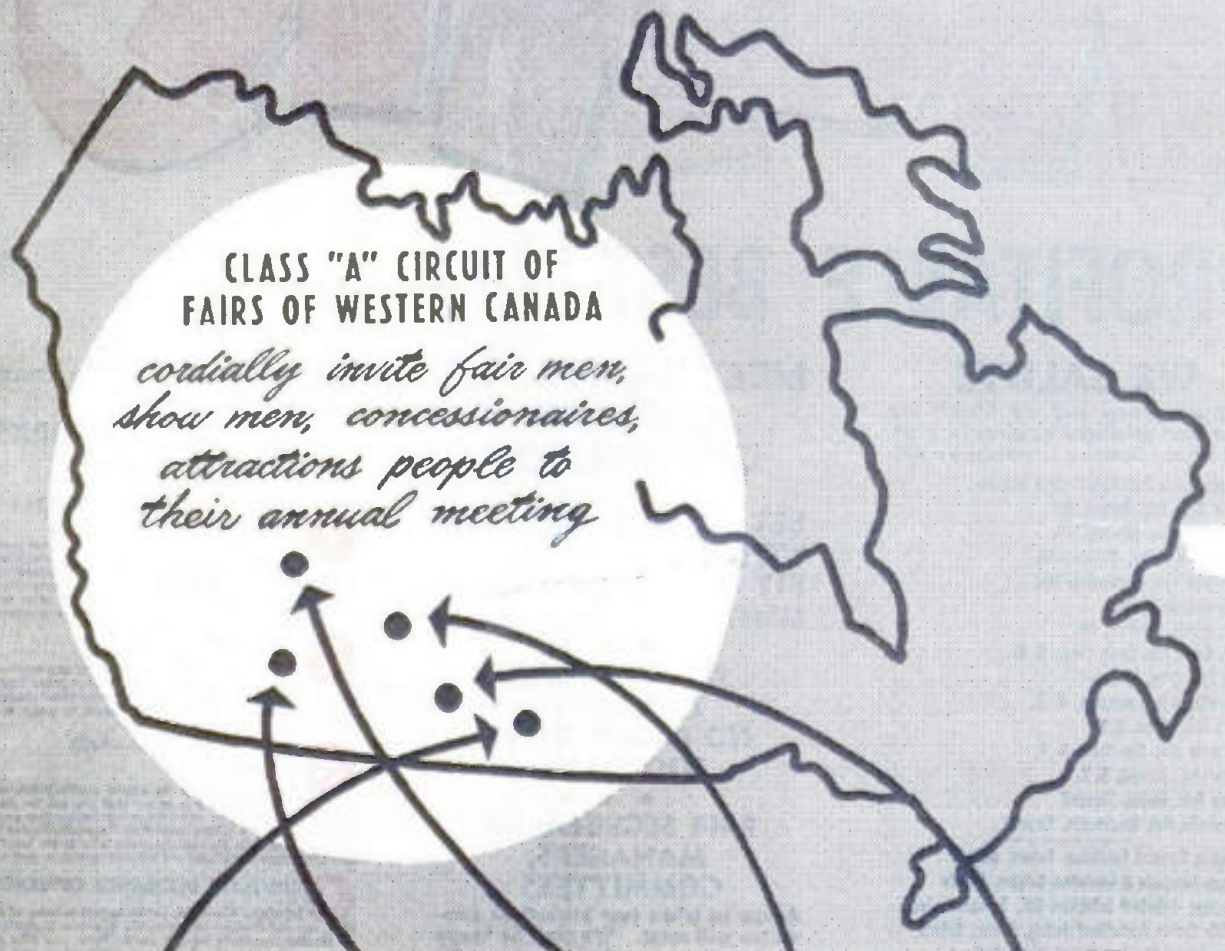
INTERSTATE FIREWORKS MFG. & DISPLAY CO., LTD.

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PLAZA 5121

TORONTO, ONTARIO

Western Canada Association of Exhibitions



★
THE PROVINCIAL
EXHIBITION OF MANITOBA
BRANDON, MANITOBA
1951
JULY 2nd to 6th

★
CALGARY EXHIBITION
AND STAMPEDE
CALGARY, ALBERTA
1951
JULY 9th to 14th

★
THE EDMONTON
EXHIBITION
EDMONTON, ALBERTA
1951
JULY 16th to 21st

★
SASKATOON INDUSTRIAL
EXHIBITION
SASKATOON, SASKATCHEWAN
1951
JULY 23rd to 28th

★
THE REGINA
EXHIBITION
REGINA, SASKATCHEWAN
1951
July 30th to AUGUST 4th

Annual Meeting
Jan. 22-23-24 1951

Fort Garry Hotel
Winnipeg, Manitoba

AM-TV Pacts May Revive 'War Clause'

NEW YORK, Dec. 23.—General restoration of a "war clause" in time and talent AM-TV contracts is expected to materialize within the near future, according to network and agency executives. There are several developments leading to this step. One is the anticipated shortage and allocation of material; another is reduction of civilian production, accompanied by price freezes, and another is increasing conversion to war production. Under these circumstances, advertisers feel they should have the right of cancellation provided by war clauses. Meanwhile, the automobile industry reacted sharply to this week's government order freezing

car prices. Chrysler this week canceled one campaign for its Dodge line and is endeavoring to cancel commitments made for one-week saturation drives in connection with the forthcoming debut of the 1951 Plymouth and Chrysler lines.

CBS did not allow either Plymouth or Chrysler to bow out of its deals.

The local Chevrolet Dealers' Association this week also reneged on proposed sponsorship of the latter half of the Madison Square Garden telecasts from WPIX here. Pontiac, which with Cadillac is the only other General Motors car affected by the price roll-back, is well in the midst of its new car spot radio campaign.

Buick has already firmed-up a six-show, one-week radio deal with ABC and will have to stay with it. The new Buick unveils January 20, and by that time the company hopes that the situation will become unscrambled. Oldsmobile, as far as could be learned, will stay with its new strip on CBS-TV and its recently acquired Sam Levenson show on the same web.

Car production is certain to be severely curtailed because of material shortages. The price roll-back may mean limitations on advertising budgets, because not only will less money be available for plugging, but labor increases will have to be paid out of current car prices. And, most important, curtailed production means that all the cars that can be made will be sold.

Pearson Loses Adam Hats Seg; ABC Offers 16G

NEW YORK, Dec. 23.—Drew Pearson's contract with Adam Hats will not be renewed or extended after its expiration February 18, according to Charles V. Molesworth, president of the firm. The reason given was "a planned change in advertising media for 1951." Ward Wheelock now handles the account.

It is certain that the cancellation was turned in long before Pearson's feud with Sen. Joseph McCarthy (R., Wis.) hit the newspaper this week. ABC authorities revealed that the cancellation was turned in November 15 and that shortly thereafter the network made its own \$16,500 weekly offer to Pearson for combined AM-TV rights.

Adam officials said they had been receiving strong encouragement from numerous listeners who support Pearson's stand against McCarthy. The senator, in turn attacked the commentator, accusing him of having Communist front ties. McCarthy demanded that people stop buying Adam hats as long as that firm has Pearson under contract.

The row culminated in physical action last week when the two tangled in a cloakroom brawl at the swank Sulgrave Club in Washington. McCarthy has not responded to Pearson's challenges to repeat his charges off the Senate floor, so that the lawmaker can be subject to a libel law suit.

RCA Has Biggest Year, 75% Is Tele

NEW YORK, Dec. 23.—This year was the biggest in the history of the Radio Corporation of America (RCA), with TV accounting for about 75 per cent of the gross income, according to board chairman, David Sarnoff's, year-end statement this week. He said profits and dividends to stockholders were larger than ever before and noted a substantial increase in employment. Total payments to stockholders during 1950 consisted of \$3,152,800, preferred, and \$20,786,000 on common stock.

Sarnoff referred to the Federal Communications Commission's (FCC) decision on color as "arbitrary and capricious and unsupported by substantial evidence."

He stressed the importance of television service qualifications to "speed the nation's defense mobilization efforts," citing TV's effectiveness as a training medium.

WHO OKAYED THAT COPY?

NEW YORK, Dec. 23.—Hal Davis, vcep of Kcnyon & Eckhardt, has begun compiling a glossary of advertising terms. Three samples: "Of course, this idea is off the top of my head." Translation—This burn has been thinking about this problem for eight months and this is the best he can do. "Sound thinking." Translation—The client likes it. "Very sound thinking." Translation—The client bought it.

Hadacol One-Shot Set on ABC With Groucho, Judy, Vic

NEW YORK, Dec. 23.—The Hadacol show, featuring Groucho Marx, Judy Garland and Vic Damone, this week set itself a one-shot on ABC Saturday, January 13, at 9 p. m. The airing follows broadcasts of the show the preceding night over the Liberty net and MBS. The stanza heralds the entrance into the Coast market, and will feature some palaver from Louisiana State Sen. Dudley LeBlanc, head of the proprietary medicine outfit. LeBlanc says he also may do some film financing while on the Coast, whence the show will originate. Talent was placed thru the William Morris agency, with business set thru the Majestic ad agency.

Defense Dept.

• Continued from page 1

mation which already gives him power to control broadcast stations whenever he sees fit.

Mark Leva, assistant to Defense Secretary George C. Marshall, submitted letters to the Senate and House Armed Services committees asking for opportunity to testify as soon as possible in secret sessions on the urgency for the proposed legislation.

As disclosed in these columns months ago, the White House and Defense Department have long been studying the danger of enemy planes using powerful broadcast beams of domestic stations to guide missiles or planes to a target. When the Broadcast Advisory Council (BAC) conferred with President Truman and defense officials here last week, they said they were assured that radio-TV's role in the defense emergency would be on a voluntary basis, but it was made clear that the President would be ready at any time to exercise his power to take coastal stations off the air in event of an alert of enemy planes near our coasts.

NBC 2d Tandem

• Continued from page 1

ent advertisers are highly pleased with results, and that they have found a solid supplementary form of advertising for their own exclusive shows. Chesterfield, for example, has built its Tandem spots around gag material featuring Bob Hope and Bing Crosby, both of whom, of course, are Chesterfield full-show properties. NBC declares that its research shows that with average ratings of 10 for each of the Tandem shows, listeners are being delivered at an average cost of 58 cents per thousand.

Thanks
to
Everyone
for
Everything...

Billboard

This One



C84Z-8SK-W103

DECCA ACQUIRES DEUTSCHE LINE

Rackmil Pacts Reciprocal Deal; Will Expand Longhair List

NEW YORK, Dec. 23.—Milton Rackmil, president of Decca Records, this week completed an agreement with the Deutsche Grammophon diskery of Germany which will give Decca the exclusive rights to the European firm's catalog for the United States and its possessions and territories.

Deal also gives Decca rights to the line for Cuba, the Philippines, Canada and its territories. In exchange, the German firm will receive the rights to the American Decca catalog for Germany, Austria and Norway.

The deal will supply Decca with material with which to nurture its recently inaugurated gold label longhair series. It will place Decca in a position to build as a serious competitor in the longhair busi-

A DAY FOR TUNES

Grean Sets Time for Pubs' Songs

NEW YORK, Dec. 23.—Charles Grean, manager of RCA Victor's popular artists and repertoire department, is changing his department's procedure for dealing with music publishers. One day (or more if necessary) will be set aside, on which publishers will be invited to submit their tunes. Grean, himself, Hugo Winterhalter and Dewey Bergman will listen to tunes as a group. Publishers will be requested to leave the a. and r. staff alone on other days of the week.

This is the same procedure which Jim Conklin, Capitol Records a. and r. topper, has followed for some time with good results. At Victor, up till now, publishers were divided up among the various a. and r. men on the staff, and could approach their "contact" any time.

Brauns File De Luxe Suit

CINCINNATI, Dec. 23.—Jules Braun, Linden, N. J., and his brother, David, Newark, N. J., minority shareholders in the De Luxe Record Company, Linden, filed suit in Common Pleas Court here Saturday (15) against six defendants, seeking \$250,000.

The defendants, King Records, Inc., Royal Plastics Corporation, Sidney Nathan, Howard Kessell and John G. Kelley Jr., all of Cincinnati, and Jack Pearl, New York, were charged in the suit with having "deprived minority stockholders of their interest and assets and diverted to themselves the good will of De Luxe."

The Brauns, thru attorney Harry Kasfir, allege that the defendants had diverted assets of De Luxe to King Records and Royal Plastics which could have been used to

(Continued on page 27)

All Disk Prices Upped in Canada

TORONTO, Dec. 23.—Records in Canada have risen in price, similar to the situation in the United States. Decca's 75-cent line rose a dime, while London's did the same. Mercury hoisted theirs from 75 cents retail to the new standard 85 cents. Retail price of MGM Records were always 85 cents in Canada, so the line held steady. In the quality record line, price rise went into effect December 15.

Albums all down the line went up according to the amount of the rise in record prices. Increase is due to same reasons

(Continued on page 27)

ness. The diskery's longhair line to date has been drawn from domestic recordings and from the catalog of the Parlophone waxery of England. The Deutsche Grammophon deal will in no way affect the Parlophone set-up.

The German line will pave the way for Decca to build a standard longhair catalog, since it is one of the leading and most complete of the European lists. Deal calls for Decca to have access to all matrices on hand as well as to all new recordings scheduled to be made by Deutsche Grammophon.

Includes "Arelidiv" Series Deal also calls for Decca to have the rights to the Deutsche Grammophon archive series, a newly launched series of authentic reproductions of German and other European composers' works until the time of Bach. The standard works of the German catalog will be released on the regular monthly list of the gold label series while the archive series will be issued periodically.

The German artists' roster is comprised of a number of top artists. Available to Decca will be recordings by conductors Victor De Sabata, Eduard Von Beinum, Herbert Von Karajan, Eugen Jochum and Carl Schuricht; orchestras including the Berlin Philharmonic, the Concertgebouw, the Dresden Philharmonic and the Munich Philharmonic; pianists Monique Haas, Wilhelm Kempff and Ely Ney, and singers including Erna Berger, Heinrich Schlusnus and Hans Hotter.

First release drawn from the Deutsche Grammophon catalog will be ready for a February 1 shipping date. Disks will be sold mainly on long-play platters.

Decca To Sign Tutti Camarata

NEW YORK, Dec. 23.—Tutti Camarata has virtually sealed a waxing pact with Decca Records. The composer-conductor is expected to ink the finalized pact momentarily. Deal is a straight artist's recording contract.

It is believed that Camarata will concentrate primarily on his original writings for disk material. It is also understood that Camarata, drawing from his experiences as artist and repertoire topper for London Records—a post he gave up some four months ago—will be used by Decca to record in England and on the Continent.

To Up Prices or Roll Back? Diskeries in Sore Quandary!

Recent Hikes Adjudged "Vital," Yet Sentiment Is: "Wait and See!"

NEW YORK, Dec. 23.—Federal government's plans for freezing prices at the levels of December 1 caused a flurry of speculation in the music business, even as new diskeries were switching to higher prices.

Both the recording and publishing facets of the music industry, however, presented identical points of view, namely: Such price hikes as were recently instituted were vitally necessary, and the music industry "qualifies" under the so-called standards laid down by the Economic Stabilization Administration (ESA).

It was pointed out, however, that while the government's plans, as originally announced, called for voluntary control by industry itself, the tendency has been toward increasingly severe government supervision. This was indicated late this week when Washington sent telegrams to manufacturers whose volume exceeded \$500,000

RCA-COMO PACT FIVE-YEAR DEAL

NEW YORK, Dec. 23.—Perry Como was feted at an RCA Victor party for employees and the press at the Stork Club Wednesday night (20) to celebrate both his resigning with the diskery and his fourth million-copy record.

Como's new pact is for five years with the payments spread over 10 years. His yearly guarantee is estimated to be in the vicinity of \$75,000—\$375,000 in all, payable over 10 years.

The warbler received gold platters of the 4,000,000-copy disks.

Southard Job Split Twix Wexler, Earl

Diskery Executive Takes High Post At Times-Columbia

NEW YORK, Dec. 23.—Paul Wexler, recently appointed Columbia Records' sales manager, this week was placed in charge of all sales; and Albert Earl was promoted to advertising manager. These moves by Columbia prexy Edward Wallerstein followed the resignation this week of Paul Southard, vicepre in charge of sales and merchandising. Southard becomes executive vicepre of Times-Columbia Columbia Records district for the New York area. Southard has long been a stockholder in this organization.

Presumption is that Southard's duties and responsibilities will be split between Wexler and Earl, with the former supervising the straight sales operations and Earl, advertising and promotion. It is understood that Columbia does not plan a successor for Southard at this time.

Southard is the third upper

(Continued on page 27)

Decca Discontinues 50c "10000" Series For Canada Trade

TORONTO, Dec. 23.—Decca is discontinuing its retail 50-cent line, known as the 10000 series, after the first of the year. Most of line is made up of early Bing Crosby, Guy Lombardo and Ink Spots recordings.

However, it is considered likely that some of the hotter selling numbers will be reissued and put on a series to sell for 85 cents. Thus far this discontinuance is limited to Canada.

ASCAP STILL ON CONSENT PLAN

Board Searches for Modification; Talk Is Strong for 30% Basis

NEW YORK, Dec. 23.—While this quarter's checks to the American Society of Composers, Authors and Publishers (ASCAP) are going out on the same basis as last quarter—the 60-20-20 consent decree pay-off which provoked shattering yawns from most of the recipients last October—the ASCAP writer board has been meeting two and three times a week in search of a workable modification.

And in those huddles there is strong talk for an availability rating for writers, perhaps on a 30 per cent basis. The 30 per cent might conceivably come out of the 60 per cent now allocated on the basis of five-year performance averages.

This quarter's melon is 10 per cent better than last—making about \$2,200,000 to be split—\$1,100,000 for pubbers, \$1,100,000 for writers. Checks are not officially due until January 10, but the practice is to pay the last quarter on an estimated basis before Christmas.

Sitting in with the regular board members like George Meyer, Stan-

ley Adams, Edgar Leslie, Paul Cunningham, et al, are a trio of Coast writers, Ned Washington, Wolfe Gilbert and Bob MacGinnsey; Jacques Wolfe, representing the standard criers, and Milton Drake and Mack David for the Eastern pop writers. Each has been given an equal say with the board members.

The Coast delegation, it is re-

(Continued on page 27)

Diskery Pacts Full DJ Skeds For Top Stars

Columbia Revamps Spinner Promotions Thru "A-B-C" Jocks

NEW YORK, Dec. 23.—Columbia Records has revamped its deejay promotion schedules so that four of the label's artists are guaranteed full spinner promotion on all their releases. They are Doris Day, Sammy Kaye, Jo Stafford and Frank Sinatra.

The diskery has three deejay lists: "A" has 600 jocks, "B" has 500, and "C" 400. New arrangement means that all releases on the four above-named performers go out to all three lists.

A diskery spokesman pointed out, however, that disks by other artists have been and will continue to be eligible for the A-B-C treatment, and all disks will be reviewed for that possibility. Until the guaranteed treatment for the four toppers was set up, the usual practice had been to start a disk with the A list; if it showed signs to continue with B and then C. Certain special promotion disks, however, have been tabbed for the full treatment right along.

Brackman for Hollis BMI Job

NEW YORK, Dec. 23.—Al Brackman, until today professional manager of the Pickwick Music Corporation, Leeds affiliate, and previously associated with Mills Music and the Big Three, will head all Broadcast Music, Inc. (BMI), operations for Hollis Music, Inc., the Howard S. Richmond catalog which publishes "The Thing and The Thing Kind, among others. Brackman will also be active in Richmond's Spencere Music Corporation (publisher of Goodnight, Irene) in association with Pete Kamern, who continues as general professional manager of Spencere.

Brackman takes over his new post January 3.

Increased activities scheduled for Hollis Music during 1951 consist chiefly of a "special package" exploitation plan. The idea is to provide disk artists and wax companies with unusual tunes, each worked up with its own promotion plan incorporating the angle of "proved audience appeal."

Hollis also plans a standard music department.

802 & WINS Plan Huddle

NEW YORK, Dec. 23.—Local 802 reps will meet with local Station WINS execs during the first week in January in order to discuss the employment of musicians on the station. This is the first such labor-management confab since April, when the station dispensed with live musicians.

The union has been picketing since the first week in October, when the anti-picketing injunction obtained by WINS was lifted by court order.

Capitol Brass To Embark On Branch Tour

HOLLYWOOD, Dec. 23.—Capitol Records' top-line brass will take to the road for a series of six sales and presentation meetings with branch and distributor managers and salesmen. Those making the junket include Glenn F. Wallichs, prexy; Floyd Bittaker, sales and distrib vicepre; Alan Livingston, kiddie and album artist-repertoire vicepre; and Lloyd Dunn, merchandising director. Trip is similar to a junket made by the label's toppers the first of this year, during which Capitol's new line and merchandising plans were unveiled before its branch and distributor managers and sales force.

Initial meeting this year will be in Los Angeles January 3. Others will be in Dallas, January 4; Atlanta, 5; New York, 7; Cleveland, 12, and Chicago, 13. Among subjects to be discussed at the meetings will be Cap's joint promotional campaign with Arthur Murray on a series of six dance albums (see other story this issue) and diskery's as yet undisclosed new merchandising plans.

THE BLENDERS

-Exciting New Vocal Group!



Sing

"LITTLE SMALL TOWN GIRL"

(With The BIG TOWN Dreams)



and

(I'm Afraid)

THE MASQUERADE IS OVER

DECCA 27403 (78rpm)

DECCA 9-27403 (45rpm)

SPECIALS

So Long Lonesome Traveler	GORDON JENKINS and THE WEAVERS Decca 27376 and *9-27376
My Heart Cries For You Tater Pie	EVELYN KNIGHT and RED FOLEY Decca 27378 and *9-27378
Music By The Angels Someone Else Not Me	RED FOLEY Decca 46285 and *9-46285
Smoke On The Water No. 2 Hot Rod Race	RED FOLEY Decca 46286 and *9-46286

BEST SELLERS CONT'D

Daddy's Little Boy I Still Love You	MILLS BROTHERS Decca 27226 and *9-27226
Goodnight-Tears Yaaa Yaaa Yaaa	GORDON JENKINS and THE WEAVERS Decca 27077 and *9-27077
Play A Simple Melody Sam's Song (The Happy Tune)	GARY CROSBY and FRIENDS Decca 27112 and *9-27112
It Is No Secret I Hear A Choir	BILL Renny of THE INK SPOTS and THE SONG SPINNERS Decca 27324 and *9-27324

NEW RELEASES—SINGLES

Use Your Imagination From This Moment On	GUY LOMBARDO Decca 27351 and *9-27351
Walking With The Blues The Gaucho	VIC SCHOEN Decca 27352 and *9-27352
The Lord's Prayer (Mozart) Ave Maria (Schubert)	BILL Renny of THE INK SPOTS and THE SONG SPINNERS Decca 14538 and *9-14538

COMING UP

The One Flower Melody (Yum-Dee-Dee-Dee-Dee) My Heart Cries For You	VICTOR YOUNG Decca 27333 and *9-27333
You're Just In Love Something To Dance About	ETHEL BERMAN and DICK HAYMES with GORDON JENKINS Decca 27317 and *9-27317
Use Your Imagination From This Moment On	GUY LOMBARDO Decca 27351 and *9-27351
Lemonade (You Dye Your Hair) Chartrouse	LOUIS JORDAN Decca 27324 and *9-27324
The Best Thing For You Marrying For Love	ETHEL BERMAN with GORDON JENKINS Decca 27316 and *9-27316
I Guess I'll Have To Dream The Rest Everything Happens To Me	DICK HAYMES and TOMMY DOWEY Decca 27312 and *9-27312
I Am Loved Nobody's Chasing Me	EVELYN KNIGHT Decca 27281 and *9-27281
If You've Got The Money, I've Got The Time Tear Drops From My Eyes	JUNE HUTTON with LEE GORDON SINGERS Decca 27329 and *9-27329

All My Love The Swiss Bellringer	GUY LOMBARDO Decca 27116 and *9-27116
A Bushel And A Peck Gyps And Dolls	ANDREWS SISTERS with VIC SCHOEN Decca 27252 and *9-27252
Sleigh Ride The Telephone Song	ANDREWS SISTERS with VIC SCHOEN Decca 27310 and *9-27310
The Thing The Little White Duck	DANNY RAYE Decca 27350 and *9-27350

NEW RELEASES—ALBUMS

GOLD LABEL SERIES

THE SYMPHONIES OF WILLIAM BOYCE

THE ZIMMER SIMFONIETTA
ALBUM DK-105 • Two 12-inch Long Play Microgroove Unbreakable Records • Price \$9.70

PROKOFIEFF

QUINTEY Opus 39
OVERTURE ON HEBREW THEMES.
Opus 34

HOWARD SWANSON NIGHT MUSIC

The New York Ensemble of the Philharmonic Scholarship Winners
DIMITRI MITROPOULOS, Conductor
DL 8511 • 12-inch Long Play Microgroove Unbreakable Record • Price \$4.85

RICHARD TAUBER

An Operatic Recital
DL 8512 • 12-inch Long Play Microgroove Unbreakable Record • Price \$4.85

SCHUBERT

SONATA IN A MINOR—Opus 143
IMPROMPTU IN B FLAT—Op. 142, No. 3
IMPROMPTU IN E FLAT—Op. 90, No. 2
LILI KRAUS, Piano

DL 8506 • 12-inch Long Play Microgroove Unbreakable Record • Price \$4.85

GIUSEPPE DE LUCA

Bariitone in Italian

PIETRO CIMARA at the Piano ITALIAN ART SONGS

DL 7505 • 10-inch Long Play Microgroove Unbreakable Record • Price \$3.85

Also available in
DL-1 • Three 12-inch 78 RPM Decalite® Records • Price \$7.00

*Decalite—unbreakable under normal use.

*Indicates 45 RPM Version

BEST SELLERS

POPULAR

Harbor Lights The Petite Valse (La Petite Valse)	GUY LOMBARDO Decca 27208 and *9-27208
Thirsty For Your Kisses Nevertheless (I'm In Love With You)	MILLS BROTHERS Decca 27253 and *9-27253
Thinking Of You Here In My Arms	DON CHERRY Decca 27128 and *9-27128
The Rovine Kind (The Wreck Of The John B)	THE WEAVERS Decca 27332 and *9-27332
Harbor Lights Beyond The Reef	BING CROSBY Decca 27219 and *9-27219
A Marshmallow World Looks Like A Cold, Cold Winter	BING CROSBY with LEE GORDON SINGERS and SONNY BURKE Decca 27220 and *9-27220

*Indicates 45 RPM Version

45 rpm and 78 rpm prices do not include Federal, State and Local taxes. Long Play prices include Federal tax, but not State or Local taxes.

COUNTRY

Steal Away Just A Closer Walk With Thee	RED FOLEY Decca 14505 and *9-14505
Texas vs. Kentucky The Lovebug Inch	RED FOLEY and ERNEST TUBB ERNEST TUBB-RED FOLEY and MINNIE PEARL Decca 46278 and *9-46278
(Remember Me) I'm The One Who Loves You I Need Attention Bad	ERNEST TUBB Decca 46269 and *9-46269
Shall We Gather At The River The Nasty And Nice	ANDREWS SISTERS Decca 14521 and *9-14521
If You've Got The Money I've Got The Time I Overlooked An Orchid	MIRVIN SHIMER Decca 46274 and *9-46274

I Won't Be Home Dear Little Girls	RED FOLEY Decca 46277 and *9-46277
It's A Lonely, Lonely Life I'm So Blue I Could Cry	PORTER JOHNS Decca 46251
I'm Moving On Guitar Shuffle	HANK GARLAND Decca 46256 and *9-46256
When The Golden Leaves Begin To Fall Uncle Pen	BILL MONROE Decca 46283 and *9-46283

SEPIA

Bésame Mucho You Gotta Love Me Baby Too	THE RAY-O-VACS Decca 48162 and *9-48162
Heaven Is Not My Home Family Prayer	SISTER ROSETTA THARPE with SAM PRICE TRIO Decca 48190 and *9-48190
Lemonade (You Dye Your Hair) Chartrouse	LOUIS JORDAN Decca 27324 and *9-27324
I Cry Sally My Soul	BUDDY JOHNSON Decca 27330 and *9-27330
Oh Babel Who Cares	LIONEL HAMPTON Decca 27305 and *9-27305

*Indicates 45 RPM Version

America's Fastest Selling Records



CHI COURT DECISH MAY HIT ILL. OPS

Ruling Opens Gates for State To Grab Out-of-Work Stipends

CHICAGO, Dec. 23.—Execs of the administrative section of the Illinois unemployment compensation section were awaiting word at press time of a State Supreme Court appeal before they start a State-wide effort to collect unemployment compensation from music buyers throughout the state. A decision by Judge Harry Fisher, of the Circuit Court of Cook County, Thursday (21) opened the gates for State collectors to start grabbing out-of-work stipends from ops who employ AFM members.

Judge Fisher, in his decision, ruled that Illinois Attorney General George F. Barrett erred when he switched responsibility from music buyers to employers for payment of State compensation after the Bartels vs. Birmingham decision, rendered by the U. S. Supreme Court in 1947. Fisher ruled that the federal decision does not hold in the case of Illinois unemployment compensation collections because of the three clauses in the Illinois unemployment compensation statute.

The entire legal fracas revolved around 10 musicians from Local 10, American Federation of Musicians (AFM) here who were represented by Dave Katz, the local's legal counsel. The 10 men attempted to collect unemployment compensation from the Edgewater Beach Hotel in 1948, having played the hotel in the two previous years with the bands of Henry Brandon, Jack Cavan and Stephen Kisley. At a previous hearing before a referee, it was ruled that the hotel was not the employer.

The musicians appealed the decision with the Illinois State Board of Review, which rendered the first decision. Fisher ruled that the Bartels decision failed to define employment other than "services rendered by an employee to an employer by employment."

Judge Fisher, in his ruling, said: "The Bartels decision does not enumerate a new principle at all. The question as to what is or who is not an independent contractor has been a very troublesome question and the courts have repeatedly stated that no single factor is determinative or controlling. Each case stands on its own particular facts and circumstances."

"Some courts," the ruling continued, "have held that the method of paying is one of the heaviest factors to be considered. Most courts have held the element of control as to whether the finished job was delivered or whether the person engaged had directions or control over the performance. Certainly a specific agreement between parties must be considered."

Three Factors Judge Fisher pointed out that the three factors which must be considered in Illinois were: (1) Such individual will be free of control of the employer; (2) no such services shall be outside of the normal course of business of the employer; (3) the person must be in an independently established business. Judge Fisher pointed out that running the Marine Dining Room and Beachwalk, location spots within the hotel grounds, were normal businesses for the hotel.

It was understood that unless the Edgewater Beach Hotel filed an appeal, the collectors would start work on getting music users to fork over the State unemployment compensation. A rep of the AFM here said that, with the same set of facts, the fight to get Security and withholding tax payments might be initiated. Tom Roberts, legal counsel of the National Ballroom Operators' Association, said he did not think that the Judge Fisher ruling would have a national impact, but that he wished to withhold any further statement until he had a chance to study the complete decision.

Officials of the compensation collection section withheld any definite comment, stating that they would base their planning on whether or not the decision would be appealed to the State Supreme Court.

Other top-row officers are Harry A. Monroe, returning as vice-president over candidates LeRoy McCoy and Oliver Pettway. Gus Johnson won the assistant secretaryship over John W. Johnson by a vote of 193-29. Herbert T. Berry returned as treasurer over Linwood Johnson and James R. Tyree. Damon Fisher Jr. won out as sergeant at arms.

Shorter took over the presidency of the local in 1947, following the 13-year presidency of George W. Hyder. The new prexy, who fronts a band of his own, received his first big band experience with King Oliver.

CORRECT PRICE OF VICTOR LP

NEW YORK, Dec. 23.—Through an inadvertent error, the new price of RCA Victor's 12-inch long-playing records was listed as \$5.35 in last week's issue of The Billboard. Price of the 12-inch disks is now \$5.45. Ten-inch LPs are \$4.45 as stated.

Local 10 Walks Off With Gains In Pay Huddle

NEW YORK, Dec. 23.—Local 802 won a complete victory yesterday (21) over the hotel, restaurant and night club operators in a mediation session in the offices of the State Mediation Board here.

The musicians obtained the following package: (1) New scales ranging in the vicinity of 10 per cent above the old, retroactive to November 27; (2) a welfare fund contributed by the employer of \$3 per man per week or 3 per cent per man per week, whichever is less, effective January 15; (3) in spots using production shows, an increase in bonus for show-running over 4 hours; (4) the New Year's Eve bonus was raised from \$5 to \$10 per man.

NEW YORK, Dec. 23.—The Local 802 exec board met Thursday (21) with some 20 of the principal ban leaders, retiring New York locations to discuss strike strategy against hotels, clubs and restaurants in the event a strike is declared. According to Sam Suber, 802 prexy-elect, the bators lined up solidly behind the local.

It was bruited that a provisional (Continued on page 23)

Decca Buys Canada Compo, Toronto Apex

NEW YORK, Dec. 23.—Decca Records has finalized a long pending deal to buy out the Compo Corporation, Ltd., manufacturers of Decca in Canada. The American firm bought out all of the outstanding common stock of Compo, and will run the operation as an affiliate business. Compo is one of the oldest and largest disk firms in Canada.

Compo has been headed by H. S. Berliner. He will remain with the firm as president. Decca Records prexy, Milton Rackmil, who completed the deal, was elected chairman of the board of Compo. R. A. Chislett was elected vicepre and general manager, and S. D. Roberts became vicepre and sales manager.

Decca also acquired the Apex Record Corporation of Toronto, a wholly-owned subsidiary of Compo. Apex distributes the Compo merchandise in the province of Ontario. George Offer, former manager of Apex, was elected vicepre in charge of the firm.

Vinyl Jumps 2c a Pound

NEW YORK, Dec. 23.—Even while disk manufacturers were in the process of increasing prices on records, the cost of vinyl jumped another 2 cents. The Union Carbide and Carbide Corporation is now selling the record mix at 38 cents a pound. The supply of vinyl, according to a company exec, has not been reduced, but demand outstrips the quantities available to diskers.

The diskers have been using little or no shellac for record manufacture, it is one of the products counted upon to fill in if a scarcity of vinyl should occur. Shellac industry spokesmen claim that they can continue to maintain a supply of material but that the difficulty in obtaining industrial alcohol would seriously affect the use of shellac for disk manufacture. Industrial alcohol is the only solvent used for shellac.

AFM Toppers Huddle on '51 Web Contract Talks

NEW YORK, Dec. 23.—Officials of the New York and Hollywood locals of the American Federation of Musicians will meet in Chicago next week to confer with Prexy James C. Petrillo on the union's strategy in the forthcoming negotiations with the radio and TV networks.

The four networks have been notified that the AFM is ready to open discussions, but have not been heard from as yet. Current pact expires January 31.

Sam Suber, prexy-elect; Charles Lucci, secretary-elect, and Joe Lindworm, radio and TV supervisor, will represent New York Local 802; John Te Groen, prexy-elect, and Phil Fisher, vicepre-elect, will speak for Hollywood Local 47. Petrillo will act both as prexy of Chicago's Local 10 and AFM topper.

New York has spelled out a comprehensive Magna Carta of TV and AM radio employment, including such conditions as a ban on recordings from radio and TV stations 'til after midnight, strong scales, minimums, rehearsal pay and work conditions, etc. This program was drawn up by the working radio and TV footlers, subsequently getting the okay of the local and, later, Petrillo.

If the union reps adhere to this program, traders predict a very stiff resistance from the web negotiators.

CHI MUSIC USERS MULL AFM 5-DAY WEEK EDICT

CHICAGO, Dec. 23.—All music users were talking about the impending five-day week edict, issued by Local 10, American Federation of Musicians (AFM) here (The Billboard, December 23), but as yet few of them have done anything about it. Only one op, Otto Eitel, owner of the Bismarck Hotel, took positive action. The hostelry's only room using music, the Swiss Chalet, will drop its entertainment policy January 1 to go wired music.

It's understood that the Chicago Hotel Association's members who use music met last week, but failed to agree on any unified action. Ops resolved to handle each problem individually. Merriell Abbott, Hilton Hotel chain booker who has charge of Stevens and Palmer House entertainment, said he will continue to run the hotel's two major rooms seven nights per week, using Lou Diamond's orchestra as relief. Pay Hoy, of the Hotel Sherman, said he will operate the Porterhouse Room of the hotel seven nights per week, with a relief orchestra spelling Frank Yank's band. Thus, couple of weeks with reports of other major Loop ops last week, means that center-of-town ops are agreed to run seven nights per week.

CCOA Acts Only positive action to come from two meetings of the Chicago Cafe Owners' Association (CCOA) thus far was appointment of a committee Friday (22). This committee will discuss a program to be presented to members. Approximately 45 ops, representing some 40 spots, ranging in size from the Chez Paree to lounges, met for two hours Thursday (21), but no action could be agreed upon. Three alternatives were presented to the meeting: (1) To cut all music, even to the point where an op might be forced to close; (2) to cut the number of musicians being used, and (3) to attempt to enlist

Local 47 Votes Incumbents In

HOLLYWOOD, Dec. 23.—With one exception, the incumbent John te Groen-Phil Fischer Local 47 ticket was returned to office. Of the musicians' local's 14,500 members, 3,400 members voted. For prexy, te Groen retained his post with 1,927 votes, as opposed by Cliff Webster's 1,349. Mort Faber, running on a third ticket, pulled only 102. Fischer was returned as vicepre with 1,757 votes, against Van Gatewood's 1,354. Recording Secretary Maury Paul came back with a strong 2,138, against Jack Sewell's 1,225. In the eleventh-hour prior to the election, Paul was sued for libel by opponent Sewell, who asked \$250,000 damages. Financial Secretary AJ Meyer's 2,395 won over John De Rubertis' 988.

Trustees picked included John Clyman, Bob Egan and Vladimir Drucker. Board directors winning were Warren Baker, Vince Dr. Ross, Bill Atkinson, Doc Rando and Don Morris. Atkinson was the sole member of the opposition's slate to win, topping te Groen. Fischer's loss to Meyer by 705 to 1,518. Difficulty in tabulating the votes (took from 10 p. m. Monday until 2:30 p. m. Tuesday) will bring recommendation for Local 47 to go to voting machines, as used by New York's 808.

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THE LITTLE WHITE DUCK
"WILL BE IN SEASON ALL THE WAY THROUGH EASTER"
GENERAL MUSIC
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Another BMI Pin-Up Hit!
(If You)
SMILE, SMILE, SMILE
HENRY SPITZER MUSIC
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PRIMO SCALA...LONDON
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GEORGE PAXTON, INC.
1019 Broadway - New York 10, N.Y.

"THE WINTER WALTZ"
recorded by
FRANKIE CARLE
VICTOR 20-3952
Gale and Gayles
Incorporated
107 Broadway, New York 10, N.Y.

THE NIGHT IS YOUNG
(AND YOU'RE SO BEAUTIFUL)
Recorded by
RAY ANTHONY
(CAPITOL)
WORDS & MUSIC, Inc.

TENNESSEE WALTZ
"ALL PAGE MARCH 1951"

MUSIC BOURNE TO LIVE
ARTHUR GODFREY SINGS
"THE HIT VERSION OF 'YEA BOO'"
COLUMBIA 33908
BOURNE, Inc. - NEW YORK - CHICAGO

The New Benjamin and Weiss Hit
"HOW DEAR TO MY HEART"
OXFORD MUSIC CORPORATION
1619 Broadway, New York 19, N. Y.

A GREAT STANDARD
SWEET LITTLE YOU
ROBBINS MUSIC CORPORATION

'BLUETAIL THE RED FOX'
"His tail would shine like a neon sign"



Ezio Pinza
now records exclusively
FOR
RCA VICTOR

EZIO PINZA claims he's an opera star because he was an unsuccessful 7-day bicycle racer. Hearing him sing after a race, a friend suggested that Pinza study voice.

At the Metropolitan Opera he sang so many villains so convincingly, critics called him the "big bad wolf of the Met." With "South Pacific" his name became a household word . . . his voice a revelation to millions up and down Main Street, U.S.A.

We are proud and happy to welcome Ezio Pinza back to the RCA Victor Red Seal label. Soon to be released: Pinza's album of hits (with Fran Warren) from his forthcoming MGM film, "MR. IMPERIUM."



Only M-G-M has these

SIX
SOLID
SELLERS!



BILLY ECKSTINE

BE MY LOVE
ONLY A MOMENT AGO
78 RPM—MGM 10799 • 45 RPM—MGM K10799



BILL FARRELL

MY HEART CRIES FOR YOU
YOU LOVE ME
78 RPM—MGM 10868 • 45 RPM—MGM K10868



JACK FINA

SONG OF THE BAYOU
BALTIMORE RAG
78 RPM—MGM 10869 • 45 RPM—MGM K10869



MEL TORMÉ

UNTIL THE REAL THING COMES ALONG
A FOGGY DAY
MGM Non-Breakable 10874



HANK WILLIAMS

MOANIN' THE BLUES
NOBODY'S LONESOME FOR ME
78 RPM—MGM 10832 • 45 RPM—MGM K10832



BOB WILLS

'TATER PIE
I DIDN'T REALIZE
MGM Non-Breakable 10836

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
707 SEVENTH AVE., NEW YORK 16, N.Y.

Yes! M-G-M RECORDS ARE BETTER THAN EVER!!!

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The Nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on reports received October 28, 29 and 30.

Last Week | This Week

1. 1. Tennessee Waltz

By Pee Wee King and Red Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Roy Acuff, Col 178120551, 1312-150; Cowboy Copas, King 610; Fontana Sisters, V 20-3779; E. Hawkins, Ori, Coral 60337; Wayne King, V 20-3412; Pee Wee King, V 20-2840; Hank Snow, London 867; P. Page, Mer 3534; Jimmy and Leon Short, Dec 44122; J. Stafford, P. Norton, Ori, Col 39025; G. Lombardo, Dec 27336; Les Paul, Cap 1316; J. J. West, Ori, Cap 218; T. Yackler, Ori, MGM 10864; Cowboy Copas-Ruby Wright, King 610; Milt Larkin, Royal 3503; B. Kay, Col 39123.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence D'Onofrio and Red Raven Ori-L. Rahar, Theatrical; Saase Cooley, Standard; Leon Payne, Lang-Worth; Alan Holmes, Associated.

2. 2. The Thing

By Charlie Green—Published by Mills (BMI)
RECORDS AVAILABLE: Ames Brothers-R. Ross, Ori, Coral 60333; A. Gentry-J. Ripper, Ori, Col 39088; V. Brown-H. Jerome, Ori, London 873; Phil Harris, V 20-3160; Two Tom Bakas-B. Le Winter, Ori, Mer 5540; Steve Gibson's Red Caps, V 20-3988; Danny Kaye, Dec 27350; S. Javerick, Dana 737; S. Rezman, Warner 583; T. Yackler, Ori, MGM 10864; June Carter, V 21-0411.
(No information on electrical transcription libraries available as the Billboard goes to press.)

3. 3. Harbor Lights

By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)
RECORDS AVAILABLE: R. Anthony, Ori, Cap 1190; J. Byrne-J. Muray, Mer 5463; R. Flanagan, Ori, V 20-3811; K. Griffin, Col 38818; S. Kaye, Ori 38463; 4518-784, 1331-784; B. Crosby-L. Murray, Ori, Dec 27219; G. Lombardo, Dec 27200; L. Rain-C. Parman, Ori, London 781; D. Washington-J. Carrol, Ori, Mer 5105; T. Papa, Ori, Tower 3458; Sney Fields, Ori, MGM 10823; A. Clay-S. Fisher, Hi-Tone 315; S. Javerick, Ori, Dana 737.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Theatrical; The Bachelor, Standard.

5. 4. Rudolph, The Red-Nosed Reindeer

By Johnny Marks—Published by St. Nicholas (ASCAP)
RECORDS AVAILABLE: M. Babbitt, Coral 60271; G. Aubry, Col 40610, 1331-375; S. Dunette-E. Scott, Ori, Cap 30133; B. Crosby, Dec 80650; R. Foley, Dec 42672; A. Gentry-Peggy Sorens, Hi-Tone 313; K. Griffin, Col 38591; E. Howard, Mer 3900; E. Howard, Ori, Mer 3900; J. J. West, Ori, Mer 3900; "Sugar Chin" Robinson, Cap CAS-3083; P. Scala, London 749; Ted Black, Ori, Dana 701; L. Cook, Abbey 15026; Koni Koblers, MGM 60002; P. Scilla-Kaymeyer, London 749.
ELECTRICAL TRANSCRIPTION LIBRARIES: Johnny Gumbert, Theatrical; Jan Garber, Capitol; Henry Jerome, Lang-Worth; Chuck Foster, Lang-Worth; Four Knights, Lang-Worth; Glen Ousey, Musical; Lawrence Wells, Standard; Salsinger, Associated.

4. 5. Nevertheless

By Harry Ruby and Bert Kalman—Published by Chappell (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: R. Anthony, Cap 1190; R. Flanagan, Ori, V178120-3904, 16517-3904; F. Lane, Mer 5595; M. Lewis-H. Hooton, Ori, MGM 10772; Mills Brothers, Dec 27253; P. Weston, Ori, Col 38482; F. Sinatra, Col 19044; The Embassy Trio, Masters 78-100-13; Anita Ellis, MGM 10240.
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon, Ori, Capitol; Teddy Powell, Lang-Worth; Paul Orth, Associated; Johnny Despanner; Wendenhalter, Ori, Theatrical; Kay Starr-Bob Crosby, Standard.

10. 6. My Heart Cries for You

By Carl Sigman and Percy Faith—Published by Masey Music (ASCAP)
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39059; Al Morgan, London 877; D. Shore-H. Rene, Ori, V 20-3978; J. Wakely, Cap 1320; V. Young, Ori, Dec 27323; B. Farrell, MGM 10868; V. Darnone, Mer 5543; E. Knight-Red Foley, Dec 27378; J. Stafford, E. Aury, Col 39088.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lincy Herman, Lang-Worth.

6. 7. A Bushel and a Peck

By Frank Loesser—Published by Saxe (ASCAP)
From the musical "Guys and Dolls"
RECORDS AVAILABLE: P. Coma-D. Hutton-M. Ayres, Ori, V 20-5130; D. Day, Cap 34008; J. Bernold-T. Matlock, Ori, MGM 10800; C. Hayes, Coral 60309; Kitty Kallin-B. Hays, Mer 5501; M. Whitely-J. Wainly, Cap 1284; Andrews Sisters-M. Sherman, Ori, Dec 27252; J. B. Wright, Dana 716.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Wells, Standard; Johnny Desmond-Hugo Wintermatar, Ori, Theatrical; Henry Jerome, Lang-Worth.

9. 8. Frosty, the Snowman

By Steve Nelson and Jack Natlie—Published by Hill & Range (BMI)
RECORDS AVAILABLE: G. Aubry, Col 38507; H. Babbitt, Coral 60271; "Two-Tone" Barry-J. Murray's Harmonica, Mer 54674; W. "King" Cole, Cap 1203; J. Durkin, MGM 10252; R. Foley, Dec 42647; G. Lombardo, Ori, Dec 27287; J. Marlowe & Frosty-B. May, Ori, Cap CAS-3079; C. Massey-T. Vale, Ori, London 772; V. Monroe, Ori, V 20-5915; B. Rosen, V 21-0274.
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Finkel, Ori, Claude Gordon, Ori, Capitol; Salsinger, Associated; Lawrence Wells, Standard; George Wright, Theatrical.

7. 9. All My Love

By Paul Durand, Mitchell Parrish and Neal Carter—Published by Mills (ASCAP)
RECORDS AVAILABLE: M. Babbitt, Coral 60296; B. Crosby-J. Alexander-Chorus, V. Young, Ori, Dec 27177; M. Cugat, Ori, Col 38933; D. Kerr-C. Dent, Ori, V178120-3878, 16517-3878; P. Fara, Col 38918; E. Grant, Cap 1183; G. Lombardo, Dec 27118; P. Page-H. Keller, Ori, Mer 5485; B. Kay, Ori, MGM 10792; J. Smith, Col 39003; J. Francis, Polygram 560-095.
ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Holmes-Johnny Conn, Associated; Belle Chappell, Theatrical; Joe Pickman, Standard; Guy Lombardo, Ori; Ralph Borman, Musical; Henry Jerome, Lang-Worth.

8. 10. Thinking of You

By Harry Ruby and Bert Kalman—Published by Remick (ASCAP)
RECORDS AVAILABLE: Bobb Dyrce, Ori, Coral 60246; D. Cherry, Dec 27328; A. Morton-P. Weston, Ori, Capitol 1300; M. Tilton, Coral 178120-3919, 16519-0229; S. Vaughan, Col 38925; E. Fisher, V 20-3960.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Salsingers, Associated; Richard Liebert, Theatrical; Bob Chester, Ori, Standard.

WARNING: The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1364 Broadway, New York, and permission will be immediately granted.

**DEALERS!
OPERATORS!
DISC JOCKEYS!**

Capitol Buyer's Guide

TIPS ON TOPS FOR OPS

Bill Leuenhagen, owner of L. A. Operators' One Stop Service, quotes major operator in Long Beach, Calif., "Topping them all in play."
**THE SIDE? CAPITOL NO. 1326
BENNY STRONG'S
"THREE HANDED WOMAN"**

HOT SELLERS!

POPULAR

- | | | |
|---|-----------|-----------|
| | 78 | 45 |
| | rpm | rpm |
| "MY HEART CRIES FOR YOU" | | |
| "MUSIC BY THE ANGELS" Jimmy Wakely..... | 1328 | F1328 |
| "LITTLE ROCK GETAWAY," "TENNESSEE WALTZ" | | |
| Les Paul..... | 1316 | F1316 |
| "THE SHOT GUN BOOGIE," | | |
| "I AIN'T GONNA LET IT HAPPEN NO MORE" | | |
| Tennessee Ernie..... | 1295 | F1295 |
| "AIN'T NOBODY'S BUSINESS BUT MY OWN," | | |
| "I'LL NEVER BE FREE" | | |
| Kay Starr-Tennessee Ernie..... | 1124 | F1124 |
| "A BUSHEL AND A PECK," "BEYOND THE REEF" | | |
| M. Whiting-J. Wakely..... | 1234 | F1234 |
| "HARBOR LIGHTS," "NEVERTHELESS" | | |
| Ray Anthony..... | 1190 | F1190 |
| "ORANGE COLORED SKY" | | |
| Nat "King" Cole-Stan Kenton..... | 1184 | F1184 |
| "OH, BABE," "EVERYBODY'S SOMEBODY'S FOOL" | | |
| Kay Starr..... | 1278 | F1278 |
| "I'LL ALWAYS LOVE YOU" Dean Martin..... | 1028 | F1028 |
| "I BRUNG YOU A PRESENT," "BUTTER FINGERS" | | |
| Bucky Tibbs-Deuce Spriggins..... | 1288 | F1288 |
| "GESHRAY OF DE VILDE KOTCHKE," | | |
| "BAGLE CALL RAG" Mickey Katz..... | 1284 | F1284 |
| "HUMPTY DUMPTY HEART" Jan Garber..... | 1292 | F1292 |
| "AY AY CHUG A CHUG," "WHERE ARE YOU!" | | |
| Peggy Lee..... | 1298 | F1298 |

WESTERN & FOLK

- | | | |
|---|------|-------|
| HANK THOMPSON | | |
| "A Broken Heart and a Glass of Beer"..... | 1327 | F1327 |
| RAMBLIN' JIMMIE DOLAN | | |
| "Hot Rod Race"..... | 1322 | F1322 |
| LEON PAYNE | | |
| "Because You Love Me"..... | 1321 | F1321 |
| RAMBLIN' JIMMIE DOLAN | | |
| "I'll Sail My Ship Alone"..... | 952 | F952 |



Week ending
DEC. 30, 1950

Hot Sellers based on
Actual Sales Reports

THE BIG ONE TO WATCH!

DEAN MARTIN



He gave you the hit, "I'll Always Love You"
... Now hear his latest

"IF"

backed by

"I LOVE THE WAY YOU SAY GOODNIGHT"

CAPITOL RECORD NO. 1342 on 78 rpm • F1342 on 45 rpm

NEW RELEASES ON Capitol

		78 rpm	45 rpm
MARGARET WHITING <small>with Orchestra Conducted by FRANK DEVOL</small>	OVER AND OVER AND OVER THE MOON WAS YELLOW <small>(AND THE NIGHT WAS YOUNG)</small>	1343	F1343
DEAN MARTIN <small>with Orchestra Conducted by LOU BUSCH</small>	IF I LOVE THE WAY YOU SAY GOODNIGHT <small>(From The Motion Picture "Lullaby of Broadway")</small>	1342	F1342
STAN KENTON <small>and His Orchestra Conducted by VIDO BLASSO, Trumpet, Saxophone</small>	SANTA LUCIA PAGLIACCI	7-1306	F1306
BENNY STRONG <small>and His Orchestra with Vocals by Benny & Carol Strong</small>	DEAR DEAR DEAR AS TIME GOES BY <small>(From The Motion Picture "Lullaby of Broadway")</small>	1344	F1344
HARRY OWENS <small>and His Royal Hawaiian</small>	SONG OF THE SUNSET <small>(Instrumental)</small> MENEHUNE LULLABY <small>(Hawaiian)</small>	1348	F1348
TEX WILLIAMS <small>and His Western Caravan</small>	DON'T MAKE LOVE TO MARY <small>(WITH MABEL ON YOUR MIND)</small> CHEATERS NEVER PROSPER	1345	F1345
GENE O'QUIN <small>with his band</small>	BUTANE BLUES I GET THE BLUES	1346	F1346
SMILEY BURNETTE <small>and The Swing Sisters with instrumental accompaniment</small>	HOMINY GRITS IT'S MY LAZY DAY	1347	F1347

an armful of hits

by **JO STAFFORD**

with Paul Weston
and his Orchestra



"IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME"

"THE HANDSOME STRANGER" 78 rpm 39130 33 1/2 rpm 3-39130 45 rpm 4-39130

"TENNESSEE WALTZ" • "GOOD NIGHT PILLOW" 78 rpm 39129 33 1/2 rpm 3-39129 45 rpm 4-39129

"USE YOUR IMAGINATION" • "WHERE, OH WHERE" (Both from "Out Of This World")

78 rpm 39049 33 1/2 rpm 3-39049 45 rpm 4-39049

"STARDUST" • "YOU DON'T REMIND ME" (From "Out Of This World")

78 rpm 39056 33 1/2 rpm 3-39056 45 rpm 4-39056

"TEARDROPS FROM MY EYES" • "MY HEART CRIES FOR YOU" (Both with Gene Autry)

78 rpm 39086 33 1/2 rpm 3-39086 45 rpm 4-39086

Get A Head Start On The New Year

—Stock 'em Today!

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

based on reports received December 20, 21 and 22

Records listed here in numerical order are played the greatest number of times...

Table with columns: POSITION, Weeks Last 1 This to date/Week/Week, Song Title, Artist, and Record Label. Includes songs like 'Tennessee Waltz', 'My Heart Cries for You', and 'Harbor Lights'.

Songs With Most TV Performances (RH Tele-Log)

The Richard Heiber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company...

Table with columns: Rank, Song Title, Artist, and Points. Lists songs like 'Santa Claus Is Coming to Town' and 'An Orange Colored Sky'.

VOX JOX

Preems

Jon Arthur, WSAI, Cincinnati, is expanding his record shop via the addition of a classical record department...

Pat Matthews, self-styled "Long-Hair," is learning to make with the d. j. chatter for Brooks...

Hal Douglas, who also resigned from Bridgeport's WNAB, has been succeeded by Peter Stevenson...

Gimmix

Jim Girard, WTHH, Hartford, Conn., who has his own kiddish show, has been playing his own cutting of "Chug-a-Lug, Drink Your Milk" twice daily since June...

Best Selling Sheet Music

based on reports received December 20, 21 and 22

Titles listed are the national best selling sheet music titles. List is based on reports received each week from all the nation's sheet music jobbers...

Table with columns: POSITION, Weeks Last 1 This to date/Week/Week, Song Title, and Publisher. Includes songs like 'Tennessee Waltz', 'Rudolph, the Red-Nosed Reindeer', and 'Frosty, the Snowman'.

NOTE: Due to the appearance of Christmas standards on the sheet music chart we are listing more than the usual 25 popular songs.

England's Top Twenty

Table with columns: POSITION, Weeks Last 1 This to date/Week/Week, Song Title, English Publisher, and American Publisher. Includes songs like 'Rudolph, the Red-Nosed Reindeer' and 'I Told You I Was a Ruddy Fool'.

Songs With Greatest Radio Audiences (ACI)

Titles listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peckham's Audience Coverage Index...

Table with columns: Song Title, Artist, and Audience Index. Lists songs like 'All My Love', 'I Am Love', and 'I'm a Lonely Day Today'.

BIG VOICE! BIG SONG! BIG HIT!

OVER 50,000 LAST WEEK

Mario Lanza's BE MY LOVE

(The hit song from MGM'S "TOAST OF NEW ORLEANS")



78 RPM—10-1561
45 RPM—49-1561

This week's

New Releases ... on RCA Victor

Release 50-52

Ships Coast to Coast, Week of December 31

POPULAR

- VAUGHN MONROE and his Orchestra
The Night Is Young and You're So Beautiful
From This Moment On
20-4007—(47-4007)*
- RALPH FLANAGAN and his Orchestra
I Remember the Cornfields Beautiful
20-4008—(47-4008)*
- THE FONTANE SISTERS with HUGO WINTERHALTER and his Orchestra
Bonney Bonney Bally
What Did I Do?
20-4009—(47-4009)*
- THE THREE SUNS and Chorus
Remember Me in Your Dreams
After You've Gone
20-4010—(47-4010)*
- SPIKE JONES and his City Slickers
Tennessee Waltz
I Haven't Been Home for Three Whole Nights
20-4011—(47-4011)*

SQUARE DANCE-Breakdowns

- GUY WILLIS and his Oklahoma Wranglers
Down Yonder—Breakdown
Back Up and Fast—Breakdown
21-0420—(48-0420)*
- Soldier's Joy—Breakdown
Hop-Eared Mule—Breakdown
21-0421—(48-0421)*

SACRED

- THE HARMONEERS QUARTET
Singing Through Life
James 4:2
21-0422—(48-0422)*

RHYTHM-BLUES

- BIG JOHN GREER and The Rhythm Rockers
I Want Ya, I Need Ya
Once There Lived a Fool
22-0108—(50-0108)*

POP-SPECIALTY

- SIX FAT DUTCHMEN
Mutt and Jeff—Schottel
The Tap Room Polka
25-1184—(51-1184)*

*45 rpm Nos.

Going Strong...

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

- Ⓢ The Thing
Phil Harris and His Orchestra 20-3968—(47-3968)*
- Ⓢ Be My Love
Mario Lanza 10-1561—(49-1353)*
- Ⓢ Nobody's Chasing Me
Dinah Shore 20-3978—(47-3978)*
- Ⓢ A Bushel and a Peck
Perry Como and Betty Hutton 20-3930—(47-3930)*
- Ⓢ Thinking of You
Eddie Fisher with Hugo Winterhalter's Ork 20-3901—(47-3901)*
- Ⓢ I'm Moving On
Hank Snow and His Rainbow Ranch Boys 21-0328—(48-0328)*
- Ⓢ There's Been a Change in Me
Eddy Arnold 21-0412—(48-0412)*
- Ⓢ Christmas in Killarney
Dennis Day 20-3970—(47-3970)*
- Ⓢ Mommy, Won't You Buy a Baby Brother?
Spike Jones and His City Slickers 20-3934—(47-3934)*
- Ⓢ The Golden Rocket
Hank Snow and His Rainbow Ranch Boys 21-0400—(48-0400)*
- Ⓢ Patricia
Perry Como 20-3905—(47-3905)*
- Ⓢ You're Just in Love
Perry Como 20-3945—(47-3945)*
- Ⓢ Tennessee Waltz
The Fontane Sisters 20-3979—(47-3979)*
- Ⓢ Our Lady of Fatima
Phil Spitalny, Hour of Charm All-Girl Ork 20-3920—(47-3920)*

Coming Up...

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

- ★ All My Love
Dennis Day 20-3870—(47-3870)*
- ★ Nevertheless
Ralph Flanagan 20-3904—(47-3904)*
Records most played by Disk Jockeys, No. 12, Billboard, December 23.
- ★ It Is No Secret
The Three Suns 20-3976—(47-3976)*
Disk Jockeys Pick, No. 6, Billboard, December 23.
- ★ Zing Zing—Zoom Zoom
Perry Como-Sigmund Romberg 20-3997—(47-3997)*
The Billboard Picks, December 23.

TIPS

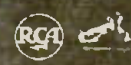
THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL
FROM THIS MOMENT ON
Vaughn Monroe and His Orchestra 20-4007—(47-4007)*
from Cole Porter's new musical, "Out of This World"

RCA Victor wishes you a Happy New Year of Hits!

The stars who make the hits are on

RCA VICTOR Records

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



THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

based on reports received December 20, 21 and 22

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

Table with columns: Weeks Last, Title, Artist, Record Label, and other details. Includes entries like 'TENNESSEE WALTZ', 'THINKING OF YOU', 'HARBOR LIGHTS', etc.

Best Selling Pop Albums

Because all labels are not issued on all reports it is difficult to conduct a pop album survey that is statistically accurate...

Table with columns: Weeks Last, Title, Artist, Record Label, and other details. Includes entries like 'MERRY CHRISTMAS', 'SOUTH PACIFIC', 'THREE LITTLE WORDS', etc.

Table with columns: Weeks Last, Title, Artist, Record Label, and other details. Includes entries like 'MERRY CHRISTMAS (Four Records)', 'SOUTH PACIFIC (Three Records)', etc.

DEALER DOINGS

Price Palaver

"Our two stores in Columbus, O., the Harmony Shop and the Melody Shop, are strongly in favor of the newly established prices..."

Kidisk Promotion

Weinberg Music Store, Lexington, Va., staged a moppet party by dressing one of the local college kids as "Bozo..."

Merchandising Tips

Various promotion gimmicks used by Sutton Record Shops, Chicago, include souvenir 1951 calendars, additional interior lighting, free photos of favorite recording artists...

News and Chatter

"If RCA Victor had gotten the records to me in time, 'The Thing' would have been my best seller. It always happens this way..."

Trade Talk

"Seems as if the 45 records are passing the 33 disks in sales. They'll even top 78 sales after Christmas..."

Best Selling Children's Records

based on reports received December 20, 21 and 22

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

Table with columns: Weeks Last, Title, Artist, Record Label, and other details. Includes entries like 'RUDDOLPH, THE RED-NOSED REINDEER', 'FROSTY, THE SNOWMAN', etc.

Best Selling Classical Titles

based on reports received December 20, 21 and 22

Table with columns: Weeks Last, Title, Artist, Record Label, and other details. Includes entries like 'Strauss Oedipus Rex', 'Verdi Rigoletto', etc.

Advance Classical Releases

Table with columns: Artist, Title, Record Label, and other details. Includes entries like 'Beatrice and Benedict Overton', 'Lamento Di Federico', etc.

Advertisement for 'ALL THE NEWS! EVERY WEEK! DIRECT TO YOU! ON TIME!!! LOWEST COST ON SUBSCRIPTION' with contact information for The Billboard.

RECORD BIZ HEADACHES?

Let RCA VICTOR solve your problems in ... Recording ... Pressing ... Processing ... Shipping & Handling

CONTACT DEPT. 2A BY COMPETITIVE PRICES custom record sales RADIO CORPORATION OF AMERICA

THE BILLBOARD Music Popularity Charts Religious. ARTIST LABEL AND NO. TUNES COMMENT. JACKSON HARMONERS Out Father... More in the Room With the Lord... WATCH FOR NEXT RELEASE PEACOCK RECORDS, INC.

NEF-O-LAC "FIRSTS" Nef-O-Lac was first to introduce a thorough quality control system. NEF-O-LAC is used for better records the world over. BINNEY & SMITH CO.

DUSTY "OPEN THE DOOR, RICHARD" FLETCHER HAS ANOTHER HIT!! ON NATIONAL RECORD #9142 "IF YOU'VE GOT THE MONEY I'VE GOT THE TIME" NOW ON SALE NATIONAL RECORDS

RICKY VALLO "THE VALENTINO OF SONG" SINGING "WISHING YOU WERE HERE TONIGHT" AND "I LOVE YOU MUCH TOO MUCH" A BIG, BIG PAIR OF BACK TO BACK HITS! APOLLO #1175

DON'T FORGEY APRIL STEVENS (The Girl with the Sexy Voice) singing DON'T DO IT SOCIETY RECORDINGS 9A Ask Your Distributor or write—Encino, Calif.

THE BILLBOARD Music Popularity Charts

Most Played Juke Box Records based on reports received December 20, 21 and 22

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,538 operators in all sections of the country.

Table with columns: POSITION, Week 1, Week 2, Title, Artist, and other chart details. Includes entries like 'THING, THE' by P. Harris, 'TENNESSEE WALTZ' by P. Page, 'HARBOR LIGHTS' by S. Kave, etc.

RHYTHM & BLUES NOTES

Jolly Joyce Agency, Philadelphia, reports booking activity for rhythm units in Toronto. Four Tunes, holding forth at the Barclay Hotel, drew a December renewal to finish out the year.

Announcing VEGA Long Play RECORDS. 98c list. Distributors and Special Sales Representatives INVITED GUARANTEED TERRITORIES.

THEME'S "Beer, Beer, Beer" is getting Bigger, Bigger and Bigger P 114 A Superb Flex of 75c plus tax. T E M P O RECORD CO. OF AMERICA

THE HALLS OF IVY "DRINK, DRINK, DRINK" HENRY RUSSELL and HIS COLLEGE CHOIR Tower Record 1490 TOWER RECORDS

Write for LATEST CATALOG NEW RECORDS 500 Different "Standards" and Hit Tunes \$10.00 per 100 \$85.00 per 1,000 VEDEX COMPANY

HEAR ABIGALE and the Knightsheads Give a NEW Treatment to these "oldies" "If You Don't I Know Who Will" "I Can't Give You Anything But Love, Baby" WINCHESTER RECORDS

RECORD PRESSING Originators of the NON-SLIP FLEX Research Craft Co. 1027 NO. SYCAMORE ST. LOS ANGELES 26, CALIF.

Join MARCH OF DIMES JANUARY 15-21

The 1st. Million WAS A CINCH!

...Now on the way to the second!

Patti
Page



'TENNESSEE
WALTZ'

MERCURY 5534-5534X45

...AND STILL GOING STRONG "ALL MY LOVE" Mercury 5455 & 5455X45

MORE CHEER FOR THE NEW YEAR!

Another great hit for

Eddy Howard

AND HIS ORCHESTRA

"I Still Feel The Same
ABOUT YOU"

[flip side]

"A Penny A Kiss
A Penny A Hug"

With Eddy Howard & Trio



MERCURY 5567-5567X45

A NEW VOICE!

Rex Allen

5 REPS

"ROVING
KIND"

WALK OF THE "John B."

With Lew Douglas Orchestra



MERCURY 5573

America's newest band sensation!



RALPH MARTERIE

AND HIS ORCHESTRA

"SO LONG"

FEATURING SKIP ESPELL VOCAL

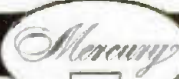
[flip side]

"Here's To Happiness"

with chorus

MERCURY 5570

ONLY



HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS



CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

BEST SELLERS

POPULAR

*** BOB HAYMES**
15088 DON'T EVER LEAVE ME
COULD BE
15087 I'VE NEVER BEEN IN LOVE
BEFORE
SHE'S JUST THE GIRL I
LOVE

*** MARGARET PHELAN**
15089 HALF AS MUCH FLIRTIN'
THINKING OF YOU

*** PEE WEE IRWIN**
15075 WHEN THE SAINTS GO
MARCHING IN
TIN ROOF BLUES
15076 TIGER RAG
WOLVERINE BLUES

*** JOHNNY LONG**
15081 I DON'T CARE
ONCE YOU FIND YOUR
GUY

FOLK-WESTERN

*** HAWKSHAW HAWKINS**
918 I LOVE YOU A THOUSAND
WAYS
TEARDROPS FROM MY EYES

*** MOON MULLICAN**
917 THE LEAVES MUST'N FALL
WAS SORTA WONDERIN'
830 TELL SAIL MY SHIP ALONE
MOON'S TUNE

*** BOB NEWMAN**
916 CRY BABY BLUES
ONE AND ONE IS TWO, BABY

*** DELMORE BROTHERS**
911 BLUES YOU NEVER LOSE
LIFE'S TOO SHORT

*** GRANDPA JONES**
912 STAY IN THE WAGON YARD
MELINDA

*** WAYNE RANEY**
910 OLD FASHIONED MATRI-
MONY IN MIND
PARDON MY WHISKERS
914 IF YOU'VE GOT THE MONEY,
I'VE GOT THE TIME
REAL HOT BOOGIE

SEPIA-BLUES

*** TINY BRADSHAW**
4417 BREAKING UP THE HOUSE
IF YOU DON'T LOVE ME,
TELL ME SO

*** LONNIE JOHNSON**
4411 I'M SO CRAZY FOR LOVE
NOTHIN' CLICKIN',
CHICKEN

*** EARL BOSTIC**
4420 WAY DOWN
MERRY WIDOW WALTZ

*** BULL MOOSE JACKSON**
4412 MY BELOVED
BIG FAT MAMMAS ARE BACK
IN STYLE AGAIN

*** SONNY THOMPSON**
4399 BLUES FOR THE NIGHT-
OWLS
HARLEM RUG CUTTERS

*** EDDIE "CLEANHEAD" WINSON**
4414 IF YOU DON'T THINK I'M
SHIRKING, LOOK WHAT
A HOLE I'M IN!
PEAS AND RICE

*** WYNONIE HARRIS and
LUCKY MILLINDER**
4418 OH BABE!
SILENT GEORGE
4419 TEARDROPS FROM MY EYES
PLEASE OPEN YOUR HEART

DELUXE

*** ROY BROWN**
3306 DREAMING BLUES
LOVE DON'T LOVE NOBODY
LONG ABOUT SUNDOWN
3308 CADILLAC BABY
3311 DOUBLE CROSSING
WOMAN
TEEN AGE JAMBOREE

RECORDS, INC.
1540 BREWSTER AVE., CINCINNATI 7, OHIO

DON'T PASS 'EM UP

REGENT # 1026

"LEMON SQUEEZER" REGENT #1028

"GOT TO GO BACK AGAIN" BOTH SIDES HITS

"HEAD HUNTER"

"COOL AND EASY"

FEATURING JOHNNY OTIS AND "REDD" LYTE

REGENT RECORDS Co.
58 MARKET STREET NEWARK, N. J.

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

SELLING BIG EVERYTIME, VERY PLACE, EVERYWHERE

**ANY TIME!
ANY PLACE!
ANY WHERE!**

Sung by LAURIE TATE

JOE MORRIS
and his
Orchestra

ATLANTIC Lead No. 114

ATLANTIC RECORDS, 301 West 54th Street, New York, N. Y.

• Most Played Juke Box Rhythm & Blues Records

... based on reports received December 20, 21 and 22

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 localities require rhythm and blues records.

Weeks Last 1 This To date/Week/Week

6	1	1.	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
10	2	2.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375-BMI
6	3	3.	OLD TIME SHUFFLE BLUES	L. Glenn-J. Fulson	Swingtime 237-BMI
13	4	4.	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914
5	5	5.	OH BABE	L. Darnell	Regal 781 3298-ASCAP
5	5	6.	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
21	7	7.	BLUE SHADOWS	L. Fulson	Swingtime 226
2	10	8.	TIME OUT FOR TEARS	D. Washington	Mercury 7815505, 4515505KAS-ASCAP
1	—	8.	LOW SOCIETY BLUES	L. Fulson	Swingtime 226
6	5	10.	EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
1	—	10.	ROCKIN' BLUES	J. Otis M. Walker	Sony 706-BMI
1	—	10.	OUR FATHER	Five Blind Boys	Parade 1350

• Best Selling Retail Rhythm & Blues Records

... based on reports received December 20, 21 and 22

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

POSITION Weeks Last 1 This To date/Week/Week

10	1	1.	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
7	2	2.	BAD, BAD WHISKEY	A. Milburn	Aladdin 3068
13	4	3.	ANYTIME, ANYPLACE, ANYWHERE	J. Morris-L. Tate	Atlantic 914
10	3	4.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375-BMI
2	—	5.	EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
1	—	6.	ROCKING WITH RED	Piano Red	Mercury 7815502-6099, 451550-6099
1	—	6.	TENNESSEE WALTZ	E. Hawkins	Coral 78160315, 45154-60315-BMI
3	5	8.	BESAME MUCHO	Ray-O-Vacs	Decca 48142
5	7	8.	OH BABE	L. Darnell	Regal 7813298-ASCAP
17	8	10.	BLUE SHADOWS	L. Fulson	Swingtime 226

RHYTHM & BLUES NOTES

Continued from page 16

bill at the Paradise in Detroit beginning February 23.

Thrush Anna Mae Winburn and her all-fem "Sweethearts" ork were booked last week by Reg Marshall for 12 weeks of location and one-nighter appearances.

Group kicks off tour February 2 in Fort Knox, Ky., followed by dates in the Southern States between Fort Knox and the Coast.

"Sweethearts" will get guarantee against percentage.

Rhythm and blues diskery. Specialty Records, Hollywood, flooded the gospel field with the release of five sides by the Pilgrim Travelers. Diskery had a huge backlog of numbers by the gospel group and had to issue such a large quantity to comply with the waxing pact. Specially will plug the tunes on seven 50,000-watt AM outlets thruout the Midwest and South. Such faves as "I Was There When the Spirit Came," "Satisfied With Jesus," "I've Got a Mother Gone Home," "I'll Be the One" and "Let Him Be Your Friend" among others, have been cut by Specialty.

Mercury's a. and r. topper for rhythm and blues, Austin McCoy, left Hollywood Thursday (21) for San Francisco to secure additional talent for Mercury's blues roster. McCoy last week cut sides with Allan Greene, first talent signed under the ex-Modern a. and r. rep's guidance. Mercury is going all out to dent the r. and b. field and will sign at least half a dozen virtually unknown artists.

• Rhythm & Blues Record Releases

Best Friend Blues—M. Larkin and His X-Rays (Teasdale) Regal 3303

Chicken Blues—Dommers (De) Federal 12001

Do Something for Me—Dommers (Chicken) Federal 12001

Fast Merry Mama—D. Washington (Jive) Mer 8207

How You No Merry?—B. M. Jackson (Whisper) King 4427

Howe Best Boogie—J. Williams (Wandering Blue) Gotham C-506

Jive Head Man of Mine—D. Washington (Fast) Mer 8207

I Get a Warm Feeling—L. Hunter-J. Young Ork (My Home) Discography 533

I'd Rather Drink Muddy Water—G. Jones-Brown's Blues (When) Dec 48192

If You've Got the Money I've Got the Time—P. Gayten (I'm) Regal 3302

I'm Just a Ladies' Man—J. Witherspoon (Once) Modern 20-793

Little Rockin' Chair—L. Johnson (When) King 4423

My Gal Jo—Piano Red (When) V78122-0106; (45)50-0106

My Home Town, Chicago—L. Hunter-J. Young Ork (I Get) Discography 533

Once There Lived a Fool—J. Witherspoon (I'm) Modern 20-793

Put It Back—Wynonie Harris (Triffin) King 4415

Servants to Society—E. Bostic Ork (Fager) Gotham C-255

Tennessee Waltz—M. Larkin and His X-Rays (Best) Regal 3303

Train Name Sheet No. 2—C. Good (Ic) Airt 1 Dec 48191

Tinlier Woman—W. Harris (Put) King 4413

Wandering Blues—J. Williams (House) Gotham C-506

When I'm Gone (Will It Still Be Me)—L. Johnson (Little) King 4423

When the Deal Goes Down—G. Jones-Brown's Blues (Blowers) (I'd) Dec 48192

5 BIG HITS

SAVOY #766

"ROCKIN' BLUES"

"MY HEART TELLS ME"

with
MEL WALKER

SAVOY #769

"I WILL WAIT"

"JUST TO SEE YOU SMILE AGAIN"

by
THE FOUR BUDDIES

SAVOY #773

"TURTLE ROCK"

"BLUES AT DAYBREAK"

featuring
PAUL WILLIAMS

SAVOY #775

"LOVE WILL BREAK YOUR HEART"

"I DON'T CARE"

featuring
JOHNNY OTIS with LITTLE ESTHER and MEL WALKER

SAVOY #776

"MEAN OLD WINE"

"KEEP YOUR HANDS ON YOUR HEART"

featuring
BILLY WRIGHT

SAVOY RECORD CO.
58 MARKET STREET
NEWARK, N. J.

THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

based on reports received December 20, 21 and 22

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

Table with 10 rows of record titles, artists, and chart positions. Includes 'MOANIN' THE BLUES' by M. Williams and 'I'M MOVIN' ON' by H. Snow.

Best Selling Retail Folk (Country & Western) Records

based on reports received December 20, 21 and 22

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

Table with 10 rows of record titles, artists, and chart positions. Includes 'I'M MOVIN' ON' by H. Snow and 'IF YOU'VE GOT THE MONEY I'VE GOT THE TIME' by L. Frizzell.

Country & Western (Folk) Record Reviews

based on reports received December 20, 21 and 22

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

Table with columns for Artist, Label and No., Tunes, Comment, and a rating scale. Includes reviews for June Carter, Cowboy Copas, Smiley Burnette, and Dave Landers.

FOLK TALENT AND TUNES

By Johnny Nippel

DISK JOCKEY DOINGS

Famous Lashua, WEBC, Duluth, Minn., has his first release on 4 Star label. 'Little Miss Mischief' and 'Love Like I've Never Been Loved Before'.

Don Larkin, WAAT, Newark, N. J., has written two new polkas, 'Big Boy Are My Sweetheart' and 'Piano Polka'.

ARTISTS' ACTIVITIES

Cecil Campbell and his Tennessee Ramblers, who have worked out of Charlotte, N. C., for years, have been renewed for another year by Victor.

Most Played Juke Box Folk (Country & Western) Records

based on reports received December 20, 21 and 22

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

Table with 10 rows of record titles, artists, and chart positions. Includes 'IF YOU'VE GOT THE MONEY I'VE GOT THE TIME' by Lefty Frizzell and 'I'M MOVIN' ON' by Hank Snow.

Advance Folk (Country & Western) Record Releases

Stu Cole - O'Quin (I Got) Cap 1346. Chasers Never Preacher - Tex Williams (Don't) Male Cap 1345. Don't Waste Love to Mary - T. Williams (Cheaters) Cap 1345.

Advertisement for Grandpa Jones on 'The Golden Rocket' featuring 'Jennie, Get Your Hoe Cakes Done' and 'Tennessee Waltz' by King 930, 918, and 919.

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

The large number in each review is on the retail rating. This rating is based on nine key opinions, each of which is assigned a maximum number of points. (The best possible rating is 100.)

The Categories: Production Idea (grouping of selection, continuity), 15 points; Name Value, 15; Quality of Material, 15; Manufacturing Distribution Power, 10; Exploitation Aids (record company and other advertising promotion, film, light and other plays), 10; Interpretation, 15; Record Quality, 5; Manufacturing Production Efficiency, 5; Packaging (art work, styling, wrap-ups), 10

POPULAR

CAROL MICROPHONE-VOL. 1 (12") 76

Here on an LP is a collection of 12 of the best material from Carol's radio series. While the car and his hidden side have been seen or heard on radio, TV and film, this is the first time his outstanding dramatic has been put to music. For the most part, the conversations are extremely funny, but the humor feeling is disrupted by a sequence involving a conversation between disabled men. Such bits are Carol's scolding conversations with a phony waitress, a stenographic pickman, a furniture mover and a woman shopper. The big question is whether or not enough people will be willing to pay hard cash for a disk that won't stand on contemporary shelves, after four or five hearings. For what, it's meant to be a kind of American Mr. Wolf.

BRITISH POP POLKAS-Paul Whiteman and His Dixie Hop Boys (12") 58

Walt, Katy, Patsy; The Wood Auction Polka, Paul Polka, Frisky Polka, Crazy Boss Polka, Rattles Polka Polka. Alternating accordion and violin lead and supported by a solid polka beat, the Whiteman group gets the right feeling and tempo into their instrumental disks. And polka music will be willing to pay hard cash for a disk that won't stand on contemporary shelves, after four or five hearings. For what, it's meant to be a kind of American Mr. Wolf.

FRANK LEHAR MEMORIAL-Al Goodman Ork, Eileen Farrell, Chas. Fredericks (47") 80

Heavy Willow Weep, You're In My Heart Alone, See But Love Is A Dream, Are You Going To Dance, Willa Francis, Serenade, Love Is A Pilgrimage, The White Dove. The ever-desirable Goodman has fashioned still another skillfully loaded package designed as standard stock. It's a beautiful collection of Lehar that has been put together—perhaps not as grand in approach as others but just as effective. Eileen Farrell, just as at home with Wagner as she is with Lehar, and Charles Fredericks contribute some stirring vocal numbers. A worthy addition to the Lehar for Victor.

JUKES JOCKS Not suitable. Middle-brow songs will find this set worthwhile.

HYMNS BY THE MARINERS (12") 75

Lead Kindly Light, Bless Be The Tie That Binds, I Am Thine, O Lord, How to Thine, O God of Love, In the Garden, O Master, Let Me Weep With Thee, Abide With Me, Morning Prayer, Now the Day is Over. Standard radio-TV performers with the Arthur Godfrey troupe, the Mariners have developed an appreciable following after four years of the same stand. Gathering over traditional hymns, using a simple organ background and arranging the numbers for the four voices, it is a warm but repeated mistake, the group has come up with a disk that makes good use of its material. Disks should do extra well during Christmas, Easter and Lent seasons.



RECORD PRESSING AT LOWEST PRICES IN THE UNITED STATES. New Material, Custom Quality. Bond up your records. We will do the pressing and flex type records. UNIVERSAL RECORDS CO. INC. Now operating in our new and modern plant.

nu note EXTRA PROFITS FOR RECORD DEPARTMENTS. Every owner of an automatic record changer is a prospect. Automatic record changers change records faster than you can say "change". That's why there are no longer playables. nu note's new automatic record changer is the only one making them better than new. A fast turnover item.

BENNY GOODMAN CARNEGIE HALL JAZZ CONCERT-Benny Goodman ork and guest stars, including Count Basie, Lionel Hampton, Johnny Hodges, Harry Carey, Lester Williams, Lester Young, Gene Krupa, Harry James, Ziggy Elman, Teddy Wilson, Benny Huddell, Jess Stacy, Martha Tilson and others (12") 85

Were it not for Rachel Goodman, Benny's young daughter, whose remarkable recordings would probably still be lying amidst a miscellaneous accumulation of household gear in a closet in the Goodman Park Avenue apartment. But one day while breaking in the apartment, Rachel came across a set of unplayed acetates which contained a virtually complete account of the historic jazz event at Carnegie Hall on January 16, 1938. Her discovery has been made available in this completely capturing long-play set. These records will be long missed by music-lovers and students of household gear in a closet in the Goodman Park Avenue apartment. But one day while breaking in the apartment, Rachel came across a set of unplayed acetates which contained a virtually complete account of the historic jazz event at Carnegie Hall on January 16, 1938. Her discovery has been made available in this completely capturing long-play set.

Deca will include a strong manufacturer-distributor loyalty campaign, as well as special window and store displays and 20 by 30 Crosby photo blow-ups for dealers. Hub of the Decca drive will be the largest single release of Crosby disks—8 new albums—to be marketed at once. The album will cover songs Bing has done in his pictures, such as Big Broadcast.

WASHINGTON, Dec. 23.—Sales volume of disks, sheet music, phonographs, radio and TV sets, musical instruments soared 63 per cent in October over the figure for the same month in 1949 in the nation's department stores, the Federal Reserve System reported this week.

Value of stocks of disks, sheet music and musical instruments in October this year was reported by FRS as 18 per cent higher than in October, 1949. Sales volume of radio sets, phonographs and TV was 78 per cent greater in October this year than in October, 1949, and 111 per cent greater in the first 10 months of this year than in the corresponding period in 1949. Stocks on hand in October showed a value 151 per cent higher than in October 1949.

DANCE DATE-George Shearing Ork (12") 78

Marionettes, So A Dile With An Angel, Barbara Kelly, Dearie Browned, Let It Be Frank, Let's Call Tonight a Day, Coquette, Ant You, Just Me. With everyone and his kid brother trying to build a band and each ultimately winding up with a one-hitter solo over it's quite refreshing to report that there's a guy named George Shearing who has come up with a band idea that's different, maybe not completely original, but different nevertheless. Shearing's idea appears to be founded in the Goodman era (1940) and Eddie Sauter period—and is lightly interwoven with some Basie and the tight ensembles of Les Brown. What comes out is a leisurely swinging disk which includes new recordings and old favorites. This Shearing project is something to be encouraged, it could provide the extra profit the band business is looking for. Its commercial disk value will depend greatly on exploitation. There isn't a side which couldn't make a fine single disk but "Marionettes" and "Let's Call Tonight a Day" stand out.

Not suitable. Superb dance band staff and as released by one of the nation's top record promoters.

YOU DOUBLE YOUR MONEY ON EVERY SALE. Get every direct from manufacturer top dealers. Get your card today. See complete information.

20 Years--and Boom for Bing!

NEW YORK, Dec. 23.—One of the most extensive promotions in show business history is being planned for the month of January to herald Bing Crosby's 20th anniversary and to push Der Bingle's new film, Mr. Music.

The anniversary marks Crosby's first appearance as a single entity in show business, but his actual tenure in the field dates back even further to his days as a member of Paul Whiteman's Rhythm Boys.

The promotion is a five-way deal between Decca Records, Paramount Pictures, the Columbia Broadcasting System, Chesterfield Cigarettes and Famous-Amateur Music Publishers. It will be built around a contest which will pay off in a free trip to Hollywood as Crosby's guest. Contest calls for participants to send congratulatory postcards to the crooner. The cards will be collected and one will be drawn by Crosby on his January 31 radio show to select the winner. Contest will be plugged in theater lobby displays, on Chesterfield radio shows, in record shops and on nation's cigarette counters.

Paramount pix has prepared special free trailers for theater spots, special mats and 40 by 80 theater lobby posters, as well as a flood of press material.

Set Deejay Campaign

Deca will include a strong manufacturer-distributor loyalty campaign, as well as special window and store displays and 20 by 30 Crosby photo blow-ups for dealers.

Hub of the Decca drive will be the largest single release of Crosby disks—8 new albums—to be marketed at once. The album will cover songs Bing has done in his pictures, such as Big Broadcast.

(Continued on page 27)

Sales Volume 63% Over '49

WASHINGTON, Dec. 23.—Sales volume of disks, sheet music, phonographs, radio and TV sets, musical instruments soared 63 per cent in October over the figure for the same month in 1949 in the nation's department stores, the Federal Reserve System reported this week. For the first 10 months this year, the gain was 84 per cent greater than in the same period the year before.

Value of stocks of disks, sheet music and musical instruments in October this year was reported by FRS as 18 per cent higher than in October, 1949.

Sales volume of radio sets, phonographs and TV was 78 per cent greater in October this year than in October, 1949, and 111 per cent greater in the first 10 months of this year than in the corresponding period in 1949. Stocks on hand in October showed a value 151 per cent higher than in October 1949.

AFM Boycotts Canadian Inns

TORONTO, Dec. 23.—The American Federation of Musicians (AFM) has blacklisted the "Royal" group of the Sheraton Hotel chain with the result that orchestras in five hotels will not play at Christmas and New Year's.

Placed on the "unfair" list by the union are the Mount Royal in Montreal, the King Edward in Toronto, the General Brock, Niagara Falls; Royal Connaught, Hamilton, and the Prince Edward in Windsor. Arthur Dowell, secretary-treasurer of the union in Toronto, declared comment.

Union's actions stem from a dispute between the labor body and the King Edward Hotel. The union insisted the hotel employ 16 musicians, while the hotel offered to use 11 men. Understood Walter Murdoch, Canadian head of union activities in Montreal officials of chain that unless the King Edward came to terms with the union, the chain would be placed on blacklist.

Full effect of the ban has not been felt at the Mount Royal. According to contract arrangements, unionized work requires four week's notice before ending an engagement, a Sheraton spokesman said.

THE BILLBOARD Music Popularity Charts

The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as overplayed by entry into best selling, most played or most heard features of the charts.

MAY THE GOOD LORD BLESS AND KEEP YOU... Bing Crosby Dec 27 684

Der Bingle turns a heart-tit performance of the popular Meredith Willson theme for the "Big Show," ABC's latest hour-and-a-half all-star Sunday show. Coral Records has a striking styling of the tune by Lya Murray's ork and chorus, while Victor has a ditty of the ditty by Eddy Arnold which figures to clean up in the Country and Western belt.

Jo Stafford Columbia 39082 The thrush makes the most of this rich and racy ballad. Paul Weston's scoring sets a deep mood for the stirring Stafford wailer. File in a glowing string of the Six Harmonies harmonious religious sentimentalizer, "It is No Secret."

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 came DJ Jockeys think tomorrow's hits will be:

- 1. I AM LOVED Frank Sinatra Columbia 39074
2. SO LONG Gordon Jenkins & The Weavers Decca 27576
3. TELL ME TONIGHT Tony Martin Victor 20-3985
4. THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL Ray Anthony Ork Capitol 1311
5. GET OUT THOSE OLD RECORDS Kaye Lombardo Ork Decca 27538
6. AT AY CHUG A CHUG Perry Como Capitol 1390
7. ZING, ZING, ZOOM Perry Como Victor 20-3991
8. IF Jimmie Rodgers Capitol 1329
9. MY HEART CRIES FOR YOU Jimmy Wooley Columbia 39077
10. THE NEARNESS OF YOU Sarah Vaughan Columbia 39077

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 they think the record retailers think tomorrow's hits will be:

- 1. MY HEART CRIES FOR YOU Vic Danow Mercury 5565
2. MY HEART CRIES FOR YOU Jimmy Wooley Capitol 1310
3. TELL ME TONIGHT Tony Martin Victor 20-3987
4. MUSIC BY THE ANGELS Vic Danow Mercury 5563
5. MY HEART CRIES FOR YOU Jimmy Wooley Mercury 5561
6. HOT ROD RACE Tim Hill Capitol 160339
7. SEA OF THE MOON Tammy Moran Victor 20-3987
8. LITTLE BITTY BABY Kate Smith National 9134
9. MY HEART CRIES FOR YOU Al Brown London 777
10. YOU LOVE ME Doris Day Columbia 39056

The Operators Pick

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

- 1. MY HEART CRIES FOR YOU Jimmy Wooley Capitol 1310
2. MY HEART CRIES FOR YOU Vic Danow Mercury 5563
3. MUSIC BY THE ANGELS Vic Danow Mercury 5561
4. GET OUT THOSE OLD RECORDS Kaye Lombardo Ork Decca 27538
5. IT IS NO SECRET Three Suns Victor 20-3976
6. KROODY'S CHASING ME Doris Day Columbia 39055
7. THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL Ray Anthony Ork Capitol 1310
8. MUSIC BY THE ANGELS Jimmy Wooley Capitol 1328

The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

- 1. BECAUSE YOU LOVE ME Leon Payne Capitol 1321
2. THERE'S BEEN A CHANGE IN ME Eddy Arnold Victor 21-6412
3. TIE ME TO YOUR APRON STRINGS AGAIN Eddy Arnold Victor 21-6412
4. YOU NEVER SAW I LOVE YOU Capella Staton Decca 46282
5. HOT ROD RACE Dale Martin-Sue Thompson Mercury 5567
6. IF YOU WANT MY LOVIN' Tim Hill Mercury 5290
7. PARDON MY WHISKERS Wayne Sayer King 910
8. PAVING THE HIGHWAY WITH TEARS Hans Somer Victor 21-6400

Join MARCH OF DIMES JANUARY 15-31

THE BILLBOARD Music Popularity Charts

Advance Record Releases

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

POPULAR

Anything Your Heart Desires—K. Capal Ork (Mansel) Cal 78139059; (331) 915
 As Time Goes By—Benny Surro (Dear) Cap 1344
 Babaloo—Jan Angelo (Tangal) Mer 5556
 Billboard March, The—L. Brown (Tasty) Cal 39081
 But You Are My Sweetheart—Troy Tyle-Judith Caron (Piano)
 Caravan Post—E. Benedict and His Pullatone (Love) V 778125-1183; (45) 51-1183
 California—Natore Boy Ork (E-4) Mer 5554
 Castles in the Sand—B. Devey Ork (I'm the) V 20-3992
 Christmas in Killarney—Ralph Marterie (Rainbow) Mer 5549
 Come a Little Closer—Ted Maasynowicz Ork (The Happy) Dec 45125
 Country Wedding Day—Troy Hill Ork (Mirage) Mer 5557
 Dance Boy—Conrad Basie Ork (Neal's) Cal 39075
 Dear, Dear, Dear—Benny Strong (As Time) Cap 1344
 Disappointment—Eddie Miller (The Skaters) Rainbow 4448
 Don't Cry Baby—T. Bennett-N. Lyden Ork (One) Cal 39060
 End of Desire—Natore Boy Ork (California) Mer 5554
 Especially for You—Roberta Quinlan (Swinging) Mer 5560
 Every Moment of My Life—T. Arden-N. Luboff (Chorus-P. Weston) Ork (I'm Praying) Cal (78)39080; (331) 937
 Ferry Boat Inn—Mat Temple Ork-Benny Lee and Mary (I Told) London 834
 Friend of Johnny's, A—Ink Spots (If) Dec 27981
 Get Out These Old Records—G. Gibbs (I Still) Coral 60353
 Get Out These Old Records—Savvy Kaye (Tennessee) Cal 39113
 Get Out These Old Records—Mary Martin and Sam Larry (You're Just) Cal 39115
 Handcuffed to Love—Troy Hill (I Care) Mer 5546
 Hands Off My Heart—F. Warren-H. Wietzenhauer Ork (Teardrops) V 20-3995
 Happy Yuletide—Ted Maasynowicz Ork (Coral) Dec 45125
 He's a Dream—He's a Devil—He's a Doll—Betty Hutton (What) V 20-4000
 Hallelujah—F. Martin Ork (Power) V 20-3996
 I Am Lonesome—F. Sinatra-A. Stardahl Ork (You) Cal 39079
 I Can't Give You Anything But Love, Baby—Troy Hill (Handcuffed) Mer 5546
 I Don't Want to Love You—D. Heyman-V. Young Ork (Heart) Dec 27982
 I Still Feel the Same About You—Dick and Don (River) Rainbow 4444
 I Still Feel the Same About You—G. Gibbs (Get) Coral 60353
 I Told I Told a Puddy Tat—Mat Temple Ork-Benny Lee and Mary (Ferry) London 834
 It—The Sons (Friend) Dec 28391
 It—Jo Stafford-Paul Weston (It Is) Cal 39082
 It's a Good Good Bye—Paul Weston-Elo-Arita Ork (Yes) London 879
 It'll Be Seeing You—Tallulah Bankhead (Van) Cal 39109
 I'm in the Mood for Love—D. Hawkins (Sling) Signature 25292
 I'm Moving On—B. Morrow Ork (L.H.U.P.) V 20-3993
 I'm Praying to Saint Christopher—T. Arden-N. Luboff (Chorus-P. Weston) Ork (Every) Cal (78)39080; (331) 937
 (Remember Me) I'm the One Who Loves You—B. Devey Ork (Castles) V 20-3992
 It Is No Secret—Jo Stafford-Paul Weston (If) Cal 39082
 It's So Easy—Vera Lynn (A Rain) London 836
 Keep Your Eyes on the Stars—Teddy Tyle-Jerry Grace (Tell) Palomar 109
 Little Grey Horse in the East—B. Morrow Ork (I'm Moving) V 20-3993
 Lonesome Traveler—Gordon Jenkins-The Weavers (So Long) Dec 27376
 Long Before I Knew You—J. Davis-A. Blyler Ork (Lover) Cal 39076
 Love Is a Wonderful Thing—J. Gilles-Chris Dane (A Lady) Howland 66-7
 Love Walks—E. Benedict and His Postalers (Caravan) V 778125-1183; (45) 51-1183
 Love—You Can't Afford to Blame, The—J. Davis-A. Blyler Ork (Lover) Cal 39076
 Loving Is Believing—Ames Brothers (Music) Coral 60352
 Lucky Day, A—J. Gilles-Chris Dane (Love) Marie-Band 66-7
 March Negro—K. Dupat Ork (Amables) Cal (78) 39059; (331) 915
 Melange in F—Troy Hill Ork (Gentry) Mer 5557
 Merry-Go-Round—Harry Owens (Song) Cal 3948
 Midnight Waltz, The—Wayne King (So Goes) V 20-3998
 Moon Was Yellow, The—M. Whitting (Over) Cap 1343
 Moonlight and Roses—Herb Jeffries (The Day) Mer 5541
 Music by the Angels—Ames Brothers (Loring) Coral 60352
 Neal's Deal—Conrad Basie Ork (Dear) Cal 39075
 Night by Young and You're So Beautiful, The—Dick Haynes-V. Young Ork (I Don't) Dec 27392
 No, No, No—Vic Bellamy (Sinc) Aca 1021
 Our Life Leads to Another—T. Bennett-N. Lyden Ork (Dove) Cal 39060
 Our Love, The (That's Left in My Heart)—Herb Jeffries (Midnight) Mer 5541
 Over and Over and Over—M. Whitting (The Moon) Cap 1343
 Piano Pulla—Troy Tyle-Joe Blue (But) Palomar 110
 Purrry—F. Martin Ork (Hallelujah) V 20-3996
 Rainbow Gap—Betta Chagal-Ralph Marterie (Climax) Mer 5549
 Rainy Day Refrain, A—Vera Lynn (It's So) London 836
 Rip Rita—B. Morrow Ork (Shadow) V 20-3994
 River of Tears—Dick and Don (I Still) Rainbow 4448
 Sad Case (Trouble, Trouble, Trouble)—Ziggy Talent (What) V 20-3999
 Sentimental Music—Dick Brown (With) Jubilee 4016
 Shadow Waltz—B. Morrow Ork (Rite) V 20-3994

Street Night—Vic Bellamy (Star) Aca 1021
 Sing, You Sinners—D. Hawkins (I'm) Signature 15290
 Sincerely Waltz, The—Eddie Miller (Dance) Rainbow 4446
 So Goes My Heart—Wayne King (The Midnight) V 20-3998
 So Long—Gordon Jenkins-The Weavers (Lonesome) Dec 27376
 Song of the Serenad—Harry Owens (Memorial) Cap 1348
 Swinging Doors—Roberta Quinlan (Especially) Mer 5560
 Tangle of Roses—Jan Arps (Babine) Mer 5536

Teardrops From My Eyes—F. Warren-H. Wietzenhauer Ork (Mansel) V 20-3995
 Tell Me You Care—Troy Tyle-Jerry Grace (Keep) Palomar 109
 The Thousand Four Hundred Thirty-Two Sheep—Orris Day-F. Cornicke Ork (Yes) Cal (78)39058; (331) 913
 Tennessee Waltz—Sammy Kaye (Get) Cal 39113
 Thirsty for Your Kiss—L. Brown (Billboard) March Cal 39081
 What Are They Doing in Heaven—Mello-Tones (When) Cal 39051; (331) 904
 (Please Tell Me) What is the Time—Ziggy Talent (Sail) V 20-3999
 When the Priory Gates (Wind)—Mello-Tones (When) Cal 39051; (331) 904
 While You're Away—J. Gilles-A. Valentine (Why) Howland 66-9
 Who Kicked the Light Plug—Betty Hutton (What) V 20-4000
 Why Should I Cry Over You, Baby?—J. Gilles-A. Valentine (White) Howland 66-9
 With These Hands—Dick Brown (Settlement) Jubilee 4016
 You Don't—Anita Ork (If) London 879

You Don't Remind Me—F. Sinatra-A. Stardahl Ork (I Am) Cal 39079
 You Go to My Head—Tallulah Bankhead (I'll) Cal 39109
 You're Just in Love—Mary Martin and Sam Larry (Get) Cal 39115
 You Love Me—Orris Day (Yes) Cal (78)39058; (331) 913

HOT JAZZ

I Should Care—Bud Powell Trio (Nice) Royal 8084 521
 Nice Work If You Can Get It—Bud Powell Trio (I Should) Royal 8081 521
 Papalagi—Stan Kenton Ork-Victor Manno (Santa) Cap 7-1306
 Santa Lucia—Stan Kenton-Victor Manno (Papalagi) Cap 7-1306
 Strike Up the Band—Stan Getz Quartet (Tonic) Royal 8081 520
 Toccata Ruffi—Stan Getz Quartet (Strike) Royal 8081 520

RELIGIOUS

Call on Jesus—Pilgrim Travelers (The Goli) Specialty SP 308
 Don't Yield—B. Woodfolk-Young Gospel Singers (I'm Walk) Mer 6208
 Get Away Jordan—L. & N. Gospel Singers (Jesus) Federal 12002
 He's Pleading in Glory—Pilgrim Travelers (Christian) Specialty SP 305
 I'll Walk Thru the Valley—B. Burr-Young Gospel Singers (Don't Yield) Mer 6208
 Jesus Gave Me Water—Pilgrim Travelers (Let Him) Specialty SP 306
 Jesus Knows About My Trouble—L. & N. Gospel Singers (Get Away) Federal 12002
 Let Him Be Your Friend—Pilgrim Travelers (Jesus) Gospel Specialty SP 306
 I Was There Where the Spirit Came—Pilgrim Travelers (What a Blessing) Specialty SP 302
 I'll Be the One—Pilgrim Travelers (Welcome Home) Specialty SP 303
 I've Got a Mother Gore Home—Pilgrim Travelers (Call On) Specialty SP 309
 I'm Glad With Jesus—Pilgrim Travelers (Oh's Pleading) Specialty SP 305

THE HOTTEST VOCAL GROUP IN AMERICA!



THE WEAVERS

2 Hit Records Now Riding High!

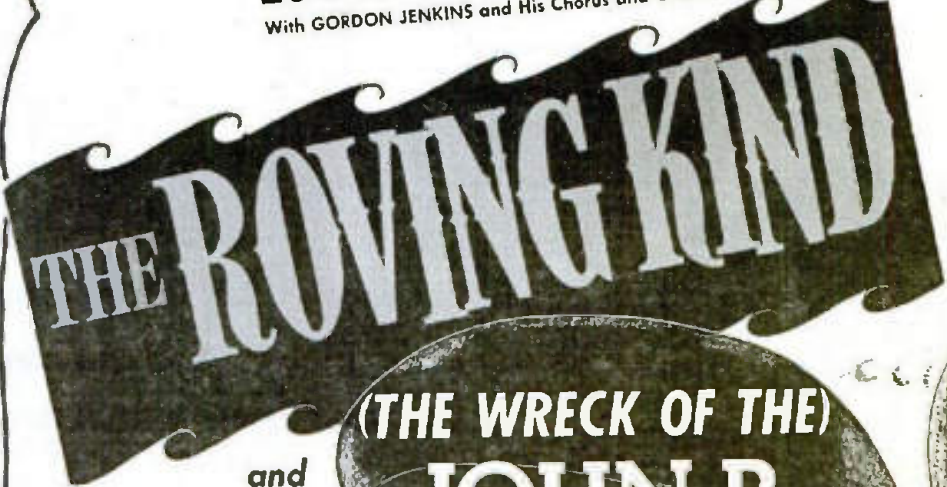
"SO LONG"

("It's Been Good to Know you")

"LONESOME TRAVELER"

With GORDON JENKINS and His Chorus and Orchestra

DECCA 27376 (78 RPM)
DECCA 9-27376 (45 RPM)



DECCA 27332 (78 RPM)
DECCA 9-27332 (45 RPM)



America's Fastest Selling Records

THE BILLBOARD Music Popularity Charts

Record Reviews

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

How Ratings Are Determined Records are rated four ways: (1) generally; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operations. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. No. 5 indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the nine categories considered: Song (either, 15); interpretation, 15; average vocal, 15; more value, 15; record quality (surface, etc.), 5; music publisher's art performance (vocals), 10; reproduction (record quality)—promotion film, 10; and other "plus" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	RETAILER	JOCKEY	OPERATION	GENERAL
POPULAR					
JOHNNY GILES-CHRIS DANE Love Is a Wonderful Thing VICOR 20-1992—Giles' vocal is on a ballad with a fair melody is clearly played by Giles' string and vocal. Chris Dane's vocal is an asset.		59	58	58	60
A Lucky Day Giles' material competently played by Giles and sung by Dane.		58	57	57	59
JOHNNY GILES-JIMMY VALENTINE Why Should I Cry Over You, Baby? VICOR 20-1993—Combination of inconsequential material, listless Valentine vocal and uncertain timing on a rhythm ballad.		50	50	50	50
While You're Away Valentine's vocal is a Enochian is better than on reverse side, but long and one are not.		55	55	55	55
DICK AND DON River of Tears RAINBOW RECORDS 4444—The Pam Alley writers Dan Reed and Dick Manning get an Ames Brothers sound into a wester ballad of their own.		70	70	68	71
I Still Feel the Same About You Writers' own version of their likely ballad should get a share of the action if the tune breaks thru.		74	75	73	75
EDDIE "PIANO" MILLER Dixie RAINBOW RECORDS 4444—South of the Mason-Dixon this piano and piano instrumental could make quite an impression.		78	78	77	80
The Skaters Waltz Either side of the line, a similar rendition of the Waldstrahl waltz in top-dance time is a neat novelty disk.		79	80	78	81
BOB DEWEY ORK (Tommy Ferrado) Castles in the Sand VICOR 20-1992—New Hilliard-Mann ballad is competently sung by Ferrado to Dewey ork's Sammy Kaye-like backing.		75	75	75	75
(Remember Me) I'm the One Who Loves You Ferrado, ork and the Skaters combine to make up an attractive but not new version of the Stuart Hamblen country and Western hit.		73	75	70	73
FREDDY MARTIN (Merv Griffin) Fanny VICOR 20-1994—Rimba novelty in the vein of "Necessity" and "Personality" evokes Merv Griffin and the Martin Men. Some lyrics may be the lyric worth while.		73	77	73	70
Hullabaloo Fanny has a brilliant disk in the happy sampling novelty. Thoroughly entertaining.		84	84	83	85
BUDDY MORROW I'm Moving On VICOR 20-1995—Played as a boogie-woogie instrumental country and Western hit gives Morrow a chance to take off on solo efforts.		73	78	70	72
First result is a good dance disk.					
Little Grey Home in the West More top material in this Morrow version of the oldie.		71	76	68	70
ROBERTA QUINLAN (Harry Celler Ork) Especially for You MERCURY 3569—Miss Quinlan's vocal tone sounds pick up on this slow version of her TV theme.		68	68	68	68
Swinging Doors Celler and vocal group sound chipper on a rhythm ballad of the country and Western school.		72	72	72	72
CLYDE MCCOY ORK Tear It Down MERCURY 3570—Despite the leading trumpet and band vocal the new version of the McCoy hit of the 30s makes little more than nostalgia.		65	65	65	65
Stormy Weather Instrumental disk of the standard creates an opportunity for McCoy to demonstrate his distinctive trumpet technique.		70	70	70	70
RICHARD HAYES (Harry Celler) Tambourine MERCURY 3558—Hayes sings the story ballad with much conviction as a folk act and chorus supply a robust backing.		80	80	80	80
This and No More Lenny Carroll		68	70	70	65
HAYES gives the semi-sentimental ballad a pleasant reading, but it's all just a bit too heavy.					
DON CORNELL Velvet Lips VICOR 20-1991—Original fifth number is sold lightly by Cornell, who turns in one of his best persuasive songs efforts.		73	78	70	71
Sue Me Cornell treats this brief "Gipsy and Dolis" novelty as a straight ballad but it comes off rather thin; compile a fairly strong Westmaster setting.		68	70	66	68
PAUL NEIGHBORS ORK No One But You CAPITOL 1341—A pretty waltz by the writer of "Tennessee Waltz" is done up attractively by the prominent East coaster. Vocal by Neighbors and trip is well done in the Sammy Kaye vein.		79	80	78	78
Hullabaloo A catchy instrumental reminiscent of "Hoop Be Do" is done up brightly by Neighbors (on vocals) with ensemble. Reaching disk should stir up some like-minded admirers in taverns.		78	80	75	80
TOM ARDEN (Paul Weston Ork-Norman Luboff Chols) Every Moment of My Life COLUMBIA 3709—A new Benny Davis-Arden Silver ballad is sensitively sung by the very promising Arden with a nice assist from the Weston ork and the Luboff Chols.		80	80	80	80
I'm Praying to St. Christopher Arden gets things the religious ballad with warmth and conviction as are old choros having a fitting background. Could build with promoters.		84	84	84	84
COUNT BASIE ORK (Bob Bailey) Danny Boy COLUMBIA 37075—Bob Bailey's tenor vocal and the Count's polished big band swing combine on the oldie for an attractive disk. Mace goes for eye but never previously released.		79	80	79	77
Neal's Deal A Real Hot-Disc original instrumental is served up as a highly attractive jazz item by the Count's sextet.		74	77	75	70

H. & R. Cops Top Seller

Hill & Range, Hollywood, acquired pubbing rights last week to Specialty Records top seller "Please Send Me Someone to Love." Deal was made with H. & R. Prexy Julian Aberbach and Specialty's topper, Art Rupe. Three other pubberies were reported after the blues tune. "Please" is well over the 200,000 copies mark and is doing stronger biz than label's just big seller, "Pink Champagne," according to Rupe. Pubbery is lining up waxings of the ditty with several of the majors.

Distribbery Folds

Major Distributors, indie disk wholesaler in New York, closed up last week when Ed Levy was called to active service in the U. S. Army and Zah Zebzey decided to go into war work. Tower and Signature labels formerly handled by firm were taken over by Cosnat, and Tempo Distributors took the modern line. Aftermath of the close-up was the setting up of a new distribbery by Eob and Morly Shad, Sittin' In salery toppers. New firm, Record Sales, will handle Sittin' In, Jade, Premium, Dot, Gospel and Coleman lines.

Muzak for Industry

Curt Ploniger, Muzak's veepee in charge of national sales, has returned from a cross-country tour visiting the wired music firm's 67 franchise holders. Basic purpose of the trip was to explain Muzak's latest scientific developments in the field of functional music for industrial plant use.

Cap Adds Westerners

Capitol Records last week expanded its Western talent roster a Chouly, with the signing of Eddie Dean and Zeke Manners. Manners, currently on WJZ-TV, New York, was formerly on RCA Victor wax. Dean, who penned "One Has My Name," was previously with Mercury. Cap intends to level a

build-up campaign on Dean along Western ballad lines.

Pinky to Abbey

Abbey Records last week named Pinky Herman as exploitation and promotion director. Herman has been associated with trade publications since 1929. Long active as a songwriter, Herman is well known as one of the stormy petrels in affairs of the American Society of Composers, Authors and Publishers.

Modern R&B on 45

Modern Records will issue rhythm and blues 45 platters soon, becoming the second Hollywood diskery on the last few weeks to announce such plans. Swing Time Records announced it would release r. and b. fare on 45 early next month. Modern's blues 45 releases will include all future diskings plus 15 of its past top sellers. Among the new 45's will be Jimmy Witherspoon's "Once There Lived a Fool."

New York:

Music publisher winter vacation season is under way with the departure of Jack Bregman for Miami. Warner Bros. Mack Gold takes off for the same locale shortly. Billy Eckstine's personal manager, Milton Ebbins, took off for Hollywood last week to arrange for the warbler's MGM fleeky debut. MGM Records' latest soundtrack album will feature the songs performed in "Grounds for Divorce," which stars Kathryn Grayson; songs are mainly drawn from the standard operatic catalog. Package will be merchandised on all three speeds. Orkater Gene Williams will hit the road with his ork for approximately 30 one-nighters during January.

Shapiro-Bernstein pubbery last week reactivated its Mood Music affiliate to push "A Chouly," which has been waxed two ways on Decca, by Red Foley and by Bill Kenny with Gordon Jenkins ork. Marvin Cane, who manages singer Vic Damone, will double as professional manager of the Mood firm.

Chicago:

Forrest C. McAllister, ex-field rep for the American Music Conference, the non-profit music promotion org, has resigned to become editor and publisher of The School Musician, which he purchased last week. Eddy Howard's future diskings will be made with five fiddles added to his regular ork. Howard's last two disks were experiments in this new set-up, devised by Art Talmadge, of Mercury. Results have been so good that added instrumentation will be permanent. Carl Area, trumpet, and warbler Scotty Marsh, of the Orrin Tucker ork, were married recently. Tucker has become a heavy investor in oil and natural gas wells. Al Morgan set for the Chez Paree, opening four weeks at \$3,000 per week, January 5.

The Joel Coopers (he's head of Tell Music record distribbers) are parents of a son, born December 19. The board of directors of the National Association of Music Merchants will hold a midyear meet at the Hotel Statler, Washington, February 6-7. Larry Fontana's ork goes into the Rustic Cabin, Englewood, N. J., January 5 for five weeks, with four weeks at the Syracuse Hotel, Syracuse, to follow. He returns to the Aragon, Chicago, May 3 for five weeks. Sid Harris of Mutual Entertainment here, now handling Bonnie Baker with Billy Rogers. She was formerly handled by Associated Booking Corporation. They Hill is now doing a one-hour daily d.j. show over KJLZ Denver. He owns a farm at near-by Fort Lupton, Colo.

Hartford:

The Uptowners orchestra is now playing dance music at Ryan's, downtown Hartford night spot. Orchestra is composed of Lou Zabedoo, bass; Tom Sarubbi, drums; Murray Gotfried, saxophone and clarinet, and Skeets Shoney, trumpet. Vocalist is Jim. (Continued on page 27)

Festive Show Business Eyes Grim Upheavals Coming Up Soon

Continued from page 1

munications. And RCA President Frank Folsom performed with equal distinction in navy procurement. On the Columbia Broadcasting System-Columbia Records, Inc. side, there have already been widely credited rumors that Board Chairman William S. Paley was slated to go to work with Stuart Symington, the head of the National Security Resources Board. It is known that Frank Stanton, president of CBS, served as an unofficial consultant in world mess No. 2, to such operations as the OSS. Mutual President Frank White is also known to have served as consultant without portfolio to government and military officials concerned with communications and propaganda. Numerous other top radio, television, record, film and other industry executives, of course, served in official or unofficial war capacities in the fust with the Fascists.

No Immediate Word
There is no immediate word that any of the aforementioned are soon to be tagged by Uncle for crisis posts. But as the pressure increases and the need for experienced hands becomes more urgent, there is every chance that one or more of the business's best brains will be called. That the boards of various organizations recognize the need for doing everything possible to serve up their toppers for the duration and beyond—not that they wouldn't release them on government call—is demonstrated by the recent granting to Sarnoff and Folsom of options by the RCA board to purchase 100,000 and 50,000 shares respectively as "incentive" arrangements. Folsom's offer is in addition to extension of his contract to the end of 1954 at his \$165,000 per annum salary.

Would Menus Change
Taking nothing away from such able second-in-command gentry as Joe McConnell, Paul Barkmeyer, Charlie Denny, et al., on the NBC-

RCA side, nor their counterparts such as Jimmie Rodgers, Murphy and company on the CBS-Columbia side, there is little doubt that the removal, for however short a period, of Paley-Stanton, Sarnoff-Folsom would result in some changes in the individual as well as the competitive picture in these two companies. Same reasoning applies right down the line thru other companies in other branches of the industry.

Record Industry Shift
But completely aside from the effects of possible recruiting of top brainpower, the current tight spot will inevitably result in drastic inter- and intra-industry alterations. The record business is a good case in point. As is known, the industry, sparked by RCA and Columbia, was well on the way to establishing the 45 and 33 r.p.m. LP disks, hustling the old 78's into oblivion. Already they had succeeded to the extent that an estimated 5,000,000 45 and/or 33 turntables are in American homes, as against the standstill figure of about 16,000,000 78 machines. Without a crisis, this gap would have been consistently and speedily cut down until the new speeds formed the big bulk of the market.

If the present world mess doesn't straighten out in a hurry—and most competent observers don't see how it can—it is inevitable that production of new speed players will come to a virtual standstill, and the market will be frozen somewhere in the vicinity of 6,000,000 to 6,500,000 of the new-speed players as against a 78 market still almost triple that size. This would naturally result in a shift in emphasis on the part of the disk makers back to the old 78.

TV-Radio Questions
More widely recognized is the effect (reported in The Billboard repeatedly over the past three months) that the planetary jam will have on television. Color TV

has already become a completely academic proposition—with little or draw in Chicago. The freeze on new stations must last till the world cools off. The receiver industry figures to be at a virtual standstill fairly soon if the crisis grows and continues.

TV and radio figure to get something of a business short-in-the-arm thru express profits reckoning, with the latter medium figured for a resurgence of listener-life via greatly hyped interest in new-casts. But even here, under really rough circumstances, stations might go off the air, etc.

Picture business looks for a pick-up via more money in more consumers' pockets than ever before and less stuff to spend it on. Night spots, cafes and other entertainment centers, indoor and alfresco, figure to get a box-office lift for the same reasons.

Sheet Sales

Continued from page 1

by Henry Spitzer. Irene has racked up 500,000 in sales.

Richmond, leading music jobber, says Waltz sold 11,000 for the week ending last Friday. This figure, of course, applies only to merchandise sales.

The Patti Page Mercury disk of Waltz, incidentally, has passed the million mark. Record company will present the warbler with a gold badge when she works the Chicago Theater, Chicago, for two weeks, starting January 12. Mercury execs believe the disk will surpass any previous Mercury record in sales.

With Patrice's *All My Love* and Waltz diskings hitting a succession, singer has doubled her price on p. 8. She gets \$2,000 per week at the Chicago and has a commitment at the Paramount, New York, in the spring at \$3,000.

Reviews

Iceland, New York

(Saturday, December 16)

Capacity, 350. Price policy, \$2.50 minimum. Shows at 7:30 and 10:30 weekdays, 7:30 in and 10:30 Saturdays. Operator, Abe Goldstein. Booking, non-exclusive. Estimated budget this show, \$500.

The spot presented a fresh, well-balanced show which kept the audience's attention.

Ricci Vallo, a good looking, clean-cut well-built lad, delivered his material with plenty of vitality. He did a dream medley, including *Did You Ever See A Dream Walking*, starting it with a suave talking intro. He also did *Sorrento* in Italian and *Just Say I Love Her* with one stanza in Italian. Both sold well.

An actor-adagio team, Robby and Dell, making its first appearance in New York, showed ease and tricks that drew exclamations from the crowd. The girl is small, well built and dark. The lad is fair and on the stocky side. The act had some humorous touches and finished to solid applause.

Ensign Danny White did his burlesque routine to a lot of laughs. He did what purported to be a take-off on the ballet in an over-sized cut away and a topper with red feather. And, in talking about Mexico, he wore a colorful sombrero. His act was spiced with a few bumps, and constant asides.

The Guy Martin Dancers, a line of five hefty lookers, worked with Pat Donahue, who tapped and did flips with a lot of verve.

Jack Palmer's five-piece band conducted the show adequately and played for dancing. Relief was done by the Tony Barone Trio. Gene Plotnik.

business done to phonograph record accompaniment, and the Indian magician were particularly effective. He stopped the show cold, and had to encore, bringing on his father and mother before they would let him go.

Eddie Fisher followed, and it's a tribute to the kid's ability that he filled the tough spot like a vet. He opened with *Sitting on Top of the World*, followed with *Thinking of You and Wanderin'*. Encored with *Making Whoopy and Papers* to a great hand. *G.I. I.A.I.*, a Harry Akst tune written in memory of Jolson, and sung without orchestral background, was effectively used as a beg-off.

Sam Levenson, topliner, closed the show. Some of the anecdotes were heard here before, but judging by the yucks they got, they have lost none of their laugh getting quality. He encored with the marriage story, and had to beg off after a 30-minute stint. Levenson is here for a week, and will be followed by Jimmy Durante, who comes in on December 29 for four days. Show was produced by Arden and Fletcher and cut by Dave Tyle's ork. Art Green.

Persian Room, Hotel Plaza, New York

(Thursday, December 21)

Capacity, 350. Price policy, \$2-\$2.50 cover. Shows at 9:30, 10:30. Operator, Hilton chain. Booker, Mortel. About. Publicity, Ed Gray. Estimated budget this show, \$2,500.

Kyle MacDonnell, a sweet, wholesome blonde with a Dutch-boy hair-do, didn't have to sing a note to get them to like her in her *Stem* preem as a cafe entertainer. She sold on looks alone. But in addition she showed assurance, slightly tempered by nervousness and a voice that was above average. Where she missed was on routine. She did standards and novelties, plus a couple of new show tunes and at least one singing off mike. The gal's voice isn't strong enough without amplification. The tunes were okay, she would have done better with more melodic numbers. The mood dirge, *Star Faithful* (a favorite of ours for no other reason than that it was clefted by Mike Brown, a Billboard alumnus), was a poor choice. With minor changes Miss MacDonnell should make it in this league, as she's already made it in TV and legit. She's a sure bet for any class room.

Beatrice Kraft, working with her two boys, was excellent as ever in the East Indian dances. Her single number was particularly good. An opening fuff threw the act off, calling for an embarrassing talkover with orkster Dick LaSalle. But the act finished way ahead. LaSalle cut the show in solid style. Mark Made relieved. Bill Smith.

Helsing's Vodvil Lounge, Chicago

(Wednesday, December 20)

Capacity, 315. Operators, Frank and Bill Rising. Publicity, Sam Hoenigberg. Single-able booker, Tavel Rogan. Price policy, no cover or minimum with drinks from 50 cents up. Estimated budget this show, \$1,800. Estimated budget last show, \$1,250.

This intimate bistro has a great show for the holiday season, starring Georgie Gobel. Gobel has a melange of new gags and routines, which, when mixed with his unabashed presentation, makes for continuous howls. In addition to

ESTIMATE \$1 MILLION YIELD FROM NEW AGVA DUES BITE

Boost Set To Meet Added Costs; Ops Will Deduct Levy at Source

Continued from page 1

of this 1 per cent will go for insurance, welfare or other benefits. It can be stated flatly that no such plans are contemplated until the new bite is in existence for at least one year. The dough will go towards raising field representa-

STEM COMBOS 'WAY OFF IN HOLIDAY BIZ

Music Hall Tops Week's B.-O. Take With Xmas Show

NEW YORK, Dec. 23.—With the possible exception of two or three houses the chances are that the rest of the combo spots on the Stem didn't take in enough dough last week to pay for the stagewash, not to mention picture percentages, promotion, staff, etc.

The final take for the week was \$338,000, a plus against the previous week's \$302,000, but like the previous week it was Radio City Music Hall which accounted for the gain.

Music hall (6,200 seats; average \$123,000) did \$143,000 for its second week of the annual Christmas show plus the Kanawha Trio, Martha Stewart and Kim. Opening week's take was identical.

Roxy (6,000 seats; average \$68,000) did a satisfactory \$82,000 for its initial frame with Elsa and Waldo, Gaultier's Steeplechase and For Heaven's Sake.

Capitol (4,627 seats; average \$139,000) went way down to \$27,000 for the second frame of *Watch the Birdie*, Madriguera ork, Charles Frederick and Paul Regan. First week's take was \$30,000.

Paramount (3,654 seats; average \$78,000) wound up its three-

live's salaries, hiring additional personnel and helping to meet the added costs of running AGVA.

The average AGVA rep gets \$50 weekly plus about \$25 expenses. For this he has to collect bonds estimated at thousands of dollars, straighten out the members and ops and members and agents; to police his area as to wages and conditions and to collect dues.

Member Services Affected
When costs started to go up, AGVA cut salaries of reps and eliminated some offices. This resulted in lessened services to members and the dropping of policing in various areas. This cut-back in turn threw an added burden on other reps with the result that the entire structure was threatened.

When the Philadelphia plan was proposed and accepted at the recent convention, the money collected was to go into a welfare program. Under the plan, ops were to pay a minimum of \$5 and a maximum of \$25 weekly to AGVA, on talent budgets AGVA's board discarded it because none of the funds collected under the plan could be used for anything but welfare purposes. In addition, the plan would cost \$78,000 annually to come from operating income. At present its welfare fund is in good shape. Members receive

weaker with Jimmy Dorsey's ork, Nat (King) Cole and Let's Dance with \$45,000. Show started with \$75,000 and went to \$60,000 for the second week. New bill, reviewed this issue, has Jan Murray, Louis Prima's ork and Mr. Music.

Strand (2,700 seats; average \$41,000) drew \$24,000 for its second week with *Highway 301*, Dave Apollon and Peggy Mann against a first week's \$30,000.

Place (1,700 seats; average \$18,000) fell off to \$15,000 for eight-act bill headed by Eddie White plus *Last of the Buccaneers*. Previous week's figure was \$16,000. New show, reviewed this issue, has Leon Fields, Paul Garner, six other acts and Emergency Wedding.

a \$500 insurance policy free and certain other services.

The method of collecting the 1 per cent will be by a direct levy on the operator of a cafe, booker or theater. Each talent buyer will receive a form on which he will include all the members of his show and their gross salaries. He will then deduct 1 per cent of salaries of all AGVA people and send the dough to AGVA.

Plan Is Nationwide
The plan will become nationwide and will cover all fields where AGVA people may work. The club, date booker, the cafe op, the vaude manager, fair and carnival talent buyers, will all be notified of the levy within the next few weeks.

AGVA expects some resistance from both the members and ops, but believes that eventually it will get them to fall into line. There's a possibility that some members may object to ops deducting the 1 per cent. Under AGVA rules, however, such a deduction will be within its rights, union toppers said.

Union plans to increase its insurance for members to include free accident and health coverage, if the 1 per cent brings in enough of a surplus to warrant the expense. Such insurance, however, is still in the future.

Philly Church Group To Fight Sunday Niteries

PHILADELPHIA, Dec. 23.—

Any legislative attempt to open night clubs on Sundays in Pennsylvania will be attacked by the Lord's Day Alliance, it was announced by Rev. Melvin M. Forney, general secretary of the Alliance, which is one of the chief legislative representatives of the church forces. State Legislature returns to session January 16 and already there is "a definite campaign to legalize horse racing with pari-mutuel betting, Sunday sale of liquor and Sunday sports," said Rev. Forney.

Forney charged that measures are expected to be introduced in the coming legislative session legalizing the Sunday sale of liquor and the extension of the Saturday night curfew on the sale of liquor from midnight to 2 a.m. Sunday.

Any such changes in the present liquor control law would mean the niteries could run Sundays and stay open Saturday nights until 2 a.m., the present weekday curfew hour. At present, only privately chartered clubs, ostensibly for its membership only, enjoy an open Sunday.

Open, Shut Are Big Pitt ??

PITTSBURGH, Dec. 23.—Five downtown niteries made a joint statement Wednesday stating that New Year's Eve celebrations would be held Saturday night, and not Sunday, which is forbidden by State liquor board regulations.

The Carousel had previously stated, along with Bill Green, that it would be open Sunday, but this announcement drew heavy fire from church groups and State and city officials. The Carousel will join the Copa, Monte Carlo, Carnival and Midway Lounge celebrating Saturday. However, the H&H Club, with the Copa revue, will have a Sunday celebration on unlicensed premises above the Copa.

Bill Green's has still not decided what his plan of action will be. Highway clubs have rented their premises to private parties.

Contract Halted By AGVA in Deal Of MCA-Doris Day

Improper Terms Cited Reason; Legal Ethics Also Cause Action

NEW YORK, Dec. 23.—Contract negotiations between Music Corporation of America (MCA) and Doris Day were stopped last week when the American Guild of Variety Artists (AGVA) charged MCA with rule violations in attempting the deal and pressuring Miss Day in agreeing to a contract which was "highly questionable."

The matter came to light when Martin Bellenson, Miss Day's lawyer, forwarded documents and a letter purporting to have come from Miss Day asking him to handle the proposed pact in which she agreed to sign with MCA for five years. During that five years MCA was to collect all commissions on contracts with Michael Curtiz Productions, previously assigned to Warner Bros., and on the Columbia Records pact in the same manner as if MCA had negotiated the contracts.

For signing this, Lawrence Melcher, who claimed to have had Miss Day under contract thru Century Artists, now in liquidation, was to get \$48,000 from MCA for turning over his contracts to the agency.

AGVA's objections to the contract was that, first of all, it stipulated that for the first three years Miss Day could not obtain a release under any conditions, "even if the agreement were burdensome

and harmful." Under AGVA rules a member must get 30 days' work in any 90-day period or a release becomes obligatory.

Also the contract is for a five-year term, to start January 1. Under AGVA rules, contracts may not be more than for three years and options.

Ethics Questioned
AGVA questioned the ethics of some of the people involved in the negotiations. "If Century Artists had the girl under exclusive agency contracts it was a secret to us. It was never filed in AGVA." Further, in the document submitted to AGVA, Bellenson appeared as Miss Day's attorney, as attorney for Century Artists and for MCA.

Both Screen Actors' Guild (SAG) and American Federation of Radio Artists (AFRA) have okayed the contract, according to the Day documents. Bellenson was attorney for SAG in the past and also helped AGVA in drawing up its original framework. New York attorney in the matter is Henry Jaffe, who is also AFRA's lawyer.

MCA officials said they saw no reason for AGVA to stop the deal; once SAG and AFRA have okayed it.

Bellenson said AGVA was balking at an insignificant clause that would be ironed out.



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Hocus-Pocus

of Magic and Magi
by Bill Sachs

IT IS doubtful if Harry Blackstone will again launch his full-evening show after the first of the year for another crack at the nation's legit houses, as was announced recently following his sudden close at the American Theater, St. Louis, to climax a brief road marred by meager business. It is our guess that the Old Master, sitting on a bundle built thru several fat seasons in recent years, will be content to take things easy with his new bride for the remainder of the winter, rather than gamble with the uncertainties of the road and the extra-added competition of Kid TV. If the veteran rabbit-hider does unharbor his bag of tricks in the near future, it may be in a few days also in television, where he can work as a single or with a minimum of assistants. Blackstone has had a number of television offers and he already has a package built for tele consumption. Only one thing balks the deal—Harry is asking for money, not a sponsor, to dangle negotiable here as bait, instead of a bag of peanuts, and watch Harry grab it. . . . Tilden the Magician and Company, after a season in theaters and auditoriums under sponsorship, spending the holidays in Tilden's home town, Elton, Mo., Tilden plans to spring with a Horror Show after the first of the year. . . . Aside to Lucille and Eddie Roberts: "Thanks a lot. It works like a charm." . . . Mr. and Mrs. Charles LeRoy, magic workers, are this season operating a restaurant at the All-State Tourist Court in Sulphur Springs, Fla. . . . Walter Coleman, president of the International Brotherhood of Magicians, at a recent meeting of the organization's executive committee in Cincinnati, announced that the IBM now boasts of nearly 5,000 members in 115 rings in the United States and 27 other countries. . . . Paul Hubbard, who has been working schools in his established Ohio and Kentucky territory since early September, passed thru Cincinnati last week en route to Ashland, Ky., where he is spending the holidays. After the first of the year he'll work a 40-mile circle out of that city before moving on to schools in the West Virginia sector. He reports that the recent snowstorms in Ohio knocked him out of eight

dates. He lost three more stands to floods in Kentucky. Hubbard tells of recently catching the performance of Louis Medina, and says that the Negro necromancer offers a show surpassed by few school workers. . . . **TRUE AND ADE DUVAL**, after two weeks at the Henry Grady Hotel, Atlanta, hopped out of town to spend the holidays with True's folks. The Duvals open at the Brown Hotel, Louisville, January 12 for a fortnight's stand. . . . While 250 children sang carols at the annual Knights of Columbus Christmas party in Philadelphia last Sunday (17), George Marshall, who worked his magic professionally under the name of George Morton, collapsed and died backstage just as he was preparing to go on. Marshall, who has been doing a magic turn since World War I, also operated a photo studio in Philadelphia. . . . Bob Nelson, of Nelson Enterprises, Columbus, O., reports that response has been heavy on his new combination No. 23 catalog and Buyers Guide, which recently came off the press. The catalog packs 144 pages and 300 illustrations. The Buyers Guide is a separate booklet giving supplementary information on the catalog, as well as advice on the best methods and apparatus best suited to the individual's requirements. Nelson speaks of the Buyers' Guide as an innovation in magical merchandising. The catalog-guide combination carries a 50-cent price ticket. . . . Answer to F. B. J., Fort Wayne, Ind.—Lester (Great Marvel) Lake's home is in New Trenton, Ind. He is not married. Incidentally, Lake still works an occasional magic date in the Cincinnati area, while dating in most of his idle time in perfecting a camera to take three-dimensional pictures. . . . Terry Lynn is spending the holidays with his 85-year-old mother in St. Louis. Lynn says he has entered semi-retirement to remain near his mother in her old age. He reports that he recently turned down offers to go to South America and Las Vegas, Nev. . . . Judith Johnson and Company, mentalists, are being held over until January 1 at Club 55, San Antonio. Harold Logg, while a show's pilot, reports that they have just taken delivery on a new Columbia house trailer. . . . We have had inquiries recently on Mrs. S. S. Henry: the Cochran, man and wife magic team who formerly worked niteries and vaude; Keith Clark, Ruth Hathaway, Frankie Gallagher, John Calvert, Tung Pia Soo and the Mardonis. Can any of our readers steer us on to the whereabouts or activities of any of these magic folk?

Hub Clubs Get N. Y. Eye Break

Day Dreamers Stand Out
The Day Dreamers, a four act (three boys, one girl), have possibilities of becoming one of the top singing groups of all the new ones that have recently been caught. Besides looking good (the gal is a sight for sore eyes) they work well, show listenable arrangements and project comparatively easily. Some of their material can stand trimming, an over-the-top novelty arrangement of Rose O'Day, was one example; but their other stuff can stand as is. The audience payed off with hefty mirth. . . . Doris Patts and Mrs. Waterfall (Nina Olivette), got the show back into the comedy groove with their standard Nan Rae and Maudie Davis material. The old bits of dragging a customer onstage for a chit-chat, registered with a bang. Ted and Deana Peters, another man-wife team, did a neat ballroom turn with most of the accepted tricks going off in good style. . . . Leon Fields, a standard cufe come, drew giggles with his opening bit to solid yocks as he went along. The boy showed a world of ease and an audience identification that paid off in proper fashion. The Five Harstons (three boys, two girls) did an acceptable combo of Risley-balance-tectonboard and calypso tracks, winding up show to all around satisfaction. . . . Pic, Emergency Wedding. Bill Smith.

Jolly Joyce Pkg. Tours New England

PHILADELPHIA, Dec. 23.—After a successful holiday date at the Hippodrome Theater, Baltimore, the Jolly Joyce package, Western-styled Round Up Jam-boree, will go on tour, starting today (23) with a two-day stand at the State Theater, Hartford, Conn. Other dates in the New England area are set. . . . Unit is headed by Sunset Carson, Monogram and Astor movie cowboy, and Texas Jim Robertson (who replaced Hank Snow), Elton Britt, the Silky Sleepy Howdy Gang, Shannon and Mein dance duo with Barney Grant as emcee.

Burlesque

GEORGIA SOTHERN'S mother is seriously ill in a hospital in Morristown, N. Y. Jack Hayes replaced Sid Nadell as comic in Philadelphia December 29. It marks his first tour of the Hirst Circuit after 12 years in theaters on the Coast. . . . Grand, St. Louis, recently was visited by burlesque who removed the safe containing \$7,600, representing the receipts from three nights over the week end for the Rose LaRose-Mike Sachs unit. . . . Three new burly players in the Bob Ferguson group on the Hirst Wheel include Don Lynn, straight, and his wife Ilika DeCava, singer-dancer, and Helena Gardner, featured strip, who wound up her tour last week for a prospective bistro engagement in Miami. . . . Kitty Parks is out of the line-up at the Empire, Newark, with an attack of the grump. . . . Abe Gore and Sammy Spears, comics; Earl Rood, straight, and Buddy Bryant, singer, comprise the stock players at the Fox, Indianapolis, where Hughie Mack is manager, and Pat Mack, chorus producer. . . . Charlene, fire dancer, with Timmie Wine Bar at Coney Island, N. Y., last summer has closed a four-week engagement at the Mardi Gras Club, Key West, Fla., to open at the Big Barn, Miami.

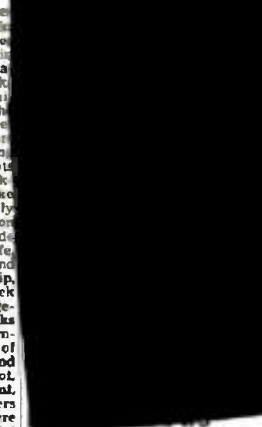
TEXAS LEE, following four years of retirement in Milwaukee, is back doing

Vaude Review

Palace, New York

(Thursday, December 29)

Capacity, 1,700. Price range, 10 cents to \$2.00. Four shows daily, free, Saturdays. RKO booker, Dan Friendly. Producer, Dave Blone. Show played by Dan Albert's house act. . . . Where last week's show was in a hole this one is on top. It runs well, has good acts well spotted and the key performers give the entire bill a pacing house hasn't had in a long time. . . . Stageshow opens with an excellent arrangement of Christmas numbers by Don Albert's band. First act were Morgan and May, comedy duo-balancing act. Husband and wife team dress well, work smoothly and make a good appearance. Their tricks and general selling style got them good hands. Virginia Austin's standard puppet act drew titlers. Her routine with three puppets, one handling the other, registered strongly. . . . Paul Garner, a short plump lad, did a standout job as a piano comic. Using bits of biz, Garner worked to ever increasing yocks. The his piano work was good, the concertish version can stand trimming in favor of more comedy. Boy's face and performance is made for laughs. . . .



Sets Names

PHILADELPHIA, Dec. 23.—The Rendezvous of the downtown Hotel Senator will temper its old-time jazz policy to allow for some of the major niteries acts suitable to intimate rooms. Spot has inked a return date for Ronnie Graham for two weeks in February, while the Dixieland band of Muggsy Spanier will bridge the remaining February weeks. . . . Leo Gaber, is also negotiating to bring in Josh White next month to make it his first local niterie appearance. Kicking off the new year, spot will have Billy Day, former Buddy Williams' band vocalist.

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Off-Broadway Review

A SEASON IN HELL

(Opened Wednesday, December 13)

Cherry Lane Theater

A play by Mac Dalven. Staged by John Darley. Sets by Richard Clark. Lights by John Ed. Costumes, Ruth Morley. Stage manager, Vera Beebe. Press representatives, Max Klein. Presented by Gregor Taska.

All souls are lost in Season in Hell, a new play by Mac Dalven, presented by Gregor Taska at the Cherry Lane Theater. Even those few who have some redeeming qualities can not save themselves from an all-pervading gloom of ennui.

Hell should have been a very exciting play, since it is based on the dramatic life of the famous French poet, Arthur Rimbaud (1854-1891). But instead it is episodic, and the dramatic story becomes little more than a staged biography.

Rimbaud was a Hamlet, a tragic figure tormented by the evil surrounding him. His was the fate of other great writers, frustrated because his writings were far ahead of his time, ignored by his doubts, disillusioned by the lack of poetry and beauty in the world. His life was one constant struggle against poverty.

From all this, then, Miss Dalven could have shaped a stirring drama, had she presented first the man and, only incidentally, his life's story. As matters stand, her material would be much better presented as a book. If she is not yet acquainted with dramatic form both as to plot and dialog.

Dramatic Impact Lost

But whatever dramatic writing she does inject, occasionally, is lost in the current production at the Cherry Lane. The majority of the cast seem unfamiliar with the fundamentals of acting. They walk their paces with hesitancy, and read their lines as if what they have to say could be of absolutely no importance to any listener. Even those who might have put some fire into the proceedings are dampened by the under-under-acting of the rest. To mention some who show frustrated potentialities, there's Stuart Logan, Robert Leland, Maurine Holbert and John Darley.

Darley also puts his hand in as the director, but the potentialities of an actor—which are considerable—he fails to reveal as a director. His play creeps at inchworm pace in a key which can best be described as dull. Ruth Morley manages to pull together an assortment of clichés in varying periods to give the production a "costume" flavor. She has done quite well on what seems to be a very limited budget. The sets by Richard Clark take the evening's prize. However, the well devised (on ditto budget), their main fault is lack of movability. The stage is small, and such detailed sets make changes almost as long as the scenes themselves.

According to the program, much work has been done on this script since the opening. One doubts if it could have been to the good. Taska has a bad start in Hell. A brief visit there is quite enough. Both Taska and Miss Dalven should, however, try again.

Dennis McDonald.

Treasurers' Club Re-Elects

The Treasurers' Club of America, h-o. fraternal org. re-elected its official staff at its annual meeting at the Hotel Astor, New York, last week. Incumbents are Arthur Wright, president; Hugh McGauley, vice-president; Frank Frayer, treasurer; Murray Lane, financial secretary, and Herman Leins, recording secretary. The club was 61 years old last October.

Broadway Opening OUT OF THIS WORLD

(Century Theater)

(Opened Thursday, December 21)

Century Theater

A musical. Book and lyrics by Cole Porter. Music by Dwight Taylor and Reginald Lawrence. Sets and costumes by Lemuel Ayer. Dances by Hanga Holm. Staged by Agnes De Mille. Music director, Fernand D'Amboise. Orchestral leader, Robert Russell Bennett. Dance music arranged by Cleopatra Pilon. Musical director, Edwin Brill. Stage manager, Ward Hixson. Press representatives, George and Dorothy Ross. Presented by Arnold Saint Suber and Lemuel Ayer.

Mercury.....William Redfield. Juniper.....George Jessel. Mona Verlain.....Priscilla Gillette. Walter.....Frank Milton. Art O'Malley.....William Byrd. Michael.....James Collins. Valencia.....Peggy Res. June.....Charlotte Greenwood. Dan Phibetski.....Robert Taylor. Nick Bialanice.....David Burns. Stephen.....Ray Harrison.

SINGING ENSEMBLE: Barbara Weaver, Shirley Price, Kay Hall, Wynne F. Fitzgerald, B. J. Keating, Lou Monroe, John Schickling, John Schmidt, Richard Currey, Ken Lynn, Gene Hill, Robert Baird, Joe Hill, Leo Kayworth, Michael Kingsley.

DANCING ENSEMBLE: Gladis Steink, Virginia Baker, Eleanor Fackel, Joan Engel, Joan Kruger, Jacqueline Sayer, Glen Trelis, David Niles, Stanley Simpson, Paul Lundy, Eric Kravitz, Barton Newman, Jan Kovac, Doris Avila.

SONGS: "I Jupiter, Me," "Use Your Imagination," "Hill, Hill, Hill," "I Got Your Love," "Where's My Heart," "Oh, Where," "I Am Loved," "They Couldn't Compare To You," "What Do You Think About Me," "Sleeping Beauty," "Climb Up the Mountain," "No Lover for Me," "Cherry Pies Ought to Be You," "This is the Song of the Night," "Nobody's Chasing Me."

Seldom has a major musical arrived on the Stern in the wake of such pro and con advance publicity as Out of This World. Financially the news was all pro, since its Philadelphia break-in sold out night unseen and a subsequent tune-up in Boston followed the same pattern. However, eye-witness accounts were bad enough for management to call in George Abbott to take over staging chores from Agnes De Mille, and hire F. Hugh Herbert to pep up the book. Whatever Abbott and Herbert have been able to do for World, it unravels on Broadway much as original Philadelphia reports pegged it—a lush and tuneful disappointment.

World's chief ailment is book trouble. There is nothing the matter with the Amphitryon legend as the basis for a musical comedy. It has furnished the skeleton of many a good straight comedy in the past. But it must be told with wit and its obvious outrageous sex angle cloaked in brilliant high comedy. The Lunts once gave it such a delightful treatment. But the Dwight Taylor-Reginald Lawrence version is all sex and a little wit and less brilliance. The result is that by the time they get Jupiter satisfactorily masqueraded into bed with his mortal female choice of the moment at the end of their first act, there is no story left over for a second stanza. So in spite of anything that Abbott may have accomplished in the way of giving so much padding has been required for the last act that it rapidly runs down hill.

Low on Real Comedy

Nor would it appear that Herbert's reported book doctoring has greatly helped. The comedy temperature of the show is at the chill point. David Burns gives his all to a portrait of a fugitive Chicago mobster who has taken a Grecian lam, but the scantiest of fun-making material comes his way. Similarly, the situation of star Charlotte Greenwood, with a repellent pursuit of didos as Jupiter's jealously persuing wife. Practically at the last minute Miss Greenwood gets a single number in which she can really go to town in her inimitable pin-wheel fashion and for a few moments everything is better than all right with World.

Over-all, Cole Porter has written a smartly tuneful score and connected his usual brand of impudent lyrics to go with it—so impudent that a lot of words will have to be combed out before most of it could get radio air. I Am Loved, No Lover for Me and Song of the Night are particularly easy and Use Your Imagination and Nobody's Chasing Me are good rowdy specialties.

Handsome Framing, Fine Stepping

Other blessings of World include some of Lemuel Ayer's handiest sets and costumes, and highly imaginative dance designs by

LEGITIMATE

ACTORS STILL STARVING, EQUITY SURVEY REVEALS

1950 Report Finds 20% Employed; Average Player's Take Totals \$840

Continued from page 1

rip-up at Easter. From there on came the annual sharp drop to June 1.

At the July '49 peak 1,735 actors were treading stages, 30.7 per cent membership employment—as against 48 1/2 per cent in 1950. This survey's June low had 12.2 per cent working, a point under the previous year's figure of 13.6. However, while some 4,569 Equity members played at least one professional stage engagement during the year ending June 1, 1950, only one out of five worked as much as six months, and despite the midsummer peak sparked by the silo circuit, the pitiful fact remains that the year shows 80 per cent average unemployment.

1,435 Earn Over \$2,000

The actor's financial balance sheet follows much the same pattern as the employment report. Out of a working membership of 4,568, 1,435 earned over \$2,000 during the year. This represents a 31 per cent increase over the previous year. However, when it is considered that 397 out of the 1,435 were bracketed between \$2,000 and \$5,000, and that Equity estimates \$3,500 as the least annual gross income to provide an actor a reasonable living, it is obvious that the rank and file get very little cream on their porridge. The upper bracket tab 336 actors in the \$5,000-\$10,000 class, 153 in the \$10,000-\$20,000 sector, 52 drew down \$20,000-\$50,000 and 17 got \$50,000 or better. However, the average rank-and-file got 10 weeks' work out of the theater and his take for the year was \$840. And while a quarter of working membership made over \$2,650, an

equal number racked up earnings under the \$335 mark.

More Actors Employed

Oddly enough, while the number of Stern productions was considerably less in the '49-'50 span, more actors were employed by them. The previous year's weekly average had been 422. Due, however, to larger casts, this figure stepped up to 450. These figures naturally do not include members of 100 per cent imported companies.

The road picture, on the other

B'port To Get Arena Theater

BRIDGEPORT, Conn., Dec. 23.—Connecticut Theater, a new organization, has been formed to present theater-in-the-round productions. Plays will be staged by Paul Neil DeSole of New Britain, who has directed the Group 20 Players, Unionville, Conn., and the Mark Twain Masquers of Hartford.

William Condon, of East Hartford, will be managing director; Herbert Carlson, technical director; Joseph Neiman, of Hartford, in charge of personnel, and James P. Dawson, of Hartford, publicity. Several sides are under consideration for the new operation. Three productions selected by the group for presentation are The Silver Cord, Springtime for Henry and The Voice of the Turtle.

Sides and Asides

Brief but important legils news

Stem's Silvers Plans

If plans mature, comic Phil Silvers will be back on Broadway before spring. Silvers will be starred by Michael Sloane and Paula Stone in a new musical, "Top Banana," burly slang for a top comic on a bill. The yarn deals with the headaches of a burly comedian breaking into TV. Johnny Mercer will supply tunes and lyrics, and the book is by H. S. Kraft. Kenny Baker is wanted for the second lead slot. The Sloane-Stone managerial combo arrive in New York next month to pick a director and cast.

employment for "two months." This was a typesetting error; the company has been running more or nearly two years—one year and nine months, to be exact.

New "Scandals" Up

The Stern will get another "George White's Scandals" for the first time in nine years. The vet showman announced last week that he is prepping a 14th edition for next April (his first unveiled back in 1919). The new revue will have lyrics by Jack Yellen and Irving Caesar, and a book by Caesar, Billy K. Wells and White. No tunesmith has as yet been signed.

Brattle Nears Two Years

In the December 23 issue of The Billboard, the story on the Brattle Theater stated that the company had been providing continuous

Dramatic & Musical Routes

As You Like It, with Katharine Hepburn (Current Best Revue). Apple of His Eye, with Eddie Arnold (Geyer's Washington). Angel in the Pawnshop (Harris) Chicago. Ballet de Paris (Billmore) Los Angeles. Blossom Time (Opera House) Boston. Broadway (Parkway) Madison, Wis. 20. (Vocational School) Lacrosse 76; (Addictorium) St. Paul, 79-30. Carlo, D'Oyly, Opera Co. (Nixon) Philadelphia. Come Back Little Sheba (Lyceum) Minneapolis. Concert, The (Shubert) Philadelphia. Death of a Salesman (Colonial) Boston. Diamond Lil, with May West (Blackstone) Chicago. Dealings at Noon (Porter) Philadelphia. Four Times Twelve Are Twenty-Four (Waggoner) Wilmington, Del. 78-30. I Know My Love, with the Lunts (Shubert) Chicago. Innocents, The (Horace Bushnell Auditorium) Hartford, Conn. 27-24; (Shubert) New Haven 30-31. Kiss Me Kate (State Fair) Dallas, 23-Jan. 1. Mr. Roberts (Shubert-Lafayette) Detroit. Oklahoma (Addictorium) Denver, 27; (Forum) Wichita, Kan. 29-30. Rose Tator (Krieger) Chicago. Schwaria, Maurice (Walnut St.) Philadelphia, 28-Jan. 6. Street Car (Vander) Denver (Krieger) Buffalo, N. Y. 27; (Strand) Elmira 28; (Auditorium) Rochester 29-30. Second Thoroughbred (Plymouth) Boston. Where's Charley (Shubert) Boston.

BROADWAY SHOWLOG

Performances Thru December 23, 1950

DRAMAS

Table with 3 columns: Title, Performances, and Box Office. Includes titles like Affairs of State, Arms and the Man, Bell, Book and Candle, etc.

MUSICAL

Table with 3 columns: Title, Performances, and Box Office. Includes titles like Bless You All, Call Me Madam, Gentlemen Prefer Blondes, etc.

RECESS

Table with 3 columns: Title, Performances, and Box Office. Includes titles like From 12-18, Pardon Our French, South Pacific, etc.

CLOSED

Table with 3 columns: Title, Performances, and Box Office. Includes titles like Let's Make an Opera, The Cellar and the Well, etc.

COMING I P

Table with 3 columns: Title, Performances, and Box Office. Includes titles like 20th Century, Keep Them Coming, etc.

RSROA's Conclave Okays Champ Cups

Approves Revised Tests Set Up for Varied Classes of Skating Medals

DETROIT, Dec. 23.—Approval of new championship trophies and revised tests for the various classes of skating medals received extensive discussion at the semi-annual meeting of the board of Control of the Roller Skating Rink Operators Association (RSROA) in the Hotel Sheraton here December 11-13. The new tests have been in use for the past three months with skaters being given the option of taking either the old or the new tests during this transitional period.

However, the new standards for tests will be made obligatory January 1. About 1,000 skaters already have taken the new tests and it is expected by Fred J. Bergin, committee chairman, that the number will pass 10,000 during 1951.

New medals have been designed and will be made available after January 1. Skaters who won the

old medals will have the opportunity of entering tests for the new ones. A standard type of medal to be awarded for all State and regional championships is being worked out by the board. In the past, such awards were not uniform.

Challenge Trophy

A new challenge trophy for the American championship in intermediate fours was approved. Trophy was offered by the Blue and White Roller Skating Club at Walcliffe Rollerdom, Elmout, N. Y.

Another new trophy trophy approved is the James L. Haney Memorial Challenge cup to be given the rink whose skaters win the highest number of points in the annual American Championships. This will be presented by the Riverside Dance and Figure Club of Riverside Stadium, Washington.

An unusual new system of scoring, compiled by the donor club will be used, whereby every skater who competes in the meet will be able to win points toward the trophy. This is in contrast to the familiar practice of counting only the top places.

Regional Cups

Two special regional championship challenge trophies also were approved. They are the Chad Dietrich and Kenneth Chase Memorial trophies to be given in the North-east and the Great Lakes Regions respectively to the rink in each region receiving the highest scores in the American championships annually.

Another special memorial will be established to perpetuate the names of deceased RSROA members who have given outstanding service to the organization and to skating. Thomas S. Boydston and H. D. Ruhlman were named as a committee to prepare plans for this memorial.

Special plaques also were voted to three former board members, Weston J. Betts, Al W. Kish and Lloyd G. Fox, in recognition of exceptional service. Special commendations also were voted Frank Bartik and Bob Irwin, of Chicago, for their work as amateur officials in skating.

Gold Medal Tests

An important change in scheduling of gold medal tests, hitherto conducted in connection with the December meetings, was voted. They will be held only at the time of the annual championships in July. Problems of transportation and personal business have made it difficult for entrants to travel to the rink selected for such tests in December, experience has shown. The test at Detroit drew about 12 entrants this time, considered a satisfactory number, but reactions indicated that this was done only with great difficulty. Attendance at the tests here was good.

Ventnor Roller Rink, Ventnor, N. J., continues to foster club participation in building year-round patronage. Last week, the rink was the scene of the first anniversary party of the Vaes Roller Skating Club, a group of teen-age girls devoted to the roller skating sport.

KIWANIS PARTY FEEDS NEEDY

OCEANCITY, N. J., December 23.—Kiwans Club here staged its annual Christmas benefit skating party at Boardwalk Roller Skating Rink, December 13. Admission to the party was by the payment of three cans or packages of food.

The food collected went into the Christmas dinner baskets distributed by the club to needy families in the resort areas. The club provided the poultry and other items to balance the Christmas dinner diet.

RSROA Adds 4 Members; Sets Contest Sites

DETROIT, Dec. 23.—Four new member rinks were taken into the RSROA fold at the Board of Control meeting here December 11-13. They were James G. Boyd, Boyd's Roller Skating Rink, Salem, Ill.; R. H. Oldfield, Gateway Roller Rink, Houston; C. H. Bockover, Skateland, Baltimore; and Frederick R. Stinson, Stinson's Rollerway, South Deerfield, Mass.

First definite awards for the State and regional championships which will lead toward the American championships, to be held at the Rollerdom in Cleveland were made at this gathering.

State meets awarded were: Washington, Tacoma Roller Bowl; Oregon, Oaks Park Rink, Portland; Virginia, Mercury Roller Rink, Norfolk; Pennsylvania, Lexington Roller Skating Palace, Pittsburgh; Delaware, Prinz Rollerway, Halloway; Michigan, Arena Gardens, Detroit; Iowa, Northska, Lincoln Rink, Lincoln, Wisconsin; Pfallom Rink, Milwaukee.

Regional meets awarded were: Southwest-Pacific Coast, College View Roller Palace, Marysville, Calif.; Northwest-Pacific Coast, Redondo Skating Arena, Redondo, Wash.; Midwestern, Arena, Tulsa, Okla.; Great Lakes, Arena Gardens, Detroit. Northwestern championships were deferred in order to establish plans for accommodations; Southern, Skateland, Jacksonville, Fla.; Eastern, Riverside Stadium, Washington.

Austin Membership Drive Successful

SPRINGFIELD, Mass., Dec. 23.—Austin Roller Dance Club's membership drive and instruction program have been proceeding steadily. Tests on four dances were held Thursday (21).

Austin's 12th annual Christmas Party was held recently, with the program consisting of games, prizes and refreshments.

A group of Springfield, Mass., skaters recently traveled to Holland Skateland, Worcester, Mass., to observe an ARSA inter-rink dance competition.

Sevens Rites Held At Stockton, Calif.

STOCKTON, Calif., Dec. 23.—Funeral services were held here December 5 for Marie C. Severns, veteran rink owner-operator, who died at the home of his mother of a heart attack December 2. Burial was in Oakwood Cemetery, Santa Cruz, Calif.

A rink operator of the old school, Severns was widely known in the field, his last venture being at the Capitola at the Beach Rink. He sold the operation several months ago and at the time of his death was touring California in quest of a new location.

Mineola (N. Y.) Roller Rink held a silver apple party December 6, \$100 in silver being hidden in apples which were distributed to customers. Operator Earl Van Horn has arranged for December 26-31 appearances at the rink of Snowcrums, "Himalayan wonder bear."

ARENAS AND AUDITORIA:

Hutchinson, Kan., Gets New 5,000-Seat Bldg.

By Daphne (Dee) Pail
HUTCHINSON, Kan., Dec. 23.—Convention Hall here is open for bookings for all small shows, one-night stand name bands or any other booking on a small scale. The house seats 2,266. Floor space is 125 by 57 feet, the stage measures 32 feet from the footlights to the back wall. The proscenium arch is 40 feet wide and 22 feet high. Verne Hamilton, of the Verne Hamilton Attractions, this city, is booker of all attractions in the building. Local newspaper attractions are promoted under the name of News-Herald Attractions.

A \$1,000,000 building, owned by the city, is now under construction and will be ready by September 1, 1951. It is the fieldhouse at the junior college, 11th and Plum. Seating over 5,000 with permanent seats, the building will be fully equipped with all modern facilities. No ice will be installed but the building hopes to attract top roadshows, large conventions, home shows, etc., with basketball as the main sporting event. Verne Hamilton will also book all attractions for this building.

Rochester, Minn., Solid
ROCHESTER, Minn.—The local Mayo Civic Auditorium, given to the city by Dr. Charles Mayo and the Mayo Association in 1939, is one of the biggest little buildings in the country. The building accommodates 3,000 in permanent seats set in a horseshoe balcony. Around the rinkside of the floor space of 144 by 88 feet risers consisting of from three to four rows can be placed temporarily.

Axel H. Reed, building manager, points out his building is booked solid for \$1 with leading roadshows. Oklahoma teeing off January 22-23. Ice cycles, only ice show to play the building, is set

Plan League For 10 N. Y. Roller Spots

NEW YORK, Dec. 23.—An RSROA inter-rink roller racing series, involving 10 metropolitan area clubs, will get under way here as soon as schedules and final details can be worked out by the operators and amateurs involved.

General plans were formulated at recent meetings. They call for two leagues of five teams each, with home-and-home competition within leagues, a small team award at each event and a grand prize for the winning club in a World Series between pennant winners at the end of the season.

Separate events for ladies and men are planned. Teams have been divided into Western and Eastern loops. The Western consists of Bay Ridge, Brooklyn; Gay Blades, Manhattan; New Dreamland and Shore, New Jersey, and Staten Island, New York. S. L. The Eastern is made up of Eastern Parkway and Empire, Brooklyn; Hulsid, and Queens, Long Island, and Park Circle, Brooklyn.

Skate Merchandisers Get Wollman Contracts

NEW YORK, Dec. 23.—Orders for clamp-on and shoe roller skates for the new Wollman Memorial Outdoor Rink in Central Park have been placed with firms submitting the lowest prices for specified Chicago Company merchandise in recent open bidding. Johnny Jones Jr., represented by Ira J. Hirsch, got the nod for 700 pair of clamp-ons and 106 women's rental sets while Jack Adams, of the Bronx, was awarded the men's rental order.

The rink, scheduled to open late this month, will be used for ice skating most of the year, with rollers in only during July and August.

for April 2-7, with the Skating Vanities booked for October 2-7. Reed also pointed out he has booked two of the largest conventions in the State of Minnesota, the State Medical Convention and the State Junior Chamber of Commerce Convention, plus 11 others.

Total capacity of the arena for conventions is 4,200. Permanent seats being supplemented by 1,200 portable seats on the main floor.

Art Smith Named
SIOUX CITY, Ia.—Art Smith, of Station WYAK, has been appointed manager of the activities committee of the new Memorial Auditorium here. Smith will be in charge of all bookings for the committee undertakings in the building, or any other promotions by the group.

Stockton Skate Club's "Circus" Gets Big Crowds

STOCKTON, Calif., Dec. 23.—Despite one of the worst floods in this city's history, near-capacity crowds turned out for the three performances of The Circus, presented by the Stockton Skating Club and directed by Paul J. Gilbert in the Rola-Torium here December 10-12. Sanctioned by the U. S. Amateur Roller Skating Association (USARSA), event presented 20 acts and featured five chorus numbers.

Event gained wide publicity, with three radio stations carrying Circus plus daily for a week. Elsie Flowers, of the Home Forum Hour, on KGDM, gave the show a feature spot.

Advance publicity also brought in a number of Gilbert's old skaters, including Joe Hottinger Jr., former juvenile champion, and pairs champion. Major figures on the show have been invited to appear at Stockton Civic Auditorium for the March of Dimes show to be held there in January.

RSROA Detroit Meet Draws Full Executive Roster

DETROIT, Dec. 23.—Board members attending the semi-annual meeting of the RSROA Board of Control here December 11-13 were President Fred J. Bergin, Denver; Secretary Fred A. Martin, Detroit; Joseph P. Seifert, Brooklyn; H. D. Ruhlman, Pittsburgh; Jack Dalton, Cleveland; Robert Bollinger, Portland, Ore.; Phil Hays, Milwaukee; Thomas S. Boydston, Lincoln, Neb., and Benjamin F. Morey, New Haven, Conn.

Other RSROA members attending included Third Vice-President Henry W. Mason, Norfolk; Victor J. Brown, Newark, former president; Victor Caille, Holyoak, Del., and Al W. Kish, former board member, Toledo.

The board heard reports and commercial presentations by Mr. Burras, Sills & Company, Chicago; Joseph Shevelson, Chicago Roller Skate Company; Mr. Reidel, Reidel Shoe Company, Red Wing, Minn.; Mort Netzorg, Universal Match Corporation; Barney Bisinger, Gilash Shoes, Fitchburg, Mass.; Jerry Nugler, News Alliance, New York; Max Hyde, Hyde Athletic Shoe Company, Cambridge, Mass.; Victor J. Brown, Brownie Wheels, Newark, N. J.; Caven Hill, Hyde Athletic Shoe Distributing Company, Detroit, and Harry Fortgang, Johnny Jones Jr., Pittsburgh. A proposal was read from Lohman Brothers Insurance Agency of Chicago.

Society of Roller Skating Teachers was represented by William McMillan, of Denver, and Tommy DiCicco, of Milwaukee. Amateur officials present included Bob Irwin, Chicago; Frank Bartik, New York; John Rodger, Decatur, Ill., and Harry Schenk, Florida, Ill.

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Music as Written

Continued from page 22

my Matingly... Organist Bill Donahue is back at Ryan's for a return engagement... Lou Holtzman's orchestra is marking its 14th year at the Lobster, Hartford night club. The musical aggregation plays for dancing Thursday, Friday and Saturday nights.

Philadelphia:

Philadelphia Orchestra is assured of a permanent home via purchasing a majority of the outstanding stock of the Academy of Music, 3,000 seat concert hall... Lillian Martin, long identified on the nitery scene as a dancer, has turned vocalist to handle the lyric chores for Ross Bagdasarian's 2-4 Club... Elliot Wexler, whose Kaylor Distributors handles the local distribution for both labels as well as the personal management of Dick Thomas, has switched the Western singer from the Coral to the London label... Buddy Green is recording his new combo at the Rendezvous... Chateau Publications takes on the "Strictly From the Hills," song effort of Ronnie Bonner and Eddie Khoury... Mike Pedelin and his

Four Men of Rhythm, holding forth at Ciro's, cut four sides for the Top Tunes label.

Hollywood:

Following the holidays Tempo Records will begin promoting two new Tempo names, Rita Marlowe and Cynthia Lee. Former is an English thrush, recording on subsid Oriole label in England, while latter has been singing in Las Vegas, Nev., and in Wyoming... Club, pic and TV chirp Ronnie Gibson slated to middle-rolling it with Bernard Goetzine Sunday (24)... Songwriters' Co-Operative, Inc. (SWCI), set two sessions for Sandy Stanford and the Marvin Wright combo... Orkster Chuck Cabot back and taking on one-nighters... David Butolph will do the musical score for WB's "The Travelers." At the same studio Ray Heindorf skidded to do the scoring for "Goodbye, My Fancy." Bob Crosby and ork the latest addition to RKO's "Two Tickets to Broadway." Fleker also features Tony Martin, Gloria De Haven and Ann Miller.

Up Prices or Roll Back?

Continued from page 6

and thus far we have not received official instructions to the contrary.

Typical of the attitude of indie diskeries are the sentiments of Herman Lubinsky, Savoy topper: "We don't intend to lower our price, except by federal order. We have absorbed so many increases in labor and material."

New Price Hikes

Meanwhile another flock of labels hiked their price levels this week. Allegro's AL Series 12-inch disks were hiked from \$4.85 to \$5.45. Ten-inch, from \$3.85 to \$4.45. The company's Galaxy series of 12-inch LP disks remains at \$3.95. Esoteric became the first of the \$5.95 LP companies to raise prices. The 12-inch went from \$5.95 to \$6.50 and the 10-inch from \$3.85 to \$4.85. Adam went to 85 cents on pops. Rainbow jumped to 85 cents on pops, no change on LP's. Remington inaugurated its second price change in two weeks; the 99-cent line, which last week went to \$1.19, is now \$1.29, with the rest of the line remaining as of last week, \$1.09 and \$2.19. Continental has gone up to 85 cents.

MGM and Horace Heidt, incidentally, thus far are at the old levels.

Publishing, Printing Publishing and printing arguments are much the same as those

Chi Music Users

Continued from page 8

that even if ops decide to cut the size of orks, the union may fight the cuts by setting up some new minimum basic sidemen demands. The third alternative will be considered by the committee.

Strip Joint Ops Nix

Only group to show a positive stand against the AFM action was strip joint ops who seem agreed that they need music less than any cog of the music buyers. All agreed that customers come to see the girls, and don't die the three piece combos. Recently, major strip joints started using serims, which blanks out musicians. Rumbling among strip ops indicated that they may, if necessary, use recorded or specially taped backing behind the peelers.

Ted Raynor, CCOA legal counsel, told the meeting that he had attempted to meet with Ed Berkert, exec of Local 10, and the AFM's board here Thursday (21), but was told that the union would be glad to meet individual ops and their attorneys, but would not recognize an association for such a meeting. One of the speakers, Irving, Midwest director of the American Guild of Variety Artists, had told him that if the five-day week went into effect, he would have to ameliorate his members who are working on a seven-day week. Irving denied that he made such a statement.

Billboard Backstage

Continued from page 2

at 50,000 copies, far more than any combination of show business trade newspapers, let alone than any other single trade newspaper. Out of those 60,000 copies we've had 104 letters and/or post cards from readers saying they don't like the new format as well as the old. We received 1,788 letters and/or post cards and wires raving over the new format. Now our job is to try to "sell" the paper to those other 104. And believe us, we're trying.

But that report was, to us, a very wonderful Christmas present. Old Santa really delivered.

We hope he did as well by all of you. And to all of you from all of us here at The Billboard, our deepest hopes and prayers that the new year will not deal too harshly with you, and that our nation will be in 1951, to find its way out of the dark and somber shadows into the light of real victory and peace.

Drivin' Round The Drive-Ins

GEORGE RAMSDELL, manager of the Hartford Drive-In Theater, Newington, Conn., has resigned, according to an announcement by George E. Lander, Hartford division manager of the E. M. Loew's Theaters. Ramsdell's successor has not been announced as yet.

Exact cost of building and equipping a drive-in theater is the best basis for appraisal for tax purposes, indicated Glenn R. Nicholson, of the State Tax Commission, in an address to a special class in taxation at University of Michigan. Since all drive-ins are comparatively new, it is easy to get exact cost figures. There has been great variation in the amount spent to establish drive-ins, ranging from a few thousand to a quarter of a million dollars, he added. Nicholson outlined assessors to appraise each item of the drive-in theater's equipment separately. In particular is the considerable variation in the cost of screen towers and in expenditures for grading and surfacing.

20 Years---Boom for Bing!

Continued from page 20

Mississippi, Anything Goes, Penicillin From Heaven, East Side of Heaven, Sing Your Way, and Had My Way, the food series and others. The diskery will also issue 12 new r.p.m. albums, 10 of which have appeared on 78 and LP and two completely new—a collection of current Broadway show tunes and an Irish songs album. Diskery will gift Bing with a platinum record of his White Christmas, which has sold over 7,000,000 copies. Diskery and Paramount have prepared a series of 15-minute, half-hour and full hour delay programming scripts.

Crosby "Salute" Planned CBS is preparing a Crosby salute for all of music shows on the web, plus a special tribute program which will feature stars who have been associated with Crosby via records, such as Louis Armstrong, Andrews Sisters, Ella Fitzgerald and others.

Disk Prices Up

Continued from page 6

as in the U. S., high cost of materials, etc. Thus far Columbia has held the line, but the first of the new year should see a rise to keep in line with their competition. The price rise sees a peculiar situation created in that U. S. prices are on a par with those of Canada. This is most unusual in that prices in the U. S. are usually considerably lower. What the result will be is anybody's guess at the present moment, but one recorder manufacturer said, "We'll just sit tight."

Roadshow-Rep

THE SLOUTS, Bill Ora and Verne, are spending the winter in El Paso, Tex., where they have set up offices and are directing the promotional activities of their group of Texas and Arizona antique shows. Following the holidays, the Slouts will stage shows in El Paso, January 11-14; Abilene, January 19-22, and Fort Worth, February 3-6. Plans also are being mapped to present shows in Austin, Tex., and Tucson, Ariz., following the Fort Worth date. Off hours, the Slouts say, are being spent speculating on and mulling plans for the 1951 tent season when they again will operate the Slout Players tent.

Brauns File

Continued from page 6

pay to the government \$18,000 due in excise taxes, that the defendants also criticized artists to leave the employ of the De Luxe Record Company to work for King and forced the De Luxe company to have its record pressings performed by the Royal firm in greater quantity than necessary and at an exorbitant fee.

Plaintiffs ask an injunction to restrain further operation by defendants relative to the De Luxe company, \$230,000 straight damages and \$50,000 punitive damages.

Case History

NEW YORK, Dec. 23.—The Brauns' suit against Syd Nathan, King Records, et al, climaxes a long squabble over the De Luxe operation that began when the Nathan interests acquired 51 per cent of De Luxe from the Brauns in 1948 for an amount reportedly in the vicinity of \$30,000.

The Brauns' action follows a suit against them instituted by Nathan in December, 1949, asking for an accounting of property—recording equipment, furniture, securities and good will lost by the Brauns' alleged "appropriation of artists" for their Regal label. On last Monday Judge Stiel in the New Jersey Court of Chancery, Newark, appointed a referee to take testimony from the Brauns on the accounting of damages and determination of property value.

The Brauns deny that they appropriated any De Luxe artists for Regal. Jack Pearl, Nathan's attorney, in turn, denies all the charges in their complaint, calling the suit "ridiculous on the face of it."

with opening scheduled for Illinois. This will be followed by a jump into Missouri and then back into Illinois before heading for established territory in Indiana, Ohio and Michigan.

DALE WHELAN is showing 16mm. pix in the Sedalia, Mo., area following a good summer with a museum store show.

Dr. Lemuel Freeman is booked until spring with his solo show. He's in Eastern Oregon but will move south and east.

Vermont Players, three-cast flesh unit, have been operating around Glen Falls, N. Y. They have been playing numerous church dates and have about 50 of them booked for the coming months... Ardele Jason Rice is showing churches and other sponsor dates in North Carolina... After several months in the Southwest, Bird's Show is moving toward Oregon and Washington. Show reports good business and long jumps, having started the season in Pennsylvania... Lyle Talbot, old-time rcp performer and advance agent, has a feature religious pic that he has been showing to good returns in Western New York and Eastern Pennsylvania.

IRVING TAYLOR writes from Meeker, Colo., that he "has had a two-cast unit in Colorado since last September and business has been good. I can brag on one of the best little tricks and a first-class opus. In several places we have promoted two or three-day affairs to good results and may add one or two to our cast and give the fair game more attention. I regret to see the passing of tent-rep but several years ago I told friends in the East that the day of the tent was getting too expensive to carry on."

At Meeker, Colo., we met Hurley's outfit and hypnotic show and the outfit was neat and prosperous looking and the show is an excellent one. In fact, they have anything beat in the spook show line that we have ever seen... Nick Hyam cards from Western Kansas that he is working to good business with a feature religious pic that he has been showing in churches. He plans to wind up his trek soon and return to the East to take on some amateur minstrel promotions which he has handled for several years... Andover Players are a new group which will operate out of Lawrence, Mass. It's a dramatic and musical trio that will feature church dates of which they have many already booked... From Green River, Wyo., Tate's Show reports that things are working smoothly in that sector and that business has been good.

GEORGE LABBRON writes from Friend, Neb., that he has been in three Dakota towns the last three months. Prior to that he was in Northern Minnesota. He adds that biz has been good and that he has gone from platform to halls and has made a few schools. Labbron recently met the Frye Show, vaude-pic outfit... Harvey Anderson narrates from Chisholm, Minn., that he had been in Western Canada most of the summer before going into Minnesota. He is en route to Nevada, where he played last winter and will catch on with some dance-show dates at established spots. His outfit has four people, all doing music... Ralph Underwood, performer and lecturer, is on a coast-to-coast trek.

ASCAP Consent Continued from page 6



! ONLY \$5 SEND BING !
HUBERMAN JEWELERS
184 Chestnut St., Philadelphia, Pa.

BARGAINS
In brand new 16mm sound ENTERTAINMENT FEATURES. \$75 to \$125 per print! Outright sale. Send for free Nat. EDWIN SCHWARTZ
Route 4, Kenia, O.

The Final Curtain

BIRBAI—Ester.
44, mother of Jules, Saul and Joseph Bihari, joint owners of Modern Records, December 18 in Los Angeles. She also leaves another son, Lester, four daughters, Berne Leavenworth, Maxine Reister, Florine and Rosalind, and two sisters, Rose Rosenthal and Mrs. Ray Hishmann. Burial in Hollywood Cemetery, Manhattan.

BRENN—Angela.
43, well-known midjet clown who worked at Coney Island's Steinbecker Park, New York, for 26 years, December 18 in Brooklyn. (Details in Parks Department.)

BROWN—Ray.
35, actress known professionally as Nellie Bay, December 19 in Los Angeles. She starred in plays here and abroad, having played a comedy performance for the late Kaiser Wilhelm.

CONNOLLY—Michael J.
63, vet. editorial agency exec and former New York newspaperman, December 20 in Los Angeles. He served on the drama staff of the New York Journal until 1911, then became casting director of Cosmopolitan Productions. Later he formed his own theatrical casting office. For the past 10 years he has been associated with the Broadway Theatre Agency, 1111 Broadway, Calif. Burial in Beverly Hills.

In Loving Memory
MARIE MEERS DAHM
Passed Away
Dec. 30, 1948
JOY & ROBERT BROWN

FRANKS—Edna.
45, military owner, December 19 in Chicago. Her widow, singer Dolly Kay, survives.

HANSEN—Benjamin C.
36, who aided in developing West Wildwood, N. Y., as a seashore resort, suddenly in St. Petersburg, Fla., December 19. He formerly operated the Casino Pier in West Wildwood as well as the West Wildwood Bus Company, Burial in Cold Spring Cemetery, West Wildwood, December 18.

HANSEN—Ray.
Former casting director at the Central Casting Office in Hollywood, December 18 in Sausalito, Calif. He had been a laborer until 40 years.

HEDGE—John.
25, William Merritt, (Wild Agency) resident and agent, December 19 in Los Angeles. He joined WM in 1925 and through the years has been connected with many showbiz personalities. Survived by four sons, Donald, Jay James and Vance, and his mother, Mrs. Rose Hyde. Burial in Cold Spring Memorial Park, Glendale, Calif. (Details in the General News Department.)

KAY—Murray.
65, salesman and father of WGM Program Director Raymond De-December 18 in New York. His widow, father and two sisters also survive.

KELLY—Andrew F.
36, labor relations man who formerly broadcast radio to coast his radio program, "Horse Sense Philosophy" in economics, December 18 in Union, N. Y. His widow, a daughter and a son survive.

KIFFER—Anthony.
48, a founder of the American Federation of Musicians, December 17 in Florida, Fla. He had been secretary-treasurer of the Florida Federation since its founding in 1934 and suggested the national union. He was said to have first nominated James C. Petrillo to the union's executive board. Kiffer also operated two music stores in Florida.

MARSHALL—George.
35, musician, professionally known as George Morton, December 17 in Philadelphia as he was preparing to go on stage for his performance as a Christmas party celebration. Surviving are his widow, Frances, and a son, Don. Burial in Philadelphia. (Further details in Home-Peace column.)

MCROY—William Patrick.
42, former vaude performer, recently in Culver City, Calif. His son, William T. McRoy, manages KMGM.

MILES—Graham.
Father of John S. Miles, Detroit theater circuit operator, December 5 in Pontiac, Mich. Survived by his widow and two other children.

MURPHY—Edgar Owen.
43, father of actor Monte Montana, December 19 in Van Nuys, Calif. Survived by his widow, Mary, three other sons, Glenn, Dale and Carl, and a daughter, Mrs. Alia Winship. Interment in Oaklandwood Cemetery.

NEARY—Mrs. Anna Russell.
87, former vocalist, recently in Bridgeport, Conn. Survived by four sons, Paul, Ed, Edward, John Jr. and Joseph; a daughter, Mrs. Katherine Neeger, and two sisters, Emma and Josephine Rus-

sell, Burial in St. Michael's Cemetery, Winfield, Conn.
NORTH—Mrs. Ida Blumher.
78, late surviving member of the original Minnie Hildy, December 21, at a Saratoga, Pa., hospital. She was the only sister of the seven Ringling brothers and mother of John and Henry Ringling North, present executives of the circus. A daughter also survives. (Details in General Outdoor Department.)

OWENS—Clarence E.
31, chief engineer at Station WCAM, Camden, N. J., December 14 in Collingswood, N. J. He had been with the station 23 years and was a former head of the South Jersey Radio Association. His widow survives.

PICKER—Elizabeth Hawk.
Founder of the Pasadena (Calif.) Community Playhouse, December 20 in Santa Ana, Calif. Survived by four children, Mrs. Barbara Fuller, Edward, Samuel Jr. and Mrs. Clayton Meredith. Crematory services at Forest Lawn, Glendale, Calif.

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

RIAL—Viva.
77, actress, December 16 in New York. She appeared in the Lillian Russell Opera Company in "The Little Duke" in 1896, and then acted with Sal C. Gordon in "The Little Duke" and "The Nominee" and "Turned Up." For several years Viva Rial appeared under the management of the late William A. Brady and more recently in such productions as "Little Jesse James" and "The Christian Girl" and "Toujours."

RICE—Martin Paul.
Former director of General Electric's subscription bureau, December 18 in Schenectady, N. Y. He headed the bureau from 1917 to 1929, when he returned to his old job as manager of broadcast, supervising the opening and operation of stations WGY, Schenectady, N. Y.; WOC, Oakland, Calif.; and WGA, Denver.

ROBIN—Adolph.
44, billed as "A. Hobbs, the Banana Man" and for 25 years a standard attraction in circus, fair and vaude dates. He was also manager of broadcast, while on route for a series of dates in England. Buried by his widow and sister. (Details in General Outdoor Department.)

ROBERTS—Ray.
Formerly NBC Descriptive producer, December 16 in New York. He was the founder of the Cabaret of Comedians in Berkeley in 1936 and was the son of the Nazis, fled to Prague, Vienna, Paris and London.

Marriages

ANDREWS—THORNTON.
Tiger Andrews, actor, and Norma Thornton, chorine, December 18 in New York.

BLACK—TEMPLE.
Conrad Black and Shirley Temple, film star, December 16 in Del Monte, Calif.

EVANS—TOWNSEND.
Louis H. Evans Jr. and Colleen Townsend, ex-pat star and now a theological student, December 16 in Hollywood.

FRENCH—LETT.
Blum Furness, guitarist and leader of the Four Keys instrumental vocal unit, and Gloria Lett in Philadelphia, December 16.

MILL—KLOAN.
Hull, manager of Station KMAC, Los Angeles, and Ruth Roman, film actress, December 11 in Las Vegas.

ROBINSON—LETT.
Abe Kraban and Dolly Lett, dancer currently at the Embassy Club, Philadelphia, in that city December 24.

PINK—SHENBERG.
Arthur Pink, press agent, and Harriette Schenber, December 24 in New York.

ROBINSON—CLAYTON.
Hubbell Robinson Jr., CBS program writer, and Vivienne Beal, singer, December 18 in Bedford Village, Conn.

SAVOTH—MURPHY.
Alfred A. Savoth, concert singer, and Helen Clayton, December 16 in New York.

SIMMONS—GRANGER.
Gerald Savory, playwright-director, and Althea Murphy, actress, December 18 in White Plains, N. Y.

TODD—SHENBERG.
Bill Todman, radio-TV producer, and Frances Burson, December 17 in New York.

and then to the United States in 1939. Goldschick produced his "Cabaret" at Carnegie Hall and in 1939 produced "The Merry Widow" at the Majestic Theatre, New York. Goldschick spent some time on the West Coast doing bit-acting and in 1948 under the name of Ken Robey, he produced "Money Amateurs" at the "Hilarities" at Broadway's Adelphi. Also writing lyrics for some of the songs. His widow and daughter survive.

SHARPEY—Vera.
31, former medicine show singer, December 13 at his home in Marshall, Mich. He operated one of the last full-scale medical shows on the road until a few years ago, carrying on an operation established by his father. Survived by his widow and two daughters.

THOMPSON—Roy E.
41, manager of the Thompson Radio Corporation, maker of radio sets, December 17 in Scarsdale, N. Y. He took the radio business to organize a stock photography firm and in 1942 he transferred to the optical business. A daughter and a son survive. Burial in Perchick Cemetery, New York.

WILDBERG—Constance.
25, wife of John Wildberg, New York theatrical producer, December 18 in Beverly Hills, Calif. Crematory services in Beverly Hills.

WIMBART—Walter Francis.
31, former advance agent for the Williams Stock Company, Lumberton, N. C., and manager of the Lumberton Opera House, December 14 at his home in that city. He opened and operated the Paxton Theatre, Lumberton, in 1916. He also operated theaters in Hamlet, Lagrange, Whiteville, Red Springs, N. C., and Bennettsville and Dillon, S. C., and continued in the theater business until his retirement at the age of 40. Surviving are two daughters, one brother and one sister. Interment in Meadowbrook Cemetery, Lumberton.

WILDER—Walter.
25, wife of John Wildberg, New York theatrical producer, December 18 in Beverly Hills, Calif. Crematory services in Beverly Hills.

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ANDERSON.
A daughter to Mr. and Mrs. Robert Anderson, December 1 in Chicago. Father Central Division.

BACHMAN.
A son to Mr. and Mrs. Dick Bachman, December 13 in Pittsburgh. Father is Hollywood ad agency radio-TV account exec.

BELL.
A daughter, Heidi Fern, to Mr. and Mrs. Louis A. Bell recently in Miami. Father and the Perry, and Bennettsville and Dillon, S. C., and continued in the theater business until his retirement at the age of 40. Surviving are two daughters, one brother and one sister. Interment in Meadowbrook Cemetery, Lumberton.

CORRIGAN.
Michael Anthony, to Mr. and Mrs. John Corrigan, December 8 in St. Louis. Father is a disk jockey on KXOK there.

COBY.
A daughter, Patricia Diane, to Mr. and Mrs. Ted Coby recently in Kansas City, Mo. Parents were with the Tony Martin Show last season.

DOFF.
A son, Lawrence Arthur, to Mr. and Mrs. Red Doff, December 20 in Queen of Angels Hospital, Los Angeles. Father is a Hollywood publicist.

SCHELLON.
A daughter to Mr. and Mrs. Robert H. Schellon, December 18 in Hartford, Conn. Father is a variety correspondent there; mother is a Jane Terry, Albany singer.

LEAHY.
A daughter to Mr. and Mrs. Ed Leahy, December 3 in Chicago. Father is WKBK stage manager.

MARVENS.
A daughter, June Grace, to Mr. and Mrs. Donald E. Maclean, December 11 in Charleston, W. Va. Mother is the former widow of Janet Brack, father is a drummer with Hal McIntire.

MOORE.
A daughter, Dianne Noel, to Mr. and Mrs. Ken Moore, December 8 in St. Louis. Father is in the news room of KXOK there.

FINZA.
A daughter to Mr. and Mrs. Edo Finza, December 18 in Santa Monica, Calif. Mother is the former ballet dancer, Doris Leak; father is the opera star.

STEELE.
A son to Mr. and Mrs. Bob Steele, recently in Washington, D. C. Father is a staff announcer at WTTG, Hartford, Conn.

STRELL.
A daughter to Mr. and Mrs. Alex Strull, December 15 in New York. Father is president of the ad agency bearing his name, which handles many music business accounts.

Divorces

LOEW.
Mrs. Claire Loew from David L. Loew Jr., son of the Hollywood pic producer, December 5 in Santa Monica, Calif.

MONTGOMERY.
Mrs. Betty Montgomery, former actress known as Elizabeth Allet, from Robert Montgomery, film star, December 6 in Los Angeles, Calif.

PONTY.
Danny Ruth Ponty, actress known professionally as Shy Wagner, from George Ponty, December 11 in Los Angeles.

RYDNER.
Katie Weltersback Snyder, night club singer, from James Snyder, restaurant owner in Bridgeport, Conn., recently.

WILLIAMS.
Hattie Williams, radio and film star known as Hattie McDaniel, from Larry S. Williams, interior decorator, December 5 in Los Angeles.

Aud-Vid Coin Seen in Latest Profits Tax Bill

WASHINGTON, Dec. 23.—Radio and TV broadcast stations expect to reap a bonanza of advertising revenue as a result of congressional action on excess profits legislation this week, but consensus is that it will not be as great as that of World War II.

The latest congressional clamp-down on excess profits isn't as severe as the one enacted in the World War II emergency. It is estimated that less than a fourth of the nation's 400,000 corporations will be directly affected by the excess profits tax. About the same percentage will be affected by the increase mandated in regular corporation rates. Consequently, while the new legislation is expected to provide an incentive for affected corporations to siphon off some of their revenues to promotion via radio and TV rather than drain off the money directly into taxes, the advertising yield at first glance isn't expected to be as great as in the last emergency. This situation could change in favor of radio and TV stations however, if profits soar beyond current expectations.

Also, it is seen possible that corporations not affected directly by the new legislation might turn to the same outlet for spending as they are being taxed in other fields. The new Congress is certain to come up with mandates for increased levies.

Defense Secretary George C. Marshall got a neat demonstration of tactical strategy this week from William McAndrew, manager of NBC's radio-TV outlets here. Staging a conference with civilian broadcast groups Monday (18) on military censorship, General Marshall neglected to invite the Radio Correspondents' Association to send a representative. McAndrew, head of the correspondents' group, penned a letter to Marshall reminding him amiably that the General gave signal recognition to the association by addressing its first annual dinner a dozen years ago.

This week's rollback order by the White House on automobile prices isn't expected to spread immediately to the amusement field. But President Truman eventually is expected to use his statutory power to slap down ceilings in selective fields. Until the present price control statute is broadened by a new act of Congress, controls won't apply to time charges by radio-TV stations or to general amusement admissions. Proposed new price control legislation is certain to develop as a major issue when the new Congress convenes next month.

Color Fuzzier

because of the serious shortage of tubes and resistors and other basic materials in the defense program.

The dissenting opinion criticized the FCC for refusing to review the new developments in the RCA system last October 4. Judge La-Buy, who wrote the dissent, said: "The Commission recognized and the record before the Commission is replete with evidence that rapid strides are being made toward the perfection of a full compatible system. . . . In view of the admittedly fluid state of the art, it is difficult to understand why the Commission refused to hear additional evidence and chose instead a course of action, using its own words, based on speculation and hope rather than on demonstrated facts."

Frank Stanton, CBS president, declared the decision was a "great victory," stating it upheld the FCC's ruling that CBS has the "best and most practical . . . color television . . . there is no question but that the Supreme Court will uphold the order . . . if RCA insists on carrying its case further."

Stanton also said he felt a final disposition will be reached shortly. RCA, on the other hand, reaffirmed its plan to appeal, and repeated that compatibility is vital in any color system if the public is not to be tremendously expensive and unnecessary price for color. The continuation of the ban on CBS commercial colorcasts, RCA said, showed the Chicago court's awareness of the need to protect the public.

In Washington, the FCC issued a statement describing itself as "highly gratified" by the decision and declaring that the court has "clearly" settled the matter of whether the Commission acted "arbitrarily." The Commission went on to call the ruling "a great victory" and expressed itself "confident" that the decision will be sustained by the Supreme Court. The Commission declared that all members participated in the statement with the exception of Commissioner Hennock who was absent from the city.

CBS Anti-Red

Broadcast Unions and Guilds meets January 17, and the radio-TV directors Wednesday (27) to determine their policies.

Altho NBC is not planning to follow the CBS example, web execs said that since 1941 all employment applications have been asked whether the applicant had ever been a Communist. In addition, various government agencies have investigated key NBC figures.

APC has no policy akin to the CBS one, and will not comment on future adoption of one. Mutual, which employs no engineers directly, but uses its member station staffs, does not feel imperiled

Washington Once-Over

by Ben Atlas

shapes up currently, the Treasury Department will shape bigger and better programs to encourage folks to put their spare cash into savings, preferably government bonds. But the Treasury, by themselves, will be the last to discontinue spending some of the coin for amusement now and then as a release from the mad business of current living.

Tact and Tactics

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Controls

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Short Takes

Increased revenue for radio-TV advertising appears sure to result from Congress's excess profits legislation. . . . National Production Authority has set up a group of industry task forces to work out recommendations for allocation of vital materials and defense TV, phono sets. . . . A request for "immediate" legislation empowering the President to control radio-TV stations in coping with the danger of air attack by use of guided missiles was rushed to Congress this week by the Defense Department. Federal Communications Commission is puzzled by the request, however, since the President already has the authority.

Admiral Offered

for \$3,000,000. We turned that offer down flatly because we did not then think it was the answer in color for TV, and we have seen nothing since to change our opinion."

Siragusa made his speech at 1 p.m. Two hours earlier CBS released this statement from Stanton: "After reading the advance handout on Siragusa's talk, I phoned him to say that I have never made an offer such as that. I advised Siragusa that I was in Europe at the time he said I made the offer. Moreover, I had no conversation, meeting, or correspondence with Siragusa on the subject during 1949. And I have never made any offer to Siragusa on color television at any time. Accordingly, if Siragusa makes a statement about my offer as in the publicity handout, it is false."

After his speech, Siragusa was told of Stanton's statement. Siragusa unhesitatingly gave details of the offer. "Shortly before a 'medical color demonstration in Atlantic City sponsored by Kline & French, I received calls from several competitors. I decided to ask CBS to cancel the demonstration. 'I called Mr. Paley, but he was out and so I talked to Stanton. In the course of the conversation Stanton asked 'Why don't you or you with some other manufacturers bail us out of this color development?' 'How much have you got invested in it?' I asked 'Stanton said \$3,000,000. I laughed and said it wasn't worth \$300,000 by the possibility of Communist action to its schedule, especially since many of our competitors require non-Communist statements. Among these is WOR, New York, believed to be the first station to invoke this procedure."

IN MEMORY OF MY
BELOVED WIFE
DOT AGNES
WHO WAS TAKEN FROM ME
DECEMBER 24, 1945
O. J. (WHITEY) WEISS

Hamid Deals Spurt Despite War Scare

NEW YORK, Dec. 23.—Rather than curtailing the enthusiasm of talent buyers in the alfresco field, the current unsettled world situation has resulted in the earliest bookings in a number of years for his agency, George A. Hamid reported here this week. Total business on the books to date is estimated at about 25 per cent ahead of the last booking season.

Hamid said he was embarking on a lengthy southern trip that would embrace most of the holiday season in response to numerous requests from fair execs who are anxious to set their entertainment programs. The feeling is prevalent that an accelerated mobilization program will drain much of the youthful talent from the field and, as a result, buyers are anxious to contract shows early. Hamid said.

To date there has been no evidence that managers are going to await the turn of events before buying their shows, Hamid said. He likened the rush to buy to the consumer's desire to stock up on food staples when shortages loom.

Meetings Set

Hamid said he would head in to the Carolinas first to meet with execs of the Winston-Salem, Charlotte and Greensboro fairs. He has other meetings scheduled in Virginia, West Virginia, Maryland

A. Robins, 64, "Banana Man," Dies in England

BOURNEMOUTH, England, Dec. 23.—Adolph Robins, 64, veteran clown in both indoor and outdoor showbiz who was billed as "A. Robins, the Banana Man," died here Monday (18) after being taken ill aboard the liner Queen Elizabeth while on his way to England. Robins' home was in White Plains, N. Y.

Born in Vienna, he came to this country in 1911 and for 25 years was a standard act. He was famous for his ability to produce a copious assortment of objects from his coat.

Versatile Attraction

During his years as a standard attraction, Robins consistently commanded \$1,200 for a week's work. He played with circuses, at fairs, as well as in clubs and in vaudeville. He appeared as a feature of Spanglers, a Ringling circus presentation staged at Madison Square Garden, New York, in the early 1940's; with Jumbo; at the old Hippodrome Theater, New York, and with Top-Notchers at the 44th Street Theater, New York.

Robins is survived by his widow, Irene Robins Robins, and a sister, both of New York.

Past Pres. Night Adds 3G to PCSA Coffers

LOS ANGELES, Dec. 23.—Annual past presidents' night staged Monday (18) by the Pacific Coast Showmen's Association (PCSA), brought the treasury nearly \$3,000. The money, raised during the summer and on the floor, brings to \$6,000 the amount that will be paid on the club's mortgage before January 1, reducing the building indebtedness to approximately \$16,000.

Prior to the affair held in the clubrooms, a brief meeting was held. Conducted by President Joe Krug, the session found M. J. Doolan, president-elect; Hunter Farmer, vice-president; Al Weber, treasurer, and Lou Manly, secretary, on the rostrum.

Lights were dimmed in memory of a departed brother, John J. Taylor, who died Friday 15.

Farmer in Chair
At this business session Paul Huedepohl, Max L. Winkler Jr., Milo Hartman, Fred Weidmann, Rubin Castang and Rene Shepaz were voted into the membership.

and Pennsylvania. His son, George Jr., and Joe Hughes, are also on the road representing the firm. Park bookings are also being set unusually early, Hamid said. Palisades (N. J.) Amusement Park has already set its acts for the season. Also on the books are Kennywood, Pittsburgh; Roseland, Canandaigua, N. Y.; Belmont, Montreal, and Conneaut Lake, Conneaut Lake, Pa.

Major fairs already booked by Hamid include Rutland and Essex Junction, Vt.; Malone, N. Y.; Showegwan, Me.; Ottawa and London, Ont.

GAS 'N OATS

Horse-Auto Thrill Show For Van Cise

CANFIELD, O., Dec. 23.—Formation of a combination horse and auto thrill show for "I was announced here by Jimmie Van Cise, veteran thrill show op. who is recuperating at his Canfield home from a recent automobile accident in which he suffered a broken back and severe bruises.

Van Cise, last year a partner with Earl Newberry in the Jimmie Lynch Death Dodgers, has taken over management and booking of Cal and Ruth Thompson's White Horse Ranch revue and will merge this with his automobile unit, with plans to play Eastern fairs.

Org will carry 15 Albino horses and 10 girl riders. Feature of the auto portion of the show will be Bill Horton's 75-foot ramp-to-ramp jump in an open convertible. In addition, a double Roman standing jump over a convertible will be performed by two of the girl horse riders.

Winkley Org Adds Dates

MINNEAPOLIS, Dec. 23.—Early bookings by Auto Racing, Inc., has resulted in the org's signing to run over 60 days of racing in 1951, Frank Winkley, general manager, announced.

Recent still dates linked, Winkley says include stock car meets at Shreveport, La., April 15; Springfield, Mo., April 29; Topeka, Kan., May 30 and July 4; and Spencer, Ia., May 20.

Org recently added a new Iowa fair to its route, signing to present big car races at Oskaaloosa. Other bookings in that State include big car races at Davenport for two days and one day each at Donnellson and Rock Rapids.

Foster Succeeds Bell As Kerrobert's Prexy

KERROBERT, Sask., Dec. 23.—Will Foster was elected president of the Kerrobert and District Agricultural Society here succeeding J. I. Bell, who held the post for 18 years. Vice-presidents are Bob Armstrong, Andy Schan and Wilbur Gardiner. F. W. Ball was re-elected secretary.

Hunter Farmer, chairman for the night's activities, read congratulatory messages from Harry Seber, William Hoadley, "Doc" Zieger, Dr. Ralph Smith and Harry Hargraves, all past presidents.

Past President Harry Fink took over the activities and asked the following who had directed the PCSA in past years to the front of the room: Orville N. Crafts, J. Ed Brown, Joe Glacy, Everett W. (George) Coe and Mike Krekos.

Krekos Presents Check

Krekos presented the group with a check for \$1,145, which had been raised during a show-within-a-show on his West Coast Shows. Doolan offered a check for \$1,000, which had been raised thru his efforts in Chicago. An additional \$825 was raised on the floor.

The total amount went to the building fund. With additional money from the Ladies' Auxiliary, approximately \$6,000 will be paid on the building's indebtedness before 1951.

RB CUBAN BIZ HOLDS MARGIN

HAVANA, Dec. 23.—Business for Ringling Bros. and Barnum & Bailey Circus unit here continued ahead of last year's, it was reported this week. The show opened a month's run here December 8. Bad weather was experienced during several early days of the run.

Mrs. Ida North, Ringling Heir, Passes in Fla.

Member of Famed Big Show Family Succumbs at 76

SARASOTA, Fla., Dec. 23.—Mrs. Ida Ringling North, 76, who shared with her son, John Ringling North, control of Ringling Bros. and Barnum & Bailey Circus as part of their joint trusteeship and administration of the late John Ringling's estate, died here Thursday (21).

Mrs. North was stricken with a paralytic attack Thanksgiving Day and went to the hospital. She was the widow of Henry Whitestone North, who died in 1921.

Leonard G. Bisco, former attorney for the Norths and now a business associate of John Ringling North, said Thursday in New York that Mrs. North's death would not affect operation of the show and that John would continue to control the org.

Born in Prairie du Chien, Wis., Mrs. North was the only sister of the late Ringling brothers of circus fame, the last of whom, John, died in 1935. Included in the estate she helped administer were the Ringling Art Museum and the Ringling mansion, both left to the State of Florida as public museums.

Circus Combine

John Ringling with his brothers, Alf T. and Charles, controlled three shows until Alf's death in 1919, when Ringling Bros.' World's E. Dewey, who was unable to attend.

Capacity Crowd Attends PCSA 30th Annual Gala

LOS ANGELES, Dec. 23.—A capacity crowd attended the 30th annual Pacific Coast Showmen's Association (PCSA) banquet and ball Saturday night (16), held this year for the first time in the Elks Club. J. W. (Patty) Conklin, veteran Canadian showman, was the guest of honor and served as toastmaster.

At the request of the club's members the program was mapped to allow ample time for dancing. Conklin's address was a long general line and was brief.

Congratulatory messages were read from Showmen's League of America; William Sherwin, PCSA attorney; National Showmen's Association, Heart of America Showmen's Association, Arizona Showmen's Association; Frank R. Conklin, Miami; Show Folks of America, Mike Krekos, president; Edith Conklin, Brantford, Ont.; Dr. Ralph Smith, PCSA past president, and Theo Forstall, also a past president.

Sitting at the speaker's table were Ben Horton, representing the Michigan Showmen's Association; Al Cohn, Showmen's League of America; Lou Leonard, Tampa Showmen's Club; Mike Krekos, Show Folks of America, San Francisco chapter; Lillian Schue, president PCSA Auxiliary; Joe Krug,

Ringling Amends Cut-Back Plans; May Use 80 Cars

Minimum of 70 Cars Assured; Movie Deal Limits Changes

SARASOTA, Fla., Dec. 23.—Cut-back plans for Ringling Bros. and Barnum & Bailey Circus have been amended and, as it stood this week, the show was likely to use the full 80-car train and a standard tent layout in 1951.

A final decision is yet to be made; however, it appeared certain that if the show is cut it will be to not less than 70 cars.

Having a major influence in the revision of earlier plans was Ringling's contract with Cecil B. De Mille, motion picture producer, now at work on the Greatest Show on Earth. Terms of the contract have not been divulged in detail, but it was learned that the deal includes restrictions on making major changes while the film is being made.

N. Y. To Get D. C. Sesqui Cele Refund

WASHINGTON, Dec. 23.—An estimated \$135,000 of an original \$150,000 appropriation for New York State's Sesquicentennial Commission will be returned to the State, Bligh A. Dodds, executive secretary, said here this week.

Dodds said the money had been intended for use by New York in the Freedom Fair of the National Capital Sesquicentennial Commission's observance of the founding of Washington. The proposed fair was canceled, however.

New York ended its participation Saturday night (16) when Sen. Irving M. Ives was presented a scroll in behalf of Gov. Thomas E. Dewey, who was unable to attend.

Capacity Crowd Attends PCSA 30th Annual Gala

PCSA president; M. J. Doolan, PCSA president-elect; M. H. Ellison, PCSA banquet chairman; Hunter Farmer, PCSA vice-president; Al Weber, PCSA treasurer; Jack Hughes, PCSA chaplain; Fred Weidmann, president-elect, Show Folks of America, and Paul Huedepohl, secretary, National Association of Amusement Parks, Pools and Beaches.

Ellison, who served as chairman (Continued on page 27)

TOO MANY, TOO CLOSE

Canadian Rodeo Ops Cite Tight Sked, Upped Costs

CALGARY, Alta., Dec. 23.—General opinion of delegates to the Canadian Stampede Managers' Association annual meeting here was that too many rodeos are being staged too close to one another in Western Canada. Managers from points in Alberta and Saskatchewan attended.

Indication was that a number of smaller rodeos are folding and some of the larger shows have apparently realized that other features, such as night shows and midway attractions, must also be held in conjunction with cowboy contests.

Cost of producing rodeos has increased to such an extent that a large number are operating at a deficit and the opinion was that this situation could not continue.

C. F. Fry, C. manager of the Lethbridge Exhibition and Stampede, suggested that in areas where too many rodeos are being held too close together, shows be held on alternate years, with the commun-

ing made. Some work already has been done on the movie and an important phase is to be started at winter quarters here in January.

Major reason for the original cut-back plan was the current high level of railroad rates.

The original plan was to reduce the train to 60 cars and to eliminate (Continued on page 33)

Cancellation Of Chi Fair Seen Probable

Board Recommends Renewal of Lease On Lake Front Site

CHICAGO, Dec. 23.—Cancellation of the 1951 Chicago Fair was seen probable here this week as the result of a recommendation made by the nine-man committee recently appointed to determine the annual's future plans.

Also the group advised that due to the Korean crisis, next year's expo should be cancelled, they also recommended that the fair exercise the option it has to continue its lease on the lake front site for another year.

The latter move was made to block other organizations from leasing the grounds for exhibitions or fairs.

The fair, established this year as an annual event, drew a total of 1,709,004 in its 73-day run but wound up financially in the red.

Lethbridae, Alta., Chalks Up Record 11G 1950 Profit

LETHBRIDGE, Alta., Dec. 23.—Lethbridge District Exhibition and Rodeo here chalked up a record profit of \$11,445 in 1950, topping last year's \$9,008 and the \$8,500 net the previous year.

Past year's repairs and improvements cost \$9,035 and another \$7,500 has been allowed for this purpose. Since 1947 a total of \$35,000 has been spent in plant improvements.

Association now has \$32,642 cash on hand. Counting bonds and accounts receivable, the annual stands \$33,956 in the clear. Next year's dates are June 25-27.

Linder Re-Elected

Herman Linder, of Cardston, Alta., was re-elected president of the association. Vice-presidents are Ralph Desbrisay, of Swift Current, Sask., and Vic Stuckey, of Stettler, Alta. Directors are Irving Hansen, Swift Current; Gerald Myers, Moose Jaw; Harold Vaid, Ponoka, Alta., and Dick Castgrave, Rosbud, Alta.

Irvin W. Parsons, Calgary, was named secretary-treasurer. A committee will study a plan to erect a rodeo hall of fame to honor Canadian rodeo riders who have made a name for themselves in Canadian and U. S. competitions. It will probably be located in the new Calgary Arena.

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Always a money-maker. Built like America's AN "Tiger" Carousel. Has 20 ornate, all-aluminum horses, 2 chariots. Fluid Drive.



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Safe, thrilling, high-capacity. Fluid Drive mechanism. Tank top & restful and bars are built of strong, lightweight aluminum.

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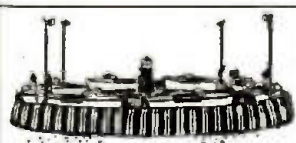
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LOOK! PARKER DOES IT AGAIN

Mr. Phil Daniels, of Syracuse New York, writes: "The Merry-Go-Round has given us fine service, and is a very nice looking machine and I do like it very much." Note—Mr. Daniels's machine is a Teen Age De Luxe, delivered this spring. We will maintain last season's price if possible. Send your deposit today. Prices start from \$5,375.00 for a Teen Age adult machine.

C. W. PARKER AMUSEMENT CO.
Leavenworth, Kansas

CLOSE-UP: EDWARD J. HAYDEN

Modern Design Pays Big At Rockaways' Playland

By Jim McHugh

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

IT IS INTERESTING to observe," says Edward J. Hayden, art director of Rockaways' Playland and former designer for the Ringling circus, "what a close parallel there is between advertising at point-of-sale and creating show fronts for amusement enterprises. Whether you are designing a new Funhouse or creating a window display for Lucky Strike cigarettes, there are five basic elements that must be incorporated in your design. In sequence, they are: Attention, interest, desire, assurance and action. If these are properly incorporated in any display that reaches the public, they are certain to increase business."

In the outdoor amusement design and advertising display business since 1910 when he quit high school to join his father's design studio as a 55-a-week embryo artist, Ed has designed and painted show banners for many large circuses and carnivals in the United States, including the Ringling-Barnum, Forepaugh-Sells, Sun Bros., Norris & Rowe circuses and such carnivals as Johnny J. Jones and Con T. Kennedy. For the last four years he has been art director of Rockaways' Playland which each winter strips its entire assortment of rides, attractions and concessions for refurbishing.

Ups Playland Biz

At Playland he is credited with a 100 per cent increase in over all business. His work on some rides has resulted in gross increases of as much as 500 per cent, according to Richard L. Geist, assistant to the Playland prexy. Concurrent with his joining the Playland staff, a hefty advertising-publicity campaign was launched and the results have been terrific.

Ed, a tall, slim, gray-haired man of 57, has an extensive scholastic background in art. He went to night school for 18 years to study art at Pratt Institute, the Brooklyn Institute of Art, Cooper Union and Theater Student's League. Ed started night classes when he was 16 and continued them until after he was married. During the day he worked in theaters as a scene painter.

With 40 years of experience, Ed has evolved a series of theories. One is that 75 per cent of a show building budget should be spent on the front with the balance paying for the interior. "My primary thinking is concerned with the front," he says. "You have to sell people a bill of goods. You can't lay your cards on the table and tell what's inside. Not that what's inside isn't important. You have to have a gimmick to keep them coming back."

Ed is president of E. J. Hayden and Company, Inc., a 56-year-old firm founded by his father. The organization currently creates point-of-sale and merchandising



EDWARD J. HAYDEN

IA Re-Elects Leo Abernathy

ST. LOUIS, Dec. 23.—Officers of the International Association of Billposters, Billers and Distributors of the United States and Canada were re-elected by acclamation by the 137 members, representing 59 locals, who attended the union's 28th biennial convention recently in the Jefferson Hotel here. Minneapolis was chosen as the next convention city.

The re-elected are: Leo Abernathy, Pittsburgh, president; C. C. Garnett, Los Angeles, assistant president; E. J. Conrath, St. Louis, first vice-president; Loyal Gilmore, San Francisco, second vice-president; Ned Becker, Yonkers, N. Y., third vice-president; Michael Noch, Detroit, fourth vice-president; C. C. Garnett, Los Angeles, fifth vice-president; John J. Grady, New York, secretary-treasurer; Fred Meyer, Brooklyn; Louis Hartel, Chicago, and Frank Isadore, Scranton, Pa., trustees, and John Schertel, Union City, N. J., sergeant-at-arms.

Among guests at the conclave were F. A. (Babe) Boudinot, assistant general agent and traffic manager, Ringling-Barnum circus; Jack Reynolds, vice-president, Criterion Advertising Service; William Nichols, General Outdoor Advertising Company; John J. Hurley, John J. Church, Arthur Hunn and James Runk, St. Louis; Harry S. Weiser, East St. Louis, Ill.; E. B. A. Freitag, Minneapolis; Phil Hitchcock, publisher of The St. Louis Labor Journal; and Charles Bluestone, Gulf, Mobile & Ohio Railroad.

MELFORT, Sask., Dec. 23.—George Willis was re-elected president, his fourth term, at the 45th annual meeting of Melfort Agricultural Society here. Vice-presidents are R. H. Anderson and R. R. Dunbar.

SHOW TENTS WILL BE IN SHORT SUPPLY IF PRESENT DUCK ALLOCATIONS CONTINUE

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The only Floss Machine sold on a money-back guarantee. Big production, quiet vibrations, simple operation. Write for circular.



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1951 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND
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Builders of Slide Boats and 15' Gas Runabouts for small lake use
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Will book attractive Rides that are in A-1 condition and not conflicting, including Dark Ride and Kiddieland.

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LISTED BELOW IN ALPHABETICAL ORDER IS A PARTIAL LISTING OF DATES NOW CONTRACTED. SEVERAL MORE PENDING...

- BOONVILLE, IND.**
Warrick County Fair
- BOONVILLE, IND.**
4th of July Celebration
- CAYUGA, IND.**
Vermillion County Fair
- CENTERVILLE, IND.**
Wayne County 4H Free Fair
- CLINTON, IND.**
Clinton Annual 4H Festival
- CONVERSE, IND.**
Miami County Fair
- FAIRVIEW, IND.**
Fairview Farmers Fair
- HARTFORD, KY.**
Ohio County Fair
- HOOPESTON, ILL.**
The Big One! 4th of July
- HUNTINGBURG, IND.**
Dubois County Fair
- JASONVILLE, IND.**
Tri-County Fair
- MEDARYVILLE, IND.**
Annual Street Fair
- NASHVILLE, IND.**
Brown County Free Fair
- ORLEANS, IND.**
Annual Street Fair
- OTTERBEIN, IND.**
Annual Street Fair
- PAOLI, IND.**
Orange County Fair
- RENSSELAER, IND.**
Jasper County Fair
- ROCKPORT, IND.**
Spencer County Fair
- ROCKVILLE, IND.**
Parke County Fair
- SALEM, IND.**
Washington County Fair
- SPENCER, IND.**
Owen County Free Fair
- THORNTOWN, IND.**
Thorntown Free Fair
- WORTHINGTON, IND.**
Greene County Fair

2 OUTSTANDING LABOR DAYS AND 7 BONA FIDE FALL FAIRS TO BE ANNOUNCED LATER...

Under the Marquee

Frank M. Cain, clown, formerly with Clyde Bros. Circus, is temporarily located in Tulsa, Okla. . . R. M. Harvey left New Orleans recently for his third annual Caribbean cruise. He'll be touring the Gulf about three weeks. . . Laurence Cross completed his 17th holiday season at an Ottumwa, Ia., department store December 24, after which he hops to New York for the Biller Bros. indoor date. . . Bob Lorraine, clown with Biller Bros. Circus part of last season, may return to the show at New York, although his mother is still ill at their home in Hollywood. . . Grand Christian, general agent of Beers-Barnes Circus, is showing movies at about 40 spots a week around Sarasota, Fla., this winter. It's his eighth winter with the unit, which employ six operators.

Old-timer may be described as anyone who sees nothing funny about long-handle underwear in dressing rooms.

Van Wells, clown, and Florence Morey, of Houston, who were married in San Antonio December 6, honeymooned in Mexico. Happy Kellima was best man. They will make their home in Houston until January, when the Kellims and Wells Minstrel Show opens in Evansville, Ind. . . Justus Edwards, press chief of the Polack's Western unit, was in Chicago last week. Louise Sierra, Polack managing director, is on a business trip on the West Coast. . . Ernie Palmquist's miniature circus layout garnered a front page story and picture in the Des Moines Tribune recently in connection with its holiday season display.

Passes are wonderful things that manage to be conveniences and nuisances simultaneously.

Cavilla, clown of Fort Towson, Okla., mourns the passing of Walter L. Main and recalls Main as a youngster on William Main's show in 1881. Cavilla, who closed the season with Barker Bros. Circus recently, visited the Kelly-Miller winter quarters Saturday (9).

One of any railroad show agent's jobs should be the explaining to a small show's agent his limitation of billing power.

Tom Packs and family will go to Florida for two months shortly after Christmas. . . The Wallenda Family arrived in Sarasota for the winter recently, and conducted final rites for the late Philipp (Kreis) Wallenda Thursday (13). Pallbearers were Karl, Arthur and Herman Wallenda, Joseph Geiger, Frank Torrence and Jack Leonard.


Wintering a circus would be cheaper if they'd develop elephants that hiber-nate.

WANT

Man for Monkey Circus. Must drive truck, care for monkeys and baby chimps. Good home and salary. Must have license and tolerate drinking. Year around work.
GLENNY'S MONKEYS
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Steady Year Round Work. Contact
MACK MACDONALD
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Almost every one of the Eastern amusement family is a member. Are you?
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Initiation.....\$10.00
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Judging from the old-timers we meet, written or in person, it is the dreamers of lost loves of great cranks stars. About all they seem to remember is the posing of the street parade.

Mrs. I. J. Polack left Chicago Tuesday (19) for the West Coast, where she will spend the holidays.

Cole Bros. Circus has purchased two new lions for Terrell Jacobs' act. . . William Kretow, retired circus owner, is wintering in Miami, where his wife recently underwent surgery. Their son, Robert, is with them, and another son, Frank, is in Tampa. Madge Kinsey, of the Madge Kinsey Players, Ohio rep show, and her husband, Harry Graf, visited with Kretow recently.

One-sided conversation consists of a manager discussing with his conveniences the necessity of saving a buck.

Mr. and Mrs. Doris Miller, of the Kelly-Miller show, has bought a new home across from the K-M quarters. They moved in last week. Kelly-Miller recently sold a camel to the Jacksonville, Fla., zoo. Counted recently in the Kelly-Miller barn were 21 elephants, 10 camels and 65 head of horses and ponies.

When a small circus outgrows itself it immediately gets delusions of power and grandeur.

Capt. Dee Hifong, who was with the Dailey show last season, is wintering at Red Bluff, Calif. . . Edge Hale's circus band closed in 1950 season in Texas December 9 with West Bros. indoor show and will open again with that org January 12 for 12 weeks. Between runs, Hale journeyed to Tampa to get his sleeper bus. . . Henry Blank, band leader and trombonist, is in Chicago for the winter.

FEW CIRCUSES BUYING

Tent Makers Warn Supply Of Canvas To Be Short

CHICAGO, Dec. 23.—Few circuses have ordered new tops for 1951, although the canvas supply situation is expected to become critical, local tent companies report.

Hartford Sets Shrine Show

HARTFORD, Conn., Dec. 23.—Shrine Circus, sponsored by Sphinx Temple here, will be back for a week's stand April 2 next year. It was announced by Harold K. Bonnick, general chairman of the annual affair. Circus will return to the Hartford State Armory for the date, having played Bushnell Memorial Auditorium for the past three years.

Bonnick said it would be possible to give the show more atmosphere by staging it inside the armory. Serving as show chairman will be Fred W. Ward, with Frank W. Beckwith and Henry Van Zeim in charge of the program. Frank Wirth, again, will have charge of booking and staging the show.

An extra performance will be held for children in county homes, orphanages and community centers as guests of Sphinx Temple.

Three Maschinos Injured in Crash

CHARLESTON, W. Va., Dec. 23.—Three members of the Maschino family, former acrobats with Ringling-Barnum, were injured Tuesday (12) when their auto skidded and crashed into a fence.

Mrs. Joseph Maschino, 51, was admitted to a local hospital for treatment of chest injuries. Ludwig Maschino, 45, driver of the car, was treated for bruises and released, and Dogmos Maschino, 22, was treated for head bruises and ear cuts and released.

RINGLING MODIFIES PLAN TO TRIM TRAIN

Movie Contract Seen as Factor; Menagerie Tent Back in Set-Up

Continued from page 29

the menagerie tent. The animals would be displayed in a redesigned big top. This plan reportedly was developed first with 1950 in mind but later was postponed a year. During the past several months the elimination of some railroad cars and revision of the canvas spread

was considered a certainty for 1951.

De Mille's contract was mentioned when the cut-back plan became known, but at that time it was assumed that all or most of the changes would be made anyway.

Subsequently, the plan was amended to call for a 70-car train next year. This compromise resulted from experiments which reportedly revealed that the show could not drop 20 cars without eliminating more of other show equipment than was contemplated.

Cut After Filming? The 70-car figure was battled around until this week, when the whole plan for revision apparently was dropped.

The situation was similar to that just prior to World War II, when

the circus announced plans for a pole-less big top and the plans were dropped because of the war.

One comment on the present situation was that the circus would be at liberty to make the proposed changes as soon as the movie is completed. The show was known to be in favor of the cut-back in order to save on rail costs and also to permit use of smaller lots.

A possible factor in this week's changes was that delays in making the movie might have thrown off the timing of the proposed reductions.

CHI SHRINE EXCEEDS 45G PROFIT MARK

Polack Dates Set For March 2-18

CHICAGO, Dec. 23.—A check for \$45,000 from Medina Temple's share of the 1950 stand of Polack Bros. Western Unit here last winter was presented this week to the Shrine Hospital for Crippled Children here. The amount represents a \$5,000 drop from the amount presented last year.

Shriners presented the funds at the annual Christmas party at the hospital. At the same time they announced the 1951 circus would be March 2-18.

Al Sweeney will again handle newspaper press work for the local date while Justus Edwards, the Western Unit's press chief, will handle radio and television work.

Cold Weather Marks Route Of Gould Org

OTTAWA, Ill., Dec. 23.—Jay Gould Christmas Parade and Santa Claus Circus closed its 25th season today and will return to local quarters, where preparations will get under way for the Gould summer circus.

Sub-zero temperatures, deep snow and ice marked the show's appearance along the 26-stand route in Missouri, Illinois and Iowa. Parade was composed of 20 vehicle units and the street circus included dog, pony and wire acts.

General Agent Elmer Brown reported that new ideas used in float construction to withstand the weather had stood the test well.

Rubens Preps Seers Circus For Fla. Trek

FT. MYERS, Fla., Dec. 23.—Si Rubens, owner of Rogers Bros. Circus, will open a 10-truck winter show January 1 for a three-month tour of Florida and will launch Rogers Bros.' new season about March 1, it was reported this week.

The winter show will be known as Seers Bros. Circus and will carry three elephants, horses, ponies and a number of other acts.

Rubens says his Rogers Bros. unit will be enlarged this season by addition of a wild animal act and other features. The show also will have a new big top, a 90 with four 50s. The show is in winter quarters here.

ACTS WANTED
FOR MY 1951
FAIRS & CIRCUSES
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CHICAGO 1, ILL.

HOLIDAY GREETINGS
GEORGE HANNEFORD FAMILY
Circus Barrow
Havana, Cuba, now

2 PHONE MEN
State Convention Program.
If you don't work clean, you won't last one day. Deal starts early January. Write only—don't phone.
JIMMIE HICKS
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Merry Xmas and Happy New Year
to
All My Friends
KOHAN
17 E. 16th St. N. Y. N. Y.

West Bros.' Indoor Circus
Wants lithographer with car to start work Jan. 1. Chattanooga, Tenn. Union work. Can use Promoter who can produce. Can also place Circus Press Account with car. State license, Bill Turner, if at liberty, contact. All replies, General Delivery or care Western Union, WEST BROS. INDOOR CIRCUS, 717 E. W. WEST, ANNIHAN, Ala.

Feature Top Acts In Paris Circuses

PARIS, Dec. 23.—Cirque Medrano and Cirque D'Hiver are presenting several internationally known acts in their pre-holiday circus bills.

The Bouglione Bros., at their Cirque D'Hiver Arena, are featuring elephants and horses, as well as the top-notch Pierre Allice flying trapeze act. On the bill during the first half of the month were the Carroll (9) Tronpe (9) of bareback riders and the Francescos (3), clowns, who have left for London to appear in Tom Arnold's big holiday circus in the Harringay Arena.

Cirque Medrano bill, headed by the American trick drum-stick welder, Jack Powell, also offered several good circus acts, including the Spurgata, whose plastic poses for several years were a part of the Ringling-Barnum circus; Fischer's elephants (3), and the Three Navy-Cut, acro comedy act.

FOR SALE—WALLACE BROS.' CIRCUS

(Title, Franchises, Good Will, etc.)
One of America's Best Liked and Best Remembered Shows—the circus which had such features as Hoot Gibson, Tom Tyler, William Desmond, Harry Carey, and year after year played a proven route through the East, Midwest and South, leaving an unswerving reputation and always welcome.

STILL FRESH IN THE MINDS OF MILLIONS
Also we offer for sale the title, good will, etc., of BARNETT BROTHERS' CIRCUS—for many years one of America's leading motorized shows. A superb draw in Eastern Canada, too. Proven action, impressive, so please make best offer in first letter or wire. These titles are to be sold to close an estate.

All address **JOHN G. BARRON, Trust Officer**
The Peoples National Bank, Rock Hill, S. C., Executor of the Estate of Ray W. Rogers, Deceased

WANT WANT WANT
FOR LONG SEASON OPENING IN THE SOUTH
FAMILY ACTS done two or three. Tommy Herby, MAN and WIFE, for Circus Co. Man must drive. Bob and Goldie, answer. ONE COMBINATION BELLER who can drive. One or two good FLOWERS. Top money answer. BOB CANNONMAN, good boat man, all answer, starting lowest salary in first letter. Working Man, come on Winter. Others now open. Best Conditions on road. Drivers, camera and promoters, stay where you are, we don't need you. All answer to
Ralph E. Green, Pawnee Bros. Circus
P. O. BOX 521, PUNTA GORDA, FLA.

PARKS-RESORTS-POOLS

Gruberg Unit Suffers 96 Storm Loss

NEW YORK, Dec. 23.—Only one of his two kiddie parks was hit by the recent storm in this area. Max Gruberg reported this week. His Long Beach, L. I., establishment was passed by the gale for total damages of \$9,000, with the loss uninsured. Gruberg's Flushing, L. I., installation came thru the blow unscathed. Damages at Long Beach were confined to three buildings, with all rides remaining in good shape, he said. A Moon Rocket, costing \$19,000, and a kiddie device, a street car ride, will be added at Long Beach in time for next year's Easter Sunday opening. A third addition will be a Merry-Go-Round to replace the moppet device of the same type that has been sold.

Gruberg also said his Flushing plant was now in week-end operation.

Report Reorganization For Fayetteville Spot

FAYETTEVILLE, N. C., Dec. 23.—Grady Howard, commander of American Legion Post 236, Spring Lake, N. C., and Layton McGugan, commander of the local Legion Post No. 3, announced complete reorganization of American Legion Playland here on Fort Bragg Boulevard, outside the main entrance of Fort Bragg. Spot is now under a full-time resident manager who replaces T. L. (Ted) Detrick.

Served by 15-minute bus service, the spot plans a miniature golf course and other attractions to augment its driving range, rides, concessions, 24-hour cafe, night club, skating rink and bingo.

Miniature Golf Courses
Designers and builders of the most scientific courses in the country. **HOLMES COOK**
Room 5506, 301 State St., New London, Conn.

A. C. Execs To Promote Area Trade

ATLANTIC CITY, Dec. 23.—Determined to promote this city's attractions among the estimated 20 million persons residing in the area between New York and Washington, plans for an intensive advertising campaign were launched this week at a meeting of the newly-formed Atlantic City Co-operative Promotional Committee. Representatives of every phase of resort life are participating in the campaign.

At the same time the group started a drive for funds to carry out the proposed program. No limit has been set on funds for the program, which will be launched thru a series of ads to be spotted in metropolitan publications during January and February, two months that normally produce little convention biz. Initial sum of \$50,000 was authorized for the ads.

A. C. Public Storm Loss Hits 50-75G

ATLANTIC CITY, Dec. 23.—Resort engineer George R. Swinton estimated this week that the damage to public property here from the November 25 storm will be over \$50,000. Swinton said the main reason for the comparatively light loss was the bulkheading and other protective measures accomplished with luxury tax funds on beach and Boardwalk. Swinton said he was unable to estimate the damage to private property caused by the storm. He said, however, that damage was greatly reduced by bulkheading along Main Avenue as well as along the street ends.

Heart Attack Takes A. Brienza, Clown

NEW YORK, Dec. 23.—Angelo Brienza, 43, midge clown, who worked 28 years at Steeplechase Park here, died Monday (18) of a heart attack at the home of his brother in Brooklyn.

Kelmans Sets Cut Ducat Plan For Indian Point

PEEKSKILL, N. Y., Dec. 23.—Under present plans, Ed Kelmans, operator of Indian Point here, is building a discount ticket deal for next season that can be tied in with his heavy picnic and boat outing trade. Kelmans also had counted on constructing a platform and bleachers set-up to accommodate free acts and patrons, but the war situation has given the scheme the knife.

He reported that daily operations next season probably would start May 19. Kelmans is not yet certain of staging any prevue week-ends next year.

A. C. '53 Cele May Run Year

ATLANTIC CITY, Dec. 23.—Plans now being considered call for this resort's Centennial Celebration in 1953 to run thru the entire year rather than the normal summer season. The extent of the decorative scheme proposed would make it desirable to take advantage of every opportunity to attract visitors here in winter as well as summer, according to the proponents of the year-round celebration, which would be tied in with the electrical industry's diamond jubilee.

They point out that between January 1 and Decoration Day there are several normal holiday periods from which far greater returns could be obtained by special celebrations. Scattered among these are a number of resort anniversaries. Since there is no problem in drawing people here during the summer, it is felt that spreading the Centennial over the entire year would garner business not otherwise obtainable.

No definite program along these lines has yet been offered, but Frank Butler, official resort historian, has strung together a series of 87 dates which might be celebrated in the course of the year.

Work Delay Seen For Garden Pier

ATLANTIC CITY, Dec. 23.—Definite delay in the completion of Garden Pier as a public park and recreational center was seen by Director of Public Works Casey in the recent National Production Authority's amusement construction ban.

Casey said the edict was not expected to affect the present contract which calls for reconstruction of the pier substructure and decking, altho the ban would apply to any future contracts on the pier. The resort has plans for rebuilding the structure as a public recreation center, aquarium, fishing pier and public park over a period of three years, letting contracts for each phase of the work.

Reprinting Set For NIRA Book

CHICAGO, Dec. 23.—Reprinting of the National Industrial Recreation Association's picnic manual starts early next month, said Paul H. Huedephol, secretary, National Association of Amusement Parks, Pools, and Beaches (NAAPPB). Park men at the recent NAAPPB convention here ordered 3,500 copies of the book, which is used in connection with picnic promotion. Huedephol said the reprint order would be given altho orders still fall short of the 5,000-copy minimum. He said additional orders would be accepted.

Philly Gets Alpaca

PHILADELPHIA, Dec. 30.—An alpaca has been added to the zoological society collection here. It is the first one at the local zoo since 1902 and its arrival gives the spot a camel family complete,

A. C. Luxury Tax Earnings Continue Rise

ATLANTIC CITY, Dec. 23.—For the second consecutive month, luxury tax collections here showed a marked increase in the face of growing complaints that resort business has been declining. The jump was disclosed by Allen B. Weiss, luxury tax administrator, who said that October collections jumped \$18,177 over the same month in 1949.

October, this year, produced revenue of \$101,488, compared to \$85,318 for the same month last year. September, this year, also produced an increase, Weiss said, with the total of about \$21,000 higher than the same month in 1949.

Luxury tax collections for the first 10 months of this year are \$1,302,981. For the 1949 period collections were \$1,316,615, or \$13,638 higher. This is a decline of about 1 per cent and far under the forecast made by resort interests.

Rosenthals Order New Massive Sign

NEW YORK, Dec. 23.—With almost all damage from the recent storm in this area repaired at Palisades (N. J.) Park, co-owner Irving Rosenthal announced that an order had been placed with the Artkraft Strauss Sign Corporation here for a stationary electric sign 30 feet high and 345 feet long.

The sign will bear the legend "Palisades Amusement Park," and Rosenthal claimed it would be the biggest in existence. The new behemoth will be a replacement for the sign bowled over during the storm.

With ferry service between 125th Street in upper Manhattan and Edgewater, N. J., docking point adjacent to the park, being discontinued, Rosenthal said the slack will be taken up by park-operated excursion boats plying between New York and New Jersey, direct bus trips from 168th Street in Manhattan to the park and faster bus service from midtown Manhattan to the park as a result of the opening this week of a new 42d Street terminal. The new ferry system would employ three boats which would load at both 125th and 42d streets in Manhattan and dock at Edgewater. The downtown boat would make a trip every half-hour, while the up-town vessel would leave every eight minutes.

A. C. B'dwalk Pic Seen by 2,000,000

ATLANTIC CITY, Dec. 23.—On the Boardwalk, film publicizing this resort, rang up over 2,000,000 paid admissions, according to a report made recently by Albert H. Skean, executive manager of the Atlantic City Convention Bureau, at a meeting of the group's directors. He said the color film, financed by the bureau, was shown in 1,600 theaters in Eastern States over a four-month period ending early in October. Total attendance was 2,004,484.

Preparations are under way, he added, to dub new sound for the flicker and make it available for showing by school, business and civic groups.

Force Re-Elected Pilot at Shaunovon

SHAUNOVON, SASK., Dec. 23.—Douglas Force was re-elected president of Shaunovon Agricultural Society here. Lelf Rostad and Jim Murdoch are vice-presidents, with Alan Sanburn as secretary. A small profit was reported on the year's activities.

Consideration will be given to a complete revision of the prize list and efforts will be made to interest younger people in exhibiting swine and calves next year.

except for a vicuña. The alpaca came from the Brookfield, Ill., Zoo. A kangaroo was included in the same shipment.

New Units Set By Ramagosa At Wildwood

WILDWOOD, N. J., Dec. 23.—S. B. Ramagosa, local Boardwalk amusement center operator, will enlarge his North Wildwood location next season to include a Roller Coaster for the kiddie trade. In addition to the Casino Arcade here, Ramagosa has been developing a counterpart in neighboring North Wildwood on a Boardwalk block adjoining his Sportland Center. The North Wildwood Center includes a full array of kid rides and games.

At the Casino Arcade, the major improvement for the coming season will be the enlargement of the Howard Johnson restaurant at the entrance of the center. A Skee-Ball location will be moved inside the arcade to give the restaurant a seating capacity of 245. The Skee-Ball will occupy a site which has housed a miniature railway display the last two years.

Waldameer Roof Falls; Holiday Dances Canceled

ERIE, Pa., Dec. 23.—Damage to Rainbow Gardens ballroom at Waldameer was estimated at \$12,000 when the dancery's roof caved in during the recent snowstorms here.

Manager Stephen Janiga said that the four Christmas and New Year dances have been canceled. No plans for immediate repairs have been made, he said. Ballroom was built in 1925 after an earlier structure was burned.

Rocks' Spot Adds New Funhouse Unit

NEW YORK, Dec. 23.—Scenic elevator, an addition to Rockaways' Playland's Funhouse, Davy Jones Locker, will be ready for the park's opening in March next year. Edward J. Hayden, the spot's art director, designed the addition.

The elevator will give patrons a 300-foot trip and be fitted with portholes thru which they may view a perpetually moving under-sea panorama before entering the locker proper.

Rocks' Spot Sets Revamped Eatery

NEW YORK, Dec. 23.—Slated for finishing by next May at Rockaways' Playland here is a restaurant-bar combination, to be tabbed Circus Cocktail Lounge, President A. Joseph Geist announced recently.

Recent National Production Authority ban on amusement construction will not apply to the Playland project, since the task will be one of revamping an existing structure rather than building a new one. The lounge will feature a circus motif thru-out, both in decor and in the names of dishes appearing on the menu.


Geist said that a permanent boat ride is planned for the park, to be titled Motor Torpedo Boat. Also set is the acquisition of an Allan Herschell Sky Fighter. Park management has sold four 36-inch searchlights and two generators, retaining eight 24-inch lights.

Edgewater Plans To Add Elephant

DETROIT, Dec. 23.—Plans to offer a live elephant ride next season are being made by management of Edgewater Park here. A similar set-up was popular before the war but has been omitted in recent years.

As formerly operated, it was intended primarily for youngsters, giving them a ride in seats on either side of the elephant's back, but adults also were carried. Idea has been under consideration as part of an expansion program under the management which took over last year.

Compare BEFORE YOU BUY



AND YOU WILL SEE WHY LEADING OPERATORS CHOOSE THE TRAIN THAT IS ENGINEERED TO BIG TRAIN PERFECTION.

WRITE FOR OUR 1951 CATALOG

MINIATURE TRAIN CO. RENNELAER, INDIANA

EXCLUSIVE PORTABLE RIDES FOR SALE

"THE BOZO" Cost \$80,000 To Build ONLY ONE OF THIS KIND EVER BUILT Top Money Growers Wherever Operated	"THE RAPIDS" Cost \$150,000 To Build ONLY ONE OF THIS KIND EVER BUILT Top Money Growers Wherever Operated
"FUNNIES FRONT" 90 Feet High	20 Ft. 80 Ft. at Movement
"MAGIC CARPET" COMPLETE—Cost \$28,000 New	"LAUGH THE DARK" 7 CAR WIDE PERFECT SNAPS
10 STEEL FRAME WAGONS 20 Ft. Beam Under Truss—FINEST EVER BUILT This Equipment Located at Jamaica, New York	HOT TRACTOR 7 TRACTOR SIXTY-FIVE PASSENGER CAPACITY

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CELEBRON PARK **HARRY A. ILLIONS** JAMESTOWN, N. Y.

High Quality
KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL
(Illustrated Circulars From)
W. F. MANGELS CO., Coney Island 24, N. Y.

FAIRS-EXPOSITIONS

DECEMBER 30, 1950

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

THE BILLBOARD 35

31 Ia. Annuals Rack Up Profits On '50 Season

DES MOINES, Dec. 23.—Altho Iowa's 94 county and district fairs showed an increase in both attendance and receipts during the 1950 season, only 31 wound up with a profit, compared with 40 a year ago. This was revealed by Lloyd E. Cunningham, secretary of the State Fair Board, at the recent annual State Agricultural Convention here.

Total attendance at all 1950 fairs was 1,759,812. Receipts aggregated \$2,523,157 this year, compared with \$2,338,973, while total disbursements for '50 climbed to \$2,302,153, against \$2,136,274 in '49.

The 31 fairs that showed a profit earned a total \$147,738, while the 63 fairs ending in the red dropped \$55,419.

Income from outside gate and grandstand admissions was roughly balanced. Front gates took in \$488,339, while grandstand receipts were \$419,906.

Indebtedness climbed from \$352,435 to \$467,100, but at the same time, the value of buildings and grounds went up from \$4,956,433 to \$5,511,032. Total balance on hand for all fairs was \$238,454 at the end of the season.

Night grandstand crowds again exceeded matinee crowds with 381,924 attending the after-dark attractions and 267,761 viewing the day shows.

Meetings of Fair Assns.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 2-3. William H. Clark, Franklin, secretary-treasurer.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 4-5. L. (Doc) Cassidy, Louisville, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 4-8. Douglas Curran, Black River Falls, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 4-6. Maurice E. Turner, Huntsville, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 7-9. Vera G. McQuilkin, P. O. Box 974, Oklahoma City.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 9-10. Everett F. Erhart, Stafford.

Ohio Fair Managers' Association, Desiler Walkie Hotel, Columbus, January 10-11. Mrs. Don A. Debeck, Leontine, secretary.

Missouri Association of Fairs and Agricultural Exhibits, Governor Hotel, Jefferson City, January 11-12. Rollo S. Singleton, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. Mrs. Bernice Shapiro, Box 32, Atlanta, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 14-16. Harry B. Kelley, Hillsdale, secretary.

Minnesota State Fair and Minnesota State Federation of County Fairs,

Hotel St. Paul, St. Paul, January 15-17. George W. Gleisner, North St. Paul.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 17. Tom Moore Craig, Spartanburg, secretary.

Oregon Fairs Association, Multnomah Hotel, Portland, January 18-20. H. G. Smith, secretary, Tillamook.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 19. Mrs. Clyde Kendall, Greensboro, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-23. Cliff C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 21-23. Charles B. Raiston, Staunton, secretary.

Massachusetts Agricultural Fair's Association, Hotel Northampton, Northampton, January 23-24. A. W. Lombard, 21 Jason St., Arlington, Mass., secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Nebraska Board of Agriculture, Hotel Cornhusker, Lincoln, January 23-24. Edwin Schultz, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, January 23-24. Mrs. Letta Walsh, Saskatoon, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 24-26.

Charles W. Swoyer, 522 Court St., Reading, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 25-27. R. G. Finke.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 28-30. Clifford D. Coover, Shelby, Mont., secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 28. Robert S. Turner, Horseheads, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard St., Little Rock.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 7-9. J. A. Carroll, Parliament Building, Toronto, secretary.

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Max Lavine Resigns Post At Superior

Veteran Secretary Leaves Wis. Annual After 19 Years

SUPERIOR, Wis., Dec. 23.—Max H. Lavine ended a 19-year term as secretary of the Tri-State Fair here when he announced his resignation at the annual meeting of the board. He said he wanted to devote more time to his newspaper and radio interests.

Seegar Swanson, managing editor of *The Superior Evening Telegram*, who served as assistant secretary the past year, has been named to succeed Lavine.

The board voted a resolution accepting Lavine's resignation and commending him for his 19 years of efficient service. They also voted him an honorary life membership in the organization.

Financial Report
In his financial report Treasurer Ford Campbell indicated that the '50 fair broke even but that the association had gone into debt approximately \$8,000 to complete the ground improvement which began when the county board granted them \$15,000. Attendance and receipts were up in all divisions except the grandstand, Campbell's report disclosed.

William Kimmes, re-elected fair president, reported that the county had appropriated an additional \$15,000 to further improve the plant. The sum, he said, would be used to paint and repair all buildings.

Elmer Hard was re-elected vice-president, and Campbell was re-named treasurer.

Melville Sets Two Virginia Fairs

NEW YORK, Dec. 23.—Frank Melville, head of the local booking agency bearing his name, announced this week that he will furnish talent for the grandstand shows at the Roanoke, Va., Fair and Halifax County Fair, South Boston, Va.

Melville said several further bookings were still pending and that he planned a road trip for next week to cement some of the deals.

IOWA COUNTY, DISTRICT FAIRS' FINANCES FOR 1950

City or Town	Balance on hand	Receipts of fair	Receipts other than fair	Grand total receipts	Expense of fair	Previous indebtedness paid	Insurance, repairs, etc.	Grand disbursements	Balance or overdraft Nov. 1, 1950
Greenfield	1,789.95	11,327.37	2,598.04	14,925.41	11,721.66	1,800.00	1,410.90	14,932.56	2,992.85
Corning	2,166.56	6,881.16	732.80	7,614.36	6,208.87	—	624.87	6,833.74	880.62
Pottsville	2,380.58	7,187.06	4,784.04	12,071.10	5,511.95	—	8,566.41	12,071.10	1,000.00
Waukon	1,899.19	6,259.58	4,379.88	10,639.46	2,464.31	2,600.00	1,871.86	6,936.17	3,703.29
Craterville	18.96	17,732.26	2,834.34	20,566.60	19,471.54	—	1,095.90	20,567.44	54.16
Autobahn	16.96	11,973.19	7,756.81	19,730.00	11,421.19	—	1,871.86	13,293.05	6,436.95
Vinton	1,629.06	20,739.12	9,739.17	30,478.34	14,121.19	24,258.00	119,264.21	134,645.40	170,232.94
Katerloo	967.04	6,810.32	18,353.37	25,120.71	7,352.67	2,700.00	16,938.73	26,091.40	1,929.31
Wayne	224.36	2,717.95	3,027.31	5,745.26	3,846.51	—	2,888.51	6,735.02	155.80
Independence	2,846.16	1,457.78	6,334.07	7,848.07	11,270.61	1,900.00	2,577.23	14,748.84	1,699.23
Afton	19.32	11,890.53	16,639.73	28,529.26	16,937.92	4,200.00	1,385.27	22,523.24	1,906.02
Albia	1,526.50	12,511.70	7,798.08	20,819.28	12,338.53	4,400.00	2,455.56	19,192.09	1,627.19
Albia	1,526.50	4,198.85	6,251.14	10,970.49	6,524.63	—	7,624.63	14,149.26	731.23
Hockley City	723.92	5,430.49	2,569.37	8,729.78	6,734.33	—	2,273.39	9,007.72	1,722.06
Coon Rapids	78.97	7,208.85	4,608.70	12,046.60	10,606.85	2,825.43	1,977.21	14,409.51	1,637.09
Albia	2,818.24	2,818.24	—	2,818.24	—	—	—	2,818.24	—
Thiolen	894.03	6,732.94	23,015.13	30,642.10	12,217.47	4,800.00	16,447.15	31,394.62	1,247.48
Maion City	10,369.80	51,972.94	78,759.10	130,119.84	99,118.01	3,700.00	22,552.87	121,370.88	9,748.96
Charplex	3,180.89	3,457.78	2,821.14	9,459.81	8,439.38	—	3,180.89	11,620.27	7,839.62
Narban	3,823.43	10,955.83	308.80	14,088.06	10,578.61	—	308.15	10,870.46	3,217.60
Carroll	2,471.31	2,798.36	7,704.84	10,974.51	10,360.31	3,713.11	4,818.12	15,178.43	2,181.18
Sarcorer	2,043.17	185,146.33	28,828.18	214,017.68	192,281.19	17,895.88	23,584.92	215,866.12	12,151.56
Wester	338.73	3,781.65	2,514.65	6,629.03	5,623.88	—	1,309.70	6,933.58	185.45
National	507.44	2,590.30	1,800.90	4,898.64	3,144.51	—	1,161.13	4,305.64	593.00
Deloit	3,231.75	32,318.88	6,786.67	39,346.53	19,878.45	—	3,052.38	22,930.83	16,415.70
Deming	10,231.93	21,744.13	14,183.24	46,159.30	17,739.49	43,600.00	23,280.87	61,440.36	2,718.94
A'ol	1,380.31	2,940.08	750.04	4,070.43	3,228.90	—	21.00	3,250.90	1,819.53
Homestead	9,893.58	23,911.81	36,805.31	68,710.70	32,861.33	—	2,290.13	65,151.46	3,559.24
Leon	4,107.15	1,533.76	1,858.86	7,499.77	3,383.12	—	65.34	3,448.46	3,846.75
Marquette	3,413.70	9,085.07	2,809.80	14,478.57	8,897.53	—	3,018.22	11,915.75	2,562.82
Raymond	7,127.04	17,319.05	5,724.87	28,170.97	15,704.79	—	5,889.05	21,593.84	6,577.13
Bohrf Lake	2,418.88	3,568.00	3,254.90	9,237.78	6,224.83	—	529.96	6,754.79	2,482.99
J'herville	2,217.85	3,553.30	1,915.92	6,687.07	4,953.31	—	9,048.96	14,992.27	636.18
West Union	2,043.17	28,368.03	3,828.60	32,169.80	18,718.60	2,100.31	82,378.60	100,907.21	699.20
Hampden	5,785.09	11,482.24	4,623.86	21,891.13	14,503.52	—	4,501.16	19,004.68	2,886.45
Jefferson	2,191.19	11,942.79	18,356.48	30,391.46	12,809.39	—	9,506.20	22,315.62	1,075.84
Grandeur Center	2,043.17	12,136.49	2,000.00	17,181.66	17,877.99	—	14,303.14	32,181.13	1,999.53
Guthrie Center	1,800.04	7,077.48	3,889.88	11,767.40	8,219.20	—	789.23	9,008.43	2,759.00
W'ater City	2,556.47	21,656.47	18,231.55	40,488.02	21,712.81	2,204.93	9,038.83	32,932.57	1,071.45
Edgar	2,858.65	12,318.88	6,315.24	21,492.97	12,659.82	—	3,052.38	15,712.20	5,780.77
Missouri Valley	1,800.04	8,183.24	11,178.60	20,149.84	6,556.31	—	719.66	10,276.97	739.83
North Pleasant	3,992.59	14,163.19	2,578.76	19,734.54	19,371.39	3,330.64	3,073.00	22,444.39	2,846.53
Freco	1,818.37	12,917.88	9,987.74	23,803.99	14,828.48	—	4,618.12	19,446.60	4,357.39
Humboldt	2,268.42	13,891.82	2,199.00	18,190.24	13,870.10	1,100.00	4,138.10	18,008.20	982.04
Ira Grove	634.17	4,146.81	6,800.90	11,581.88	12,231.17	—	6,701.07	18,932.24	986.74
Maquoketa	18,009.00	11,119.28	11,119.28	23,238.56	11,119.28	—	23,238.56	46,457.84	12,119.28
Colfax	3,063.79	3,063.79	3,063.79	9,131.37	3,063.79	1,800.00	1,190.57	4,254.36	1,991.07
Fairfield	145.38	4,178.10	875.50	5,198.98	4,271.11	1,500.00	1,489.82	5,760.93	1,341.05
Monticello	4,295.22	41,078.10	9,739.94	51,113.26	17,438.24	—	6,832.06	24,270.30	26,842.96
What Cheer	2,180.29	10,206.29	11,482.79	21,689.08	11,482.79	1,000.00	308.34	12,491.14	740.78
Algona	1,526.50	18,596.50	8,664.90	28,787.90	20,388.96	810.83	4,710.86	25,100.82	358.78
Dempsey	2,413.97	18,596.50	8,664.90	28,787.90	14,429.21	—	7,618.08	22,047.29	6,740.61
Cedar Rapids	2,249.08	85,439.00	130,344.83	216,023.89	79,361.65	57,486.61	71,324.31	208,184.80	8,849.09
Central City	435.83	12,397.24	4,816.00	17,610.08	13,522.97	3,400.00	867.42	14,390.39	1,143.18
Columbus Junction	835.83	12,397.24	703.90	13,898.97	12,065.46	—	1,297.50	13,362.96	536.01
Derby	9.06	3,460.45	20.30	3,480.81	3,207.71	100.00	143.43	3,351.14	138.69
Hock Rapids	576.98	10,822.23	8,000.00	20,899.21	17,197.46	1,000.00	18,197.46	28,994.92	2,901.75
Waterloo	4,028.99	5,019.00	4,019.00	9,038.00	5,131.56	—	971.82	6,103.38	2,935.62
Oskaloosa	8,732.85	23,070.58	10,460.83	34,264.26	23,862.23	—	12,344.90	36,2	

Lawrence Signs W. Va. State Fair

Truck Org Has Solid Route, With Three State Annals Forming Nucleus

RONCEVERTE, W. Va., Dec. 23.—Lawrence Greater Shows added a third State fair to their 1951 route this week when they were awarded the midway pact for the West Virginia State Fair. Dates of the local event are August 20-25. Tom Sydenstricker represented the fair board.

Lawrence org. owned and operated by Sam and Shirley Levy, and reppeed by Robert A. Kilne, has a number of lucrative dates assured, including several previously played by railroad orgs. A number of dates were set prior to the recent outdoor meetings at Chicago and the org's representatives will attend the forthcoming State association meetings with a route already jelled.

Principal competition for the local event was reportedly furnished by the Marks Shows, which has occupied the midway here several times in the past. Last year the Endy Bros. Showed a railroad org.

played here. Other annuals definitely set for Lawrence include those at Petersburg and Staunton, Va.; Harrington, Del.; Rocky Mount, Greenville and Elizabeth City, N. C., and Carlisle, Pa.

Kilne said the route was shaping up as an economical one in that the longest jump would not exceed 200 miles. Many of the moves would be under 100 miles, he said.

Vivonas Buy Crescent Units For Expansion

NEW YORK, Dec. 23.—Morris and John Vivona returned to their New Jersey home this week from Gilmer, Tex., where they purchased considerable equipment for their Vivona Bros.' Shows from L. C. McHenry, owner-operator of the Crescent Amusement Company.

The Vivonas acquired three tractors and two trailers, two 100 kw. light plants, one 30kw. auxiliary light plant and other miscellaneous equipment. All equipment is en route to the org's winter quarters at Goldsboro, N. C.

Acquisition of the equipment is in line with the Vivonas' previously announced expansion plans. Org. with Herb Shive handling the general agenting, is putting together its own fair route for 1951. The past two years the unit has played fairs under the Sam E. Prell banner.

Shive said that a number of fair dates have been set but no announcement will be made prior to the State meetings. As in the past, the org will again confine its still dating to the metropolitan New York area.



CAPT. E. H. HUGO, newly elected president of the Heart of America Showman's Club, Kansas City, Mo.

NEW "LOCATION" Crafts Shows' Equipm't Used In Warner Pic

HOLLYWOOD, Dec. 23.—Crafts' 20 Big Shows, Inc., headed by Orville N. Crafts, ended a most successful 1950 with a movie contract for its equipment.

For the filming of *Siranger on a Train*, a Warner Bros. production featuring Ruth Roman, Farley Grauer and Robert Walker, the shows provided five major rides and 18 concessions on location near Chatsworth for 10 days. Equipment also included 18 light towers and the org's front.

Personnel "on location" included Frank and Roger Warren, Roy Shephard, Whitey McClellan, Bob Jones, Joe Norge, W. Lee Brandon and J. W. Gilman.

The Merry-Go-Round was removed from location to the studio for additional footage.

The Crafts front was included in several shots.

PENN PREMIER ORG ADDS 6 NEW RIDES

Serfass Orders Third Ferris Wheel, Little Dipper, Boats and Fire Engine

GOLDSBORO, N. C., Dec. 23.—Lloyd Serfass, owner-operator of the Penn Premier Shows, this week announced that he will add six new rides and other show equipment for the 1951 season.

At the recent outdoor meetings in Chicago, Serfass purchased a third Ferris Wheel from the Ell Bridge Company. Orders were placed with the Allan Herschell Company for a Little Dipper, a boat ride and a kiddie buggy ride. Also contracted for were a miniature train and a kiddie fire engine. The latter will be used on the streets for advertising purposes, as well as a ride unit, Serfass said.

Serfass also placed orders with the Downey Supply Company for six additional light towers. Addition of the new rides will boost the show's total to 20, Serfass said. Considerable activity is already under way in the show's winter

quarters here. Current major project is the construction of four new show fronts.

Serfass said the expansion was occasioned by the good results garnered last season and by the fine outlook for 1951. Although this year's spring dates were below expectations, principally on account of the weather, late season dates, including all fairs, were very good.

Serfass will personally supervise winter quarters activities, taking time off to attend the Eastern fair meetings which start next month.

20th Century Names Wrigley Press Agent

OTTAWA, Kan., Dec. 23.—In an effort to increase publicity and promotion during the 1951 season, 20th Century Shows have added Jess Wrigley, as publicity man, Al Martin and E. D. McCrary, co-owners, announced at org's winter quarters here.

Org plans to go out with 18 rides next year, Martin said, and the back end will be rebuilt to include five shows, with more planned later in the season.

Los Angeles Club Honors Presidents

LOS ANGELES, Dec. 23.—A large turnout of members of the Regular Associated Troupers honored their past presidents here recently. All past presidents of the organization wore on hand or were represented.

Nell Robideau, current proxy, presided. Because of the illness of Lucille King, founder and first president, Virginia Kline addressed the group in her stead and reviewed the club's history. She also related experiences on her trip to Chicago and Kansas City.

Estelle Hanscom, 1939, was absent but was represented by Martha Levine, her vice-president; Babe Miller, 1944; Joe Krug, 1945, and Lucille Dolman, 1946, reviewed the highlights of their year in office. Norman (Dutch) Schue spoke for Jimmy Lynch, 1947, and the speeches were concluded by Marie Bailey, 1948, and Clarence H. Altton, of 1949.

FOR SALE
LONG RANGE SHOOTING GALLERY
MANOELS BUILT
32 ft. deep, 8 ft. aluminum alloy wall, 16 ft. front. New canvas, 7 guns, 3 cases ammunition included, ammunition allotment, loading machine, 500 loading tubes. Mounted on Chev. truck, new motor, good tires, trailer hitch on truck.
\$2,750.00 for all
Owner defunct, must leave next month.
6410 Greenwood Ave., Box 252, Rt. 6, Tampa, Fla.

WANTED WANTED
For JAMES E. STRATES SHOW SIDE SHOW
Opening Orlando, Fla., Feb. 19. Freely, Novelties and Working. Distinctive needs. Ticket Sellers, Grinders, inside Man who can sell tickets and sword box, Show Caravan who can and will set it up and down. Good treatment and good money. The Jones, George Lee, contact me at once.
CLAUDE BENTLEY, Mgr.
BOX 2091, PINE CASTLE, FLA.
WANTED WANTED

USED SCOOTER CARS FOR SALE
12 1936 Lasso Cars. Reconditioned, and all with new bumpers. Write:
BOX 126, OTTAWA, KANSAS

LIGHT AND POWER PLANTS, DIESEL ENGINES, GENERATORS, MOTORS
Mechanical Engineering and Rido Construction
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LESLIE'S TRAILER PARTS & ACCESSORIES
Complete line Trailer Parts and Accessories available at all times. Mail orders specialty. Shipments made within 24 hours to all points on the U. S. A. Write for free catalog.
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DROME RIDERS WANTED
Men and Women. Opening Ft. Worth, Tex., in January. Must be able to drive. Girls to race (Cookie, wire men), Flash White and Trivia, contact me.
SAM CALDWELL,
3718 Asher Ave. Lewis Rock, Ark.

WANT WANT WANT
3 Parades—Festival of States—300,000
300,000 People Attended Last Year—January 18-19-20.
Straight sale concessions of all kinds—Fitchmen and Novelty Men, contact. Popcorn, Frito Faps, Floss, Apples, Grab, Grab Bag, Jewelry, Snow Balls, French Fries or any salable items. We hold exclusive contracts for Parade Route for 1951 Festival of States Parade. Contact
FRED CANTRELL, Concession Mgr.
Junior Chamber of Commerce
500 2d Ave., N. E. St. Petersburg, Fla.

STOCK TICKETS	Whiling all a Happy New Year and thanking our many friends for past favors.	SPECIAL PRINTED
One Ball \$ 1.00		Cash With Order Prices:
Five Balls 5.00		2,000 5.75
Ten Balls 10.00		4,000 7.50
100 Balls 100.00		8,000 12.50
		16,000 18.00
BOLLS 2000 EACH		30,000 25.00
Double Coupons		50,000 35.00
No C. O. D. Orders		100,000 50.00
Send Sample Tkt., list		1,000,000 250.00

TICKETS
at every destination
THE TOLEDO TICKET COMPANY
11-16 Erie St.
Toledo (Ticket Dept.) S. O.

KRIS KRINGLE KARNIVAL

Gooding Rides Carry Kids Free on State House Lawn

COLUMBUS, O., Dec. 23.—In co-operation with the Columbus Dispatch, the Ohio State Journal and television station WBNS-TV, the Gooding Amusement Company, Tuesday (19) opened four rides on the State House lawn in the heart of this city's business section at the annual Kiddie Karnival as a major part of the Columbus Christmas celebration.

The rides are a large Merry-Go-Round, Bulgy-the-Whale, Midge-o-Racer and miniature train. All of the devices are recent purchases by Gooding and are being operated for the first time.

The train is operated on a lease basis by Gooding to the Journal and will tour the different cities serviced by the newspaper from time to time as a promotional stunt. The engine and four cars are named for different comic features

which appear in the paper.

In addition to the rides, the Kiddie Karnival offers a Santa Claus house, where Santa Claus daily receives the youngsters and gives each visitor a package of candy and novelties. WBNS and WBNS-TV broadcast and telecast several times daily from the Kiddie Karnival, while the local papers carry front-page stories each day to make it one of the city's strongest publicized events of the year.

Stunt is purely promotional from all angles. There is no charge for any activity, including the rides and gift packages. Age limit has been confined to kids of 12 years old and under and more than 8,000 visited the Karnival the first day.

Rides are donated by the Gooding Amusement Company and the Ohio State Journal. Attendants and employees are volunteered by Gooding and the stations and newspapers. Diesel power for lights and rides is furnished by the local electricians' union and manned constantly by them.

Light Towers
In addition to the four rides, Gooding has set up several light towers and two calliopes to lend brilliance and background to the affair. The entire State House lawn is decorated and lighted to blend with the theme of the Kiddie Karnival and Santa Claus Land.

Gov. Frank Lausche of Ohio served as engineer on the Ohio State Journal miniature train for the first trip.

The Gooding Amusement Company has four units on location this winter: Two in Cleveland, one in Columbus and one in Washington C. H., O. The Cleveland unit, which is located on Public Square in co-operation with the Chamber of Commerce, reportedly handled more than 38,000 youngsters during the past week.

Announcing
MIAMI SHOWMEN'S ASSOCIATION
7TH ANNUAL
BANQUET AND BALL
COPA CITY, MIAMI BEACH, FLA.
WEDNESDAY, JANUARY 3, 1951.
RECEPTION 7 P.M.—DINNER 8 P.M.
Reservations \$10.00 including tax
MIAMI SHOWMEN'S ASSOCIATION
236 W. FLAGLER ST., MIAMI, FLORIDA

INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS



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FLUORESCENTS FOR EVERY PURPOSE

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FOR SALE

38 Electric Diggers, top and frame. Perfect condition. Can be worked with or without extra gear.

144 Cab-Over-Engine Truck, 17-foot Van Body.

5016 Top and Frame, 1951 Top and Frame, 2400, 512-Stage Country Store, Compa, 1951 Fan Game, Blue Canvas, like new, Basket Ball Game, Skillog, Backboard, same stock, etc. \$500.00 (takes \$1).

5013 Trailer, used 1 season. Equipped with Double Head Nashville Press Machine, 2 Electric Ice Machines, Candy Apple Kettle and Burner, Lots of Supplies, \$600.00 complete. Write.

W. F. CULVER
700 N. Water St., Corpus Christi, Tex.
(Phone 4-9649)

'America's Finest Show Center'
TENTS—SIDESHOW BANNERS
USED—IN STOCK

80' Round Top, 3-40' Mid-Idles, 50' Round Top, 2-30' Middles, 40'x100' Squares, Hip Ends, all 10' Wall, 20'x30' Hip Roof, 8' Wall, Berle Mandelsohn—Charles Driver

O. Henry Tent & Awning Co.
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WHEELS OF ALL KINDS

HORSE RACE, BIG \$75 MONEY, NEWHAUSE, PENNY PITCH, BOARDS, OVER UNDER, LAT DOWN, CLOTH, CHUCK & LUCK.

Write for Catalog.

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VIVONA BROS.' Combined Shows
M. S. Shive, Representative

NOW BOOKING FOR 1951

Can place High Class Midway Attractions and Great Show People—in all departments.

103 S. 21st St., Irvington 14, N. J.
Phone: EStab 3-9112

FOR SALE

One Special: This one Original Rides, 80 KVA International Diesel Generator motor on Semi Trailer, 1200 lbs. of rubber covered Ground Cable, Fan House, one 20' 25' Rides Wheel with metal constructed axle, one new 27 1/2 Kw. Transformer. This equipment is stored in Crystal River, Fla. and is priced very reasonable. Address all replies:

W. E. BUNT'S
Crystal River, Fla.

VITO

Please come home; urgent. No word, only 31 grams December 2. Worried to death. Will report you missing December 30 if not home. Love.

LU

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Wane Frauds and Novelty Acts, State salary and all particulars in first letter.

CLUB ACTIVITIES

Hot Springs Showmen's Association
310 1/2 Central Ave., Hot Springs
HOT SPRINGS, Dec. 23.—The association conducted memorial services Monday (17) at its headquarters here for seven members who died during the past year. Those who were honored were George P. Stetler, Selig C. Jackson, William T. (Trusty) McCulley, Phil Little, Denny Pugh, Gilbert Walters and Herbert Joseph Howe. The address was delivered by Walter M. Ebel, radio commentator and chaplain of the Elks' Lodge.

Noble C. Fairly, president, presided and invocation was given by William Durant, chaplain. Dora Jane Ledgerwood, director of the local high school music department, sang, and her accompanist was Katherine Freeman. Lon Chassy, director of the Arlington Hotel concert orchestra, played a violin solo, which was followed by a vocal number by Leo D'Allesandro, soloist with the ork. William Fearnley, pianist, was the accompanist. The Ladies' Auxiliary also participated with Mrs. Yerie Goldstone, president, speaking on behalf of the group. Charles Weaver and Richard M. Ryan were in charge of arrangements.

Heart of America Showmen's Club
913A Broadway, Kansas City, Mo.
KANSAS CITY, Mo., Dec. 23.—There was a large turnout at the regular meeting. L. K. Carter, president, was in the chair with Al C. Wilson, secretary, and George Carpenter.

Dave Lachman, well-known carnival operator of several years ago, was buried in Showmen's Rest here December 14. He died in Lake Charles, La. His body was accompanied here by Cliff Lyle.

Clubrooms are being decorated and open house will prevail throughout the holidays. Annual memorial services are scheduled in the clubrooms at 2 p.m., December 31. The banquet and ball will be held New Year's Eve in the Georgian Room of the Hotel Continental where Milo Finley's ork will provide the music.

Art Brainerd will again supervise decoration of graves this year.

W. (Patty) Conklin was made a life member of the organization, and Charles Fisher was elected a member.

Officer's installation is set for Friday, December 29, in the rooms, and the Auxiliary's tacky party will be held the following evening.

National Showmen's Association
1564 Broadway, New York

NEW YORK, Dec. 23.—Shut-in committee has sent fine gifts to our shut-ins for the holidays, in addition to remembering them throughout the year. William (Bibs) Malang has been admitted to Kingsbridge Veterans Hospital, Bronx, New York, and would like to hear from friends, as he expects a long stay.

Curley Lane is now on night duty at Frank (Shrimpie) Rappaport's luncheonette in the clubrooms. Word has been received that Harry Mirsky is not well. He has had many visits to hospitals and his recovery is slow. An application for membership has been submitted by Sam Osulky, sponsored by Sam S. Levy. Louis Ross-handler pens his regards to all members from California, where he will spend the winter.

Letters also have been received from Harry Prince, George J. Russell, Thomas F. Keefe, Hsilo Fanning, George H. Harms, Frank Abrams, Meyer Rappaport, Sam Applebaum and Lou Dufour. Among recent visitors were Ben S. Allen, Mickey Percell, Harry Schwartz, James Quinn, Max Tobias, William Lish, Harry Field

Chi Show Folks Host 200 Kids At Yule Party

CHICAGO, Dec. 23.—The Show Folks of America played host to over 200 orphans at their annual children's party here in Hotel Sherman, Sunday afternoon (17).

In addition to refreshments, toys and a stocking for each youngster, entertainment included a kiddie show, with a 14-piece Chinese kid band; Arizona Jack, whips and ropes, and the Musical Hoologans, clowns.

In reversal of procedure, Santa Claus, in the person of J. F. Kidwell, received a present from 9-year old Sharon Pascale, who gave him a large card of thanks for his years of service. Walter L. Driver, club treasurer, was also honored as the oldest member present.

Charles Zemeter headed the party committee, which included Mr. and Mrs. Isaac Chapple, Helen Young, Tom Coulthard, Peggy Richards, and Jack Kaplan, emcee

Dave Lachman Passes in La.

LAKE CHARLES, La., Dec. 23.—Dave Lachman, 78, widely known in outdoor showbiz and veteran carnival executive, died here Sunday (10). At one time Lachman was a partner in the operation of the Lachman & Looch Shows with George W. Looch. In 1938 he was general representative of the Park Amusement Company of Louisiana and in 1937 was business manager of the late Mel

Royal Crown Inks Largo, Fla., Fair

LARGO, Fla., Dec. 23.—Royal Crown Shows this week were awarded the contract for the 1951 Pinellas County Fair here. The event, to run eight days, will open January 23. Signing by Royal Crown gives that org two early Florida fairs, the other being Winter Haven.

Vaught's State Fair Shows. Funeral services were held in Kansas City, Mo., Wednesday (13).

STRATES SHOWS
AMERICA'S BEST MIDWAYS

WANT
For CENTRAL FLORIDA EXPOSITION
ORLANDO, FLA., FEBRUARY 19 TO FEBRUARY 24

Several Independent Shows with neat Frame-Ups that don't conflict. Can place Legitimate Concessions. Can place Monkey Show for Orlando and balance of season. Can place South American Show or Native Hawaiian Show for Orlando and 1951 Season. Have complete Outfits and Wagons for same. Address James E. Strates or Dick O'Brien Winter-quarters, Orlando, Fla.

RIDE HELP WANTED
Opening Largo, Fla., January 23

Can place Wheel Men for Wheel, TUL, Orisius and Scooter Help, Foremen and Second Men; must be good truck drivers and wher. Can also place Caravamen and Men for show fronts. Winter quarters open now. Reply at once to

E. L. YOUNG, Mgr.
ROYAL CROWN SHOWS
TARPOON SPRINGS, FLA.

It's the Original!

EVANS' JUMBO DICE WHEEL
THE FINEST EVER MADE

Here's CHUCK Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, iridescent finish that wins top prizes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

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1556 W. CARROLL AVE., CHICAGO 7, ILL.



HOT SPRINGS SHOWMEN'S ASSOCIATION
WE ARE MOVING

The new club rooms have been secured on the Mezzanine Floor in the De Soto Hotel, located one block from the Arlington Hotel. They are now being remodeled and we will MOVE January 2, 1951. If you have not received your 1951 card please send your dues in as soon as possible.

Our Second Birthday Party and House Warming, Saturday Night, January 13.

HOT SPRINGS SHOWMEN'S ASSOCIATION
De Soto Hotel, Hot Springs, Arkansas

HAPPY 1951 TO ALL—'KEEP ROLLIN' WITH NOLAN'
LARRY NOLAN SHOWS
WANT

HELP Foreman and Second Men on all Rides; must drive. Blinge Counter Man, Night Watchman who will keep lot clean. Electrician for Transformer. (Not salary) Mechanic with own tools; keep fleet of Fords and Chevys rolling. EXTRA—Want 1st Special Agent who can and will get up paper, handle merchant banners with least machine break-up. Full cooperation from office. Must have car or panel truck—Jack Wilson, contact me.

SHOWS Will furnish tent, banner line and five stages for men who can frame Five-in-One and put something in it. Book any good Grind Show, Fat Girl, Big Snake, Animal, No Girl, no Wolf and Half, no Sex. Write me fully. SPECIAL—Will contract five or six pieces extra side nonunion Band, white or colored. Daily street parade and nightly front gate concert. Quote price and instrumentation. To whom? Write me.

CONCESSIONS Opening for a few Hunky Pank—hook Pan or Hal. Fish Pond, Strong, Shive, Bark, Long or Short Range. Ace and Weighted one Stock Ball Game. Write what you have.

RIDES Owing to enlarging and strong fair route, will book or lease one or two Major Rides; prefer TUL, Scitific or Rocker-Plane. Must suit fair for the season.

Show opens in Arizona Saturday, March 3rd. Winter quarters open Feb. 15th. Ample room to build, paint and park trailers. All write BOX 7015, DENVER 1, COLO. P.S.: No rumps, please. We hold contracts for one of Colorado's best July 4th spots and the cream of the County Fair, also late fall Fair and Fiesta in New Mexico and Arizona.

ROYAL
Exposition Shows

WANT FOR CHARLOTTE COUNTY 2ND ANNUAL FAIR, PUNTA GORDA, FLA., WEEK COMMENCING MONDAY, JAN. 15, THRU 20; FOLLOWED BY LAKE WALES AMERICAN LEGION FAIR, IN THE HEART OF TOWN, JAN. 22-27; WITH FOUR MORE WEEKS OF FAIRS AND CELEBRATIONS TO FOLLOW.

RIDES—Can use Rollo-Plane, TUL Pony Caris, small Train, Live Ponies.

SHOWS—Funhouse, Motordrome, Side Show and Snake Show or any worthwhile Show with real attractions if you have own outfit and transportation. Can use Chocolate Dip, French Fries, Jewelry, Photos, Hats & Caps, Long Ranges, Kitchen Gadgets, Bowl-a-Ball or any Hunky Panks that will pass inspection. Have for sale a set of twelve Iron Claw Diggers, complete with two-wheel trailer and top-pulle, priced to sell. All wires and mail to

J. P. ROLI
c/o Palomar Trailer Park, Orlando, Fla., until Jan. 10; then Punta Gorda, Fla. P.S.: Russell Green, Morris Zochentz, Gulpin, Mike and Whitney Sutton, contact at once.

WANTED TO PURCHASE...
USED BUBBLE BOUNCE

IN ANSWERING—STATE LOWEST PRICE AND CONDITION OF RIDE

REPLY: BOX 415, THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO, ILL.

DRAGO AMUSEMENTS

Reliable and clean midway. Now booking 1951 season. Everything open except Bling, Program, Ice Cream and Cotton Candy. Book any Shows for season for a small per cent. Will furnish transportation if necessary to suitable party. Good preparation for clean, reliable Cookhouse. Show has eight Fides—major and 3 small Rides. Tolerates no drunks, chasers or spunks. This show has best results in Indiana. With several fairs already booked. To the fair betreaters: if you want clean and reliable Show, write or call Kokomo, Indiana, or see me at the Indianapolis meeting. Bud Byrhaman, contact me at once.

PAUL DRAGO, 1711 E. MARKLAND, INDIANAPOLIS, IND. PHONE 4907.

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ROLL TICKETS
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Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$21.50 per 100,000.

100,000	\$29.00
10,000	\$ 9.50
20,000	11.75
50,000	18.25

Calendar for Coinmen

December 28—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
 December 29—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
 January 2, 16—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
 January 2, 16—Amusement Machine Operators of Greater Baltimore (AMO), semi-monthly meeting, Madell-Ballow Restaurant, Baltimore.
 January 3—Coin Machine Operators' Association of Harris County (CMOACH), Chamber of Commerce Building, Houston.
 January 4—Washington Music Guild, Inc. (WGM), monthly meeting, Hotel 2400, Washington.
 January 4—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
 January 4—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.
 January 6—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
 January 9, 23—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
 January 10, 24—Music Merchants' Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.
 January 11—Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford.
 January 11—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.
 January 11—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Macebees Building, Detroit.
 January 17—Operators' Guild of Westchester County, New York (OGWC), monthly meetings, Moose Hall, White Plains, N. Y.
 January 22—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
 January 25—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
 January 30—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
 February 5—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.
 (Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

IT'S GOOD BIZ

Civic Program Offers Ops Promotion Outlet

HARTFORD, Conn., Dec. 23.—"Participate strongly—and consistently—in any worthwhile local civic venture and see your public relations zoom in proportion," advises Abe Fish, owner of General Amusement Game Company of Hartford, and president of the Connecticut State Coin Association, Incorporated (CSCA).
 "I know what it is for the average independent coin man to find time to pay some reasonable amount of attention to his family, let alone time outside of business to public relations, but I've found that it really pays in the long run to get your company—and the industry, indirectly—associated with plenty of worthwhile activities in the area," he said.
Office Sign
 "I have a sign on my office wall. It reads: The busy man has time for everything. The man who thinks he's busy hasn't time for anything."
 "This sign has given me plenty of encouragement to go out and do things with civic officials in promoting good will toward segments of the coin machine industry."
 How has he done the job of selling his business and the coin machine industry to the public? Fish, a veteran of many years in the industry and gladly volunteers his time to speak before interested groups on occasions in reference to his coin machine business.

Slugs Plague Belgian Ops, But Biz Is Okay

Importing Becomes Problem; Material Shortage Forecast

BOSTON, Dec. 23.—Slug trouble is the biggest headache in the coin machine business in Belgium, Holland and Luxemburg despite slug ejectors, according to Sol Groenteman, president of the International & Belgium Amusement Corporation of Antwerp. He, with A. Witsen, treasurer of the company, which has offices at 33 West 48th Street, New York, came here to attend Dave Bond's annual Christmas party at Trimount and to see if they could pick up some new and used equipment for export.
 "It seems the slug ejectors don't work too well with the Belgian franc, worth 2 cents in American money. But that's only part of the headache. 'The main difficulty,' says Groenteman, "is that of bringing new equipment across the ocean. We have to pay ocean freight and custom duties so that a \$200 machine costs us about \$315."
 "Business has been good," he said, "but right now everybody is scared of metal shortages and dollar shortages."
 (Continued on page 52)

"I've been able to tell people in other fields that the coin machine industry is an important phase in the matter of morale in this country. It's an industry composed of well-meaning, honest businessmen."
 Fish has spent countless hours and much effort in traveling throughout Connecticut in his role as president.
 (Continued on page 52)

Explains Biz
 "I've been able to tell people in other fields that the coin machine industry is an important phase in the matter of morale in this country. It's an industry composed of well-meaning, honest businessmen."
 Fish has spent countless hours and much effort in traveling throughout Connecticut in his role as president.
 (Continued on page 52)

Spurred by a 46 per cent increase in music sales, total machine exports for September amounted to \$322,085 for 1,639 units, the U. S. Department of Commerce announced this week. This brought the first nine months of 1950 dollar figures to \$2,047,338 and surpassed the \$2,008,064 recorded for the full 12 months in 1949.
 Key to the heavy export traffic in September was the 727 pieces of equipment consigned to Canadian coinmen. The total value was \$123,905 and included 189

JOHNSON BILL PASSED BY LAME-DUCK SESSION

Action Comes in Closing Hours; Malone Stopped by Laryngitis

WASHINGTON, Dec. 23.—The Johnson bill to restrict interstate shipment of gaming machines is awaiting President Truman's signature as the final step to enactment into law. The legislation went to the White House late Wednesday (20) after the House concurred in the joint congressional committee conference report adopted earlier in the week by the Senate. Truman's signature is viewed at the White House as a foregone conclusion inasmuch as the legislation was urged by the President's personal and political friend, Att. Gen. J. Howard McGrath.

The legislation as passed is unchanged from the form in which it was adopted months ago by the joint conference committee of the House and Senate Interstate Commerce Committee.

Mfrs. Must Register

Under the measure, gaming machine manufacturers and dealers are required to register with the federal government on or before July 1 of each year, identifying their place of business. On or be-

fore the last day of each month, inventories and records of sales and deliveries are required to be filed. Manufacture is not prohibited. Shipment of machines is restricted to States and localities which have laws legalizing use of the machines.

Sen. George Malone (R., Nev.), whose State has a law legalizing gambling, in a final effort to halt the bill this week questioned the constitutionality of the new measure on the ground that it might have the effect of nullifying Nevada's law. Malone called the Johnson measure "complicated and ambiguous" and said it may possibly affect various forms of gambling.

Visions Court Test

"I have been advised by attorneys that it (the bill) is wide and that the court might well decide that wheels of fortune—roulette and pari-mutuel machines—are included," Malone declared.

Sen. Robert A. Taft (R., O.) rose and expressed anxiety on this point, saying he would not want the bill enacted if it restricts shipment of pari-mutuel machines. Chairman Edwin C. Johnson (D., Colo.) of the Senate Interstate and Foreign Commerce Committee.

COIN GAMES HIT TOY BANK FIELD

CHICAGO, Dec. 23.—The coin machine field continues to furnish new opportunities for toy bank designers. One of the latest thrill stimulators, marketed by the Leaf Gum Company, is in the form of a coin-operated basketball game. The all-plastic unit features a basket, a spring-controlled chute which shoots ball gum for a shot at the basket. Scoring a basket wins the gum ball.

To release a gum ball for play, a small denomination coin must first be inserted. Game retails for \$2. Leaf Gum plans to offer the game on a year-round basis.

Twin Cities CM '51 Pic Puzzle

MINNEAPOLIS, Dec. 23.—The coin machine industry here is looking ahead to 1951 just as everyone else—gritily.

With war clouds on the horizon, the industry already is beginning to feel the pinch. Tubes are tough to get now. Copper is on high priority and altho there are no manufacturers here, the situation is reflected in the inability of jobbers to get equipment for parts.

Operators are moving in and buying up whatever equipment they can get, new or used. Old machines are being serviced to make them usable for a longer period.

But thru it all is that black visage of war on the move again
 (Continued on page 52)

Canada Drops Import Ruling On January 1

TORONTO, Dec. 23.—With the official announcement last week of the ending of all import controls, coin machine distributors here breathed a sigh of relief. They had been anxiously eyeing the calendar for the beginning of the new year so that they could at long last begin unfettered importation of coin machines.

The controls were imposed by the Canadian government in November, 1947, as an exchange conservation measure. Under the controls many luxury goods were put on the banned list, including all types of coin machines. Since
 (Continued on page 52)

Philly Distribbs Push Games as Yule Gifts

PHILADELPHIA, Dec. 23.—Shuffle alleys, shuffleboards, Q Ball tables and even pinball machines as "ideal Christmas gifts" were extensively promoted here for the holiday season. Offering the games for the game room at home, for clubs, churches, schools and industrial recreation centers were David Rosen, Inc., one of the leading coin machine and music

author of the bill, explained that the intent of the bill is to cover only "slot machines." This satisfied Taft, and the measure went thru the Senate on a voice vote with little further discussion.

Events surrounding final action this week came remarkably close to duplicating the situation prior to the election recess when the legislation was sidetracked. On the latter occasion, Senator Malone held the floor for nearly 12 hours, thereby forcing Senator leaders to withdraw the bill so that other legislation could be disposed of in the final hours. This week, however, when Johnson called up the
 (Continued on page 52)

Aussie Op Here To Visit U. S. CM Factories

CHICAGO, Dec. 23.—E. S. Balles of Modern Amusement Ltd., Melbourne, Australia, arrived in Chicago this week to visit manufacturers and endeavor to secure licenses to build some American coin equipment in his home country. Balles and his wife are on a world-wide trip and are in this country as guests of families whose sons they befriended during World War II.

Balles said Modern Amusement is now confining its operations to juke boxes and games with the emphasis on music. The Australian industry's major problem, he pointed out, is keeping old equipment running until such time as the embargo on coin machine imports is lifted.

Last new piece of music equipment shipped into Australia, Balles said, was the Wurliitzer Model 600. Pinball business, at least along Modern Amusement's routes, is off considerably owing to the lack of novelty in the prewar equipment.

Inflation
 A form of inflation is just now being felt in Australia, Balles stated, with the result that his company has just converted its
 (Continued on page 52)

GAME, MUSIC SALES KEY COIN EXPORT SALES RUSH

First 9 Months of '50 Already Ahead of Complete '49 Figures

WASHINGTON, Dec. 23.—Spurred by a 46 per cent increase in music sales, total machine exports for September amounted to \$322,085 for 1,639 units, the U. S. Department of Commerce announced this week. This brought the first nine months of 1950 dollar figures to \$2,047,338 and surpassed the \$2,008,064 recorded for the full 12 months in 1949.

Key to the heavy export traffic in September was the 727 pieces of equipment consigned to Canadian coinmen. The total value was \$123,905 and included 189

music boxes, worth \$70,296, 12 vendors, valued at \$6,210, and 528 games costing \$47,399. Other volume shipments went to Venezuela (81 units for \$40,405), Guatemala (69 machines for \$27,897), Belgium (139 units, \$24,700), Cuba (195 units, \$23,765) and Switzerland (32 music boxes valued at \$22,583).

Coin Music Spread

Indicating the spread of coin-operated music thruout the world was the fact that 19 nations were on the September list, an increase

of almost 50 per cent over the 1950 monthly average. Of this group, operators from five countries accounted for \$177,369 or 80 per cent of all music exports. The breakdown on this group was as follows: Canada, 180 units, valued at \$70,296; Venezuela, 64 units, \$37,833; Guatemala, 44 units, \$25,352; Switzerland, 32 units, valued at \$21,305. Tho the music dollar total was slightly under the record high for the year set in July, the 560 pieces shipped to overseas
 (Continued on page 52)

distributors in the area, and the Phila-American Shuffleboard Company.

The Rosen company removed the coin chutes from the pin tables, shuffle alleys and Q Ball pool tables offered. Showrooms at the Rosen company were kept open every evening for the convenience of Christmas shoppers.

The Phila-American Shuffleboard Company offered the Christmas shopper its American "Bucco" game, which folds up when not in use, measuring 9 feet by 33 inches. Offered as "eight games in one shuffleboard," the game is essentially a table shuffleboard, but also can be set up as a table bowling alley or as a "deck" shuffleboard.

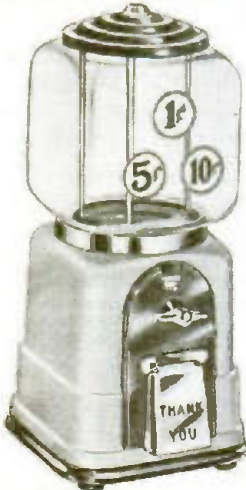
Tom Cullivan Dies Suddenly

SYRACUSE, Dec. 23.—Tom Cullivan, a member of the trade over more than a quarter of a century, died Thursday (21) following a heart attack the day before. He headed his own firm in this city. Cullivan not only had been active in the coin machine field but had been one of the leading developers of television in his area. He is survived by his widow and a daughter.

PLUG 10c BARS AT WALGREEN'S

CHICAGO, Dec. 23.—Dime bars are being accentuated sales-wise by the Walgreen chain with the introduction of a special candy section devoted to the 10-centers. Display, ranging from four to eight feet in width, will feature from 30 to 60 dime items.

Official reason for the move: with the nickel bar diminishing in size to the point where it doesn't satisfy the average person's appetite, a large growing volume is anticipated in the 10-cent bar field.



UNIVERSAL DE LUXE

NOW BEING DELIVERED in

1c-5c OR 10c CHUTE

for Vending Pistachios, Almonds, Peas, Cashews and Mixed Nuts



NOW AVAILABLE!!

VICTOR'S TOPPER DE LUXE

with the ALL-PLASTIC GLOBE

Contact your VICTOR distributor or write direct for descriptive literature and price list on complete line.

VICTOR VENDING CORPORATION
3701-13 W. GRAND AVENUE
CHICAGO 39, ILLINOIS

MANNING CO. BROADENS DIRECT SALE PROGRAM

"In Vender Biz To Stay," Execs Claim; Add Full Size Venders

BOSTON, Dec. 23.—Spokesmen for the Joseph P. Manning Company, New England tobacco jobbing house with headquarters in Boston, said this week the company is in the vending machine business to stay and will continue its program of selling cigarette machines direct to locations.

Manning, operating in Massachusetts, Rhode Island, Maine, Vermont and New Hampshire, has discarded its counter cigarette machines which it started with direct-to-location sales a year ago. Manning now is selling both electric and manual full-size venders. Most of these are presumed to be manufactured by the Arthur H. DuGréner Company, Haverhill, Mass. (The Billboard, December 23).

John Griffin, treasurer of Manning, declined to name the manufacturer whose machines the tobacco company is now selling. Neither would he reveal the number of machines Manning has put out in New England.

More Licenses

Griffin pointed out that figures released by the Commonwealth of

Massachusetts showed that in 1948-49 there were 11,849 vending machine licenses; in 1949-50, 14,038, and in 1950-51, 14,693. "The increase," he said, "reflects the entrance of the Joseph P. Manning Company into the cigarette vending field in Massachusetts."

Manning is understood to have sold over 1,000 machines direct to

locations under an agreement whereby the location purchased cigarettes at wholesale. Machine maintenance was guaranteed by the tobacco house.

Cigarette vending machine operators in the State—aroused by the threat to their business—charged that machines sold direct

(Continued on page 45)

New York Central Sees \$\$ in Vending

May Test Machines on Trains in Move To Expand Service; Report 50G Income

NEW YORK, Dec. 23.—Coin vending is becoming more important to the New York Central Railroad as an income producer. And with machines now bringing in more than \$50,000 annually in

commissions to the railroad, plans are being made to increase the number of venders in NYCCR locations as part of an over-all blueprint to boost non-transport revenue.

At the top of the list of New vending projects being mulled is the placing of merchandise dispensers in passenger cars. This was learned this week from Mag G. Collins, concessions manager, who said, however, that several problems still have to be worked out before the experiment can be launched.

Among these problems, he disclosed, were the frequent shifting of cars from train to train, shutting

(Continued on page 46)

Runcie New Vendall V-P; Up Op Variety

CHICAGO, Dec. 23.—Vendall Service Corporation became a seven-product operation this week with the addition of hot coffee equipment, eliminating its steady diversification of equipment over the past few years.

Firm, which operates in both transient and industrial-type locations, can now set up a seven-unit battery for its busier plant and public installations, according to A. Garrick Alex, president. Company now operates candy, gum, nut, ice cream, cold drink and (in its suburban locations) cigarette venders, in addition to the Bert Mills coffee units added this week.

Alex also announced that firm's sales manager, Pat Kelly, was promoted to vice-president in charge of sales.

CHICAGO, Dec. 23.—A. Garrick Alex, president of Vendall Company, announced the appointment this week of Earl T. Runcie as vice-president in charge of production. Runcie brings to three the executive personnel of Vendall, with Bel E. Hall as chairman of the board. Hall also is president of Belvend Manufacturing Company, Inc., national distributor for Vendall candy venders.

With the announcement, Alex also reported the delivery date on the new Vendall 8-column machine has been pushed back to mid-January. Scheduled December 15 delivery was postponed due to lack of certain small parts. However, he emphasized that the January delivery was definite. Cabinets have come off the production line in quantity, and with new multiple-jigs now being set up to facilitate output of the smaller parts, faster production can be achieved, according to Alex.

PHILLY PAPER WRITES ADIEU TO MR. NICKEL

PHILADELPHIA, Dec. 23.—An editorial farewell to the nickel by The Philadelphia Dispatch has attracted wide attention among vending machine operators. Reprints, made available by the newspaper, are being used to decorate the windows and show cards of many coin machine operators. The editorial, inspired by the automats raising the price of coffee from a nickel to a dime, stated:

"Last Tuesday the automats in town upped the price of coffee from a sturdy nickel to one thin dime. For many years the nickel was a good friend—it got you a subway ride, bought a hot dog, a bar of candy and a cup of coffee—the staples of the American way of life.

"First went the hot dogs, then the subway rides, and candy is still an indeterminate nickel or 6 cents. And now the cup of coffee.

"With the world rushing forward at a turbulent pace, the purchasing power of the nickel appears to be gone for good. The nickel, the buffalo nickel in particular, stood for a time of ease, of security, of a golden smugness that the world might go to the devil, but things would still be all right in the U. S. Now we are no longer sure.

"It is with regret that we bid good-bye to Mr. Nickel."

TOP VALUE-LOW PRICE!!

A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy.

4 or more \$12.00 each
10 or more \$11.25 each

ROY TORR LANSDOWNE, PA.

BASKETBALLS

COPPER \$5.00 M
GOLD 7.00 M

Assorted Sport Charms
Basketball, Baseball, Golf, Tennis, Football, Baseball

PLASTIC (Assd. Colors) \$4.25 M
COPPER \$5.25 M
GOLD \$7.25 M

NEW GUNS

(Same size as Illud.)
Plastic (Assd. Colors) \$4.25 M
Nickel Plated 5.25 M
Gold, Silver Plated 7.25 M
DORME DELAVAL ORDER NOW!

Paul A. Price Co.
120 Broadway New York 7, N. Y.

SMOKESHOP "612"

THE NATION'S FINEST CIGARETTE VENDOR

See Our Ad Mat Ad For Details

AUTOMATIC PRODUCTS CO.
230-B W. 57th St., N. Y. 19, N. Y. • PL 7-3123

OPERATORS - HERE IT IS!



Northwestern

SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor—big capacity, fast service, simple construction. It is a dependable, rugged machine, proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION
629 E. Armstrong St. Morris, Illinois

Here is the New Flexible

ALKUNO CRACKER VENDOR

Four columns with capacity of 100 sacks of Alkuno Crackers or any similar size package not exceeding 3 1/2" x 7". Has lever-mechanism and display and utilizes minimum electricity.

MODEL 700
Metal Cabinet and Base
100 or more lbs. Wt. on Base.
\$4.00

VERY LOW PRICE

Immediate Delivery in Green Metal Light Finish. Write for Catalog of Complete Line, including Cigarette Vendors.

TAKE ADVANTAGE OF ALKUNO'S NEW FINANCE PLAN

Alkuno & Co. 488 Concord Av., N. Y. 14, N. Y. ME 1-1060

VICTOR'S TOPPER

With Glass or Plastic Globe
\$11.25
100 or more
Topper Deluxe With Plastic Globe Display Windows
\$13.20
100 or more

NUMBER 1" BALL GUM
\$15.70
Lots of 100
\$14.70

CHAMPION NUT & CHOCOLATE CO.
1174 TREMONT ST. BOSTON, MASS.

BRAND NEW LUCKY BOY VENDORS

\$9.75 each
lots of 25 1/2 or 50 \$7.75

Must use Charm Vendors sold by the Num. Ball Gum Vendors. 100 Ball Gum Fully Guaranteed. 1/3 Deposit, Balance C.O.D.

FREE

5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLLOYD MFG. CO.
VALLEY STATION, KY.

Jaffa Resigns C-8 Post; List Tabs Adjusted

NEW YORK, Dec. 23.—Anthony Caruso, president of Eastern Electric, Inc., announced yesterday the resignation of Lewis A. Jaffa as sales manager of the cigarette machine manufacturing firm. Upon the effective date of his resignation, January 1, Jaffa will assume a new post with the firm. His successor to the position of sales manager already has been chosen, Caruso said, and will be announced shortly.

At the same time, it was announced that list prices of the two venders in the Eastern line have been returned to levels in effect prior to January 1, 1950. The eight-column Electro now lists at \$229.50, with the 10-column unit at \$249.50. The new prices are effective immediately.

Vend-Rite Sets Can. Distrib

CHICAGO, Dec. 23.—Vend-Rite Manufacturing Company announced the appointment this week of a Canadian distributor for its line of cookie, pretzel and Kleenex venders. Richard J. Tennes, president, said the appointment becomes effective January 1, with the lifting of the Canadian import ban on machines which was in force since 1937.

Covering the entire Dominion for Vend-Rite, the newly reorganized firm, Canadian Vend-Rite Distributing Company, is located at 16 Charteris Street, Chatham, Ont. Kenneth McPhail and A. L. Campbell head the company. McPhail headed McPhail Vending Supply Service, a candy, cookie vendor operation, for the past four years.

With Canadian Vend-Rite's acquisition of exclusive Vend-Rite distribution thru all the provinces, it was also reported the firm would fill a similar position supply-wise. Purity Pretzel Company named the firm Canadian distributor of its nickel pretzel vend pack.

VICTOR'S AMAZING NEW TOPPER
Sold 6 to a Case \$48.00
Sample, \$12.75

PISTACHIOS
10 lb. cartons
1000 per case
Full Case with 10000

Plastic Auto-ographed Pouch-
Mills, 1000 per
10.000 per case
10000 per case

COLORED BALLS 6-100
All Sizes 20 lb. or
40 lb. cartons, 100
1000 per case
10000 per case
10000 per case

Write for our FREE Complete
Charm List
175 Depot, P. O. Brooklyn, N. Y.
Boston, C. O. D.
Orders Under \$10.00 Money in Full.
ALL PRICES SUBJECT TO CHANGE
WITHOUT NOTICE

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 Eastman St., Brooklyn 12, N. Y.
Phone: DIvision 5-7993

Manning Co. Broadens

Continued from page 44

to locations made the location an operator and therefore should be subject to Massachusetts' 1000 op-erator's license. An order to this effect was issued by the tax commissioner's office but was appealed by Manning. In this appeal, Manning was upheld. Presently, locations pay \$1 per year for their cigarette machines.

127 Ops

In Massachusetts, where cigarettes are the fourth largest source of revenue (they account for \$26,000,000 annually), there are now 127 licensed cigarette vending machine operators, according to official figures. Operators, too, have increased in number, according to the official figures. In 1947-'48 there were 99 licensed cigarette operators; in 1948-'49, 112, and in 1949-'50, 135.

When Manning first launched its direct-to-sale program a year ago, Griffin said the company embarked on the program to win back business lost during the war years to independent cigarette vending machine firms.

"We decided the way to win back that business was to go into the cigarette vending machine field," he declared.

Manning's counter machines, manufactured by Teaton Manufacturing Company, Lawrence, Mass., sold to locations for \$60 or \$80, depending on whether or not the machine was equipped with a slug reflector. Griffin said the success of this initial venture prompted Manning to enter the full-size manual and electric field. He added the decision was made just prior to the Korean War.

25-Cent Operation

All the cigarette venders put out by Manning are geared to quarter operation. In Massachusetts, a floor of 23 cents is set on cigarettes by the tax commissioner's office. Cigarettes may not be sold at re-

YOUR VENDING HEADQUARTERS

HERE ARE THE FACTS!

TOPPER IS THE MOST RELIABLE VENDING MACHINE OPPORTUNITY EVER OFFERED. PAYS FOR ITSELF AND MAKES A PROFIT ON THE SALE OF ONLY TWO FILLINGS.

Topper has a capacity of 7 1/2 pounds or 1575 balls of gum. (210 balls of gum to the pound.) Takes in \$15.75 each time the machine empties.

COST OF OPERATING

Cost of gum (7 1/2 lbs.)	\$9.10
Cost of 25¢ per ball (210 balls)	1.20
Commission to loc. (210 balls @ 2%)	0.42
Then (70%)	2.15
Total Cost	\$6.48

PROFIT FROM OPERATING

Takes in \$15.75 per filling	
Cost	\$6.48 per 210 balls
Profit	\$9.27 each time

1 Topper Head with Ball Gum and Charms, ready to put on location. **\$16.00**

Send Money Order and We Will Ship Immediately

GET STARTED TODAY
GET MORE "COPPERS"—WITH VICTOR "TOPPERS"
WRITE FOR ILLUSTRATED CIRCULAR

LOGAN DISTRIBUTING COMPANY
2120 MILWAUKEE AVE. CHICAGO 27, ILLINOIS

LARGEST PROFIT MAKER
St Silver-King for Pistachios

Change NOW to St Model for REAL PROFITS

St Change-over parts available for all St Models

Sample \$12.75 Ea. 10 @ \$12.50 Ea. 100 @ 10000 per case, write for 10000

St NOT MET. \$29.50

Hot and Ball Gum, Candy Charms, Venders, 10-St. U. S. and Foreign Coins. "Hot Ball" Venders. At all the best dealers—97

Ask about the new "Mumps".
SILVER KING CORP.
622 Diversey Parkway Chicago, Ill.

Survey Shows Boys' Candy, Gum Favorites

NEW YORK, Dec. 23.—An up-set in candy preference, compared to previous consumer surveys in the field, was revealed by the recent study undertaken by Boy's Life. According to published results, a filled candy bar has forged ahead of the chocolate bar as No. 1 choice. However, with the publication's readership taken into account, the survey results are indicative of only one phase of candy-eating preference, that of the nation's male youths. But because this segment of the candy market is the predominating one, the results are important to all retailers.

The top filled-bar choice, as indicated by the survey, was Baby Ruth, with the hard candy favorite Life Savers and Wrigley the No. 1 gum.

Bar Candy Tops

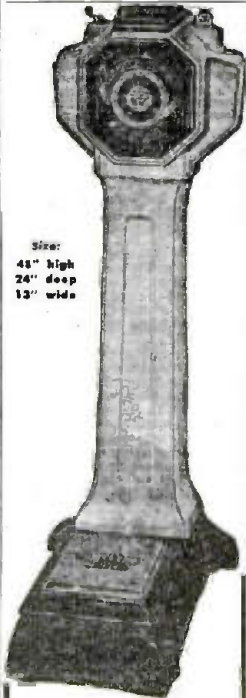
The study revealed that, of all boys' favorites, 94.9 per cent eat candy in bar form. A total of 17 brands were named as first and second choices. Broken down, leading bars were Baby Ruth, with 13.9 per cent of the total, while 13.5 per cent of the total, while 13.5 per cent voted for Hershey. Ranking second in boy-consumer popularity were Clark's and Mounds, with 8.9 and 8.1 per cent, respectively.

Coming next in favor were Milky Way, Butterfinger, Oh Henry, Mars and Almond Joy, in that order. Other bars mentioned as first choice favorites included Old Nick, 3 Musketeers, Fifti Avenue, Powerhouse, Curtiss, Snickers, Bit-O-Honey and Nestle's.

Gum Favorites

The survey also indicated that 92.9 per cent of boys chew gum. Leading flavor is Wrigley's Juicy Fruit (22.9 per cent), with others Spearmint, Beech Nut, Dentyne, Beeman, Bubble Gum, Black Jack, Double Mint, Chiclets, Teaberry and Adams.

The survey also revealed that 85.2 per cent of responding boys consumed hard candies. Top flavors here were found to be lemon, cherry and orange. Other hard candy high on the preference list includes Charms, Juji Fruits, Black Crow, Dots and Ju Jubes.



Size:
45" high
24" deep
12" wide

NET WEIGHT 119 POUNDS

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE AND INSIDE LOCATIONS
WRITE FOR PRICES
Invented and Made Only by

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GET MORE "COPPERS"—WITH VICTOR "TOPPERS"
WRITE FOR ILLUSTRATED CIRCULAR

LOGAN DISTRIBUTING COMPANY

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CIGARETTE MACHINES

Uneda 9 Col. Model A. 270 Pack Cap.	\$82.50
Uneda Model E. 6 Col. 168 Pack Cap.	57.50
Uneda Model H. 5 Col. 150 Pack Cap.	47.50
Rowe Diplomat, 8 Col. 400 Pack Cap. (floor model, electric)	220.00
Rowe President, 8 Col. 380 Pack Cap.	120.00
Rowe Royal, 8 Col. 320 Pack Cap.	85.00
Rowe Royal, 6 Col. 240 Pack Cap.	72.50
Rowe Imperial, 8 Col. 240 Pack Cap.	77.50
Rowe Imperial, 6 Col. 180 Pack Cap.	67.50

CANDY MACHINES

Candyman, like new, 72 Bar Cap. enclosed base	\$57.50
Rowe Candy Vender, 120 Bar Cap.	85.00
Vendit, 150 Bar Cap.	52.50

25c-30c CONVERSIONS; PARTS GUARANTEED

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDER—BALANCE C. O. D.
Parts and blenders available for all makes and models.

UNEDA VENDING SERVICE, INC.
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

New Reconditioned As Is
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GET NEWER CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 25c for complete samples.

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113 Madison Street, Pittsburgh 16, Pa.

POPCORN

Find out about the original "Pop" Corn. See PEE-POPPED CORN. Scientifically prepared and packaged to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.

WRITE: WIFE, PHONE

'POP' CORN SEZ CO.
5129 Delaware Ave. UPPER MERRY, PENN.
Phone: ALeghany 4-1018

READY FOR DELIVERY NOW!

The NEW ACORN 5c ALL CHARM VENDOR

Empire COIN MACHINE EXCHANGE
1017 Milwaukee Ave. Chicago 22, Ill.

CONFIDENTIAL
PEERLESS WEIGHING AND VENDING MACHINE CORPORATION

still has a few "ON LOCATION"

people routes for sale scales from \$20.00 and up—WRITE OR WIRE DEPT. "B"

Peerless Weighing and Vending Machine Corporation
34-28 74th Street Long Island City 1, New York

Merry Christmas and Happy New Year
to all our friends from Dad, Nate and Manny Rake

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN STREET PHILADELPHIA 23, PA.

A Happy New Year

EPY
Samuel Eppy & Co., Inc.
41-55 41st Place, Long Island City 1, N. Y.

FRENCH BOY POPCORN
SHIPPED ANYWHERE IN THE COUNTRY

Packed in 5 lb. peck plastic bags. Arrives fresh and tasty, ready to eat.

ABC POPCORN CO.
2091 W. North Ave. CHICAGO 22

GIVE TO THE DAMON RUNYON CANCER FUND



EMPTIES
MACHINES
FASTER!

Rain-Blo
BALL BUBBLE
GUM

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.

Div. of Leaf Brands, Inc.
Chicago, U. S. A.

FORMULA FOR SUCCESS FOR 1951

IN THE MERCHANDISE VENDING FIELD
Be Bright—Start 1951 Right

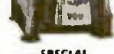
LET VICTOR MACHINES MAKE YOUR JOB EASIER AND YOUR PROFITS BIGGER THAN YOU BELIEVED POSSIBLE

We Have a Plan To Take Your Old Machines In Trade for New VICTORS

An Open Letter to the
Thousands of Operators
In the Merchandise Field

Mr. Operator Merchant:

Why not change your viewpoint and consider yourself to be the same as any other businessman... instead of just an operator? After all, you have a pretty fair investment and your business demands every effort that any other business requires. You expend time, money and thought in making it a success and the public should be made to realize that it is a real enterprise. To reach this goal we suggest you consider the equipment that has placed hundreds of operators in the class of real merchants and businessmen because of the reliability, economy and beauty of VICTOR many of these operators have achieved success rapidly. Why not be one of them? Let us hear from you regarding any problems you may have. We will be happy to be of assistance.



SPECIAL

Cordially,

Sam Kopf
Veeeco Sales Co.

VICTOR MACHINES ARE MAKING MORE MONEY FOR MORE SUCCESSFUL OPERATORS THAN ANY OTHER MACHINE

Order Victor Today!

VICTOR SALES CO.

2124 Market St. Phone: LOcust 7-1448 Philadelphia 3, Pa.

SPECIAL OFFER
EXPIRES JANUARY 22nd, 1951
WITH EVERY ORDER OF 4 VICTOR TOPPERS
Any Model—Glass or Plastic—Ball Gum or General Merchandise
WE WILL GIVE THE FOLLOWING SPECIAL ON CHARMS

1000 BRONZE COINS and 1000 Large COPPER WESTERN CHARMS Only \$7.00 For The Lot	1000 BRONZE COIN and 1000 Large SILVER or GOLD PLATED WESTERN CHARMS Only \$7.50 For The Lot
---	---

1/3 Deposit With Order, Balance C.O.D.
VEEDCO SALES CO.
2124 Market Street Philadelphia 3, Pa. Phone: LOcust 7-1448

CHARMS—Proven Sales Boosters

Karl Guggenheim Inc.
Write for Complete Price List!

33 UNION SQUARE • NEW YORK 3, N. Y.

N. Y. Central Sees \$\$

Continued from page 44

off electricity in cars when in the yards and the practice of leaving cars unlocked. Probably most important is getting an operator to service the machines adequately at terminal points.

Regular Runs Okayed.

Trains which will get the first machines are those which have steady runs, held to a consistent schedule, he indicated, and are not a kinked by candy butchers. Most likely, the first machines will be candy vendors. Although drink machines are thought desirable, it is considered likely that ingredients will deteriorate if lack of electric power in the yards hampers refrigeration mechanisms. Cars may have to be locked when not in use to prevent unauthorized persons from exploring machine contents. And operators would have to be found who are willing to go along with the project on an experimental basis while receiving slim returns from relatively few machines.

Top management concern with vending, except for scales and penny gum units, dates back to little over a year ago at New York Central. Before that, contracts with operators were inked on a local basis. Usually, Collins said,

the deals for machine placement in shops and yards were arranged by Railroad Brotherhood locals, with the commissions earmarked for employee funds.

Aluses Grid

Lack of top-side control, however, made the railroad vulnerable to potential abuses, Collins declared. For one, machines were placed with little concern for how much their use would cut into working time. With workers spread over large area, travel time to and from vendors could siphon a considerable chunk from the total working day in the view of management. This very low concentration of employee population also made it uneconomical to place cup and bottle machines, with the danger of broken glass, left the company exposed to expensive lawsuits should anyone be injured on railroad property.

With few exceptions, contracts now in force are made directly with NYCRR. Commissions, as a result, are fed into the railroad's treasury. With the railroad's operation higher than ever, the "every nickel of income" is important to the system, Collins explained.

Now, four or five large operating firms handle the machines on a regional basis, he said. In stations where the Union News Company has personnel-operated stands, it has been awarded the right to place and maintain vendors. In a few number of stations, the same rights have been granted to the Fred Harvey organization. Where neither concessionaire has stands, the independent operators are considered for machine operation, it was pointed out.

Opportunity for Indies

To a lesser extent, the same opportunity for independent operators exists in Union News or Harvey-franchised stations. Concessionaires do not have exclusive vending rights, Collins asserted. A sort of "gentlemen's agreement" exists, he explained, whereby the companies are not exposed to unnecessary competition thru granting duplicating rights to several operators.

If a new type of vendor is thought suitable for station placement, the concessionaire will be given first crack at it. Should he pass it by, an independent may be given the opportunity, Collins said. With traffic volume as long any line unpredictable over long periods of time, no minimum guarantee is required of operators. In all cases the railroad gets a fixed percentage of gross return, according to Collins.

He indicated company policy regarding vendors is still undergoing change. It is being kept flexible to permit expansion into railroad facilities not now served by automatic merchandising equipment.

Cigar Mrs. Set Plans for 1951 at Meet

ATLANTIC CITY, Dec. 23—Americans smoked 5,800,000 cigars this year and they're expected to smoke more in 1951. Edward J. Regensburg, of New York, president of the Cigar Manufacturers' Association in convention here last week with the Cigar Institute of America, said that cigar consumption is expected to hit almost 6,000,000 next year. He said the good old 5-cent cigar is gone, although one can still buy what looks like a cigar for a nickel. Actually, he said, the good old one sells for an average of 9.7 cents now.

The United States did away with 8,000,000 cigars in 1920, setting an all-time high for cigar consumption in that year.

A. Joseph Newman, president of the Cigar Institute of America, said 47,000 persons are employed in the manufacture of cigars. Most of the cigar tobacco is raised in Connecticut, Massachusetts, New York, Wisconsin, Ohio, Minnesota, Maryland and Florida.

In the event that American economy is converted to an all-out war effort, Regensburg said that the cigar industry would follow the pattern set during World War II when all cigar manufacturing plants allotted 30 per cent of their production for the armed services. "There is no reason to expect any different arrangement in the event of a new war," he said. "The uplift to morale provided by cigars to the men on the fighting fronts has been too well proved to believe such an important wartime factor would ever be curtailed." He also pointed out that even in the event of a blockade, there is sufficient acreage in the United States devoted to tobacco growing to supply all domestic needs. At present, he added, about 75 per cent of this available acreage is now under cultivation.

NEW YORK, Dec. 23—Lamont Corliss & Company has announced the appointment of H. R. Barry as sales promotion manager and Alistair Semple as product manager of Nestle Chocolate Bars. Barry formerly held the Nestle post, while Semple was his assistant.

NOW! Bigger Profit FROM EVERY LOCATION With the New Northwestern

CABINET STAND FOR MODEL 49



WRITE FOR DETAILS OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

WRITE FOR CATALOG

On Bulk Vendors, Merchandise, Cans, etc.
Plastic Charms, small, 1,000 \$2.75
Metal Colored Charms, small, 1,000 4.30
Plastic Charms, large, 1,000 2.25
Copper & Nickel, large, 1,000 1.25
Silver Wedding Rings, 1,000 1.90
Toy Watches, 5 gross 2.00
Stone Set Rings, 5 gross 1.90
"Rose Cut" Buttons, 1,000 8.95

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for location. Weighs 17 lbs.
\$2.25 each
EXTRA HEAVY STANDS
\$3.99 each

We are factory distributors for all leading makes of VENDING MACHINES.
One-Third Deposit on All Orders
PARKWAY MACHINE CORP.
715 Street 51 Baltimore 2, Md.

30-DAY MONEY BACK TRIAL

Northwestern MODEL 49 SPECIAL

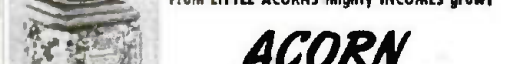
Try this famous vendor for 30 days. If it doesn't **EARN MORE MONEY** for you return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know you will gain a satisfied customer.

GUARANTEED NORTHWESTERN SPECIAL—Used
DELUXE, 12 or 24, Metallic Finish, Red or Green—Sample \$14.95
24 PORCELAIN, 12 7.45
MASTER PORCELAIN, 12 7.45

MERCHANDISE AND SUPPLIES
ALMONDS, 25 lb. cts.
FANCY TULIP, 100 42
INDIAN NUTS 44
CASHEW, BUTT 52
VIRGINIA PEANUTS, 50 12.95
Complete List of Paris, Sussler, Strands, Quaker, 1/3 Deposit, Baltimore, C. O.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • (CHickering 4-0142)
4105 16th AVENUE, BROOKLYN, N. Y. • (GEdney 8-3400)

From LITTLE ACORNS mighty INCOMES grow!



ACORN
The only completely die-cast aluminum, precision-built

ALL-PURPOSE VENDOR

- Vends all bulk media—nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Top-perform! Held by top lock and body clamps only.
- Guaranteed mechanically—weighs less than 7 lbs.

Distributor:
Choice Territories Still Open! Write, Wire, Phone!
Tom & Mildred M. J. Bloch, gen. sales mgr.
1349 5th Ave., Pittsburgh—AT 1-6478

Pacific Coast Distributor:
Operators Vending Machine Supply
1022 Grand Ave., Los Angeles

TAK manufacturing co., inc.
11417 Knightsbridge Ave., Culver City, Calif.

ADVANCE 21-A • Uni-C STICK GUM and MINT VENDOR

Another Advance MONEY MAKER. Vends stick gum, mints, bubble gum, combs, matches and many other items similar size. Typical Advance coin detector and sundries to show products. 7 1/2" high, 3 1/2" wide and 7 1/2" to 4" deep. Shiny metal finish. Also in orange enamel. Available with 12 or 24 or 36 mechanism.

ORDER TODAY!
J. SCHOENBACH
DISTRIBUTORS OF ADVANCE VENDING MACHINES
Leaf 600 Grand Ave., Brooklyn 25, N. Y.

TOP VALUE—LOW PRICE!!

Any operator using Toppers and you will find that these machines cannot be equalled in either performance or low price! Toppers machines start at \$15.00 and go to \$115.00 per machine on quantity orders. Send for free descriptive leaflet!

R. H. ADAIR COMPANY
1575 Roosevelt Rd., Oak Park, Ill. 60452
Phone: BUrtle 5-9219

Merchandising Music

DISK QUALITY. . . . Perhaps one of the most consistent complaints made by juke box operators related to record quality. It is not always the reproductions which are singled out for comment. This week Wilfred E. Moore, Cleveland, raises his voice on this score, and singles out the poor cut-off grooves on some disks—grooves which in some cases have been so bad that constant service calls resulted when the disk was placed on Moore's machines. Moore, and several other ops, said they felt that majors should either improve these mechanical defects as soon as possible, or they would be forced to go with lesser-known labels which offered better disks.

SERVICE TIP. . . . R. L. Jolly, Jolly Radio Service, Engelhard, N. C., passes along the following to juke ops throughout the country. "I find," says Jolly, "that Crunk is a fine lubricant and solvent for coin chutes and slug ejectors. This has actually cut our service calls over a period of three months."

YULE CHEER. . . . Satisfied employees can do a great deal to help an operator run his route on the profit side of the ledger. And in recognition of that fact, operators throughout the country this week took time off from one of their busiest seasons to hold Christmas parties and to offer bonuses to their workers. One of the biggest

affairs was held in Boston where Trimount Coin's annual Christmas party drew some 1,100 visitors from the New England area (see separate story). Top recording artists were on hand to greet the music operators, and to perform for them. Dave Bond and Irwin Margold, Trimount toppers, said this was the biggest turnout in its history. Last year the event drew 800.

CATALOG RESPONSE. . . . A case where hard work paid off is relayed by Philip Werlein, New Orleans, La. His firm put in many long hours compiling a catalog of Dixieland disks. When the catalog was completed, the firm mailed it to about 1,000 music machine operators throughout the 48 States. The response was so heavy that Werlein was forced to add two girls to his staff to handle the mail orders. It just goes to prove that operators appreciate the service a disk distrib can offer, and will back up their appreciation with orders.

Juke Hijacked; Location Prop Held at Fault

NEW YORK, Dec. 23.—A location owner can be held responsible for the theft of a juke box unless he can prove the theft occurred thru no fault of his own, the State Supreme Court here ruled recently in a significant industry decision.

The case involved the classical hijacker's technique of posing as the operator's representative and removing the machine from the location on the pretense that shop repair was required. Testimony at the trial brought out that two men entered Dominick Aiello's Oakmont Cafe last February and flashed an unsigned paper directing them to repair the machine, a 100-selection Seeburg, or remove it and replace it later with another phonograph. Altho the men were not the same who normally serviced the machine and were unknown to Aiello he permitted them to cart away the phonograph without requesting or receiving a receipt.

Judge's Opinion

In awarding the plaintiff, Nat Goros, of Commercial Amusement, a judgment against Aiello of \$1,059.80, Justice Samuel Di Falco stated he was convinced that "it was Aiello's negligence which contributed to its (the machine's) theft," . . . and "that he did not take such precautions as ordinary prudence would dictate and such as he was required to take in the case of a mutual benefit arrangement."

Further pinpointing the legal (Continued on page 48)

Name Williams Phono Distribs

CHICAGO, Dec. 23.—Distributors who will handle the new Music Mite phonograph were announced this week by Sam Stern, vice-president of Williams Manufacturing. The Selective, 45-r.p.m. machine, was introduced two weeks ago (The Billboard, December 16).

Outlets are Alfred Sales, Buffalo; Atlas Music, Des Moines; Atlas Novelty, Pittsburgh; Badger Sales, Los Angeles; Commercial Music, Dallas, San Antonio and Oklahoma City; Consolidated Distributing, Kansas City; F.A.B. Distributing, Atlanta, and Columbia, S. C.; Garrison Sales, Phoenix, Ariz.; General Vending Sales, Baltimore; H. Z. Vending, Omaha; R. F. Jones, Salt Lake City and Denver.

Also Lake City Amusement, Cleveland; S. L. London Music, Milwaukee; and Minneapolis; Miller-Newmark Distributing, Grand Rapids, Mich., and Detroit; Music Sales, New Orleans; Seaboard New York, New York; Scott-Crosse, Philadelphia; J. Rosenfeld, St. Louis; Service Music, Honolulu; S. & M. Sales, Memphis; Southern Automatic Music, Louisville and Lexington, Ky.; Dayton, Indianapolis and Cincinnati, and Ft. Wayne, Ind.; Trimount Coin Machine, Boston, and World Wide Distributors, Chicago.

SANTA IN BOSTON

Trimount Coin's Yule Party Attracts 1,100

BOSTON, Dec. 23.—Dave Bond and Irwin Margold threw the biggest Christmas party in the history of Trimount Coin Machine Company at the offices and showrooms of the org, 40 Waltham Street, Thursday (14). A three and a half hour star-studded variety program of top radio, TV and night club recording artists, was presented and more than 1,100 ops from the five New England States, manufacturers of game equipment and music machines from Chicago, and guests in the coin machine business from distant points as far as Belgium, attended.

Unveiled for the first time in New England was Williams's Music-Mite, playing the 7-inch records with 10 selections at a straight 5-cent play with accumulator. Sam Stern, of Williams, flew in to show the new music box to the local ops, who evidenced interest in the unorthodox slight tower design of the

machine and its space saving features.

The party got under way at 3 p.m. with Dave Bond and Irwin Margold greeting guests. Buffet tables lined the length of the showrooms, and seats were provided for the guests to watch the floor-show. Tables and chairs were arranged in a night club pattern. Two bars were operating for the gala occasion at which appeared an array of talent including Roberta Quinlan, Guy Mitchell, Stan Kenton, Sherm Feller, Judy Baltimore, Larry Green, John Alden, Jack Pleis, Guy Mitchell, Freddy Hall, Lou Handman, Florrie LeVerre, the Petty Trio, Munn's Strum, Guy Guarino, Johnny Peaky and Maurice McDermott, Red Sox stars, and others.

Special plaques were placed against the walls and letters in (Continued on page 48)

10-Cent Play Tests Skedded By East, West, Midwest Ops

CHICAGO, Dec. 23.—Comprehensive tests of 10-cent juke box play are to be conducted in New York, Chicago, Denver, and California, it was learned this week, with both New York and California op associations already starting their programs. In Denver, a 10-cent play test has been going on for the past few months, with some 40 top locations serving as the testing grounds. In Chicago, the local association, headed by Ray Cunniff, is now working out its test program, and the Northern Illinois op org is following suit.

With practically all consumer items showing increases in prices,

the time is considered auspicious to attempt a change in the traditional juke box nickel. However, just how extensively the move will be tried is still a matter of much conjecture. Previous attempts to hike the juke box per-play fee to a dime have met with failure in most cases, and it was learned the present program calls for a thorough testing of dime play before any general changes are made.

The most comprehensive test to date has been conducted in the Denver area where Wolf Roberts, head of the local association, spearheaded a dime-play test last fall. Picking 40 top locations, Roberts and several other ops put new equipment set for 10-cent play in the spots and report play has actually increased.

West Coast tests are being set up by George A. Miller, while Al Denver, as president of the New York org, is spearheading the tests in that area.

At this time there is much guesswork as to how general the 10-cent juke play will go. In recent weeks there has been an upswing in the six-for-a-quarter deal, and many other ops believe the number of locations which can handle the 10-cent chutes are limited.

Tau Sigma Frat Cites Roberts

DENVER, Dec. 23.—Wolf Roberts, president of Peerless Music Company, an operating firm, and Wolf Distributing Company, this week was presented with a trophy by Tau Sigma fraternity as "Man of the Year." The award was made in recognition of Roberts' program of giving away juke boxes and records to youth centers, orphanages, old people's homes, churches, synagogues and other institutions. He was cited for his personal interest in Denver's youth.

Roberts, whose distributing firm reps the AMI line in Colorado, is a member of the board of trustees of the B.M.H. Synagogue and Beth Israel Hospital and Home Society.

Disk Price Hike Needles Juke Ops

NEW YORK, Dec. 23.—Operator reaction here to blanket price rises by all major disceries ranged from dulled acceptance of yet another financial burden to threats of retaliatory action via the slow-down route on buying.

One nettled operator said he tossed all record salesmen out of his office as a protest against the hike. He placed no orders last (Continued on page 51)

the trouble-free
Operators RISTAUCRAT '45' is still
the Best Deal on location

BIG RETURN

SMALL INVESTMENT

Compare the cost of any other
Music Box . . . then compare the profits
You'll be convinced!

RISTAUCRAT '45'

The public is demanding 2 hit tunes for 5c. Ristaucrat '45' is the only one featuring 2 plays for a nickel.

The Ristaucrat '45' is making gold mines out of the small spots for scores of far-sighted operators. Places like road stands, small taverns and drug stores, all too small to support a large juke box, are now producing solid weekly profit. This is possible with the Ristaucrat '45' because of the low investment, low servicing costs, and the remarkable 45 RPM records. Put a few Ristaucratts on location and test for yourself. You'll be amazed. Write today for complete details.

Now Appointing Distributors in South and Southeastern Territories. Write for Details.



RISTAUCRAT, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis.



SMALL TAVERNS



BARBECUES—LUNCH STANDS



RENTALS—PARTIES

Plays 12 45 rpm Records
. . . Restacks Automatically . . . Fool-Proof Operation.

Santa Claus at Trimount

Continued from page 47

clever design, was the name of the recording artist, and the number of his or her recording on the See-burg Select-o-Matic, headed by "Trimount Greetings." Cited were: Stan Kenton, Capitol; Ken and Bell, Columbia; Larry Green, Victor; Rosemary Clooney, Columbia; Russ Vincent, Adam; Roberts Quinlan, Mercury; Jack Pleis, London; Judy Valentine, MGM; Percy Faith, Columbia; Guy Mitchell, Columbia; Eve Young, London and Fred Hall, Coral.

Talent Line-Up

Master of ceremonies for the Trimount party was Shern Feller, of Station WCOP. Judy Valentine, wife of Feller, whose latest platter is Ocarina, backed with Rowdy Dow, MGM, sang; Max Zides and

Tom Currier, Hum'n Strum of Boston's WBZ-TV; the Frank Petty Trio, whose next booking is the Edison Hotel, Toronto; Freddy Hall, emcee at Boston's Show Bar; Guy Guarino and Teddy King, Hub's Darbury Room, whose latest platter is You Don't Know What Love Is, Motif; Larry Green, ork leader at the Meadows, just back from a California booking, whose newest is I'll Get By backed up with Western Melody; Lou Handman, who wrote many old-timers, including Are You Lonely Tonight, Blue and Broken Hearted, Me and the Moon, Puddin'head Jones, Congratulate Me, My Sweetie Went Away, and I Solemnly Swear, his latest, brought down the house at the piano with his wife, Florrie

LeVere, at the mike with a medley of his songs; Roberts Quinlan, who flew in for the party from New York and obliged with several encores, and John Alden, singer, recently on the Ed Sullivan Show. They represented the biggest array of talent the coin machine ops have ever seen at affairs of this kind.

Introduced to the assembled ops was Stan Kenton, who was playing a series of four one-nighters in New England; Johnny Pesky, of the Boston Red Sox; Sol Gottlieb, D. Gottlieb & Co., Chicago; Harry Kelley, district manager, J. C. Seeburg; Sol Groenteman, president International Belgium Amusement Corporation, Antwerp; A. Wilsen, treasurer of the Belgium company, who is the American representative with offices at 33 West 46th Street, New York.

Irwin Margold, of Trimount, said it was the largest turnout in the history of the org. The beautiful crisp, clear, snowless weather

brought guests from remote points in the five New England States. Summing up, Margold said 1950 had been a banner year for the company, especially for the See-burg. Select-o-Matic 100, which has proven particularly popular in the New England area.

Colmen from Chicago, New York and Europe congratulated both Bond and Margold on the success of the annual Christmas festivities and said it was one of the biggest and best affairs it had ever been their pleasure to attend.

The party, coming on the eve of the announcement of the President's talk to the nation, was not dampened by the possible threats to the coin machine business that mobilization will bring, but future events came in for much discussion among visiting ops and factory representatives.

Beantown Ops Seek Ways To Slice Commish

BOSTON, Dec. 23.—Music and game ops would like to lower their commission levels, but the \$84 question is how to do it?

They point out that a new commission ratio from 14 to 50 per cent downward (1% on new equipment, 50 per cent on old) would suit them fine, but when they explain to locations that increased cost of doing business requires lower commissions, the reaction is "that's too bad, but it's your problem!"

In other words, the location owners just don't feel any sympathy for the ops, and there isn't any difference by types of location, transient, office, institutional, school or industrial—they all have the same answer, "lower the rate on somebody else, not me!"

Lower Commissions

However, some ops are of the opinion that regardless of location reaction the ratio will have to be lowered. Ralph Lackey, general manager of Pioneer Music Company, Roxbury, said, "We will probably have to do it."

Benny Swartz, of Winox Music, Brookline, said, "Right now we can't get lower commission rates. They just won't go for it."

Consensus was the same from the big ops to the small ones. Indications also were that it would be impossible to press for lower commissions in the face of anticipated return of heavy spending because of the present emergency.

Evans Adapter Ready in Jan.

CHICAGO, Dec. 23. — H. C. Evans & Company will make its 45 r.p.m. conversion kit for Constellations available soon after the first of the year. Les Rieck, manager of the music division, announced this week.

High points of the adapter include its installation on location in less than an hour, plus the fact that it need not be a permanent installation, Rieck explained. He added with the new kit in the Evans line, operators of Constellations will be prepared to handle the music speed situation.

Rieck stated that the price of the kit will be competitive with units of comparable quality. The unit, Rieck said, has been tested on several locations in different territories and improved location receipts.

Juke Hijacked

Continued from page 47

responsibility of the proprietor, Justice Di Falco's decision read, in part:

Owner Negligent

"Ee (Aiello) completely failed to do that which a reasonably prudent person would have done under the same or similar circumstances. His failure to take simple reasonable precautions was a direct and contributory factor in enabling the theft to be so easily accomplished. He permitted two strange men to remove the machine by a simple ruse. Upon presentation to him of an unsigned plain white piece of paper with no indication thereon from whom or from where it came, and without any proper or adequate inquiry of the two men or of anyone else as to their identity, and without making any request or demand of them for a receipt therefore, he permitted them to remove the machine from his premises. Certainly all of these facts . . . should have aroused Aiello's suspicion and are indicative of his negligent conduct in the situation."

Attorney for Goros was Herman Brothers.

THE WURLITZER

Twelve Fifty



Will Play 'em ALL

10 inch

78 RPM

33 1/3 RPM-LP

7 inch

45 RPM

33 1/3 RPM

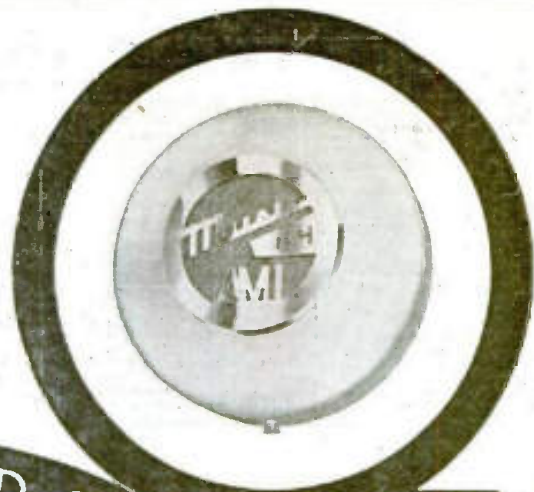
Plays ALL Speeds All on ONE Phonograph

THE 1250 IS THE OPERATOR'S PHONOGRAPH
DESIGNED TO MAKE YOU MONEY

1,000 NEW
5" DYNAMIC SPEAKERS
100 Ohm Imped., 500 Ohm to 1,000 Ohm
Trans. UNIT OR FOR ALL OR PARTS
HILLS SALES CO., LTD.
1640 16th Street, Oakland, California

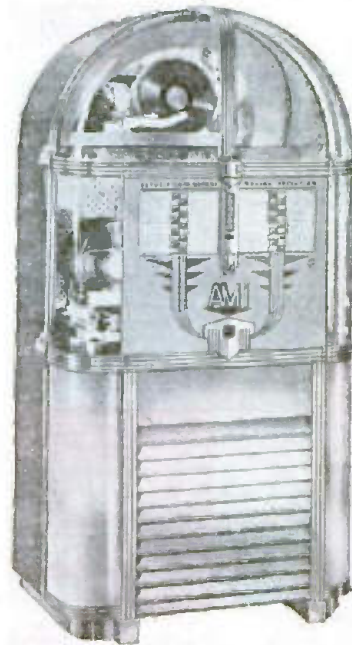


AMI Hideaway



AMIVOX Speaker

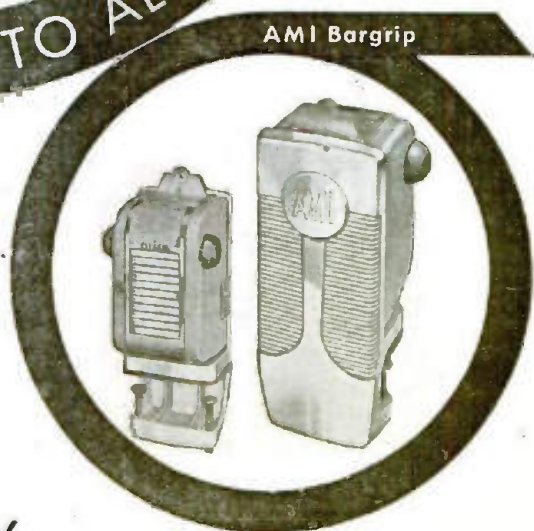
A COMPLETELY ROUNDED OUT MUSIC LINE
★ SERVING QUALITY MUSIC TO ALL LOCATIONS ★



Model "C"



AMI Wall Box



AMI Bargrip

AMI

Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

.....for the hundreds of thousands of small locations



Williams is proud to present Music Mite

The Only Low Cost Selective Phonograph Playing Ten 7-inch 45 RPM Records Using the Proved RCA Record Changer

Only Music Mite Offers All These Advantages to Music Operators...

- SELECTIVITY—including "cancel" button
CREDIT UNIT—accepts up to 40 nickels at a time
SMART CALIFORNIA DESIGN
COMPLETE VISIBILITY of mechanism in operation
PROVED PERFORMANCE—thoroughly location tested
SIMPLE TO SERVICE—"In-A-Drawer" mechanism slides out for servicing from the front
COMPLEMENTARY PEDESTAL STAND—available as accessory equipment
SPECIFICATIONS: Height, 20 1/2"; Width, 13"; Depth, 13"; Weight, 50 lbs

Fill Out And Mail This Coupon Today For Literature And Name Of Nearest Distributor

Williams Manufacturing Company 4242 W. Fillmore Street Chicago 24, Illinois
Gentlemen: Please send me complete information on the new MUSIC MITE Selective Phonograph.
Name
Address
City Zone State
PLEASE PRINT CLEARLY



CREATORS OF DEPENDABLE PLAY APPEAL! 4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

SEE-HEAR-START OPERATING MUSIC MITE TODAY! IT IS THE ONLY SELECTIVE COIN-OPERATED PHONOGRAPH THAT ASSURES PROFITABLE OPERATION IN UNTAPPED LOCATIONS!

MOUNTAIN TO MOHAMMED

Selling Service Hits Jackpot for Pitt Op

By Leon M. Leffingwell. PITTSBURGH, Dec. 23.— Instead of having to go out and sell to get into every new location, Monarch Music Company many times gets invited. In fact, some location owners practically have to apply to Monarch for a machine.

The practice sidesteps considerable competition. Knack of getting people to call in and ask for a music machine name to Monarch not as an overnight triumph, however, but as the result of promoting service, until today it matches the service offered by the keenest competitor.

Word-of-Mouth Ad

Keep up this kind of service and you get yourself talked about. Some new prospect compliments the success of an owner doing a fine business with the music box. And that owner replies: "Yes, why don't you call Monarch Music? You'll get real service from them."

Studied Trends

Vinocur started with 108 machines. Business at first didn't come in easily, but he stuck to it and studied the trend. Music machines, he discovered, don't gross heavily in spells. Rather, the cash comes in slowly. But it will come in steadily and dependably if you will take care of the business.

Location Selection

In selecting a location, if machines are being played in the morning or early afternoon in a location, a music machine should get good play in the evening rush. But if the location is empty in the afternoon, you can't expect much play at night. This is particularly true in this district, because here in Pittsburgh watching TV in a club has become a habit.

Serviced

Monarch thinks service is so important in its operation, that it stresses service to the extent of hiring a man for service alone. This man is instantly on call, even if he just sits in the office when there are no calls.

Ups Grosses

This service betters music-box returns so returns to locations interested in raising their box-revenue higher listen for patrons' requests and phone them to Monarch. Oddly, the average request phoned in is an old number. And the average operator receiving these requests is an old number goes around to the record marts in an effort to buy them. But the marts

replenish only fast-moving stocks. So thru the years Monarch has built up a library of 10,000 78's, and has now added 45's. You'd think this collection would satisfy people but even with 100 standard numbers and 90 fill-ins on machine, Monarch still gets requests for no-one-knows how many numbers they don't have.

Hot Jazz

In certain sections of the city, polkas predominate, likewise hot jazz. "These hot jazz locations," says Vinocur, "we make all 100 numbers on the machine jazz numbers; 10 standard numbers and 90 fill-ins," says Vinocur. And still we get calls for jazz! Nevertheless, from a 108-machine operation to start with in 1947, Vinocur with his Monarch Music Company by giving first-class service, has built itself up approximately to a 200-machine operation merchandising music exclusively.

Ask Vinocur if any classical talker simply laughs good-naturedly, but someone in the organization must have an ear for music.

Trade Directory

Distrib Appointments

Chicago Coin Machine Co., Chicago, announced the following appointments for its Band Box unit: Automatic Amusement Co., 1000 Pennsylvania St., Evansville, Ind.; Automatic Sales Co., 421 Broad St., Nashville; Bilotta Distributing Co., 224 N. Main St., Newark (Wayne County) N. Y.; and 98 Fuller Road, Albany, N. Y.; Birmingham Vending Co., 540 Second Ave., N. Birmingham; Bishop Music Co., 117 E. Morgan St., Raleigh N. D.; BUSH Distributing Co., 286 NW 29th St., Miami; and 60 Riverside Ave., Jacksonville, Fla.; Central Music Distributing Co., 2662 Harney St., Omaha; Central Ohio Coin Machine Co., 525 S. High St., Columbus, O.; Cleveland Coin Machine Co., 2021 Prospect Ave., Cleveland; Coin Machine Distributors, Inc., 3039 Main St., Columbia, S. C.; Commercial Music Co., 1501 Draughon St., Dallas; and 901 E. Houston St., San Antonio; Coven Distributing Co., 3181 Elston Ave., Chicago; Culp Music Co., 1405 E. First St., Tulsa, Okla.; Duns Distributing Co., 217 NW Davis St., Portland, Ore.; and 100 Elliott Ave., West, Seattle; Empire Coin Machine Co., change, 1012 Milwaukee, Chicago; F.A.B. Distributing Co., 911 Gervais St., Columbia, S.C., 1019 Baronne St., New Orleans; and 304 Ivy St., NE, Atlanta; Lieberman Music Co., 257 Plymouth Ave., N., Minneapolis; Modern Distributing Co., 1810 Welton St., Denver; P. S. Distributing Co., 110 11th St., Des Moines; Reed Distributing Co., 288 Lincoln St., Allston, Mass.; Reliable Coin Machine Co., 192 Windsor St., Hartford, Conn.; Roanoke Vending Machine Co., 1814 Williamson Road, Roanoke, Va., 1584 E. Washington St., Charleston, W. Va.; Philip Robinson, 2846 W. Pico Blvd., Los Angeles; David Rosen, Inc., 855 N. Broad St., Philadelphia; J. Rosenfeld Co., 3220 Olive St., St. Louis; A. P. Sauve Co., 7325 Grand Trunk Rd., Detroit; Albert Simon, 101 W. 42d St., New York; Automatic Music Co., 813 Third St., Louisville; Daniel Stewart Co., 140 E. Second St., S. Salt Lake City; Frank Swartz Sales Co., 515 Fourth Ave., Nashville; United Amusement Co., 3410 Main St., Kansas City, Mo.; United Distributors, Inc., 513 E. Central St., Wichita, Kan.; Williams Distributing Co., 108 1/2 Union Ave., Memphis; Canadian Distributors: Donald Fielding Co., 587 Bank St., Ottawa; and 1106 Hall Ave., Windsor, Ont.; Toronto Trading Post, 736 Yonge St., Toronto; and Roxy Specialty Co., 703 Notre Dame West, Montreal.

Change of Address

Fort Worth Amusement Company will move to 100 Main Street, Fort Worth, January 1. Spacarb of the Northwest, Inc., Seattle, moved to 123 West Harrison Street.

COIN MACHINE EXPORTS SEPTEMBER, 1950. Table with columns: Country, Total No., Total Value, Phonographs No., Phonographs Value, Phonographs Av. Price, Venders No., Venders Value, Venders Av. Price, Amusement Games No., Amusement Games Value, Amusement Games Av. Price.

Music Machine Exports Rise 46%; Coin Volume Total Up

Continued from page 43 operators was the largest volume sale since November, 1947. While music activity dominated the September summary, game purchases by Canadian interests also proved to be a factor. In all 743 amusement pieces were sent

Materials Handling Meet Set for Chgo.

NEW YORK, Dec. 23.— The Materials Handling Conference, sponsored by the American Material Handling Society (AMHS) and the Material Handling Institute (MHI) will be held in the Chicago International Amphitheater April 3-May 4, to present the latest ideas in motor transportation, warehousing, receiving and shipping methods.

Disk Price Hiked

Continued from page 47 week and complained that record companies were still not fully aware of the part juke operators played in promoting tunes. Operators should get special price consideration, they contended. But others were more restrained. They admitted they couldn't do without new tunes and would just have to take the 6-cent increase in stride. Some generously admitted that diskeries might also be faced with spiraling production costs.

Vending Machine Repair Service (Dave Orowitz) moved from Brooklyn to 631 10th Avenue, New York.

New Branch Office

Veeder-Root, Inc., Hartford, Conn., opened a branch office at 1775 Broadway, New York.

New Equipment

Smitty Vendor—roll-type ice-cream vendor—Smith Enterprises, Peoria, Ill.

Personals

Pepsi-Cola Company, New York, announced three new directors to the board of directors: C. E. Holzworth, Detroit; Rear Adm. Edward O. McDonnell and Henry E. Gould, New York.

South Dakota Photograph Association, Huron, S. D., officers for 1951: Mike Lind, Vinton, president; Harold Scott, secretary; Burnett Brown, vice-president.

Price Increases

Arctic Vendor Sales Company, Appleton, Wis., announced 50% increase in the B-154 model ice cream bar machine. New list price: \$675.

Turning Back the Clock

Ten Years Ago

CHICAGO, Dec. 21, 1940.—With the release of latest statistics on business activity in the U.S. by the Census Bureau, coin machine operators saw in the figures cause for cheering current and future location potential. It was noted that the number of coin locations and their gross business increased strongly over previous years, from 1935 on. Biggest gains were chalked up by eating places and taverns, both prime spots.

All types of eating establishments increased 11 per cent in number, with gross business upped 28 per cent since '35; taverns increased by 38 per cent and their sales rose a startling 91 per cent (about \$661,061). Hiked revenues in such locations forecast big increases in the ratio of coin machine earnings. It was held.

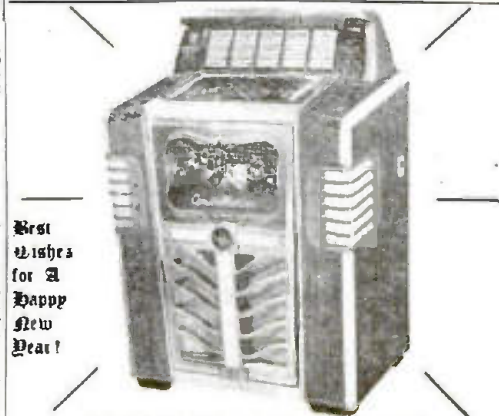
Filling or service stations, another strong coin location, also came in for favorable mention. It was noted that there were 100 per cent more stations than in 1929, and 43 per cent more than in 1935.

The Chicago office of The Billboard moved from its 52 W. Randolph Street address to 155 N. Clark Street. Another move was recorded, this one by D. Gottlieb & Company, Chicago, which set up shop in its brand new building at 1140-50 N. Koehler Avenue.

abroad and the dollar figure was \$3,850, an all-time monthly high. The second greatest game dollar shipment was made in April, 1947, when \$70,822 worth of amusement pieces were sold for export. Only three of the seven operating firms purchased in volume in September. They were Canada (526 units, \$47,308), Belgium (127 units, \$17,488) and Japan (41 units, valued at \$12,814).

Automatic merchandising sales to foreign operators continued to decline from the high of \$77,108 set in May. The latest figures show but 336 new and used venders were exported for \$17,583, low for the year. The figure is expected to increase in remaining reports on 1950, with steel supplies for civilian use already a problem, there is little reason that many larger type venders will be sold for export until the international picture improves.

Average prices for music equipment in September varied from the \$93 for new boxes bought by Canal Zone operators to the \$302 paid by Philippine firms. The over-all average was \$394, a sharp gain over the \$323 paid the previous month. Game prices also fluctuated widely. The top price of \$430 was paid by Guatemalan interests while Canadian firms concentrated on used equipment and spent an average of \$90 for 526 games. Vender prices averaged \$52, influenced by the 102 merchandisers sold to Cuban operators for \$23 each.



PROSPECTS ARE BEST FOR CONSTELLATION OPERATORS!

Under the most conspicuous conditions, a photograph on location undergoes still endurance tests every day of its operation. Unless it is built to last—inside and out—it can become a permanent liability before it has a chance to show a profit!

There was an question about Evans' Constellation quality in the beginning. There is no doubt about Constellation durability and dependability now, for it has repeatedly demonstrated its capacity for continuously trouble-free, profitable performance!

No matter what the future holds, prospects are best for Constellation Operators. Your Evans Distributor can show you why. Or write Factory direct. EVANS' 20 RECORD, 40 SELECTION CONSTELLATION AVAILABLE NOW—Evans Record Selection Play Meter for Original Constellation. GENUINE PARTS for Mills Emper, Throne of Music, Original Constellation. H. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS SEE OUR COIN MACHINE AD ON PAGE 56

Runzel
PUSHBACK WIRE
 18 OR 20 STRANDED
NOW AVAILABLE IN 90 COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known in the auto and vending machine industry. Color production costs... simplifies wiring diagrams... facilitates field repairs... insures positive accuracy... Saves time.

Service organizations and distributors are invited to write for complete information so to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS... our facilities for building wiring harness to meet your specifications is unequalled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications. We specialize in Telephone cords, wire and cable. Inter-Com cable requirements satisfied.

RUNZEL
 Cord and Wire Co.
 4723 W. MONTROSE AVE
 CHICAGO 41, ILL.

Coinmen Study Miami License Fee Ordinance

MIAMI, Dec. 23.—Coin machine distributors and operators stand to save about \$35,000 a year in license fees if an ordinance passed on first reading by the Miami City Commission is eventually given a final okay.

As the measure was drawn up, it provides that coin-operated machines will be subject to the following fees: Distributors and operators of music machines would pay \$250 a year instead of the present \$187 to do business, but operators would pay only \$12.50 a year for each machine instead of the present \$26.50.

Dime Drinks Boost \$ Volume at RKO

NEW YORK, Dec. 23.—Altho recent increases to a dime vending price in most RKO theaters here have cut into per-unit cup machine sales, dollar volume has been boosted to levels highly satisfactory to management.

During the past six months machines in three-quarters of the RKO movie houses in the city have been changed over to dime operation, according to Lee Koken, concession manager. The remainder, in poor neighborhoods, will remain at a nickel, he said.

5c Meters

MILWAUKEE, Dec. 23.—Milwaukee's Common Council passed an ordinance December 1 eliminating use of pennies for 12 minutes of parking on an hour meter.

Twin Cities CM Puzzle

Continued from page 41

and to a man the coinmen here are ready to make any sacrifice necessary to avoid such a major catastrophe.

'51 Outlook
 As for 1951 business, those who are able to take their minds off the worst situation for any length of time believe the industry will suffer the same thing it did in the last war. Already Minnesota's National Guard, 47th Division, has been called up for federalization January 16. That will take a sizable number of men out of the State.

The picture thus appears gloomy all around.

The highlights of the past year were few in the Twin Cities. Perhaps tops was the retirement of Billy (Sphinx) Cohen, head of Silent Sales Company. He liquidated his business after disposing of several phases of it to partners in that end of the business and while Cohen hasn't gone into actual retirement yet, will do so soon.

Firms Merge
 No. 2 on the highlight list was

Aussie Op Here

Continued from page 42

juke box operations from three pence six per cent to the equivalent of increasing per-play prices in America from a nickel to a dime. Locations receive from 20 to 25 per cent commission.

Modern Amusement's routes run along Australia's East Coast for a total of nearly 1,300 miles. Best locations for both music and games, said Bailes, are cafes, milk bars and resorts. Hotels and bars—formerly good locations—are now so limited in their hours (many close as early as 6 p.m.) that they are no longer profitable.

Bailes did not comment on his visits to coin machine manufacturers here except to say he was interested in looking at merchandise vending machines, and expected to talk to manufacturers about the possibilities of licensing his company to build American-designed equipment.

CHICAGO, Dec. 23.—The Pepsi-Cola Bottling Company and General Bottlers Inc., were sued by a former distributor this week for an alleged contract violation. The plaintiff, Martin J. Kennedy, charges Pepsi-Cola took away his distribution agency last May because he did not devote full time to the work.

the merger of Lieberman Music Company headed by Harold Lieberman and Hy-G Music Company of which Hy Greenstein, another veteran distributor, was the head. This came almost at year's end to bring two of the largest distributers in this area together.

With the 1951 Minnesota Legislature about to convene—January 2 is the opening date—there seems little for legislative consideration that should affect the coin machine industry. There may be some miscellaneous measures in the way of added taxes, but nothing directly aimed at coin machines.

Slugs Plague

Continued from page 43

Belgians and Hollanders really go for coin machines, tho, and their favorites are the five balls. Any kind of five ball fascinates them, Groenteman revealed, but they've turned a cold shoulder to shuffle games. "We're trying to educate them toward shuffleboard games, but it's pretty hard work," he said. "They prefer the five balls."

The company has franchises for Gottlieb, Williams, Genco and Aristocrat, and operates some 200 5-ball games and 60 music machines. They are both operators and distributors. The corporation was set up last year and has handled about 90 per cent of the European imports of coin machines, according to Groenteman, who is a former Belgian operator.

"Right now we are watching the international situation anxiously," he said. "We have over 200 machines on location in Antwerp and Brussels, but we stopped at that number because of the grave situation."

He pointed out that mechanical troubles don't give them too many headaches because they have a staff of 15 to 20 expert mechanics, even tho used machines predominate for the most part in their set-up.

Panorams are going over good, he said, along with the same type of equipment found in American penny arcades. All machines are operated on a 2-cent play.

Skill of the Belgian mechanics, who are now available in great numbers, is a major factor in the coin machine business in the three countries, Groenteman pointed out. "We have undoubtedly the best mechanics in the world, and they are in abundance," he said, "so that none of our machines remain out of play for very long."

Fla. Cig Ops Name Officers

MIAMI, Dec. 23.—The newly formed Cigarette Merchants' Association of South Florida (CMA) met December 13 in the office of Cigarette Service, 1207 N.W. 54th Street, Miami, and elected the following officers: Gene Whittaker, president; Dave Roth, secretary, and Jimmy Fielden, treasurer.

The Greater Miami firms which are members and their representatives, are: Miami Tobacco Company, Fielden; Ace-Saxon, Whittaker; Cigarette Service, Roth and Paul Jacobs; Necessities Vending Corporation, Charlie Golden; Pan-Am Tobacco Company, Mort Stueben, and Smokes, Ray Harrison.

The CMA seeks to improve the industry by adhering to a rigid code of standards in its intramember relationships and its dealings with the public.

It's Good Biz

Continued from page 43

dent of this statewide organization of coin men. "I've gone out and met all kinds of men in our industry," he said, "and I'm convinced that all it takes is a simplified explanation to the public in general that the coin industry is for the public and not out to get every penny it can squeeze out of a pinball vending machine."

There is another slogan adorning Fish's office wall.

It reads: "My pet peeve—The guy who has nothing to do... and does it in my office."

Fish is one of many in the renewed effort on the part of responsible coin association executives to tell the coin man's side of the story to the public.

HAPPY JANUARY FIRST
 From **FIRST** for a Prosperous **Happy New Year**

WALLY FINKE
 JOE KLINE
 MARY LIGHTON
 and STAFF

NEW YEAR SPECIALS

PREMIUMS
 New & Different
 First is naturally known as headquarters for the finest selection and largest stock of premium...
 Price right...
 Write for literature.

WANTED
 FIVE BALL GAMES, Like Models—Cash or Trade.

MUSIC
 STANS COMET LATION, 40 S. RISTARUAY
 "41" R.F.M.
 Chgo. Coin BAND BOX
 Write for prices today

FIRST-CLASS RECONDITIONED AND GUARANTEED SHUFFLE GAMES

Keeney DOUBLE BOWLER	\$199	Gottlieb BOWLING	\$75
Universal SUPER TWIN BOWLER	199	Williams TWIN SHUFFLE	99
Billy SPEED BOWLER	179	Billy SHUFFLE BOWLER	55
United SHUFFLE ALLEY EXPRESS	139	Keeney PIN BOY	45
Ush. TWIN BOWLER	115	United SHUFFLE ALLEY	45
Chicago Coin BOWLING ALLEY	75	Genco BOWLING LEAGUE	45

ARCADE
 New PRIME SIX
 B.C. Date Gun
 Chgo. Coin BASKET BALL CHAMP
 1950 POLAR BRAND
 New, Clean! 134
 TELEQUIP, 1948 Model 115

NEW FIVE BALLS
 SENIOR OASIS
 GEMINI DOUBLE FEATURE
 EMBLEM TRIGGER
 GEMINI ELTING
 SAUCRON
 WILLIAMS FIFTY CHgo. COIN PUNCHY

RECONDITIONED ONE BALLS
 CITATION \$219
 GOLD CUP \$112

NEW SHUFFLE GAMES
 Keeney 4 PLAYER LEAGUE BOWLER
 Williams DOUBLE HEADER (Special Price)
 United DOUBLE SHUFFLE ALLEY EXPRESS (Special Price)

RECONDITIONED LIKE NEW!

FIRST DISTRIBUTORS
 Wally Finke & Joe Kline
 1748 W. North Avenue Chicago 22, Illinois Dickson 2-8300

Johnson Bill Passed

Continued from page 41

bill. Malone was handicapped by an attack of laryngitis which reduced his voice to a whisper and prevented him from holding the floor as long as he intended. With Congress once again in a wind-up grind preparatory to the holidays, suspension of action on the Johnson bill would have killed the bill, making it necessary for Malone to start out next session with a new measure.

After the Senate agreed to the conference report over Malone's objection, there was serious question in the House Interstate and Foreign Commerce Committee as to whether the Senate action on the measure to the President or whether House concurrence was needed. The House parliamentarian advised the House committee that the lower chamber would have to concur, and the conference report was given priority on a crowded calendar only by consent of the House speaker. A single objection from the floor would have sidetracked the legislation, Walter Baring (D., Nev.), representative who had opposed the bill last fall when it previously reached the

floor, was in California on a joint congressional committee staging floor control battle in a whirl.

Under the parliamentary rigmarole, the House in effect had acted twice on the same measure, but the latest concurrence was deemed by the House parliamentarian as necessary because this time the measure was incorporated in the conference report.

100% Return privilege within 10 days if not satisfied with our reconditioned equipment.

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 \$79.50 (Credit)
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 Rush Your List and Best Prices

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 An any market...
 Write for latest list of new and reconditioned...
 Terms: 1/3 Dep., Bal. C. O. D.

SPECIAL! 'POP' CORN SEZ
 10x VENDORS \$49.50 EACH

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 1345 N. FAIRFELD AVE. (PHONE BRUNY 4-8-1433) CHICAGO 22, ILL.

Canada Drops

Continued from page 43

the beginning of this year a 50 per cent quota was fixed, allowing distributors to bring in a portion of what they brought in during the basic period of September, 1946, to September, 1947.

But despite the lifting of the controls, distributers are already crying the blues. They are learning much to their chagrin that they are to be limited in their imports by the manufacturers of the equipment, in the light of the numerous cutbacks in the base metals needed for defense production.

We now have even better facilities for buying, reconditioning and shipping coin machine equipment to all parts of the world.

PLEASE NOTE FOREIGN BUYERS
 You can buy from us in confidence. You get expert service; shipments are made promptly and new and used equipment arrives in excellent condition.

DOMESTIC OPERATORS
 Contact us when you have machines to sell. We'll give you the best deal obtainable.

INTERNATIONAL AMUSEMENT CO.
 5 PARKHURST STREET • NEWARK 2, NEW JERSEY

Season's Greetings

to all our friends and associates
and
Our Most Sincere Wishes
for

Continued Prosperity

WITH EXHIBIT'S DALE 'SIX SHOOTER'

Throughout the
New Year



EXHIBIT SUPPLY COMPANY

(Established 1901)

4218-30 W. Lake St.

Chicago 24, Ill.

Coinmen You Know

Miami:

Joe Mangone, All-Coin Amusement Company, pending Christmas week with the muzzus in New York. They'll be back in time for the Orange Bowl festivities and the football classic New Year's day. . . . A ditty called "First Time in Miami," recorded by male vocalists Garzoli and Gorman under the King label, is enjoying a run of popularity in juke boxes hereabouts. This unpublished tune may be the sleeper of the year.

The coin machine industry is well represented in the Dade County Courthouse in Miami. Observed recently in the lobby of the busy building were the following machines: Two Imperial shoe shiners, sponsored by the Miami Lions Club, proceeds used for aid to the blind; Southern Coin-o-Mat Distributing Company made the placement; a chewing gum vender, sponsored by the Miami Lions Club, proceeds to the blind and underprivileged; a three-drink Super-Vend machine placed by Vending Corporation of America; a combination orange-grapefruit vender; a Coca-Cola Drink-o-Mat vender placed by House of Odie; a cigarette machine placed by Acc-Saxon; another Coca-Cola machine; and a ball game machine sponsored by Kiwanis Club of Miami with proceeds going to the youth of Dade County.

A newcomer to the ranks of cigarette ops here is Ray Harrison and his Automatic Cigarette Sales Company, 711 S.W. 9th Street, Miami. Harrison operated for 20 years under the identical firm name at 2726 Jerome Avenue, Bronx, N. Y., before deciding he wanted to make Miami his permanent address. He even moved the three key men of his organization and their families down here. They are Jack Mathias, brother Joe Mathias and Paul Krevitsky.

Harrison wishes to be remembered to his many friends in New York. "All them," he said, "that the fishing down here is great and I'm looking forward to having them drop in to see me when they visit Florida."

A veteran of some 25 years in the coin machine industry is currently holding down the post of assistant manager of the Atlantic Towers Hotel, 4201 Collins Avenue, Miami Beach. Bill Bolles came to the oceanfront hotly recently from Washington, D. C., where he served as legislative secretary to Indiana's Sen. Homer E. Capehart the past two years. In addition to many years spent as an operator of music machines, Bolles at one time held executive posts with the Holcomb & Hoke Manufacturing Company, Wetzler and Packard Manufacturing Company. With the latter company he was advertising sales promotion manager in 1947 and 1948. Bolles hopes his many friends will make the Atlantic Towers their headquarters when visiting Miami Beach.

Bernie Furman, formerly a coin machine op in Scranton, Pa., is now a mechanic with American Operating Company on the Beach. Sal Rock, formerly associated with his brother Pete in Tri-State Music Company, Sharon, Pa., has taken up permanent residence at the Beach.

Mounting costs are proving a perpetual headache to cup drink ops. The problem is particularly acute here where commissions paid locations range from 20 per cent to 30 per cent and increased material costs run somewhat higher than in most cities. Ops are trying hard to hold the 5-cent price line in non-theater locations but D. E. Boerema, Vending Corporation of America, believes the day is close at hand when the changeover to dime drinks will be general.

Roy Gullo, routeman for Acme Music & Vending Company, heard one way to give a novel definition of "The Thing." "It's a pill to put 'Irene' to sleep," he said.

Twenty Dade County municipalities will share in a \$257,189.18 refund from November collections of the 5-cent Florida cigarette tax. Prior to November 1, 1949, when the new cigarette tax went into effect, Miami had its own tax of 2 cents a pack, and the State levied another 4 cents for a total

of 8 cents. The 1949 Florida Legislature changed that to 5 cents, agreeing to hand back the 3 cents to each city that would cut its property taxes by one-half the profit it would get under the new set-up.

Miami's profit is running at the rate of about \$1,250,000 a year. In the November refund, Miami led the other Dade municipalities, as usual, with \$162,081.34. Miami Beach was second with a \$37,898.25 share, and Coral Gables third with \$17,643.03.

One mill of Miami's city taxation raises an average of around \$363,000, so the saving to property owners (based on the yearly cigarette tax profit estimate of more than \$1,250,000) would be more than 1 1/2 mills. That's \$1.50 for every \$1,000 of property value.

Sy Wolfe, Seeburg distributor for Florida, Alabama and Georgia, in town on a business trip from Jacksonville. . . . Lou Pritchard, mechanic and routeman for American Operating Company, says Joker and Rag Mop are the hottest pin games at the moment.

George P. Caravasio, Southern Phonograph Company, had his half-ton pick-up truck especially equipped with two aluminum record boxes which look like the answer to a music op's prayers. Mounted on each side of the truck is a record box divided into racks for 7, 10 and 12-inch platters, and sections for supplies and a typewriter. Each rack holds 500 records, making the total capacity (both sides) 1,100 disks. Caravasio finds this arrangement safer, more convenient, a time saver and definitely more efficient than the old way of keeping the records on the front seat and often being unable to carry an adequate supply.

Harry Zimand and his brother, Philip, who run Acme Music & Vending Company at the Beach, report D. Gottlieb's Joker doing good business in all locations. Pinball volume has dropped about 25 per cent from last year, they say, due principally to the local crusade which has resulted in side effects such as emptying locations which normally carry a sporting crowd. Decline in the juke box volume, the Zimands say, is the result of television, the growth of wired music in this area, constantly increasing costs of records, needles, labor and the machines themselves.

A survey among Greater Miami music ops reveals the following numbers on top of the heap: No. 1, "Tennessee Waltz," Patsy Page (Mercury); No. 2, "I'll Always Love You," Don Cornell and Elaine Wilson (Decca); No. 3, "If You've Got the Money I've Got the Time," Lefty Frizzell (Columbia). As for "The Thing," the consensus is this one has worn itself out.

Hyman Darling, Supreme Music, reports Sammy Kaye's "Hilarious Lights" the top number in his juke box operation. . . . Morris Hanken, Atlanta op, spending a week's vacation at Miami Beach and calling on Willie Blatt and other friends in the area.

Detroit: Sudden death of Ben H. Newmark last week was a shock to coin row. He had been active up to the last in the industry. Plans for the future of the Miller-Newmark Distributing Company have not been completed. . . . Charles O. and Lucy D. Ramsey are establishing the Ramsey Coin-Operated Laundry at 1393 Southfield Road in the down-river suburb of Lincoln Park.

Max Porosky, of Nu-Way Popcorn Sales, reports that the increase in bowling fees of a nickel per player is hurting sales of popcorn vendors, of which they have a sizable route now operating in bowling alleys. Customers are apparently taking the increased playing fee out of their popcorn spending.

Fred C. Wayman has abandoned plans to convert an automatic laundry at Battle Creek into a theater. . . . Joseph H. O'Connor supervised the closing of operation for Consolidated Productions, who made Penguin hair driers of the 5-cent Florida cigarette tax. Formerly, a coin-operated radio. Plant equipment was shipped to Fort Lauderdale, Fla., where the firm is opening a new factory at the Broward County Airport.

Chicago:

Among the local representatives traveling to Boston last week for the big Trimount Coin Christmas party were Sol Gottlieb, D. Gottlieb & Company, and Sam Stern, Williams Manufacturing. Stern was on hand to introduce his firm's new music machine, the Music Mite, to be the more than 1,100 persons who attended the shindig from the New England and New York areas.

Wally Finkle and Joe Kline, First Distributors toppers, reported a sharp upswing in all phases of the coin machine business during the past two weeks. Firm's new coffee room, open only two weeks, has already served some 700 visitors, including operators from Illinois, Iowa and Indiana, who drop in to buy games and premiums. Mal Finks has been working late hours the past few weeks getting the heavy premium orders in the mail. The recent railroad strike hampered operations, but things returned to normal last week.

Also reporting an upswing in business the past few weeks was Herb Perkins, head of Purveyor. Perkins also reports the remodeling program at his headquarters is nearing completion, and the new showrooms will be ready right after the first of the year. Tom McNeill, Purveyor's road rep, is in town now for the holidays.

Al Stern, World Wide Distributors, held a sales conference with top staffers Len Micon and Monty West regarding immediate plans on the Rock-Ola Record 51 and the Williams Music Mite 45 rpm counter box. They will start shipping both products on a first-come first-serve basis. Micon adds that new and used games are now moving fast.

Howie Frazer, Empire Coin Machine Exchange, says that December has already been the biggest premium month in the history of the firm. Gil Kitt, who made a quick business trip to South America to sign up foreign distributors, was due back Saturday (23). Ralph Sheffield and Stanley Levin have been handling a rush of biz for the past two weeks.

Harry Hooser, head of Fort Worth Amusement Company, stopped in Bally, Gottlieb, Keeley, Como and AMI headquarters to invite representatives to his open house party in Fort Worth January 8-9. It marks the move to new and larger quarters. . . . Joe Cohen, head of Ristaurat, Inc., Appleton, Wis., said that full speed plans are progressing on the firm's 1951 plans. When they are revealed, Cohen said, Ristaurat should move ahead by leaps and bounds.

At First Distributors, Wally Finkle and Joe Kline are celebrating their biggest business month to date. Finkle and Kline together with Wally's brother, Mal Finks, have had a busy time trying to cope with operator traffic the past few weeks but pre-Christmas activity had them looking for a second wind. They say games and premiums are shipped as soon as they can be checked.

Over at Universal Industries, Mal Binks and Bill Ryan helped all office and production staffers celebrate the Christmas season at a gala party in the plant. As usual a good time was had by all and many gifts were exchanged. Universal, which has made unusual progress in its formation couple of years ago, expects to dig in and have a good year in 1951. . . . S. I. Neiman, public relations director of the National Coin Machine Distributors Association (NCMDA), hopes NCMDA will make as much progress in the new year as it did in '50.

Bally Manufacturing Company's party was highlighted by District Manager Art Garvey as Santa Claus. A Notre Dame football immortal, Garvey fitted the role perfectly. Firm had an unusually busy week despite the Christmas celebrating. Herb Jones had to make a business trip and Ray Meloney, George Williams and Jack Nelson were busy handling a rush of inquiries both in person and on long distance.

Over at National Coin Machine Exchange, Joe Schwartz was preoccupied with local and out-of-town operators and found business to be good, especially for this

RECONDITIONED GAMES United Shuttle Alley, fly-away pins, \$125.00 Williams Twin Bowler, \$85.00 Keeney Ten Pins, \$65.00 Keeney Nine Pins, \$65.00 Bally Jockey Race, \$75.00 Bally Golf Cup, \$75.00 Bally Citation, \$75.00 Bally Champion, \$75.00 Lexington, \$75.00 Universal Photo, \$75.00 Bally Deluxe Draw Ball, \$125.00 Keeney Twin Bonus Super Ball, \$65.00 Chicago Coin Photo, \$75.00 Date Gun, latest table switch model, \$85.00	NEW EQUIPMENT SHUFFLE GAMES CENCO FLYING SAUCER BALLY TURF KING WILLIAMS NIFTY COTTLE DOUBLE FEATURE CHICAGO COIN PUNCHY UNIVERSAL HIGH SCORE BOWLER
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LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS!
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 CORPORATION

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Buy U. S. Savings Stamps and Bonds

Williams NIFTY



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★ SPECIAL SCORE!

★ SUPER SPECIAL SCORE!

NIFTY HAS EVERYTHING! HIGH SCORE—THUMPER BUMPERS—FLIPPERS and Williams' ORIGINAL TILT RESET (Pat. Pend.)

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!



Happy New Year!

CREATORS OF DEPENDABLE PLAY APPEAL!
4242 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

time of the year. . . . Joe Caldron, Trans-World Trading, celebrated his first Christmas in business for himself and looks back on a fine year. . . . Col. Louis Lewis, head of Merit Industries, had a rush on premiums and games all week and reports top used games are getting harder to find. . . . Clayton Nemeroff and Roy Bazelon, Monarch, also found comfort in a pre-Christmas rush for all types of coin-operated merchandise. . . . Les Rieck, H. C. Evans & Company, says the 45 r.p.m. adaptor for Constellation has proved itself in the field and will be offered to the trade after the first of the year.

Vendall Company's new veepee, Earl T. Runcie, gave way to his usual leanings recently with the purchase of a farm in Woodstock, Ill. Come summer, prey A. Garrick Alex says he intends to be a visitor at the Runcie ranch if he can get away from the morning chores. . . . C. Collier, Braun Manufacturing Company, reports the firm's milk vender will be available for delivery in January as announced if government restrictions do not curtail production.

Sperry Candy is readying a 15-cent bar, according to officials, which will be about a 2 1/2-ounce weight. Several candy operators last week expressed the belief that candy bar business will develop into a three or more price field, with nickel, dime, 15-cent and odd-penny bars making up the offerings price-wise.

New York:

Over 75 bottles of good cheer, plus fixins, were contributed by Dave Simon, United Manufacturing distrib, to Sunday's (17) affair of the Associated Amusement Machine Operators of New York at the Latin Quarter. Appropriately enough, false labels on the bottles read: "Old Shuffle Alley."

Mrs. Ruth Michaelson, of Long Island Music, now being called Grandma by her fellow ops. Her daughter gave birth to a boy last week. . . . Tilford Gross, of Madison Music, is building a home in Douglaston, L. I. . . . With new machine biz currently undergoing more than the usual pre-holiday-season lull, Al Simon, Chicago Coin factory agent, took a few days off from office routine, leaving Al D'Inzillo in charge.

Barney Sugarman, Runyon Sales topper, and family began a long motor trip to Florida Wednesday (20). . . . Other coinmen who returned last week from Florida vacations include Artie Herman, of Boro Automatic, and Frank Broccoli, of Braddock Music. . . . Dave Feldman, of Kingsboro Music, is back from a two-week stay in Lakewood, N. J.

Pittsburgh:

Survey by Ed Shore, of Atlas Novelty Company, reveals that many eateries in downtown Pittsburgh are without music and could accommodate it easily. Location owners believe the machines cause people to linger longer, and Shore feels menu orders would be larger with music.

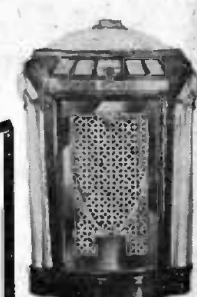
Sam Kauf, of Veeco Sales in Philadelphia, left Pittsburgh in a hurry with his wife to get home to their three youngsters. M. J. Abelson, of American Distributors, reports continual rain and foggy weather on his flying Southern tour while the North was having its big hurricane and snowstorm. . . . The employees of Allegheny Cigarette Service Company, Wilkingsburg, Pa., one of the largest operators in this area, have joined Local 805 Confectionery & Tobacco & Drivers Union, AFL.

S. LaScola, Decca record head here, has made a personal survey of dealers. He says they're wondering what speeds to buy. LaScola feels the record business will stay a long time. "We saw this same business trend materialize in heavy record sales before the immediate postwar period," he says. "People then were working in war plants, but they couldn't spend part of their salary for refrigerators for example, because those appliances weren't being manufactured in sufficient numbers. So people went out at night and spent sums for entertainment, including records."

Recent TV screening of the opera, "Don Carlo," so irked Al Rosenzweig, general manager, Milk Vending Service Company that he not only wrote the station personally of regret at its choice of entertainment from 7:45 till midnight one evening, but on the way to work next morning he (Continued on page 56)

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147-M	325.00	147-S	250.00
146/147-M	319.50	146-S	239.50

AMI		WURLITZER	
MODEL "C", New	Write	"1250", New	Write
MODEL "A"	\$350.00	"1015"	\$269.50
MODEL "B"	475.00		

WALL BOXES			
SEEBURG		AMI Post War	
3W5-L56	\$ 49.50		Write
W4-L56	49.50	ROCK-OLA Post War	\$12.50
3W2-L56	29.50		
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7-HI Pool Table	\$49.50
Genco Cider	34.50
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Trade Winds	29.50
Merry Widow	34.50
Mermaid	39.50
Sunny	29.50
Humpty Dumpty	49.50
Puddin'head	39.50
1-2-3	54.50
Yenks	29.50
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Direct Distributors for Leading Manufacturers

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220 Victor	Three of a Kind	Mut. Drive-able
50 Topper	Punch-a-Ball	Mut. Silver Gloves
10 539 N.W. nut	Electric Skill Gun	Mut. Ace Bomber
15 234 1/2 gum	ART Model F	Acme Shoe Shiner
15 Columbus 1c nut	Kicker & Katcher	Barting Practice
25 Columbus 1c nut	Adv'ce Elec. Shocker	Big Innies
10 Master 1c	Cubs Cig. Reels, 1c	Boomerang
15 Advance 1c gum	3-Way Crispers	Chi Coin Hockey
8 Master 3c pistachio	Shipman's Peaks, 5c	Chi Coin Pistol
25 Master 1c	Gulchers Fr. Reel, 5c	Chicken Sam (Conv.)
8 Master 1c-5c	Spit Fire, 1c	Chi Coin Basketball
20 Northwestern 2-40, 7.50	ABT Challengers	Chi Coin Pistol
		195.00
		125.00
		133.00
		100.00
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		50.00
		225.00
		175.00
		275.00
		650.00
		725.00
		125.00
		85.00
		75.00
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		125.00

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EVANS' 1951 TEN STRIKE

Original and
Still Greatest
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Games!

As we predicted, TEN STRIKE, the only authentic Bowling Game, has demonstrated its popularity and is still outliving the many synthetic copies that have been introduced in the past decades!

REAL
BOWLING!
ALL SKILL!

BETTER THAN EVER—EVERY WAY:

NEW! High Dial Projector Scoring up to 1501

IMPROVED! Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play.

PERFECTED! When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Mankin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!

REALISTIC! Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames, 5c with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

For equipment that pays profits sooner—faster—longer, buy Evans' 1951 improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1951 TEN STRIKE the finest game of skill for amusement only, is gut-edged! If you are tired of "90-Day Wonders" on which you have to write your investment, get started with the game that pays dividends, not weeks or months, but for years! NOVELTY OR REPLAY MODELS.

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Best Wishes
for a
Happy New Year!

**H. C. EVANS
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1556 W. CARROLL AVE.
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SEE EVANS' CONSTELLATION
AD ON PAGE 51

Best Wishes for a Merry
Holiday Season
and a
Prosperous New Year



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Harold Saul
Fred Skor
Ruth Warner
Frank Chognowski
Gus Grillaert
Wally Long

Mac Brier
Joe Selman
Kitty Kanty
Willie Belegal
Lee Taylor
Wally Gorman
Willard Sandberg

Coven Distributing Company

Join **MARCH OF DIMES**
JANUARY 15-31

Coinmen You Know

• Continued from page 55

bought a batch of postal cards, and gave them away to office personnel and friends who wished to write the station about the matter.

"Tight bookkeeping control keeps business running smoothly," says Benton and Behring. "We do pretty well because we don't go overboard with spending every-time we have a good week."... Seeburg's district sales engineer, Gunnar K. Gabrielson, in town from Cleveland, says the Select-o-Matic 45's are being placed as fast as they come in along with the wall box. . . . "To make record selling pay, we are stocking only best sellers in 78" says James Winston, Columbia's sales manager here. "Records like "Rhapsody in Blue," Doris Day's album, and Ken Griffin's organ music. We've purchased approximately 30 other albums in quantity, away beyond our regular needs."

Thomas R. Knowlson, treasurer at suburban Mount Lebanon, found a \$5 U. S. gold coin in the township's parking meter collection. "Someone may have had a car snowbound on the main street for a week and felt the township was entitled to the coin," he commented. . . . C & S Music Company's Fred Coenen, a physical instructor in the '30s, used to play handball with Pittsburgh football greats Eddie Baker and Muggsy Skladany.

Herbert Rosenthal, of Banner Specialty Company, on a business trip in Central-Eastern Pennsylvania, finds business picking up. He spent a few days with the Flexer Brothers at Williamsport, Pa.

Cigarette Merchandisers Association here last week expects to donate smokes to the Veterans Hospital at Aspinwall, Pa. . . . Joseph McGlenn reports cookies and cakes arrived in Pittsburgh along with the snowstorm, but freight docks got so loaded with snow that for a time the merchandise couldn't be moved.

Twin Cities:

Coinmen were shocked to learn of the sudden death Saturday (16) of Leonard S. Vangen, Minneapolis operator for two decades, who was found dead in his car, auto keys in his hand, near his cottage at Garrison, Minn. His father-in-law, Archie Pence, is one of the oldest coinmen in the business in America. Vangen was 50 years old.

Harold Lieberman, head of Lieberman-Hy-G Music Company, is in Chicago on a buying trip—or is it to get away from the hammering at his place where carpenters are remodeling to make more room for the wholesale distribution of Coral, London, Bullet and Brunswick records. . . . Matt Engel, of Mayflower Distributing Company, reports the premium business has been exceedingly brisk the past few weeks, with a number of operators buying premiums as Christmas gifts for their friends.

Leo Bearth, St. Paul operator, is back in Bethesda Hospital, St. Paul, for a skin-grafting job necessitated when he was burned from the exhaust pipe following an accident with his automobile several months ago. . . . Jonas Bessler, of Lieberman, reports Chicago Coin's Bandbox, is getting considerable attention from operators. . . . Dave Ziskin, of Dave's Distributing Company, Minneapolis, reports business held up well despite the Christmas season, with machines going out to operators at a steady pace.

Operators who came to the Twin Cities the past few days to buy equipment and finish up on some Christmas shopping, included Stanley Matyas and Fred Kovanen, of Moose Lake, Minn.; Harold Ginsberg and son, Mike, of Ottumwa, Ia.; Charles Vestrem, of Spencer, Ia.; Leon Vanasse, of Somerset, Wis.; H. J. Lyndard, of Kasson, Minn. . . . Hy Sandler, Lieberman salesman in North Dakota, is due back over the holiday week-end following a successful sales trip, while Les Rogstad, covering Southern Minnesota, reports Wurlitzer 1250's selling well in that territory.

Sincere good wishes
for the coming year
— GENCO

GENCO SCORES AGAIN!

WITH IT'S NEWEST TRIPLE THREAT

Another All Star
MONEY MAKER
Coming Soon

YEAR END CLEARANCE

All Equipment Shopped and Guaranteed

17 3020 Wurlitzer Wallboxes	\$ 35 ea.
24 AMI 5c and 10c Late Model Wallboxes	25 Ea.
117 Packard Wallboxes	10 ea.
83 Seeburg W1L56 5c Wallboxes (completely refinished)	20 ea.
2 Mills Constellation (exceptionally clean)	195 ea.
3 Packard Model 7	75 ea.
14 Seeburg 46M, reconditioned	245 ea.
7 Wurlitzer 1100's	400 ea.
3 Wurlitzer 1015's	245 ea.

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BOSTON 18, MASS
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BADGER'S Bargains

Often a few dollars less—Seldom a penny more

RECONDITIONED ONE BALLS	RECONDITIONED CONSOLES	
New Universal Winner	WRITE Bally Clover Bells	\$395.00
Universal Photo Finish	\$350.00 Keeney Bonus Twins, 5-25c	225.00
Bally Champion	369.50 Keeney Bonus Single, 5c	149.50
Bally Citation	249.50 Bally Triple Bells	195.00
Bally Gold Cup	149.50 Bally Draw Bells	124.50

GUARANTEED RECONDITIONED PHONOGRAPHS

Seeburg 100 Selections (New)	WRITE Wurlitzer Model 1250 (New)	WRITE
AMI Model C (New)	WRITE Wurlitzer Model 1080	\$295.00
Seeburg Model 1-47M	\$350.00 Wurlitzer Model 1015	295.00
Seeburg Model 1-46M	295.00 AMI Model A	395.00
Aireon DeLuxe (Late)	124.50 Rock-Ola 1949—Model 1428	395.00

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1 TO 4 CAN PLAY
IT'S DIFFERENT
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Two Sizes: 8 FT. and 9 FT.

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OFFICIAL BOWLING SCORING
SINGLE PLAYER
SENSATIONAL EARNINGS
Two Sizes: 8 FT. and 9 FT.

**UNITED'S
TWIN SHUFFLE ALLEY REBOUND**
20-30 SCORING
EXTREMELY FAST PLAY—BIG PROFITS
Two Sizes: 8 FT. and 9 FT.

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DISAPPEARING PIN
CONVERSIONS**
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SHUFFLE ALLEY
SUPER SHUFFLE ALLEY
DOUBLE SHUFFLE ALLEY
EASY TO INSTALL
ADDS TO EARNING POWER

**FOR THE BIGGEST
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EVER OFFERED
TO COIN-MACHINE MEN
ANYWHERE
DAVE SIMON**
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SHUFFLE TOURNAMENT**
The Greatest Conversion Ever Built
FITS ALL SHUFFLEBOARDS
IT'S TERRIFIC

**UNIVERSAL'S
DELUXE TWIN BOWLER**
IT'S FAST! IT'S QUIET!
Convertible—Novelty or Free Play

**UNIVERSAL'S
OUTSTANDING ONE-BALL
WINNER
FEATURE BELL
CONSOLE**
Rings Up Biggest Profits!

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15 PINS
1 OR 2 PLAYERS
It's New!
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**UNITED'S
SKEE-ALLEY**
Automatic Scoring Shuffle-Type Game
UNITED'S 8 FT. DOUBLE SHUFFLE ALLEY REBOUND
Only game of its kind with professional scoring

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IMPORTANT!
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USED PIN GAMES		USED 1-BALLS		NEW PIN GAMES	
Shanghai	\$ 49.50	Champion	\$349.50	Chi Coin—Funchy	
Sally	79.50	Photo-Finish	325.00	Exhibit—Trigger	
Just 21	119.50	Chiffons	225.00	Gottlieb—Double Feature	
Triple Action	69.50	Gold Cups	129.50	United—Red Shoes	
Battering	89.50	Hot Reds	179.50	Genco—Flying Saucers	
King Cole	69.50				
Melody	49.50				
Alice in Wonderland	59.50				
Robin Hood	49.50				
Jamboree	59.50				
1-2-3	89.50				
Tempest	69.50				
Cover Girl	49.50				
Star Dust	69.50				
Serenade	79.50				
Sinball	69.50				
Blue Skies	69.50				
Floating Power	69.50				
Trade Winds	69.50				
Puddin' Head	69.50				
Bumpy Dumpty	69.50				
Screw Ball	39.50				

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BUYS
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**TO BOOST THE PLAY
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AMAZING PLAY-STIMULATOR FOR SHUFFLE-TYPE GAMES!
INCREASE THE PLAY on all of your coin-operated, shuffle-type games with this small Keeney "DIVYDEND" unit located behind bar or counter. Looks like a small radio. Registers and meters percentage of play continuously. Projects value of credit due successful scorer permanently or at turn of switch. Shows credit due in dollars at bottom; cents at top. Attendant switches "DIVYDEND" back to zero when award is made. Order your "DIVYDEND" jackpot credit units from your Keeney distributor now. Make certain to mention name of your bowling games to insure getting correct voltage units.
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2600 W. FIFTEENTH STREET, CHICAGO 32, ILLINOIS



NEW *Cyclonic* BALL ACTION with
 WHIZZING WHIRLING LIGHTNING SPEED

GOTTLIEB'S **DOUBLE-FEATURE**
 introducing SENSATIONAL
 "MATCH" PLAY!

- Hit No. 1 RED BUMPER—match it with No. 1 BLUE BUMPER... BONUS POCKETS light up for REPLAY AWARD! Any matching combination does the trick! Completing RED or BLUE BUMPER Groups scores advances • BONUS ADVANCE Awards Replays. • 15 BONUS ADVANCES Light Bottom AWARD ROLLOVER for Replays. • HIGH SCORE • CYCLONIC BUMPERS • "POP" BUMPER • FLIPPERS.

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Sincerest Wishes for a
 Happy, Prosperous
 New Year

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS

INSIST ON GOTTLIEB PRE-TESTED GAMES!

"There is no substitute for Quality!"

FOR BELLS IT'S

BELL-O-MATIC

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS

REAL BOYS
 at the
 RIGHT PRICE!

All games are cleaned, checked and ready for action. You know you can buy with confidence!

JOE ASH

\$34.50 EACH!!!

Squid Up	Spin Ball
Bermuda	Stormy
Cinderella	Screw Ball
Caribbean	Territ
Humpty Dumpty	Trade Winds
Robin Hood	Trinidad

Triple Action

\$39.50 EA.!!

BAND
 SPEEDWAY
 PARADISE
 SAMBO

Foreign Buyers
 We ship games all over the world. Visit our showrooms or write for list.

1/2 Dep., Bal. C. O. D.

HARRY HOOSER INVITES
 OPERATORS
 IN THE SOUTHWEST

To a real old-fashioned
 Coin Machine Round-Up Party

CELEBRATING THE GRAND OPENING
 OF THE SOUTHWEST'S NEWEST, MOST
 MODERN COIN MACHINE SHOWPLACE!

6,500 Square Feet—Devoted to finest Coin Machine Sales and Service! Black Top Parking Space! Many Other Conveniences!

REMEMBER THESE DATES
 PLAN TO BE HERE FOR
 THE BEST TIME IN YEARS!

MONDAY AND TUESDAY
JANUARY 8th and 9th
 Time: Whenever you get here!
FOOD • BEVERAGES • FUN

MAKE A NOTE OF OUR NEW ADDRESS

FORT WORTH AMUSEMENT CO.
 Featuring . . . AMI, Bally, Como, Keeney and Gottlieb Products
 100-104 S. Main Street Fort Worth, Texas

MILLS NEW VEST POCKET BELLS
 Automatic 3-5 Mystery Pay Out, 5c Play—\$65.00.

MILLS NEW 1950 BELLS
 Blue Bell—Black Beauty Bell—21 Bell—Wild Duce Bell, 5c-10c-25c-50c Play—Write for Prices.
 1/2 deposit with all orders.

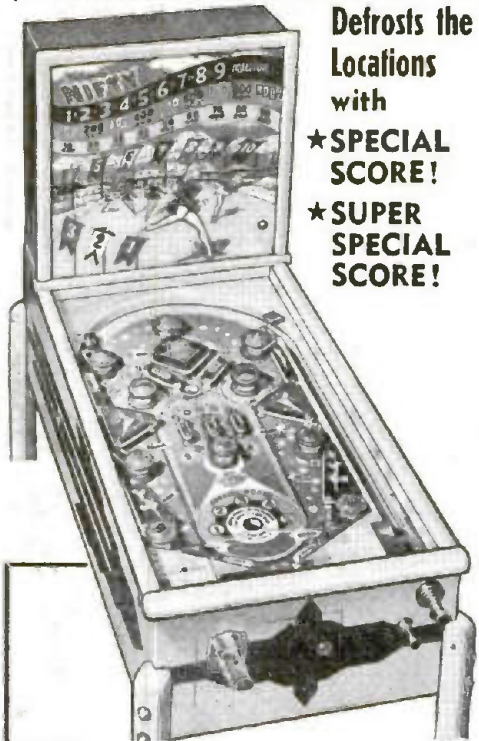
SICKING, INC.
 America's Oldest Distributors
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ACTIVE
 AMUSEMENT MACHINES CO
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 Phone: Fremont 7-4495

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

WANT
 100
 USED BALLY RESERVE BELLS
 AND USED BALLY TURF KINGS
 State price and quantity in first letter.
AUTOMATIC SALES & SERVICE CO.
 B. W. Oliver St. Baltimore 1, Md.

Williams NIFTY



Defrosts the Locations with

- ★ SPECIAL SCORE!
- ★ SUPER SPECIAL SCORE!

NIFTY HAS EVERYTHING! HIGH SCORE—THUMPER BUMPERS—FLIPPERS and Williams' ORIGINAL TILT RESET (Pat. Pend.)

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!



CREATORS OF DEPENDABLE PLAY APPEAL!
4342 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

Happy New Year!

GAMES

7-M Pool Table	\$99.50
Conco Game	14.50
Conco King & Roll	16.50
Bally My Roll	16.50
Triple Action	20.50
Trade Winds	20.50
Merid	20.50
Merid Widow	20.50
Screwball	19.50
Sunny	19.50
Mummy's Dummies	41.50
Puddinhead	20.50
1-3-3	20.50
Victory	20.50
Wickens	20.50
Sermola	20.50
Semball	20.50
Catalina	20.50
Thrill	20.50
Storm	20.50

Specify second choice

LONDON OFFERS TOP VALUES!
All Cleaned! All Checked!

PHONOGRAPHS—ACCESSORIES

FILBEN FP-300 (30 Selection)	\$199.50
SEEBURG COLONEL	69.50
SEEBURG \$200, \$800, \$900	69.50
ROCK-OLA PLAYMASTER	79.50

3 Complete Hostess Systems (units of 10)

MAKE AN OFFER!

Creetings and Best Wishes for a Happy New Year

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE
MILWAUKEE 8, WISC.
DIVISION 4-3220

2605-7 HENNEPIN AVENUE
MINNEAPOLIS 8, MINN.
KENWOOD 6612

WANTED

USED MILLS SLOT MACHINES
HIGHEST CASH PRICES PAID!

BAKER NOVELTY COMPANY

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT

1700 WASHINGTON BOULEVARD CHICAGO 12, ILLINOIS

time of the year. . . Joe Caldron, Trans-World Trading, celebrated his first Christmas in business for himself and looks back on a fine year. . . Col. Lou Lewis, head of Merrit Industries, has a rush on premiums and games all week and reports top used games are getting harder to find. . . Clayton Nemeroff and Roy Bazelon, Monarch, also found comfort in a pre-Christmas rush for all types of coin-operated merchandise. . . Les Rieck, H. C. Evans & Company, says the 45 r.p.m. adaptor for Constellation has proved itself in the field and will be offered to the trade after the first of the year.

Vendall Company's new veepee, Earl T. Runcio, gave way to his rural leanings recently with the purchase of a farm in Woodstock, Ill. Come summer, prey A. Garrick Alex says he intends to be a visitor at the Runcio ranch if he can get away from the morning chores. . . C. Collier, Braun Manufacturing Company, reports the firm's milk vender will be available for delivery in January as announced if government restrictions do not curtail production.

Sperry Candy is readying a 15-cent bar, according to officials, which will be about a 2 1/4-ounce weight. Several candy operators last week expressed the belief that candy bar business will develop into a three or more price field, with nickel, dime, 15-cent and odd-penny bars making up the offerings price-wise.

New York:

Over 75 bottles of good cheer, plus fixins, were contributed by Dave Simon, United Manufacturing distrib, to Sunday's (17) affair of the Associated Amusement Machine Operators of New York at the Latin Quarter. Appropriately enough, false labels on the bottles read: "Old Shuffle Alley."

Mrs. Ruth Michaelson, of Long Island, N.Y., being called Grandma by her fellow ops. Her daughter gave birth to a boy last week. . . Tilford Gross, of Madison Music, is building a home in Douglaston, L. I. . . With new machine biz currently undergoing more than the usual pre-holiday-season lull, Al Simon, Chicago Coin factory agent, took a few days off from office routine, leaving Al D'Inaillo in charge.

Barney Sugarman, Runyon Sales topser, and family began a long motor trip to Florida Wednesday (20). Other coinmen who returned last week from Florida vacations include Artie Herman, of Boro Automatic, and Frank Broccoli, of Braddock Music. . . Dave Feldman, of Kingsboro Music, is back from a two-week stay in Lakewood, N. J.

Pittsburgh:

Survey by Ed Shore of Atlas Novelty Company, reveals that many eateries in downtown Pittsburgh are without music and could accommodate it easily. Location owners believe the machines cause people to linger longer, and Shore feels menu orders would be larger with music.

Sam Kauf, of Veeeco Sales in Philadelphia, left Pittsburgh in a hurry with his wife to get home to their three youngsters. . . M. J. Abelson, of American Distributors, reports continual rain and foggy weather on his flying Southern tour while the North was having its big hurricane and snowstorm. . . The employees of Allegheny Cigarette Service Company, Wilkingsburg, Pa., one of the largest operators in this area, have joined Local 805 Confectionery & Tobacco & Drivers Union, AFL.

S. LaScola, Decca record head here, has made a personal survey of dealers. He says they're wondering what speeds to buy. LaScola feels the record business will stay a long time. "We saw this same business trend materialize in heavy record sales before the immediate postwar period," he says. "People then were working in war plants, but they couldn't spend part of their salary for refrigerators for example, because those appliances weren't being manufactured in sufficient numbers. So people went out at night and spent sums for entertainment, including records."

Recent TV screening of the opera, "Don Carlo," so irked Al Rosenzweig, general manager, Milk Vending Service Company, that he not only wrote the station personally of regret at its choice of entertainment from 7:45 till midnight one evening, but on his way to work next morning he

(Continued on page 56)

EXCEPTIONALLY GOOD LATE MODEL PHONOGRAPHS!

COMPLETELY RECONDITIONED TO GIVE YEARS OF SERVICE



Why wait to order your '51 needs? These Shaffer prices are as low as you will find anywhere for late model reconditioned phonographs in such good shape. Rush your order today and save money.

SEEBURG			
148-ML	\$425.00	H-147-M Hidesway	\$279.50
148-M	375.00	146-M	279.50
146/148-M	329.50	H-146-M Hidesway	250.00
147-M	325.00	147-S	250.00
146/147-M	319.50	146-S	239.50

AMI		WURLITZER	
MODEL "C", New	Write	"1250", New	Write
MODEL "A"	\$350.00	"1015"	\$269.50
MODEL "B"	475.00		

SEEBURG		AMI Post War	
3W5-L56	\$ 49.50		Write
W4-L56	49.50	ROCK-OLA Post War	\$12.50
3W2-L56	29.50		
W1-L56	24.50	PACKARD Post War	12.50

SOLOTONE MASTER ENTERTAINERS AND BOXES (now) Write

WRITE FOR LIST OF PRE-WAR MUSIC EQUIPMENT

Terms: 50% Certified Deposit, Balance C. O. D.
All Items Subject to Prior Sale

SHAFFER MUSIC CO.

Columbus, Ohio 606 S. High St.
Cincinnati, Ohio 2333 Gilbert Ave.

Wheeling, W. Va. 2129 Main St.
Indianapolis, Ind. 1327 Capitol Ave.

FOR BETTER BUYS—BETTER BUY NOW

Direct Distributors for Leading Manufacturers

VENDING MACHINES—USED		COUNTER GAMES—New		ARCADE EQUIPMENT	
10 Silver King, 16	42.00	Hiss-Homer	337.00	Mul. Fishing Wt.	125.00
250 Victor "V"	2.50	Three of a Kind	15.00	Mul. Drivemobile	125.00
50 Topper	2.50	Punch-a-Ball	15.00	Mul. Silver Gloves	175.00
10 25 N.W. gum	7.50	Electric Ball Gun	47.50	Mul. Ace Bomber	335.00
12 Columbus 3c gum	7.50	ABT Model F	47.50	Acme Shoe Shiner	390.00
25 Columbus 3c gum	7.50	Clashers & Ketchers	22.50	Balling Practice	75.00
18 Columbus 3c gum	5.40	Adv'ce Bill. Shocker	19.50	Big Ironing	85.00
15 Avenue 1c gum	2.50			Shooting	45.00
4 Master 1c gum	2.00			Chi Coin Wackey	95.00
35 Master 1c gum	7.50			Chi Coin Pistol	125.00
30 Northwesters 2c	7.50			Chi Coin Salsaball	195.00
				Chicago Sam (Coke)	190.00
				Evans Ten Strikes	75.00
				Exhibit Silver Bullet	135.00
				Falcon Shoe Shiner	125.00
				Gaude	175.00
				Heavy Hitter	30.00
				Jack Rabbit	100.00
				Keno Air Ball	190.00
				La Boy 1c Scales	50.00
				Mills Modern Scales	175.00
				Parsons	225.00
				Williams All Stars	175.00
				Phantomatic, 4c/5c	375.00
				Phantomatic, 1c/2c	550.00
				Quizzlers with Film	135.00
				Recordo Gram	135.00
				Scientific X-ray Poker	80.00
				Sires Brush Up	75.00
				Tummy Turn	95.00
				Undersia Reider	95.00
				Western Baseball	85.00
				Williams All Stars	175.00
				Exhibit Dispers	85.00
				Atomic Bomber	125.00

MUSIC		SHUFFLE ALLEYS (Used)	
Wurlitzer 41	85.00	United Reg. Alley	160.00
Wurlitzer 41	75.00	United Super	75.00
Wurlitzer 41	85.00	United Express	135.00
Wurlitzer 41	115.00	Kenny Pin Ball	55.00
Wurlitzer 41	85.00	Kenny Lucky Strike	125.00
Wurlitzer 41	85.00	Bally Bowl	85.00
Wurlitzer 41	95.00	Demco Bowler	85.00
Wurlitzer 41	95.00	Gallab Bowler	85.00
Wurlitzer 1018	265.00	Chi. Caut. David	180.00
Wur. 1017 (Hidesway)	245.00	Empire New Table	75.00
Wur. 1018 (Hidesway)	135.00	Williams Double	65.00
Rock-Ola '39	75.00		
Rock-Ola Deluxe	85.00		
Rock-Ola '41	265.00		
Rock-Ola '42	275.00		
Seeburg 1000	115.00		
Seeburg 1300	115.00		
Seeburg 1500	115.00		
Alcon 1500	125.00		

AMI Distributors for Northern Ohio

CLEVELAND COIN MACHINE SERVICE, INC.
2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-3715

EVANS' 1951 TEN STRIKE

Original and
Still Greatest
of Bowling
Games!

As we predicted, TEN STRIKE, the only synthetic Bowling Game, has demonstrated its popularity and is still outliving the many synthetic copies that have been introduced in the past decade!

REAL
BOWLING!
ALL SKILL!

BETTER THAN EVER—EVERY WAY.

NEW! High Dial Projector Scoring up to 150!

IMPROVED! Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play.

PERFECTED! When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Marlin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!

REALISTIC! Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames, 5¢ with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

For equipment that pays profits sooner—faster—longer, buy Evans' 1951 Improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1951 TEN STRIKE the finest game of skill for amusement only, is gut-edge! If you are tired of "90-Day Wonders" on which you have to write your investment, get started with the game that pays dividends, not weeks or months, but for years! NOVELTY OR REPLAY MODELS.

ORDER FROM YOUR DISTRIBUTOR OR DIRECT



**H. C. EVANS
& CO.**

1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION
AD ON PAGE 51

Best Wishes for a Merry
Holiday Season
and a
Prosperous New Year



BEN COVEN

Carl Christiansen
Harold Saul
Fred Skor
Ruth Warner
Frank Chognowski
Gus Grillnet
Wally Long

Mac Brier
Joe Schuman
Kitty Kuntz
Willie Belegal
Lee Taylor
Wally Gorman
Willard Sandberg

Coven Distributing Company

Join **MARCH OF DIMES**
JANUARY 33-31

Coinmen You Know

Continued from page 55

bought a batch of postal cards, and gave them away to office personnel and friends who wished to write the station about the matter.

"Tight bookkeeping control keeps business running smoothly," says Benton and Behring. "We do pretty well because we don't go overboard with spending every-time we have a good week."... Seeburg's district sales engineer, Gunnar K. Gabrielson, in town from Cleveland, says the Select-o-Matic 45's are being placed as fast as they come in along with the wall box. "To make record selling pay, we are stocking only best sellers in 78's says James Winston, Columbia's sales manager here. "Records like "Rhapsody in Blue," Doris Day's album, and Ken Griffin's organ music. We've purchased approximately 30 other albums in quantity, away beyond our regular needs."

Thomas R. Knowlton, treasurer at suburban Mount Lebanon, found a \$5 U. S. gold coin in the township's parking meter collection. "Someone may have had a car snowbound on the main street for a week and felt the township was entitled to the coin," he commented. . . . C & S Music Company's Fred Conleen, a physical instructor in the '30s, used to play handball with Pittsburgh football greats Eddie Baker and Muggsy Skladany.

Herbert Rosenthal, of Banner Specialty Company, on a business trip in Central-Eastern Pennsylvania, finds business picking up. He spent a few days with the Flexer Brothers at Williamsport, Pa.

Cigarette Merchandisers Association here last week expects to donate smokers to the Veterans Hospital at Aspinwall, Pa. . . . Joseph McGinn reports cookies and cakes arrived in Pittsburgh along with the snowstorm, but freight docks got so loaded with snow that for a time the merchandise couldn't be moved.

Two Cities:

Coinmen were shocked to learn of the sudden death Saturday (16) of Leonard E. Vangen, Minneapolis operator for two decades, who was found dead in his car, auto keys in his hand, near his cottage at Garrison, Minn. His father-in-law, Archie Pence, is one of the oldest coinmen in the business in America. Vangen was 50 years old.

Harold Lieberman, head of Lieberman-Hy-G Music Company, is in Chicago on a buying trip—or is it to get away from the hammering at his place where carpenters are remodeling to make more room to the wholesale distribution of Coral, London, Bullet and Brunswick records. . . . Matt Engel, of Mayflower Distributing Company reports the premium business has been exceedingly brisk the past few weeks, with a number of operators buying premiums as Christmas gifts for their friends.

Leo Beatrix, St. Paul operator, is back in Bethesda Hospital, St. Paul, for a skin-grafting job necessitated when he was burned from the exhaust pipe following an accident with his automobile several months ago. . . . Jonas Dealder, of Lieberman, reports Chicago Coin Bandboxes is getting considerable attention from operators. . . . Dave Zislin, of Dave's Distributing Company, Minneapolis, reports business held up well despite the Christmas season, with machines going out to operators at a steady pace.

Operators who came to the Twin Cities the past few days to buy equipment and finish up on some Christmas shopping, included Stanley Matys and Fred Kovanen, of Moose Lake, Minn.; Harold Ginsberg and son, Mike, of Ottumwa, Ia.; Charles Vestrom, of Spencer, Ia.; Leon Vanasse, of Somerset, Wis.; H. J. Lynam, of Kasson, Minn. . . . Hy Sandier, Lieberman salesman in North Dakota is due back over the holiday week-end following a successful sales trip, while Les Rogstad, covering Southern Minnesota, reports Wurlitzer 1250's selling well in that territory.

Sincere good wishes
for the coming year
— GENCO

**GENCO
SCORES AGAIN!**

**WITH IT'S NEWEST
TRIPLE THREAT**

*Another All Star
MONEY MAKER
Coming Soon*

YEAR END CLEARANCE
All Equipment Shopped and Guaranteed

17 3020 Wurlitzer Wallboxes	8 35 ea.
24 AMI 5c and 10c Late Model Wallboxes	25 Ea.
117 Packard Wallboxes	10 ea.
83 Seeburg W1156 5c Wallboxes (completely refinished)	20 ea.
2 Mills Constellation (exceptionally clean)	195 ea.
3 Packard Model 7	75 ea.
14 Seeburg 46M, reconditioned	245 ea.
7 Wurlitzer 1100's	400 ea.
3 Wurlitzer 1015's	245 ea.

SEND 1/3 DEPOSIT AND SHIPPING INSTRUCTIONS WITH ORDER
EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

TRIMOUNT
Remember
IN NEW ENGLAND
IT'S TRIMOUNT!
40 WALTHAM STREET
BOSTON 18, MASS
1-214-0241-1100

BADGER'S Bargains
Now a few dollars less—Sell them a penny more

RECONDITIONED ONE BALLS		RECONDITIONED CONSOLES	
Now Universal Winner	WRITE Bally Clover Balls	Wurlitzer Model 1250 (New)	WRITE
Universal Photo Finish	\$350.00	Kooney Bomes Series, 5.25c	\$225.00
Bally Champion	369.50	Kooney Bomes Single, 5c	149.50
Bally Citation	249.50	Bally Triple Balls	195.00
Bally Gold Cup	149.50	Bally Draw Balls	124.50
GUARANTEED RECONDITIONED PHONOGRAPHS			
Seeburg 100 Selections (New)	WRITE	Wurlitzer Model 1080	\$295.00
AMI Model C (New)	WRITE	Wurlitzer Model 1015	295.03
Seeburg Model I-47M	\$350.00	AMI Model A	395.00
Seeburg Model I-48M	295.00	Rock-Ola 1949-Model 1422	395.00
Airco Deluxe (Late)	174.50		

Badger Sales Co., Inc.
221 WEST PICO BLVD.
LOS ANGELES 4, CALIF.
Phone: DUmBore 2-7341

Badger Novelty Co.
2844 NORTH 26TH STREET
MILWAUKEE 10, WIS.
Phone: MIlwaukee 5-3333

Chicago Coin's BAND-BOX

"THE WORLD'S SMALLEST BAND"
(APPROX. SIZE: 2 FT. DEEP—4 FT. WIDE—2 1/2 FT. HIGH)

Kitty Kallen

CURTAINS OPEN AND CLOSE WITH EACH RECORD

Music Operator: THIS SOLVES YOUR PROBLEM!

SEEING IS BELIEVING

Here is a 7-piece band for every tavern, club, restaurant, department store and a thousand and one other locations. The men play their instruments, turn toward the audience, all seemingly in time to any record played.

HELPS GET FRONT MONEY GUARANTEES

MAKES POSSIBLE 75%-25% SPLIT

GETS AND HOLDS TOP LOCATIONS

SIGN LOCATION AGREEMENTS

ENTIRE UNIT BRIGHTLY ILLUMINATED—GIVING LIFELIKE APPEARANCE TO ANIMATED MUSICIANS.

BAND BOX CAN BE CONNECTED TO EITHER A REGULAR PHONOGRAPH OR A HIDE-AWAY. EASILY INSTALLED TO THE WALL TROUBLE-FREE —TESTED FOR 2 YEARS.

ITS ANIMATION AMAZES EVERYONE!

See the drummer hop up and down in time to the music—the violin and bass fiddle player move their bows—the trumpet and saxophone players move in realistic rhythm to the music. The trombone player slides the trombone back and forth. The piano player moves his hands over the keys.

IF YOUR DISTRIBUTOR DOES NOT HAVE "BAND BOX" WRITE DIRECT TO CHICAGO COIN MACHINE CO. FOR NAME OF THE NEAREST DISTRIBUTOR

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

MAYFLOWER SPECIALS

PROVEN BEST BY TEST!
WRITE—WIRE—PHONE

NEW CLOSEOUTS IN ORIGINAL CRATES

United Shuffle Single	112.00
United Shuffle, 2 Ft.	1225.00
Keeney A. S. C. Bowler, 6. 9 1/2"	145.00
Keeney Pin Set	135.00
Williams De Luxe Bowler	225.00
Williams Twin Shuffle	175.00
Williams Single Bowler	145.00
Chicago Coin Baseball	145.00
Keeney King Pin	125.00

USED SHUFFLES

Bally Speed Bowler	\$200.00
Bally Bowler	85.00
With Swing-Up Conversion	155.00
Williams Twin	75.00
Rock-Die Shuffle	75.00
Williams Deluxe Bowler	125.00
United Shuffle Alley	75.00
With Swing-Up Conversion	145.00
With Band Conversion	165.00

BALLY TURF KING • BALLY GRANDSTAND
BALLY TRIPLE DRAW BELL

WRITE!

WE CARRY A LARGE STOCK OF ASSORTED PREMIUM MERCHANDISE AT AMAZING LOW PRICES. ALSO ALL ACCESSORIES AND PARTS FOR SHUFFLE GAMES.

ARCADE

Atlantic Bomber	5.75.00
New Bally Wren	115.00
New Quartermaster	175.00
Evans Back-Score	265.00
Williams All Star	95.00
Popper's Table	75.00
Chicago Coin Baseball	65.00
Used Hottelcrane	375.00

ONE BALLS

Bally Champions	\$175.00
Bally Citizens	275.00
Bally Special Entry	65.00
Bally Victory Special	50.00
Phara Phara	25.00
Bally Lexington	225.00
Bally Trophy	185.00
Bally Victory Derby	30.00

PHONOS

Med. 1011—Wurlitzer	\$215.00
Med. 1008—Wurlitzer	225.00
Med. 730—Wurlitzer	155.00
Packard Model 7	95.00
Music Throne	85.00
Alphon Lavoie	25.00
Alphon Blond Bomber	175.50
Alphon General	125.50
Rock-Ola Commande	45.00

SLOTS

Trials Bell	\$225.00
Bally Club Bell	55.00
Bonus Super Bell, 5c, 10c, 25c	345.00
Twin Bonus	215.00
Special Bonus Bell	125.00
Gold Nugget, 5c	195.00
Bally Double Up	315.00
Bally Reserve Bell	175.00
Bally Multi Bell	295.00

TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C.O.D.

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Contact Office Nearest You for Prompt Delivery—Write—Wire—Phone

MAYFLOWER DIST. CO. 3214 University Ave. St. Paul, Minn. 7901	MAYFLOWER DIST. CO. 1504 Douglas St. Omaha, Nebraska Tel. 47 267	P. & S. DIST. CO. 110 11th St. Des Moines, Iowa Tel. 4-9184	PASTER DIST. CO. 3648 W. Fane du Lac St. Milwaukee, Wis. Tel. HI 1199 4-5425
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A-1 CONDITION

6 JOCKEY SPECIALS, Ea.	\$ 59.50
5 GOLD CUPS, Ea.	95.00
7 SPECIAL ENTRIES, Ea.	50.00
3 CITATIONS, Ea.	185.00

F. O. B. Miami

Dixie Music Company

701 N. Miami Ave., Miami, Florida

BE FIRST WITH THE LATEST IN THE WORLD'S MOST LIBERAL, MOST MAGNETIC MOST PROFITABLE COIN MACHINES

O. D. JENNINGS & CO.

4307-39 W. LAKE ST.
CHICAGO 24, ILLINOIS

WANTED

ALL TYPES TELEQUIZ AND QUIZZER MACHINES

Give complete information on condition and price in first letter.

Magnolia Amusement Co.
3316 11th Street
Gulfport, Miss.

PHONOGRAPHS WITH THE DAVIS 6 POINT GUARANTEE!

- MECHANISM OVERHAULED
- WORN PARTS REPLACED
- AMPLIFIER RECONDITIONED
- SPEAKER INSPECTED
- TOPEHEAD BENEWED
- CABINET PROFESSIONALLY REFINISHED

WURLITZER		SEEBURG	
1250, new	Write	148ML	\$400.00
1080	\$265.00	147-BM	327.00
		146-BM	319.00
		M148M Hiwayway	350.00
		M146M Hiwayway	290.00
1426	\$229.00	M146M Hiwayway	319.00

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