

The Billboard



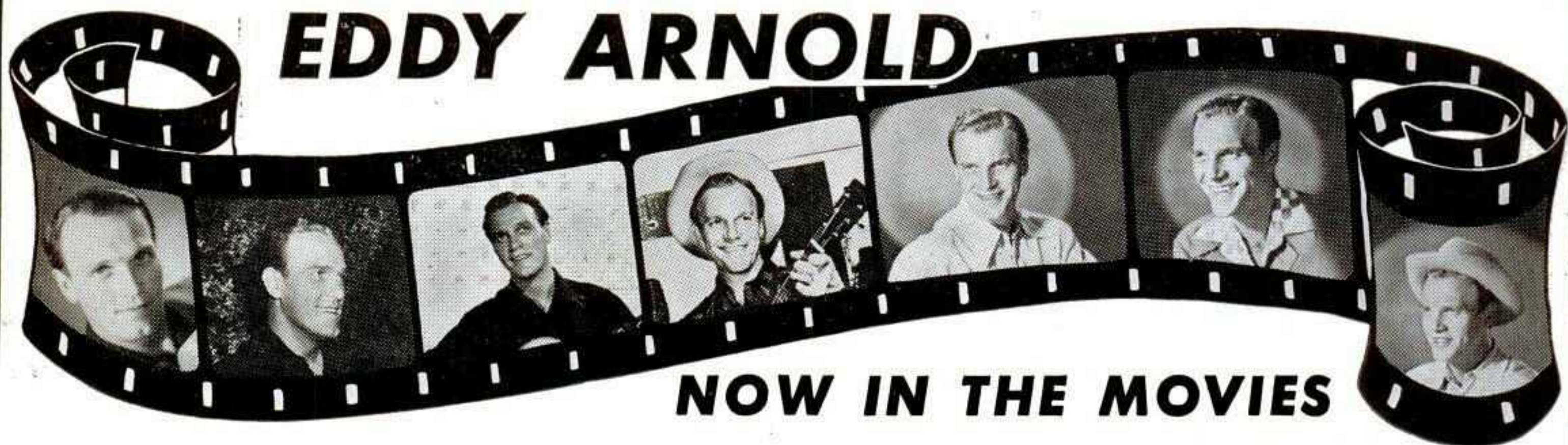
THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 24, 1949



Eddy Arnold takes time off during the shooting of "Feudin' Rhythm" at Columbia Pictures to join in a duet with Al Jolson on "Nearest Thing to Heaven," tune written by Jolie especially for Eddy and sung by the Tennessee Plowboy in the flick. It's been a banner year for Arnold, winding up appropriately with his special RCA Victor yuletide waxing of "Will Santy Come to Shanty Town," backed by "C-h-r-i-s-t-m-a-s." In addition to his mounting successes on records, radio and personal appearances, 1949 saw Arnold make his feature film debut in two Columbia pictures, the above-named and "Hoedown." He is managed by Thomas A. Parker.

EDDY ARNOLD



NOW IN THE MOVIES

FIRST TIME ON THE SCREEN!
The sensational star of radio

and records

Eddy
ARNOLD
THE TENNESSEE PLOWBOY

IN A
STAR-STUDED
SCREEN
JAMBOREE!

**FEUDIN'
RHYTHM**

with
Gloria HENRY

Kirby GRANT · Isabel RANDOLPH
Tommy IVO · Fuzzy KNIGHT
Carolina COTTON · MUSTARD and
GRAVY · The OKLAHOMA WRANGLERS



Written by Barry Shipman
Directed by EDWARD BERNDS
Produced by COLBERT CLARK

A
COLUMBIA
PICTURE

Also soon to be released "HOEDOWN"

Another COLUMBIA MUSICAL HIT

EXCLUSIVE MANAGEMENT

THOMAS A. PARKER · Box 417 · MADISON, TENN.

NBC'S TV '49 TAKE TOPS: 6 MIL

Sesqui Midway Has a Problem In Squatters

675 Tenants Must Be Ousted

WASHINGTON, Dec. 17.—More than a dozen blueprints for operation of the midway area of the Sesqui-centennial Exposition have been submitted to the National Capital Sesqui-centennial Exposition Commissions by various private groups, but all are being held in suspension pending disposition of a top-flight land problem in connection with the Freedom Fair. The proposals, which have been submitted on a competitive basis, include a wide range of plans for operating the projected 26-acre midway section of the fair and represent some of the biggest amusement enterprise operators in the nation, a sesqui spokesman said.

Deliberation on the proposals, however, is being held in a deep freeze as the result of a problem of what to do about tenants now occupying the area.

(See *Sesqui Midway* on page 50)

"Voice" To Get Bigger Play in Foreign Policy

WASHINGTON, Dec. 17.—A role of increased importance for American radio as a potent medium in international relations is being shaped by U. S. policy-makers, and expectations are that the next Congress will be asked to okay an expanded *Voice of America* program. A hint of official approval was given by the State Department.

(See *"Voice" To Get* on page 45)

Cuba's Yanqui Dough-La Trouble

Island Agents Would Clip US Bands and Acts

Americans To Fight 5% Bite

NEW YORK, Dec. 17.—The Cuban market for American showbiz, which started out fast this season, has already run up against a snag. Cuban agents, thru the Cuban talent unions, have demanded that all future deals, starting January 1, go thru them on a 5 per cent basis.

At present two American name bands (only key men) are working in Havana. Cab Calloway is at the Montmartre on a six-week deal, doubling into the Warner Theater, and Woody Herman is at the Tropicana. Tommy Dorsey is set for the Sans Souci January 12. The Montmartre also has a Katherine Duffy line. Other spots are dickering for American talent.

(See *Cuba's Yanqui Dough-la*, page 41)

TO ALL OUR FRIENDS, EVERYWHERE

A Merry Christmas

The Billboard

Justice Dept. Urges Pubs, Pix Divorce; Anti-Trust Division Wants Leibell Decish Upheld

Industries Willing To Get in Line on Separation, But How?

By Ben Atlas

WASHINGTON, Dec. 17. — The question of divorcement of the movie industry from music publishing interests and the question of the film industry's relationship to the American Society of Composers, Authors and Publishers (ASCAP) are getting increasing attention in the anti-trust division of the Department of Justice, it was learned. Amid the Justice Department's confabs on an amendment to the 1941 ASCAP consent decree, the film-music issue is looming with rising importance in the

anti-trust division, and some industry spokesmen have indicated that the Department of Justice has been more than gently encouraging the film industry and ASCAP to get their shops in tune with the famed decision of Federal District Judge Vincent L. Leibell in which the jurist lashed into ASCAP's set-up in connection with the film interests.

At the present stage of discussions, film representatives and ASCAP-ers have been showing a willingness to get in line on separation, but how?

(See *Divorce for Pubs and Pix*, page 16)

AM Show To Serve As Talent Showcase

NEW YORK, Dec. 17.—Beginning January 6 the Columbia Broadcasting System (CBS) will give *The Show Must Go On* a sustaining AM ride every Friday evening 9:30-10:30, replacing *Young Lover* and *Pursuit*. The program stars Robert Q. Lewis as emcee and gives entertainment buyers a chance to scan talent for possible engagement. The show may also be done as a simulcast, if it clicks and TV time opens up.

Pursuit moves over to Tuesdays 10-10:30 for *Hit the Jackpot*, which has been canceled, and *Young Love* may go to Saturday evening at 7 for *Yours Truly, Johnny Dollar*.

Free Stem Tix A Bonanza for War on Cancer

"Pacific" Nets Fund 15G

NEW YORK, Dec. 17.—The precedent set early this month by producers Rodgers, Hammerstein, Hayward and Logan of *South Pacific*, and Saint Subber and Lemuel Ayers of *Kiss Me, Kate*, is turning out bonanza for the Damon Runyon Memorial Fund. As of Monday (5), *Pacific* entrepreneurs have netted \$150,000 for the fund.

(See *Show Tix Cancer Fund*, page 46)

Best of Webs, But Short of Firm's Hopes

Better Than Others Guesseed

NEW YORK, Dec. 17.—National Broadcasting Company (NBC) will gross an estimated \$6,000,000 in television billings this year, according to estimates by *The Billboard*. This total is not only considerably above grosses of the other networks, it's considerably more than most trade observers thought NBC would do. On the other hand, it's also less than NBC hoped to do.

The NBC total includes non-network local and spot business chalked up by its owned-and-operated television stations, WNBC, New York; WNBW, Washington; KNBH, Hollywood; WNBK, Cleveland and WMAQ, Chicago. These billings are estimated as running to around \$1,500,000. Combined with the network TV gross of an estimated \$4,850,000, NBC's total TV gross shapes up as \$6,350,000. NBC still expects to close 1949 with a total tele loss of \$3,500,000.

Columbia Broadcasting System (CBS) is figured to wind up with \$2,400,000 in TV grosses, and the American Broadcasting Company (ABC) with \$1,000,000 or \$1,100,000. DuMont's projected total is estimated at \$920,000 for the year.

NBC's tele policy of "getting there first" insofar as affiliates is concerned is and has been paying off for the web. As a result, NBC has been in a position to clear more network time on more interconnected TV stations than its competitors.

A box showing estimated AM and TV gross billings for all networks is in the Radio Department of this issue.

Equity, AGVA Blow Up Storm On Brandt Plan

NEW YORK, Dec. 17. — What started out as a mild stew between Equity and the American Guild of Variety Artists (AGVA) over the jurisdiction of the Brandt theaters, has now developed into a full-blown storm.

AGVA signed with George Brandt for 30 shows a week for an \$85 minimum. Brandt has plans to reopen the theaters.

(See *Equity, AGVA Blow Up*, page 41)

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EARLIER CLOSING

December 31 and January 7 Issues

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

Get your NEWS and ADVERTISING in Early.

Copyright Action Due in 1950

UNESCO May Call a Global Parley in May

Congress's Anti-Trust Angle

WASHINGTON, Dec. 17.—With the House Judiciary Committee slated to be tied up with its general monopoly investigation for several months in the coming congressional session, officials here are looking to the United Nations Educational, Scientific and Cultural Organization (UNESCO) for major developments in the copyright field in 1950. Attention is turning more and more to an upcoming decision of UNESCO on the calling of an international convention to draft a global copyright treaty.

Prior to a decision at the last session of Congress by Chairman Emanuel Celler (D., N. Y.) of the House Judiciary Committee that monopoly was of more immediate concern, the committee was ready to launch a lengthy study of the Copyright Act of 1909 with an eye toward general revision. The monopoly study may be wound up by the end of April, and there is a chance that its completion will be hastened as the result of a recent indication by President Truman that he has no intention to crack down on monopoly any harder than usual. While the study will occupy the Celler committee until late spring, the group will thereafter have a chance to get started on a look-see into copyright legislation which many congressmen believe is well behind the times.

The full committee would make the authorization for a copyright study (See Copyright Action on page 17)

The Billboard

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The Billboard also publishes Vend, the monthly magazine of automatic merchandising.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits

MULE TRAIN

No. 1 Sheet Music Seller

DEAR HEARTS AND GENTLE PEOPLE

No. 1 Most Played on Disk Jockey Shows

MULE TRAIN, F. Laine, Mercury 5345

No. 1 Disk via Dealer Sales

MULE TRAIN, F. Laine, Mercury 5345

No. 1 Disk in the Nation's Juke Boxes

MULE TRAIN, F. Laine, Mercury 5345

No. 1 Most Played Juke Box Country and Western Record

SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224

No. 1 Best Selling Retail Country and Western Record

SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224

No. 1 Most Played Country and Western Records by Folk Disk Jockey

MULE TRAIN, Tennessee Ernie, Cap 57-40258

No. 1 Most Played Juke Box Blues and Rhythm Record

FOR YOU MY LOVE, L. Darnell, Regal 3240

No. 1 Best Selling Retail Blues and Rhythm Record

SATURDAY NIGHT FISH FRY, L. Jordan, Dec 24725

No. 1 Sheet Music Seller in England

HOP SCOTCH POLKA

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 37.

Showbiz Tax Repeal Drive Gains Enormous Impetus As Truman Leans to It

Sawyer Paving Way for Congress To Lift Excises

WASHINGTON, Dec. 17. — A steadily growing drive for repeal of wartime excise taxes in the amusement field will be almost within sight of victory when the next Congress convenes. This became apparent this week in a series of significant developments highlighted by a hint from President Truman that for the first time he is considering calling for repeal of the levies in connection with a program for an exhaustive review of the entire tax structure. Administration support for repeal of the excise levies would be sure to produce effective results in Congress, since most Republican members are already lined up against continuing the taxes.

While Truman has capably avoided

making a flat promise to call for the repeal in his budget message which will be sent to Congress early next month, it is believed likely that the message will open up the subject, inasmuch as Secretary of Commerce Charles Sawyer, a towering figure in Truman's cabinet, earlier this week had also hinted that he would like to see the excises wiped out. As already disclosed in these columns, the drive for repeal has been championed by several fiscal leaders on Capitol Hill, including Chairman Edwin Johnson of the Senate Interstate and Foreign Commerce Committee. Johnson is also a member of the Senate Finance Committee.

Sawyer Paving Way

Sawyer is expected to pave the way for Truman's action on the excise issue when he submits an economic report to the White House on the economic picture. Sawyer early this week indicated that a survey which he has been making shows that the excises are hindering business and that there is a widespread demand for their repeal. Sawyer said he might ask Truman to urge substitute tax regulations permitting industry to step up its depreciation so that capital improvements can be written off more rapidly. Sawyer said he has ideas, too, for other ways to bring about tax relief. It is considered significant that a few days after Sawyer dropped his hint, the President himself touched on the subject at a Key West, Fla., press conference.

The President's remark provoked an immediate reaction in government circles where fiscal matters are handled, particularly in the top-level areas of fiscal planning. Several dozen measures for repeal of the excises are in the hopper on Capitol Hill. Senator Johnson, who is a sponsor of some of the legislation, has argued that altho repeal of the levies would cost the government over a billion dollars a year, the wholesome effect on business and economic conditions would more than offset the loss.

Berg Heads Detroit Showbiz Masonic Lodge; Noon Meets

DETROIT, Dec. 17.—Harold C. Berg, veteran theatrical press agent, was installed Tuesday as Worshipful Master of Daylight (theatrical) Masonic Lodge No. 525, succeeding Charles K. Hammell, musician and instrument maker. Other new officers of the group, which holds mid-day meetings to accommodate the hours of its show world membership, are:

Senior Warden, Benjamin Greenwald, night club master of ceremonies, known professionally as Bernie Green; junior warden, William T. Bair, Paddock Bar; secretary, Paul Pitzer Sr., musician; treasurer, William Swistak, National Theater; senior deacon, Paul Pitzer Jr., Detroit Police Department; junior deacon, Angelo Zummo, with the Ben Young ork; senior steward, Billy R. Long, Mercury Bar; junior steward, Milton R. Vine, pianist; associate stewards, George Rapp and Jack Cohen, Calumet Bar; marshal, Merle Chism; assistant stewards, Rudolph Waha, Cass Theater, Orville (Whitey) Harris, circus clown, and George O. Allen, of Roth and Berdun Theatrical School; tyler, Alex McLeod; chaplain, Phillip Majeske, Mayfair Theater.

Huge Film, Tele Deals for Boyd

HOLLYWOOD, Dec. 17.—Multi-million-dollar deals are currently sizzling in the frying pan for Bill (Hop-along Cassidy) Boyd for tele and theater films. Deal for 26 30-minute video films is currently being weighed by the National Broadcasting Company (NBC). Five-year pact would bring Hoppy beyond the million-dollar mark. Similar discussions have been going on with the Columbia Broadcasting System (CBS) in the event NBC talks fall thru.

Five-year theatrical film deal is currently being negotiated with Paramount Pictures whereby Hoppy will co-star with Bing Crosby in a film per year and will receive equal billing with Der Bingle. First script being considered is a Western flavored saga tagged *Hi, Partner*.

Boyd has turned down live tele show offers, insisting on film video fare only. Web deals will leave sale of show up to sponsor. Therefore if show is not sold by kick-off time, films would be carried sustaining. Terms of NBC deal were discussed by Russ Johnston during latter's recent Coast hop, with final decision expected to come this week. Should NBC turn down the deal, negotiations will be reopened with CBS, according to Bob Stabler, general manager of Hoppy's enterprises.

Blue Law Hits Jan. 1 Connecticut Showbiz

HARTFORD, Conn., Dec. 17.—No New Year's Eve performances will be scheduled by theaters in Connecticut this year because of a State law requiring theaters to remain closed Sundays until 1 p.m. Many houses, as an alternative, plan to run a midnight show Sunday, New Year's night.

Meanwhile, the State Liquor Control Commission has announced that liquor sales are lawful January 1 until 3 a.m., regardless of on what day the January 1 may fall. This ruling, the commission said, applies only to those places of business operating under restaurant, hotel or club permits. Places operating under other types of permits must close at the regular time.

Cafe Inventories Up in October

WASHINGTON, Dec. 17. — Retail inventories of eateries and drinkeries in the nation in the latest check-up at the end of October totaled \$413,000,000, an increase of \$18,000,000 above September, but a drop of \$60,000,000 from the figure for October, 1948, the Department of Commerce reported this week.

The \$413,000,000 figure represents inventories on an "unadjusted basis," that is, without any allowance made for seasonal variations. Adjusted inventories for eateries and drinkeries totaled \$409,000,000 last October 2, a drop of \$2,000,000 below the previous month and an increase of \$11,000,000 over the figure for October, 1948.

U. S. Will Train 150,000

Operatives for '50 Census

WASHINGTON, Dec. 17.—Preparing for the biggest decennial census in the nation's history, the Commerce Department took steps this week to start training over 150,000 persons for the job which will cover numerous phases of the entertainment industry. Twenty chief instructors, who are undergoing two weeks of special preparation, will conduct a series of classes in Washington, St. Louis and San Francisco in January and February to train 360 instructors, who in turn will conduct classes next spring to train 8,300 census crew leaders. The latter will prepare 140,000 enumerators for the census-taking job in April.

MBS IN 3½ MIL BIZ SPLURGE

Trammell Trek To Coast Cues Hwd. TV Drive

HOLLYWOOD, Dec. 17.—National Broadcasting Company (NBC) Board Chairman Niles Trammell will trek to the Coast on January 10 for a month's stay during which the web topper will personally mastermind the net's long-awaited Coast tele drive and further radio expansion. *The Billboard* learned this week that Trammell's trip will be the cue for the network's entry into the video field with a raft of top Hollywood shows. Trammell returned to Gotham this week, having discussed tele plans involving Martin and Lewis, Fibber and Molly, Ralph Edwards, Art Linkletter, Dennis Day, Judy Canova, Phil Harris and Bob Hope. Upon his return next month, talent and network will get down to cases in discussing formats, starting dates, etc.

While on the Coast, Trammell did much to cement relationships with talent toppers, but in no case did he pressure artists into immediate tele plunges. Artists such as Bob Hope and Jim Jordan (Fibber and Molly) indicated they were ready for tele—if and when bankrollers wanted to get rolling. In Hope's case, Lever Brothers topper Charles Luckman has the last word and he has yet to indicate any imminent tele bow for Hope. Hope's radio agent, Jimmy Saphier, likewise said the comic was still video shy at this time.

Fact that Trammell will spend a month here is indicative of the network's seriousness in getting Hollywood on the tele map. Coupled with Trammell's visit will be the arrival of Norman Blackburn next week to take over the job of Hollywood exec in charge of network tele programming. It was also learned that New York resistance to Hollywood kinescoped originations, which seriously (See *H'w'd TV Drive* on page 45)

KFI, NBC Sign Two-Year Pact

HOLLYWOOD, Dec. 17.—Relations between KFI and National Broadcasting Company (NBC) returned to an even keel following inking of a new two-year affiliation pact this week. Deal was formalized following a long-distance conference between NBC topper Niles Trammell and KFI owner Earle C. Anthony, who is currently vacationing in Palm Springs, Calif. Terms and conditions of the new contract are identical in every respect to the existing deal.

With assurance of continued network affiliation, KFI made plans this week to resume promotion and exploitation of NBC shows. Station dropped some of its ballyhooing on behalf of NBC when network began unsuccessful negotiations to buy KMPC here.

KFI spokesman said the station would go back into black and white advertising, spending about \$2,000 weekly on newspaper ads in metropolitan dailies. Considerable time will also be devoted to on-the-air promotion and exploitation.

Station refuted reports that KFI would drop or lessen the number of NBC sustainers to be carried as optional programming. It was pointed out that KFI continued to carry web sustainers even in the face of possible loss of affiliation, listing nine NBC cuffo shows being aired by KFI in Class A time. Station pledged this and other forms of co-operation from here on out.

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

Senate Probe Due on Military Ad Policy

The military's advertising policy is due for another going over at the hands of the Senate Appropriations Committee early next season, with special attention expected to be paid the 18-month contract signed with Grant Advertising, Inc., by the Army and the Air Force. Grant takes over from the Gardner Advertising Company on January 1 and will inherit about \$1,000,000 to be spent on the Army-Air Force account for the period ending June 30, 1950. What Grant will get in military billings after that date depends upon what Congress allows for an ad budget in the 1951 fiscal year.

Christmas Lull By-Passes McCann-Erickson

The holiday lull has passed by the McCann-Erickson Agency, which is using the Christmas period in an effort to catch up on some of its TV commitments. Having just completed a series of nine one-minute film commercials for Chrysler, the agency is launching into three other series, a group of five one-minute films for Goodrich and Hood rubber and canvas shoes, two spots for Hinds hand lotion and one for Fresh deodorant soap. It has another 10 clients lined up for production on TV spots after the first of the year.

ABC Studies TV Series Around "Dick Tracy" Strip

The American Broadcasting Company (ABC) in New York last week received from its Hollywood office the first print of a projected TV series built around the cartoon character "Dick Tracy." The show, planned as a weekly half-hour feature, is said to amplify on the comic strip's low comedy character and gory action. The web is thinking in terms of slotting the show into its potent Thursday night video line-up, preferably from 7 to 7:30 p.m., preceding the "Lone Ranger."

The web's pitch to sponsors and agencies will begin with a showing at the "Preview Theater," with the cost for the film pegged at \$3,500 weekly. The show is packaged by V. K. Palmer.

Whiteman TV To Get Live Programing Expansion

On January 1 the Paul Whiteman Sunday night TV show for the Goodyear Tire Company will greatly amplify its live programing. Now only 14 stations of the 40 outlets on the network take the program live while 26 are kinescoped. The shift will mean that 22 affiliates will program Whiteman live and 18 will kinescope it. Young & Rubicam is the agency.

Wrigley's To Put "Cisco Kid" on Canadian Web

Frederick W. Ziv's radio package "The Cisco Kid," is due for a run in Canada. On the basis of a 13-week test of the half-hour transcribed series on CKEY, Toronto; CFRA, Ottawa, and CFPL, London, Wrigley's has decided to sponsor the program on a national basis in Canada, early next month. Meanwhile, Ziv and Philip N. Krasne, producer of "The Cisco Kid" movies, have "Cisco Kid" flicker actors Duncan Renaldo and Leo Carillo to a seven-year contract for 52 TV "Kid" films a year. The television series will be shot on location with the movie company, and the same director and cast may be used for both the TV and flicker versions with different stories. Interstate Bakeries will sponsor the TV series in California and parts of the Midwest.

Yiddish Vaudeur Coming on WNBT

NEW YORK, Dec. 17.—A new video variety show, featuring noted stars of the Yiddish stage, is skedded to bow soon on WNBT, New York. The show, titled *The Jewish-American Hour*, will feature such personalities as Menasha Skulnik, Aaron Lebedeff and Leo Fuchs. Guests will include Jewish leaders in all fields, including Eddie Cantor, Paul Muni, Sam Levenson, Lou Holtz and Myron Cohen.

The show will be sold on a participating basis, with format calling for musical comedy productions. About one-fourth of the program will be done in Yiddish, to retain the original flavor of songs or stories which do not lend themselves to translation.

Roberts & Carr are packaging.

High Costs Cancel "Inside U.S.A." Tele

NEW YORK, Dec. 17.—The video cost factor kayoed another TV show this week when the National Chevrolet Dealers' Association decided to cancel *Inside U. S. A.* upon completion of its current cycle sometime in March. The program is on the Columbia Broadcasting System (CBS)-TV network alternate Thursdays 8:30-9.

Chevrolet would have gone along with the revue at the current costs, estimated at 20G per program, but the contract provides for a substantial hike, if bought for a second cycle. The show was produced by Arthur Schwartz of legit, in his first TV venture. It drew some favorable reviews but was not rated commensurate with its art. Campbell-Ewald is the agency.

Miles Signed; Sears, Anahist Close to Ink

Labs Go for "Ladies Fair"

NEW YORK, Dec. 17.—The Mutual Broadcasting System (MBS), with one \$1,200,000 sale this week to Miles Laboratories, had still another \$2,500,000 worth of business hanging fire as the week ended. Altho Mutual execs were mum, it was reliably reported that two of the accounts were Sears, Roebuck, top U. S. retail chain, and Anahist, recently introduced anti-histamine tablet. The Miles sale was also for that company's anti-histamine product.

The Sears deal, if it goes thru, will be one of the major sales accomplishments of recent radio years. The huge chain has been gun-shy on radio for some time, altho permitting its managers to use local stations if they wanted. Sears, it is reported, is slated for a once-a-week quarter-hour spot on Mutual.

Two Half-Hours for Anahist

Anahist, on the other hand, is slated to sign for two half-hour shows. Altho neither program is set, one will probably be *The Falcon*, mystery series. The tablet's agency is Foote, Cone & Belding.

Miles has picked up the tab on the last 15 minutes of *Ladies Fair*, aired from 2 to 2:30 across the board. *Fair* is the first show to go on the Mutual schedule under the aegis of Bill Fineschreiber, recently named vice-president in charge of MBS programs by Frank White, the web's president. Miles, whose anti-cold product has not yet been named, is using 410 MBS stations and, in addition, is holding on to its last half of Mutual's *Queen for a Day*, which airs back-to-back with *Fair*. The latter show, in a home-made toy drive for the Salvation Army, gave an unusual demonstration of strength when it drew 275,000 toys in three weeks.

Miles Spreading

In addition to buying its new Mutual time, Miles is spreading, thru the Wade Agency in Chicago, blanketing the radio market with time buys on two other webs. The account has already bought *One Man's Family* on the National Broadcasting Company (NBC) and this week bought Edwin C. Hill in a five-minute 7 p.m. news strip on the American Broadcasting Company (ABC). All shows will plug its anti-histamine, with *Queen* on Mutual, and *Quiz Kids*, both AM and TV, on NBC, plugging Alka-Seltzer.

In addition to the Miles, Sears and Anahist business, Mutual has one (See *MBS Biz Splurge* on page 45)

Third Sarnoff

HOLLYWOOD, Dec. 17.—Another member of the Sarnoff family will now be in video. Tom Sarnoff, son of the RCA board chairman David Sarnoff, has joined KECA-TV's production staff as an assistant to program director Phil Booth. His duties will be as liaison between program and sales departments. His brother, Bob, works in the National Broadcasting tele division in New York.

EARLIER CLOSING

December 31 and January 7 Issues

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

Get your NEWS and ADVERTISING in Early.

Not Selling ABC, Sez Noble; Foresees Pix-Tele Marriage

NEW YORK, Dec. 17.—Altho denying recurring rumors that American Broadcasting Company (ABC) is on the verge of sale, ABC Board Chairman Edward J. Noble told *The Billboard* yesterday (16) that he believes that "the entertainment business and the facilities business ultimately must get together." Noble, who also is majority stockholder in ABC, said that ultimately some combination is likely to be developed whereby entertainment interests, whether from motion pictures or from talent outfits such as Music Corporation of America, will participate actively with the broadcasters in the operation of networks and stations, particularly in television.

Indicative of this, Noble said, was the success achieved during the past year by William Paley, of the Columbia Broadcasting System (CBS), in luring talent away from the National Broadcasting Company by virtually entering the talent as well as facilities business thru CBS package deals and capital gains pacts for ownership of talent rights. Noble, who has been in Georgia for the past 10 days, said that he continues as a great believer in the future of tele and therefore is not disposed to eliminate himself now from the ABC picture by peddling his stock.

Wall Street sources this week, nevertheless, indicated that strong efforts were being made to swing a deal for ownership of the web. Noble was said to have been offered from

Deejay Competish in N. Y. Gets Stiffer; WPAT Hires 3 More

NEW YORK, Dec. 17.—The metropolitan New York disk jockey situation grew even more competitive this week when Herman Bess, general manager of WPAT, Paterson, N. J., signed Dave Miller, one of the country's top spinners in the hillbilly field. Miller had been a fixture at WAAT, Newark, N. J., for years.

Miller will air seven days weekly, two hours in the morning and three in the afternoon, for a total of 35 hours weekly. This will be one of the highest time totals for any disk jockey in the country. His deal with WPAT is for five years, involving a total minimum guarantee of \$150,000 for that period, against a percentage. Philip F. Barabell represented Miller in negotiations with Bess.

WPAT also set two other disk jockeys this week. One is Milo Boulton, for some years emcee on *We, the People*; the other is Joe Comiskey, former sports writer. The station is also negotiating a deal with Stan Shaw, a fixture for some years on WNEW, New York.

New York stations have been increasing their deejay emphasis in recent times, with WMGM two weeks ago setting new record stanzas with Ted Brown, Hal Tunis and Ken Roberts.

Committee To Study AM and TV Ads

WASHINGTON, Dec. 17.—A study of radio and TV advertising, as well as advertising in other media, will be made by a newly-formed advertising advisory committee which conferred with Secretary of Commerce Charles Sawyer recently. Paul West, head of the Association of National Advertisers (ANA), was named temporary chairman of the committee by Sawyer. Three working subcommittees were chosen to formulate info.

Representing radio and TV on the committee are Frank Stanton, prexy

\$15 to \$17 per share for the stock, which now is quoted at about 8 $\frac{3}{4}$. Both the Skouras—20th Century Fox film outfit and the Henry Luce interests have been mentioned again as prospective customers, with other Hollywood picture forces also said to be exhibiting interest in the situation. Luce and associates of his together formerly owned some 25 per cent of ABC stock.

Noble said that there are "absolutely no foundations" to these reports, adding that he did not think that "this is any time to sell" the network. He declared flatly that there have been no new negotiations with the Skouras people and that he doesn't know a thing about the Luce reports.

Clarification Due Soon on Talent Fees

WASHINGTON, Dec. 17.—The wage and hour administrator is expected to issue formal definitions soon as to what constitutes "talent fees" and "performers" in the radio industry under the Fair Labor Standards Act, and the chances are that the final definitions "will satisfactorily apply to the majority of broadcasters' overtime problems in so far, as overtime talent fees are concerned." This view was expressed yesterday (16) by Richard P. Doherty, director of the employee-employer relations department of the National Association of Broadcasters (NAB).

Doherty, who has appeared at several wage-hour hearings in behalf of the broadcast industry, said that "if this objective is accomplished, it will be the first time since 1938 that broadcasters will have had a realistic application of wage-hour regulations to those overtime problems."

Broader Exemption

"The wage and hour administrator recently has issued tentative regulations which also afford substantially broader exemption coverage for broadcast personnel," Doherty said in a statement circulated to NAB members. "Under these proposed yardsticks, the administrator would regard sportscasting, emcee work, man-on-the-street interviewing, farm, fashion and home economics broadcasting, special events broadcasting and similar types of announcing as professional work. This is especially true where the element of ad lib or creative broadcasting is involved.

"Also affecting some broadcasters, especially in rural areas, will be the new 75 cents per hour minimum which becomes effective January 25. After this date all non-exempt employees must be compensated at a rate not less than this statutory minimum. Furthermore, all non-exempt employees must continue to be paid overtime after 40 hours per week, at the rate of time and a half the regular rate of pay. This applies to all radio station personnel including part-time employees. The only exception involves messengers, learners and handicapped employees. But in regard to these classifications, they may be paid less than the statutory minimum only on receipt of a special certificate from the administrator or some other duly qualified authority."

of the Columbia Broadcasting System (CBS); Ralph W. Hardy, of the National Association of Broadcasters (NAB), and Philip L. Graham, publisher of *The Washington Post*, which owns WTOP. The avowed purpose is to develop closer liaison between advertising and government via the Department of Commerce and to see whether an ad division in the department is feasible.

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

World Video Signs DeLugg, Hull for "Joes"

There'll be no more Joes in the revamped version of "A Couple of Joes" when that World Video tele show starts a new series on the American Broadcasting Company (ABC) next week. Warren Hull has been signed to replace Big Joe Rosenfeld as emcee on the airer, which goes into the 8 to 9 p.m. slot on Wednesdays. Milton DeLugg will take over baton-waving duties in front of a small jazz ensemble including trumpeter Bobby Hackett and drummer George Wettling. Joan Barton will be the girl warbler.

Kleenex Ready To Mop Up "Actors' Studio" Deal

Directors of Kimberly-Clark, parent corporation of International Cellulose, which manufactures Kleenex, will meet this week for a final decision on sponsorship of World Video's "Actors' Studio" tele show on Columbia Broadcasting System. The meeting is to take place at Neenah, Wis., with Kleenex expected to pick up the tab on the show shortly after the end of the year.

CBS Builds "54 Street Revue" as Murray Alternate

Columbia Broadcasting System (CBS) is giving its "54 Street Revue" a big build-up with a view to moving it into the Saturday night 8-9 spot to alternate it with the Ken Murray show, which starts in January. Barry Wood, CBS-TV musical supervisor, has just hired two new writers, Coleman Jacoby and Arnie Rosen, for the program on Billy Vine's (featured comic) okay.

Pulse, Inc., Says WQXR Has High Class Listeners

New York Times Station WQXR, New York, has a "high class" listenership, according to a recent survey made by Pulse, Inc., in 10 New York area counties to establish audience characteristics on a comparative basis. The report, first in a monthly series, shows that WQXR has twice as many families with incomes over \$7,500 a year as families who do not listen to the station, and that there are more than three times as many heads of families among WQXR listeners who are college graduates than there are in the non-WQXR group.

Jack Holt Set for E.T. Series

Movie old-timer Jack Holt will make his debut as a regular radioite in a series of transcribed air shows being prepped by Cardinal Productions, Inc. Holt will do a 15-minute, five-a-week commentary, using guest stars from Hollywood's roster of veteran motion picture players and commenting on his experiences during his cinema heyday. Deal is Holt's first attempt at sustained radio fare and show will be peddled by Cardinal as a local co-op feature. First releases are skedded for January 2.

Flamingo's "Scrooge" for 40 Christmas Airings

Flamingo Films last week sold "Scrooge," an old English film, to 40 markets for Christmas showing. In New York, the Ford Dealers Association bought it on WJZ-TV Christmas Eve and Christmas Day, and the Kroger grocery chain contracted for the film in 16 markets thruout the country. This is the second year the movie has been sold to TV stations, it having been sold to 30 markets in 1948. Flamingo Films has also recently made 13 weeks of a new puppet cartoon, "Funny Bunny," in two versions, one 15 minutes and the other a 3 $\frac{1}{2}$ -minute across-the-board strip. Another 13 weeks is in production.

How Kwik Must a Guy Be To Answer This FCC Ruling?

NEW YORK, Dec. 17.—Citation by the Federal Communications Commission (FCC) this week of Burbank Broadcasters, Inc., former owners of KWIK, Burbank, Calif., for alleged "illegal transfer" of license, and the commission's refusal to approve sale of the station to the garment workers' union, has produced an unprecedented legal jam. In effect, the FCC's ruling is tantamount to saying that a corpse is dead, but can't be.

KWIK went into bankruptcy some time ago and the courts appointed a receiver, who operated the station for several months and finally asked for bids on the property. The International Ladies' Garment Workers' Union (ILGWU) had a top bid for \$42,000, which the Federal Court in California approved. FCC approval, however, was still necessary.

ILGWU Holds Bag

Meanwhile pending the FCC's okay, the problem was to sustain the station pending commission action. In terms of actual cash, this meant the ILGWU had to advance around \$500 weekly to cover operating costs and salaries at the station. Without this advance the station would have folded, and the receiver would have had nothing to sell or to use to pay off the creditors, most of whom were station staffers.

The FCC's action this week came after five months, the ILGWU hav-

ing made its bid and filed it with the commission back in July. The FCC's charge of illegal license trafficking had nothing to do with the sale to ILGWU, but concerned a management transfer, effected some time previous to the bankruptcy, by Burbank Broadcasters.

Matters are further complicated by the fact that the FCC revoked the KWIK license as of January 8, 1950. It is generally assumed the Union Broadcasting Company of California, an ILGWU subsidiary, will file for the frequency then. Union operates KFMV, Los Angeles, an FM outlet, but has found itself stymied because of the FM situation there, with KWIK offering a simulcast out.

Answer These!

All in all, the FCC's attitude raises three major questions:

If the ILGWU continues paying \$500 weekly, does it become accessory after the fact in view of the FCC's "illegal transfer" ruling?

If it doesn't continue paying the \$500, how will the station even last until January 8, during which interval appeal proceedings conceivably could be filed?

If the station does fold, before or after January 8, what is to stop another applicant from filing for the frequency, forcing the ILGWU into an expensive legal hearing and further jeopardizing the advances it already has made?

SPOT BILLINGS CLOSING GAP

ABC Will Put "Hannibal" Into Afternoon Lead

NEW YORK, Dec. 17.—In a move to hypo its afternoon radio schedule, the American Broadcasting Company (ABC) this week elected its new five-a-week mystery series, *Hannibal Cobb*, to the post of lead-off anchor show. The web traditionally has used a strong show to kick off its morning and evening schedules, and now has decided to try the same technique on the afternoon sked, starting with the first of the year. The decision necessitates a huddle next week with execs of Sterling Drugs, to induce that bankroller to give up the required 2:30 to 3 p.m. slot, now occupied by *Bride and Groom*.

In making the whodunit series the counterpart of *Breakfast Club* in the morning and the *Lone Ranger-Counterspy* duo in the evening, ABC will offer Sterling the time period immediately following, from 3 p.m. on. This would give the 30-minute mystery, which is based on the *Look Photocrime* series, the first slot in the web's optional time period.

The web is placing high hopes on an upping of all afternoon ratings on this show because of its status as the only whodunit strip aircer in the pre-sunset hours. ABC officials think such a stanza is sure-fire, because women, the prime target, constitute the greater portion of the audience for nighttime mysteries. They also think the show has a greater chance of weaning away audience from the soap operas, which predominate on the air at that hour.

This series will be preceded by *Breakfast in Hollywood*, which will get a new title in keeping with its time period. *Hollywood* will air co-op, inasmuch as it is being slotted into station time.

Concurrent with *Bride and Groom's* switch to the 3 p.m. time, it will be cut to 25 minutes from its present 30-minute format. The 3:25 to 3:30 p.m. period will go to Walter Kiernan's *One Man's Opinion*, for Philip Morris, now in the 12:25 to 12:30 p.m. period. The old Kiernan time slot will go to Westinghouse's *Ted Malone* show, now in the 3:55-4 p.m. seg.

Skippy Drops Y&R In Favor of GB&B

HOLLYWOOD, Dec. 17. — Usual practice of advertisers switching from smaller to larger agencies will be reversed January 1, when Skippy peanut butter drops Young & Rubicam and goes to Guild Bascom & Bonfigli, San Francisco. Skippy has been with Y & R for one year after staying with Frisco's Garfield & Guild since product first started advertising. It moved to Y & R with the split-up of the Garfield & Guild agency. Walter Guild, who master minded Skippy's ad campaigns since its early days, heads new agency, in conjunction with Love Bascom, who handled product's ad copywriting, and Bonfigli, its art director. Skippy billing is estimated at \$100,000.

Skippy Theater, produced by Les Mitchel last month moved to CBS, going network for the first time. Heretofore, dramatic series aired via transcriptions in selected markets. Mitchel has been handling production since 1944. Series prior to then was produced by C. P. MacGregor, who started it in 1940.

Network AM Billings Down 6 Million; TV Take Climbs

NEW YORK, Dec. 17.—Gross radio and television billings for the major networks, as projected for this year by *The Billboard*, indicate a decrease of slightly more than \$6,000,000 as compared to 1948. Only one network will show an AM gain this year, this being Columbia Broadcasting System (CBS), up around \$2,000,000. All others show losses, ranging from two to almost \$4,000,000.

On a combined AM and TV gross, National Broadcasting Company (NBC) leads with an estimated \$73,350,000 gross. CBS's combined total is projected at \$66,600,000, and American Broadcasting Company (ABC) at \$43,350,000. The figures:

Radio Network Billings			
Network	1948 Gross	Projected 1949 Gross	Change
ABC	\$44,305,000	\$42,350,000	-\$1,955,000
CBS	62,266,000	64,200,000	+ 1,934,000
MBS	22,770,000	18,800,000	- 3,970,000
NBC	69,700,000	67,500,000	- 2,200,000
TOTALS	\$199,041,000	\$192,850,000	-\$6,191,000

TV Network Billings		
Network	Projected 1949 Gross	Jan.-Sept., 1949, Gross
ABC	\$1,000,000	\$ 750,000
CBS	2,400,000	1,600,000
DuMont	920,000	650,000
NBC	4,850,000	3,510,000
TOTALS	\$9,170,000	\$6,510,000

Combined AM and TV Billings, 1949	
Three Webs Only	
ABC	\$43,350,000
CBS	66,600,000
NBC	73,350,000
TOTAL	\$183,300,000

Hearing Inevitable In WFDR-WINS Case

WASHINGTON, Dec. 17.—The Federal Communications Commission (FCC) is considering a bid submitted this week by the WFDR Broadcasting Corporation for a construction permit for an AM station using facilities of WINS. The applicant, operator of the International Ladies Garment Workers' Union (ILGWU) FM station, WFDR, New York, stated its willingness to pay \$512,500, the same price stipulated in a purchase contract already proposed to the FCC by Generoso Pope, publisher of *Il Progresso Italo-American* and owner of WHOM, who is seeking to buy WINS from the Crosley Broadcasting Corporation.

The WFDR bid and an accompanying petition were offered to the FCC by the firm of Fly Fitts & Shuebruk, in which former FCC Chairman James Lawrence Fly is a partner. WFDR promised to widen the program appeal of the WINS facilities on a public service basis, pointing out that the outlet would give WFDR a chance to supplement its present FM service. WFDR urged the FCC to require the Crosley Broadcasting Corporation to file promptly an application for renewal of license of WINS and also asked the FCC to designate such an application for hearing in a consolidated file. The issue, stated the ILGWU, is whether the public will be better served by devoting this important facility to foreign language broadcasts directed to a particular segment of the listening public or by having a facility of this character continue to be utilized to render a very meritorious general service to all the public.

Foreign Focus

The WINS case may, it is generally agreed, focus further attention on the foreign language broadcasting field, with special reference to high-

powered stations in this field. The Pope acquisition had previously met opposition from the WINS staff, who last week filed a brief opposing the sale.

The case also involves a strange situation insofar as counsel is concerned. WFDR's law firm in the application for WINS includes James Lawrence Fly as a partner. Fly is also counsel to the WINS staff. Marcus Cohen, who is representing the Pope interests, is normally WFDR's FCC legal rep, but obviously could not serve in that capacity under this particular situation.

Gain on Webs 8 Mil in Year; Near 110 Mil

Bigger Biz Ahead?

NEW YORK, Dec. 17.—Net billings of spot radio sales may, in the not too distant future, close the gap to net sales of network time, in the opinion of the most bullish station reps. The meeting here this week of the National Association of Station Representatives (NARSR) echoed with optimistic statements stemming from the difference of only \$20,000,000 annually between spot and web net takes. A year before there was a \$28,000,000 gap, and some reps predict freely that the trend of the times will continue to narrow the amount separating the two, with spots due to catch up fairly soon.

Most reliable extant projections indicate that net spot sales in 1949 will pass the \$110,000,000 mark, while web take will slip to about \$130,000,000 net. In 1948 spots did \$105,000,000 net business, while the webs did \$133,000,000 net. Web nets are figured on the basis of gross sales less frequency and other discounts.

Station reps are particularly hopeful for an even greater upturn of spot business next year. They point to the increasingly competitive business situation requiring the most intensive selling and saturation repetition and coverage. They also note that some bankrollers now forsaking radio for TV will have to supplement their tele programming with radio spots in order to cover all their distribution points.

Car Biz Furious

This trend already has set in, they believe. Automotive manufacturer's spot purchases have been termed "furious," with reps convinced that the heavy business this season will (See SPOT BILLINGS on page 45)

EZIO PINZA



"For an enchanted evening, I serve Schenley," says this famous singing star of *South Pacific*. "It puts real richness and character into every drink." Rare blended whisky, 86 proof. 65% grain neutral spirits. Schenley Dist. Inc. N.Y.C.



Montgomery-LSMFT Series Hopes for Role as Tele Counterpart to Lux in AM

NEW YORK, Dec. 17.—The first big-scale breaking down of major Hollywood film studios' reluctance to collaborate with television is seen as a primary achievement of the forthcoming Robert Montgomery television series for the American Tobacco Company. Besides being one of the costliest and most elaborate video entries yet, the series, with a talent tab of close to \$25,000 for each of its alternate-week full-hour airings, is regarded as a major factor in bringing about a rapprochement between the film industry and television broadcasters.

The assignment this week of all TV billings of American Tobacco from N. W. Ayer to the Batten, Barton, Durstine & Osborn (BBD&O) agency was regarded as an indication that the program will tee off shortly, possibly late in February. BBD&O execs are wrapping up all loose ends in pointing for an early bow. The National Broadcasting Company (NBC) is regarded set for the series, with a clearance of a suitable time slot causing headaches. One possibility, if contractual problems can be overcome, would have the Montgomery opus alternating with the Milton Berle show on Tuesday nights.

The most significant development about the Montgomery show, however, is its plans for talent and scripts, and the enormous amount of groundwork believed to have been completed already. The show will use Hollywood thespians and scripts adapted from films, much as *Lux Theater* does on radio. In striving for such a show, Montgomery and BBD&O bumped head-on with Hollywood's

confirmed refusal to permit its stars or properties to be used for video.

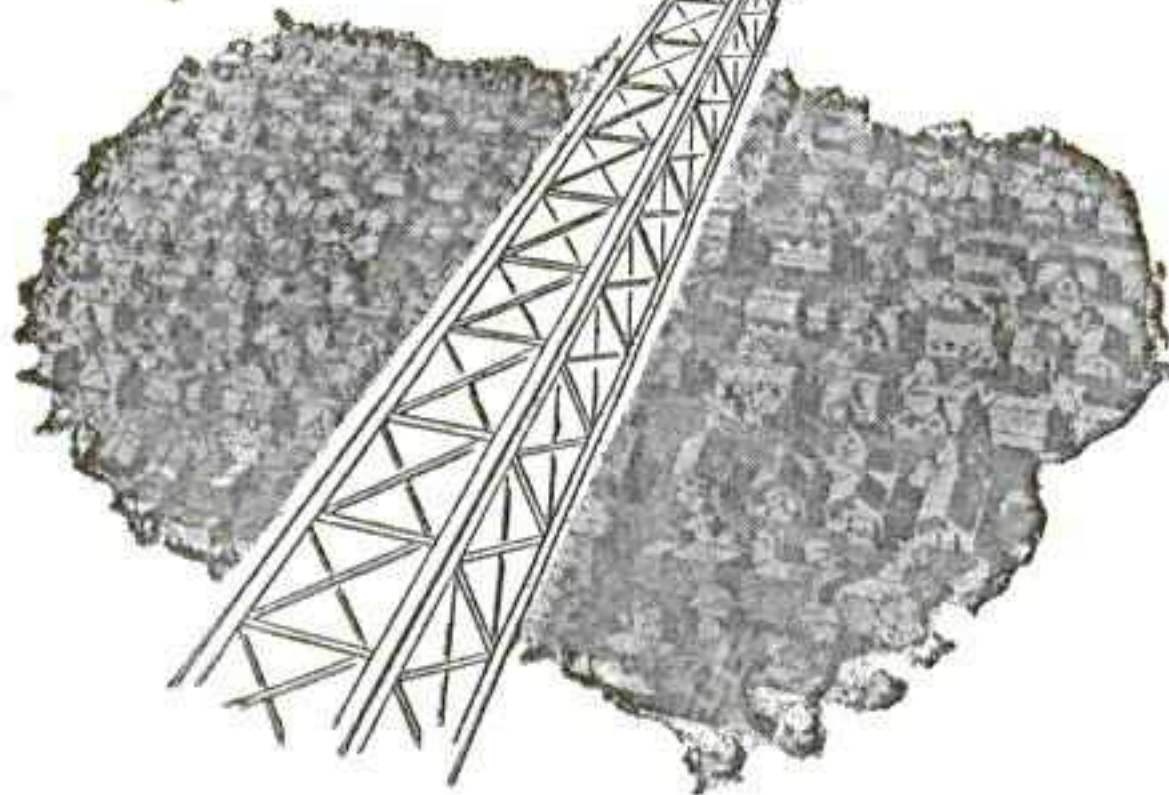
Pitch for Hollywood

From the time BBD&O exec Charles Newton began courting Montgomery for this show in London several months ago, efforts are believed to have been under way to make headway with top pic execs. It is believed certain that American Tobacco entered the picture early and at least by inference gave the weight of its prestige to this effort. NBC, too, figured prominently in the weight of arguments with Hollywood brass. It is understood that better than five months of intense salesmanship, using the prestige of all elements connected with the show, has gone into the effort to open the gates of the major picture lots to let out acting talent and scripts. The fact that the show is virtually set is evidence that the drive has succeeded, with BBD&O believed to have a healthy backlog of scripts at this point, plus the guarantee of talent.

The achievement is considerably more significant even than that by which *Radio Theater* broke similar ground for radio. Film execs, while worried at the advent of radio, have been even more fearful about the effects of TV on box-office take, and have been strong holdouts against helping the fledgling rival. Metro-Goldwyn-Mayer, where Montgomery was a contract player for years, has been among the toughest opponents of pic-TV co-operation.

In one respect, some film opposition will affect the new stanza. The show will air live from New York, with no kinescope showings because Hollywood's (See *Montgomery-LSMFT*, page 11)

more than a million homes in the WWJ market...



For over 8½ years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five largest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ—The Detroit News.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station W W J TV



Basic NBC Affiliate

AM—950 KILOCYCLES—3000 WATTS
FM—CHANNEL 246—97.3 MEGACYCLES

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

Don Lee Shuffles Arizona Affiliates

Shake-up of Don Lee Broadcasting System's (DLBS) Arizona affiliates was announced last week-end in Hollywood. Net dropped KOOL, Phoenix; KCKY, Coolidge, and KCNA, Tucson, and hooked up with KOY, Phoenix; KTUC, Tucson, and KSUN, Bisbee. Move was accomplished to increase State-wide coverage and avail the network of better facilities in Arizona, according to Pat Campbell, Don Lee station relations veepee.

Young & Rubicam's Holiday Bonus: Month's Pay

Young & Rubicam distributed a Christmas bonus last week. For one year's service the bonus is one month's pay, with pro-rata to personnel employed there less than 12 months. In addition, all employees working at the agency for three years or more get 15 per cent of 13 months' pay in Young & Rubicam stock. And to top it off a new plan which retires agency workers at 65 goes into effect for those people with Y. & R. since 1939.

Roland Gets Rights to "Jimmy Dale"

Will Roland, producer of Arthur Godfrey's AM shows on the Columbia Broadcasting System, has obtained rights to "The Adventures of Jimmy Dale" by the late Frank L. Packard. The program, based on Packard's novels, was a radio click some years ago. Roland also has been set as producer of "Pick a Hit," the new National Broadcasting Company package built around the discovery of new songs.

Atlantic Putting 75 Hoop Games on AM, TV

Atlantic Refining Company, Philadelphia, will sponsor 75 college basketball games via AM or TV broadcasts in four cities for the 1949-1950 season. The schedule includes five twin-bill telecasts (University of Pennsylvania and Villanova College) over WPTZ, Philadelphia; 25 Syracuse University game broadcasts on WAGE, Syracuse; 21 Seton Hall College game airers on WNJR, Newark, N. J., and 19 Canisius College game broadcasts on WKBW, Buffalo. The program, which is being supported by full-scale promotion plans by Atlantic and the stations, is under the direction of N. W. Ayers.

TVA in Final Peace Move

NEW YORK, Dec. 17. — A last-ditch effort to come to an agreement on TV performers jurisdiction is expected to be made in New York January 6. The meeting is the result of an invitation tendered by the Associated Actors and Artistes of America (Four A's) to the Screen Actors' Guild (SAG) to suspend video negotiations already begun with Eastern film producers and talk matters over before the situation deteriorates still further.

Hopeful that a partnership agreement satisfactory to the SAG can be devised, the Four A's will try to settle the question, which split them previously, of what happens if the partnership becomes deadlocked. The Four A's former solution was to bring the matter to the TV performers for settlement. SAG, fearing it might be outvoted, did not find the suggestion acceptable.

However, SAG stoutly refuses to mediate film jurisdiction and will only arbitrate the so-called "grey areas" in which it believes video organizational right is doubtful.

SAG's initial negotiations with Eastern film producers this week revealed some idea of what the screen actors' union will ask in scales and working conditions. SAG wants at least \$55 a day, its minimum film scale, for TV work and also an additional fee each time a video film is reissued.

Since the short-lived dickerings with TV stations last year by a committee from the Eastern talent unions produced a proposal by them of approximately \$50 an hour plus hefty rehearsal fees, it is indicated that SAG scale will be below that of TVA's. This would mean that sponsors' stations might find it advantageous to air via films rather than live.

KNOXVILLE, Dec. 17.—A battle of injunctions occurred here last week between rival radio stations seeking to air the basketball games of the University of Tennessee. The stations were WKGN and WROL-FM, each of which got a writ to keep the other from airing the games. First round was won by the FM outlet, which actually broadcast the first game while officials kept all but one representative of WKGN off the floor.

Crotty Finds TV Pic Progress Nil In Last 10 Years

NEW YORK, Dec. 17.—Television pictures were "just as good in 1939 as they are now," Burke Crotty, executive producer of the American Broadcasting Company (ABC), declared Thursday (15) in an address before the American Television Society (ATS). Citing "sheer lack of imagination" as the major problem, Crotty said that TV programming was suffering from a follow-the-leader policy and advised the packagers to stop imitating other shows. He also deplored TV directors who are "great on mechanics but can't direct people."

Most of the panel members at the ATS confab agreed that the writer was the most important single facet in television today and said there was a "meager supply" of experienced TV scribes. James Caddigan, program director for DuMont television, discussed DuMont's research on the problem of getting "good programming at salable cost," and attributed their success to the policy of having the writer and director work together as a team and a versatile, quick-switch set-up for scene changes. ATS panel speakers included Worthington C. Miner, producer for the Columbia Broadcasting System (CBS); Charles B. Brown, Masterson, Reddy and Nelson; Henry White, World Video prexy, and Jerry Danzig, CBS director of TV scripts. E. P. H. James, ATS program committee chairman, presided.

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"ECHO OF YOUR FOOTSTEPS"

RCA-VICTOR No. 21-0051

Exclusive RCA-VICTOR ARTIST

EDDY ARNOLD

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Exclusive Management

THOMAS A. PARKER
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Morris To Test 'Your Life' on TV

HOLLYWOOD, Dec. 17.—Ralph Edwards's *This Is Your Life* AM show will take to tele after the first of the year in a test simulcast to be made for Philip Morris inspection. Biow Agency and Edwards will work out plans for a test run at National Broadcasting Company (NBC) tele studios here. Idea is to revise present radio format only slightly to provide visual qualities needed for video. No starting date of tele-radio combo is set, pending outcome of test kinescope.

GE Shoots 30G Pic; Plans TV Release

DETROIT, Dec. 17.—Shooting has already started on a \$30,000 film for General Electric which will deal partially with Diesel promotion, and which is being produced by newly organized Academy Productions, Inc. Toledo and Cleveland are locations of present shooting, with other cities to follow. Plans call for a television release of the film, plus some theatrical showing.

C. Moray Foutz of Hollywood is president of Academy Productions; Richard H. Lyford of Washington, vice-president and active producer, and J. Oliver Black of Detroit, treasurer.

Capitol Records Into Tele Via Indie Kine, Film Shows

HOLLYWOOD, Dec. 17.—Capitol Records, thru its broadcast division, will invade the video field by selling and distributing independently produced kine and film tele shows. First sales-distrib deal was closed this week by Capitol and Station KTTV, tele outlet pointly owned by *The Los Angeles Times* and Columbia Broadcasting System (CBS). Deal gives Cap's broadcast division national sales and distribution rights to shows produced by KTTV. Diskery's broadcast division wing, which handles Capitol transcriptions, has offices in New York, Chicago, Dallas and Los

Angeles, with sales force operating on the road from these centers. Its operation is headed by Cliff Ogden.

First KTTV shows to be handled via Capitol will be Mike Stokey's *Pantomime Quiz* series, well established here and in New York, and *The Buster Keaton Show* (*The Billboard*, December 17), \$3,000 budget seg which kicks off Thursday (22). Rates to stations have not as yet been established on these shows, but, according to Capitol Prexy Glenn E. Wallich, program cost will vary with stations' rate cards and cost of production. (See *Capitol In Tele* on page 11)

Over 500 have already subscribed to the

ALL-RADIO PRESENTATION

HOW ABOUT YOU?

The eagerly-awaited ALL-RADIO PRESENTATION film is almost ready for release—ready to sock home its message throughout the length and breadth of America, *selling Radio to all types of advertisers everywhere*. The official preview will be February 1, with nationwide release on February 15.

So if you *haven't* subscribed—as 500 already *have*—note that this is the LAST CALL! Only subscribing broadcasters will be able to present this convincing, fact-filled motion picture, different from anything ever prepared before—a film that actually shows Radio at work selling goods!

The closing date for all subscriptions is February 15. Cost is low in ratio to your station's billings, and you'll have available *three* different editions on 16 mm. sound film (or 35 mm, if desired):

- * a 45-minute edition that puts the full story of Radio before any audience of businessmen, up to the topmost management, right in your own community.
- * a 20-minute version for showings at sales meetings, and business organization luncheons such as Chamber of Commerce, Kiwanis, Rotary, etc.
- * a 20-minute educational edition for showings at schools, P.T.A. meetings, women's clubs, etc.

Radio has kept silent about itself long enough. Join the chorus. Speak up and help ALL RADIO sing ALL the praises of America's greatest advertising medium. Send in the coupon right away for complete details on how YOU can join the rest of the industry in benefiting from the All-Radio Presentation.



ALL-RADIO PRESENTATION COMMITTEE

THE COMMITTEE—Gordon Gray, WIP, Chairman—Maurice B. Mitchell, BAB—Herbert L. Krueger, WTAG, Treasurer—Eugene S. Thomas, WOIC—Leonard Asch, WBCA—Ellis Atterberry, KCKN—Lewis Avery, Avery-Knodel—Will Baltin, TBA—Bond Geddes, RMA—Ivor Kenway, ABC—Harry Maizlish, KFWB—W. B. McGill, Westinghouse Stations—Frank Pellegrin, Transit Radio, Inc.—Victor M. Ratner, R. H. Macy—Hanque E. Ringgold, Edward Petry & Co.—Irving Rosenhaus, WAAT—F. E. Spencer, Jr., Hollingbery Co.—George Wallace, NBC—Ralph Weil, WOV.

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Yessir, I do want to be part of the ALL-Radio Presentation. Please send me further details on how I can subscribe at once.

Name _____
 Station _____
 Address _____
 City _____ State _____

NBC Renews Morgan; Wants Martin & Lewis Reduction

NEW YORK, Dec. 17.—Altho the National Broadcasting Company (NBC) has renewed its contract with Henry Morgan, taking the comic thru 1950, it is still negotiating with Dean Martin and Jerry Lewis for a renewal of the comedy pair's pact, which expires in a few weeks.

NBC, at the end of this year, will have a cool \$500,000 invested in Martin and Lewis. The twosome went on the web's pay roll in January of this year and since then have been costing NBC around \$9,800 weekly. Altho the contract started in January, the program did not start until April.

The network's attitude now is that the act should cut its price, in line

with the economic pressures which have forced down the price tags on all AM shows and which have made the sale of packages above \$7,500 virtually non-existent insofar as radio is concerned. The web, it is reported, feels that after a hesitant start, Martin and Lewis are getting into a good comedic groove and should stay there. The writing staff on the show has been juggled almost continually since its inception.

Eyes M & L Tele

NBC also has great hopes for Martin and Lewis in tele, especially in view of their *My Friend Irma* picture click. Nevertheless, NBC's attitude is said to be that it must be realistic and must scale its packages down to a salable price, or else.

Morgan's renewal was more or less anticipated, ever since he scored as a Bristol-Myers summer replacement. The comedian winds up his Friday night spot shortly, giving way to *Halls of Ivy* (Schlitz beer) and may wind up doing a Monday night half-hour as well as a quarter-hour strip for WNBC, NBC key station in New York.

CBS Takes Steps on Push for Sunday Sale

NEW YORK, Dec. 17.—Columbia Broadcasting System (CBS) this week took the first step in the long pull to sell some of its 2 to 6 p.m. Sunday open time when Doubleday & Company purchased the 2:30 to 3 slot Sundays, beginning January 8.

The sponsor will program the time with two separate 15-minute shows, one featuring chatter by Galen Drake and the other perhaps *The Family Quiz Club* with Ken Roberts as emcee. Huber Hoge & Sons is the agency.

CBS will also seek to inject some more salable programs into the Sunday afternoon line-up by programming it with quiz shows from 5 to 6 p.m., beginning in January. Tentatively skedded is *Earn Your Vacation* from 5 to 5:30, with the other program as yet undecided.

Book Predicts TV Must Tax Viewer To Get in Black

NEW YORK, Dec. 17.—Television is too costly a medium to continue on a "one-legged economic basis," according to a new book, *Some Billion Dollar Questions About Television*, published this week by the Faught Company, business consultants. The book prophesies that national TV ultimately will cost some \$1,740,352,500 a year to maintain, and that this amount of money cannot be expected from advertising-supported video alone. It suggests that the solution might be found in a second economic leg, which it terms "box-office television," in which the home viewer will pay for some programs in some manner.

National TV, according to *Billion Dollar Questions*, probably will require 450 primary stations in metropolitan trading areas, three to each of the 150 such areas. An additional 550 non-metropolitan, or community stations will be needed, plus some 200 satellite stations, making a total of about 1,200 stations. Capital for construction alone will total about \$735,000,000, according to the book, with the metropolitan stations costing about \$1,000,000 each, the community stations half that, and the satellites about \$50,000 each.

\$44,100,000 for Interest

However, in estimating annual costs to maintain such a TV system, the book starts with an annual sum of \$44,100,000 for 6 per cent interest or dividends. Depreciation would figure another \$61,250,000 per year. Non-program operating costs would come to about \$270,000,000 for the metropolitan stations and \$165,000,000 per year for community stations, a total of \$435,000,000 per year.

Annual program costs are fully broken down by the volume, which estimates the final total to run about \$941,200,000 per year for all of TV when it reaches such a national status. Line charges, finally, will run about \$31,800,000 per year by then. Total costs for one year of TV operations will reach the total of \$1,513,350,000. In addition it would expect

Directors Ask \$300 Wk. in TV

NEW YORK, Dec. 17.—The suspended negotiations between the Radio and Television Directors' Guild (RTDG) and the networks over a new contract to cover AM-TV meggers will move into mediation next Monday (21) at the State Mediation Board. Practically no progress has been made in the two sessions between the negotiators, the deadlock resulting from the wage demands of the RTDG.

In TV the union is asking for a minimum of \$300 weekly plus a hefty hiked commercial fee for sponsored programs as compared to the present rate of \$130 per week and commercial fees. In radio the directors want to be hiked from \$130 to \$200 per week.

RDTG feels that it is about time that video recognized the major part that directors play in the success of TV shows by paying for it. On the other hand, wage increases have been few this year in both mediums and the union realizes it is in for a battle. An emergency meeting of RTDG members has been called for Tuesday (22), with a strike vote possible if the webs refuse to make what the labor org considers a reasonable counter-proposal. The union has 150 members working in video.

that 15 per cent gross annual profit would be regarded as reasonable, which, amounting to \$227,002,500, would bring the final price tag for a single year's TV operation to \$1,740,352,500. This is approximately the usual "three times the cost of radio" estimate, since radio last year cost the economy about \$597,000,000.

How the medium will get the money to maintain, or even reach such a position, the book says is now highly controversial. It could be done if advertising ever retained its former ratio to national income of 3 cents on the dollar instead of the present 2.1 cents. However, since this is not too bright a possibility, the book suggests other ways and means.

For United Media

For purposes of economy it suggests that ultimately AM, FM and TV will "have to get together" under one roof, with FM probably replacing AM eventually. FM then could be merchandised jointly with TV, with "one general kind of a transmitting installation owned, constructed and licensed to broadcast sound (as an FM radio station), or sound-plus-pictures (as a television station), or to function simultaneously as a radio and television station."

Major solution, however, is to seek some means of making the home viewer pay some of the freight for TV by charging for watching certain programs, either thru the Zenith Phonevision method, or some new system. Thru this system the public could be charged for viewing late movies, sporting events, educational courses, plays, operas, rodeos, circuses, benefits and even church services.

The Faught group believes that if each TV home contributes about \$2.50 per week for shows besides its "free" or sponsored entertainment, a 10,000,000-set audience contributing \$25,000,000 to video each week would make TV pay.

Gunther Brewers, WAAM Team Up To Push Colt Pros

BALTIMORE, Dec. 17. — WAAM and the Gunther Brewing Company have combined forces in a campaign to rally local citizens behind the Baltimore Colts, pro football team.

The brewery and the TV station rallied to the Colts' aid when the local grid club revealed it would have to surrender its franchise in the All-American Football Conference if it failed to raise \$250,000 to cover operating costs next season.

Special \$5 tickets to a 1950 exhibition game by the Colts are being peddled over WAAM's *Sports Room*, which appears Mondays and Saturdays from 3 to 5 p.m. An average of (See *Gunther, WAAM Team*, page 15)

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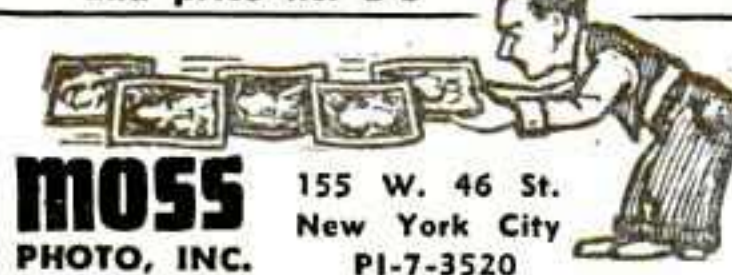
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Exclusive RCA-VICTOR ARTIST

EDDY ARNOLD

The Tennessee Plowboy

Exclusive Management THOMAS A. PARKER
Box 417 Madison, Tenn.



Brief and Important

Last-Minute Digest of AM-TV News

Mutrie, Seguin Picked To Develop CBC-TV

Two top execs of the Canadian Broadcasting Corporation (CBC) this week were named to the first full-time posts connected with the development of CBC video stations, in Montreal and Toronto. Those selected were **Fergus Mutrie**, who will head the Toronto operation, and **Aurele Seguin**, who will run the TV set-up in Montreal. The two will be responsible for TV administration, and will co-ordinate program and technical work. **Alphonse Ouimet** of Montreal, CBC assistant chief engineer, who headed preliminary TV work will continue as co-ordinator of video.

WDET Attacks Christmas Seal Sales in Detroit

The Detroit FM station, WDET, owned by the United Auto Workers (UAW) union, this week was broadcasting at frequent intervals one-minute recorded statements by prominent Detroiters, attacking the sale of Christmas seals put out by the Detroit Tuberculosis Association. The station charges that part of the proceeds are allegedly used for a pre-tubercular camp which refuses admission to non-white children. The station also offered free time to the association and its opponents to discuss the issues, but the drive chiefs turned down the offer on the ground that there was insufficient time to take action.

"Goldbergs" Try Separate Scripts for AM, TV

In an effort to hike its radio ratings, "The Goldbergs" is using separate scripts for radio and for TV. Sponsored by General Foods, program is on Columbia Broadcasting System (CBS)-TV Monday from 9:30 to 10 p.m. and on the web's radio network Friday night from 8 to 8:30. Tho the TV version of the program has captured a large audience, the radio version, using the same scripts four days later has not produced the same results.

"Great Nights" on TV Would Recall Great Acts

Jean Epstein this week was packaging a new video show titled "Great Nights," featuring re-enactments of memorable moments of show business. The airtel will have impersonations of great theatrical names doing acts with which they have been associated. Its appeal will be both to the older people who saw the originals and younger people who only heard of them.

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Outlook Muddy For '50 Coast Grid TV Airing

HOLLYWOOD, Dec. 17.—Hollywood telecasters held slim hope of snaring TV rights to next year's collegiate football skeds, following a meeting of the Pacific Coast Conference held in Carmel, Calif., this week. Conference colleges gave tele a bad time and sentiment was overwhelmingly in favor of a general ban on live football telecasting next season. Final decision, however, was tabled until the spring meeting of the conference, skedded for June 11 in Victoria, B. C. Barring change of heart, video ops can look to blank screens next football season or else pay prohibitive prices for tele rights.

Gripes from schools were that tele had (1) hurt gate receipts; (2) provided rival coaches with new means of scouting opponents via tele close-ups, and (3) created local problems non-existent before advent of video coverage. Recommendations ranged from blank refusal to sell video rights to hiking prices for local coverage (USC-UCLA cards) from present \$75,000 figure to anywhere from \$150,000 to \$400,000 for season's rights. Several stations here were reportedly ready to up purchase price to about \$150,000, but any figure above that amount was out of the question.

Conference representatives were reluctant to close the door to tele at this time, hence decision was deferred till June. Victor Schmidt, commissioner of the Coast conference, said more study would be necessary before any final decision is reached. Coast athletic execs will keep an eye on the forthcoming National Collegiate Athletic Association meeting in New York next month, cuing local action to decisions reached at the nationwide gathering.

Garroway Sale Price To Congoleum: 5 1/2G

NEW YORK, Dec. 17.—Price of the Dave Garroway tele show, sold this week to Congoleum thru the McCann-Erickson Agency, is reported as being \$5,500 weekly, plus time. The program is a house-built package airing on the National Broadcasting Company (NBC) TV network Sunday nights at 10 p.m. It has been rated as one of the best video efforts in its field and has been on the verge of sale to several accounts for some time.

The show starts its commercial run February 19, 1950, airing from Chicago, Garroway's home grounds.

W6XAO Drops Aid To ATAS Banquet

HOLLYWOOD, Dec. 17.—Don Lee tele station W6XAO this week-end withdrew its support of the Academy of Television Arts and Sciences' (ATAS) annual academy awards dinner, declaring that the outlet would furnish no Don Lee talent or otherwise participate in the affair. Don Lee tele Veepee Charles Glett said his decision was based on ATAS's request for talent from the Don Lee stable to be used as a part of the ATAS banquet entertainment. Glett said he has requested ATAS officers to furnish detailed info on how talent was to be exploited, and, having received no data, he was withholding Don Lee talent to protect acts from "improper showcasing."

Glett further said his outlet would submit no entries in ATAS's annual competition for "Emmy" awards, thus marking the first instance where a

TV Is Still of Age, Says Store Protest

Editor, *The Billboard*:

"On behalf of my television producing office, Scheck, Dahlman & Black, I would like to express a fervent protest of your review of the *Winston Store Television Show*, telecast over CBS (the Columbia Broadcasting System), December 2. In your December 17 issue, the critic, June Bundy, opened her review with "CBS set television back 10 years Friday night via the slow-paced variety re-moted from a Winston store in Brooklyn." We think that the opening quotation of the review was vicious and uncalled for. Who is there to say that any show in these experimental days of television can set TV back from one to 10 years?

"Firstly, the Winston show was telecast from a new store that was jammed with over 1,600 people, leaving a small square area in which we could televise the show. It was done the way a fight, parade or street scene would be shot—rough and completely unrehearsed. This was not a studio show in which the audience sat back in plush seats and could be silenced or driven to applause by a cue man, but it was a typical 'ad lib' crowd scene with all of the festivity and excitement of an opening of a large retail store. The show went on without one moment's camera rehearsal, the performers had to fight thru mobs to appear before the cameras, special music arrangements by acts didn't have an opportunity to run thru with the band, and there were other handicaps that prevented there being a smooth studio show.

"The show was what it was intended to be, a colorful and gala opening with all the spontaneity that comes from a surprise telecasting. Too much attention was paid by Miss Bundy to the lukewarm applause of the audience. According to many members of the trade, Scheck, Dahlman & Black scored a notable feat in putting on this rough-hewn show under enormous handicaps and once again proved the marvels of this new medium.

"Our firm is not sensitive to constructive criticism from the trade. In fact, we welcome criticism, good or bad. But when a critic takes it upon him or herself to state that one show set television back 10 years, then that criticism has become prejudiced and destructive.

"We do not regard the telecasting of the opening of the Winston store as a great video opus, but we do feel that TV is further advanced when cameras, crews and producers can converge on a store and capture the true flavor and excitement attendant to the opening of a large business outlet.

Albert Black"

MONTGOMERY-LSMFT

(Continued from page 8)

wood maintains that kine films would, in some respects, be competition to its product and will not permit them to be made.

Montgomery himself holds the belief that the current impasse between films and tele is stupid and unhealthy. He points out that both broadcasters and movie execs learned it was to their advantage to work together when radio developed, and that this will prove even more true with video. Montgomery, who will be the show's producer-director, now has a radio commentary show for Lee hats on the American Broadcasting Company.

local tele outlet has failed to enter ATAS competition.

ATAS dinner is skedded for January 27 at the Ambassador Hotel, marking second annual awards affair for the "Emmy" competition. New officers will be formally installed then, with Harry Lubcke, present prexy and head of TV research for Don Lee Broadcasting System, bowing out.

Congress Lists Radio Bills; McFarland Stands Highest

WASHINGTON, Dec. 17.—A dozen bills directly affecting radio will be on tap when the 81st Congress reconvenes for the second session January 3, but only the McFarland bill to reorganize the Federal Communications Commission (FCC) is given a good chance of enactment. Several of the other bills, however, are likely to get a hearing.

Slated for a hearing in addition to the Senate-approved McFarland measure is proposed legislation restricting liquor plugs over the air and in the press. The Senate Interstate Commerce Committee has slated an airing of the question starting January 20 and plans to write a bill following the hearings. The chief proponent of anti-liquor laws is Committee Chairman Edwin C. Johnson (D., Colo.).

The bill most likely to come out of the committee is along the lines of one approved by the group two years ago. That bill, which died on the Senate calendar, was designed to prohibit ads intimating that liquor is a customary part of the American way of life or that it increases social or business prestige.

Sheppard Bill Cool

The pending radio bill which would have the most serious effect on broadcasting is one introduced early last session by Rep. Harry Sheppard (D., Calif.). It is given little chance of hearing by the House Interstate Commerce Committee, altho persistent rumors of a probe into network policies have focused some attention on it in recent weeks. The Sheppard bill would restrict webs by prohibiting any station from carrying more than two consecutive hours of network programs. The measure would also ban any firm engaged in making radio or TV equipment from having an interest in a station. Were the bill to be enacted it would force the sale of stations owned by DuMont, Westinghouse, Philco and the National Broadcasting Company (NBC).

FCC Reshuffle

The first radio matter on the agenda of the House Interstate group will be the McFarland bill which passed the Senate last session without a dissenting vote. The measure calls for a reshuffling of FCC's organization along functional lines. It also amends the FCC act to prohibit the commission from launching its own anti-

trust probes, the continuing FCC authority to revoke licenses on anti-trust grounds if recommended by a court. A third main provision of the bill gives the FCC authority to issue cease-and-desist orders.

Both the House and Senate Interstate groups have pending bills banning AM power in excess of 50 kw. Should FCC's long-awaited clear channel decision provide for superpower, one of these bills will probably be dusted off for quick action; otherwise all will stay in the pigeonhole.

Spur of Moment

Both the Senate and the House committees have "spur-of-the-moment" bills. Introduced by Attorney General J. Howard McGrath when he was a senator, the Senate bill would ban stations from charging more for political broadcasts than for other types. McGrath introduced the bill after hearing that a couple of stations had hiked political rates during a special election in Pennsylvania during the last session.

The House measure was hopped by Rep. John Rankin (D., Miss.) after one of his periodic tiffs with columnist and commentator Drew Pearson. It provides that every station and network must furnish an agent in each State where it is heard to accept papers in case of a libel suit.

The House Civil Service Committee has a couple of bills directing the Census Bureau to include a radio set poll in its decennial counts, but the committee is content to let the bureau make up its own mind as to what to include.

New Sponsor Options "Winner" for Week

NEW YORK, Dec. 17.—Mark Goodson and Bill Todman, the packagers of *Winner Take All*, this week gave a one-week option to a new sponsor. The program is now on WCBS-TV Saturday evenings 8-8:30 for the New York Chevrolet Dealers' Association, but the 13-week cycle ends January 8. The program must be shifted early in January when the Ken Murray show takes over the time slot. Campbell-Ewald, the agency for the car dealers, has tried to sell the program to dealers in Boston, Detroit and Chicago, but hasn't been able to get their okay.

Goodson and Todman want the show to go network so that they can get protection on their time period. Now the show, which averages an 18 rating, is on the open market.

CAPITOL IN TELE

(Continued from page 9)

ducing the shows. Distribution of the above named shows will start immediately, with others to come under Cap's sales wing as soon as the first two are on a firm footing.

According to Wallichs, Cap's role in video will go beyond sales-distrib phase, with its broadcast division now mapping plans to launch its own program production after the first of the year. First Capitol-produced show will be *Bozo the Clown*, film kid show based on the Cap-created character. Cap will use a specially constructed circus set for filming series. Wallichs first announced that his firm will move into video a year ago, but at that time made no specific indication of part the diskery would play in the medium.

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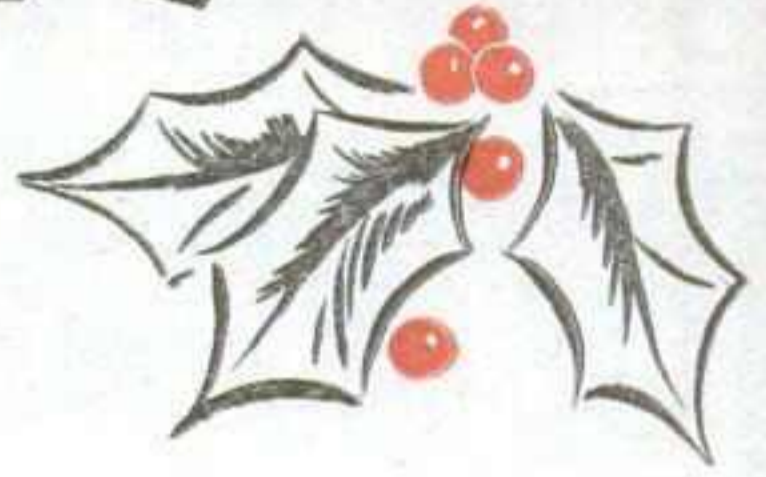
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Happy New Year
RUSS DAVID

MUSICAL DIRECTOR — Radio Station KSD-AM, FM and TV
MUSICAL DIRECTOR — Fox Theatre, St. Louis, Mo.

Seasons

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"TO MOTHER"
 RCA Victor Album
 P-239

ALBUM
"ALL TIME HITS FROM THE HILLS"
 RCA Victor Album
 P-195

ALBUM
"EDDY ARNOLD SINGS"
 RCA Victor Album
 P-260

HILL and RANGE HITS

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COLUMBIA PICTURES

Cathode Tubes Up 100% in Oct.

WASHINGTON, Dec. 17.—Sales of cathode ray tubes for television receivers in October increased more than 100 per cent over the sales average for the third quarter of 1949, the Radio Manufacturers' Association (RMA) reported this week. The October report marks a change from quarterly to monthly statistical compilations of TV picture tube sales by the RMA tube division.

October sales of television receiver-type cathode ray tubes totaled 456,375 units valued at \$11,719,674, compared with a third quarter monthly average of 216,274 units valued at \$5,718,150, or increases of 111 and 105 per cent, respectively.

The trend toward larger picture screens was further emphasized in the October RMA sales report as more than 48 per cent of tubes sold to equipment manufacturers were 12 thru 13.9 inches in size; tubes 9 thru 11.9 inches, for 30.8 per cent of the total and tubes above 14 inches for 17 per cent. Tubes smaller than 6 inches and 6 thru 8.9 inches amounted to only 3.4 per cent, and projection type cathode ray tubes represented .02 per cent of October sales.

RMA Shapes TV 'Town Meetings'

WASHINGTON, Dec. 17.—A new industry committee to develop further plans for "town meetings" of television dealers is being shaped, it was reported this week by the Radio Manufacturers' Association (RMA). The committee will consist of both members and non-members of RMA.

Original plans for the television dealers' meetings, prepared by the RMA town meetings committee with the aid of Howard Browning, committee consultant, proposed TV distributor-dealer meetings in 60 principal cities for presentation of four 20-minute films on major subjects to assist dealers. The new industry committee will further study these plans toward a development of a more definite program underwritten by set manufacturers in co-operation with distributors. A meeting of the new planning committee within the next few weeks is planned.

3-Sp. Demonstrator For Decca Dealers

NEW YORK, Dec. 17.—In a move to boost sales in the large-volume disk outlets, such as chain and department stores, Decca Records is making available a new three-speed record demonstrator to retailers, it was learned this week.

While it is expected that all record dealers can purchase the demonstrator, Decca is said to be concentrating on promoting the player to the volume outlets as a means to increase the stores' merchandising efforts.

GUNTHER, WAAM TEAM

(Continued from page 10)

100 tickets were sold via the Sports Room during the first week of the campaign, the full \$500 being turned over to the Colts.

A "Save the Colts" auction was televised over WAAM from 8:30 to 9 p.m. and from 10 p.m. until the auctioneer passed out Friday (9).

Merchandise donated by local business firms for the auction included a \$2,000 prefabricated garage, sets of silver fox furs and a fur scarf, groceries, consumer services, hardware and whisky.

Personnel, Products and Prices

Three top Philco executives were appointed to higher posts last week: **Larry F. Hardy** to president of the television and radio division and **Joseph G. Gillies** to vice-chairman of the executive committee of the same division. **Fred D. Ogilby** is now vice-president in charge of sales. . . . **Capehart** named the Rowles Sales Company, San Antonio, as distributor in Southwestern Texas. . . . Two new **Zenith** radio-phono console combinations were announced. Both sets include AM and FM radio and a three-speed record changer. The mahogany set will retail for \$279.95 and the blond wood set for \$10 more. . . . The new **Magnavox** line includes a 16-inch table model TV set at \$229.50, a 16-inch console at \$339.50 and two radio-phono combinations at \$219.50 and \$275. . . . **William Nagy** has been named sales manager of the accessories division of Philco Distributors, New York. . . . Admiral appointed the **Iron Company** as distributor in the El Paso, Tex., territory. . . . **Walter C. Lederer** has been named advertising manager of the Bendix radio and television division. . . . The **Jenkins Wholesale Division**, Tulsa, Okla., has been named distributor for **Hoffman**.

Harold S. Bolsover has set up the Airway Television Company at 2000 Godfrey Avenue in Philadelphia. . . . **George Weber**, of Weber's Television, was elected temporary chairman of the newly organized Television Contractors' Association in Philadelphia. Other officers include **Sonny Wittingham**, of Wittingham Bros., vice-chairman; **Al Haas**, treasurer, and **Jack Phillips**, of Phillips Television, as service secretary. . . . Radio Electric Service Company, wholesale distributor of radio and television parts with headquarters in Philadelphia, has opened a ninth branch store for the Southern New Jersey area in Atlantic City, with **Herb Levinson**, salesman covering Central Philadelphia, appointed to manage the new unit.

Sightmaster announced a new 16-inch console with DuMont tube, imputator and FM radio and priced at \$399. . . . **Arvin** appointed the Radio Distributing Corporation as Indianapolis distributor and Radio Products Sales Company as Los Angeles distributor. . . . **Lee McCanne**, vice-president of the Stromberg-Carlson Company, has been elected president of the Rochester Chamber of Commerce.

Cincy TV Set Sales Skyrocket in Nov.

CINCINNATI, Dec. 17.—Television sets have been moving fast here during the past few weeks, according to a report released this week by the WLW-T research department, with local buyers laying it on the line for 8,000 sets during November alone. TV sets in this area totaled 50,000 December 1, nearly twice the number reported six months ago.

Last July the National Broadcasting Company estimated that there would be 45,000 sets in the 45-mile area served by local stations by January 1, 1950. That prediction was exceeded by 5,000 as of December 1.

Don Miller, of the WLW-T research department, said that there were 9,742 sets installed in this coverage area by December 1, 1948.

Eureka Cathodes Out Except 16-Inch Glass

NEW YORK, Dec. 17.—The Eureka TV Tube Company has stopped production on all cathode ray tubes except for the 16-inch all-glass size, it was disclosed this week by Thomas Stave, sales manager of the firm. The company will also start deliveries on a 19-inch all-glass tube by February 1.

Hallicrafters Marketing Rectangular Cathode Tubes

CHICAGO, Dec. 17.—It became apparent this week that Hallicrafters will be the first TV manufacturer to market receivers featuring the new, and much talked about, rectangular shaped cathode ray tubes. The new Hallicrafters line, already shown to distributors in a "secret" meeting held here last week, will be unveiled to retailers at a series of distributor showings scheduled for "sometime after Christmas." Previously, Garod had announced that it would market sets with rectangular tubes in January.

A Hallicrafters spokesman disclosed that most sets in the new line would be rectangular tube models

Court Battle Over Maj. Tag

NEW YORK, Dec. 17.—A legal battle over the Majestic name developed this week when Mercury Records petitioned U. S. District Court in Chicago to modify an order giving the name to Leonard Ashbach's Garod Radio Corporation. The court had previously approved Garod's \$70,000 purchase of the Majestic assets, including name, trademark, good will, molds and dies, and had also ordered termination of Mercury's right to use the Majestic name for phonograph records.

The hassle dates from October last year, when Mercury's high bid of \$142,000 for assets of the Majestic Record Company was accepted by U. S. District Court Judge Philip L. Sullivan. Irving Green, Mercury president, said this week that his company had later incorporated a firm under the name of Majestic Phonograph Record Company. Mercury now claims that its original purchase gives it the right to use the Majestic name for disks.

Sullivan's Decision

On December 8, this year, Judge Sullivan issued an order approving Garod's bid for the Majestic name, good will and other assets. Under this order, it is claimed, Mercury's right to use the name for phonograph records was terminated. Ashbach (See Court Battle on page 19)

DuMont Suit Contests RCA Patent Validity

Answers Complaint

WILMINGTON, Del., Dec. 17.—The validity of certain patents owned by the Radio Corporation of America (RCA) is challenged in a declaratory judgment suit filed Tuesday (13) in Federal District Court here by the Allen B. DuMont Laboratories, Inc.

The RCA complaint charged infringement on their patents by television receivers manufactured and sold by DuMont under nine different model numbers, as well as cathode ray tubes manufactured and sold by DuMont.

DuMont denies infringement and alleges the patents are invalid "to the extent that they may have colorable relevancy" to the DuMont equipment. DuMont further alleges, on information and belief, that RCA has agreed and conspired with others and has attempted alone and in concert with others to monopolize and restrain trade in the television receiver, cathode ray tube and radio equipment field generally.

On information and belief, DuMont further alleges that RCA has misused the nine mentioned and other patents owned or controlled by it in a manner contrary to public policy as a result of which the patents are unenforceable.

Magnavox Christmas TV on 22 Stations

FORT WAYNE, Ind., Dec. 17.—As part of an extended advertising program, the Magnavox Company will this Christmas sponsor a half-hour TV program on 22 stations across the country. This will mark the first time that the company has used video as an advertising medium.

The show, on film, will be Charles Dickens's *A Christmas Carol*, featuring Vincent Price as narrator, Taylor Holmes as Scrooge and a cast of 18. In nearly all cities, the program will be aired Christmas afternoon or evening. Maxon, Inc., is the Magnavox agency.

At a special stockholders meeting held here this week, Richard A. O'Connor, Magnavox president, predicted satisfactory sales for the first quarter of 1950. The stockholders approved amendments to the company's certificate of incorporation that will permit Magnavox to issue 100,000 shares of new cumulative class "A" stock. The company also plans to sell a \$2,000,000 issue of debentures.

Video Corp. Skeds Five New Models

NEW YORK, Dec. 17.—At least five new TV models, including a 19-inch console at about \$445 and a 16-inch, three-way combination at \$450, will be marketed by the Video Corporation of America by the end of January, according to Jules Rivman, sales manager of the firm. The \$445 price for a 19-inch TV receiver, while not definitely set, would be the lowest priced 19-inch model on the market. It was also learned that Video would use an all-glass tube rather than the DuMont-style metal-coned tube.

All the new Video (C & L) sets are said to be 16 or 19-inch console models. In addition to the TV-AM-FM record changer set, the company will start shipments on three additional 16-inch consoles.

DIVORCE FOR PUBS AND PIX?

Justice Dept. Wants Leibell Decish Upheld

Industries Willing

(Continued from page 3)

suggest possible revisions in their structure as ways to comply with legal requirements, it was learned. Because of the complex structure of both ASCAP and the film industry, however, the task has not been easy. Also, a division of interests within the groups has added to complications. As a result, the Department of Justice has been assuming a role of counselor, but it is recognized on all sides that this role could change swiftly to that of prosecutor if the way gets stormy.

Leibell's References

In the light of current developments, Judge Leibell's outspoken reference to the film-ASCAP interests on music royalties are considered highly significant, particularly Judge Leibell's assertion that major producers "have a financial interest in the license fees ASCAP collects, because those producers own music publishing corporations, which are publisher members of ASCAP."

Coming into current backstage discussions more and more is that (See Justice Dept. on page 19)

Zither Dither

NEW YORK, Dec. 17.—Harry Meyerson, MGM Records' artists and repertoire boss, was in a dither over a zither a couple of weeks ago. Meyerson, caught up in the *Third Man* Theme noise, decided to cover the melody as closely to the original—a zither solo—as possible.

Meyerson consulted his Local 802 musicians directory for registered zither players. Three are listed. Only one of these has a telephone. His name is Franz Dietschmann. Dietschmann sliced the opus for Meyerson last week.

2 Waxeries Burn, 3d Yearns, In Pic Tune Release Hassle

NEW YORK, Dec. 17.—With the Chappell pubbery and the Selznick releasing organization setting release dates on the *Third Man* score further and further in the future, at least two diskeries here are burning. Adding to their restiveness is the prospect that a third record company may cop original sound track rights and enter the competition in a strong position.

The rumble began when the diskeries were caught in the cross-fire of a fight between David O. Selznick and Sir Alexander Korda involving several reciprocal film deals, including the *Third Man*. Victor and London have both had diskings of the flick's principal melodies in the can for some time—the Victor job by Irving Fields, the London by zither player Anton Karas, who played for the original track recording. According to London, its Karas diskings is an identical remake as done in the flick; the record is reported to have had a sock sale in England (*The Billboard*, December 10).

Hold, Hold, Hold!

Both companies were about to release their diskings about two weeks ago, but then word came from Chappell that it would have to hold until January 1. After this came a hold order from the pubber, moving the

release date up to January 15. The capper, came last week from the Selznick organization in the form of an order to hold up the dishing indefinitely. The Selznick ukase went on to explain that this would hold things up till at least February and that the Chappell letter setting the January 15 date had been a mistake by the publisher, who had failed to consult Selznick on the order of the day.

Victor's wrath is intensified by the circumstance that its *Third Man* side, backed with the promising *Wedding Samba*, had been pressed, with 4,000 copies ready for distribution last week (9). In order to get the *Samba* side out, Victor had to go to the trouble and expense of recoupling it with another Fields side, *Kitty*. The recoupled disk will not be shipped until January 6, Victor thereby losing an edge it had over other waxeries who will have their versions this week and next.

London is steamed because it has been the sole possessor of the Karas-performed music of the *Third Man* tunes and was ready to release several weeks ago. Several copies, in fact, did go out to jockeys and were spun on the air.

Enter Decca

In the picture now is Decca Records, which reportedly has the inside track on the original Karas sound track recording which London also would like to tie up. Grapevine has it that the Selznick firm is ready to give the rights to Decca; the only thing holding up the deal is the fact that Decca insists that it be exempt from all legal responsibility arising from possible litigation over the rights.

Other waxeries have cut versions of the *Third Man* tunes, including a Decca by Guy Lombardo, and an MGM zither job, but none is as aggrieved as Victor and London. If Decca comes up with the sound track version, identical to the London record, London feels that the competition will be extremely rugged.

The hassle points up the fact that where a picture tune is involved, release dates still seem to have some reality. Trade opinion is that if it had not been for the flick angle, everyone who could would have jumped the barrier weeks ago.

"This is the kind of thing that discourages us from making a picture tune unless it's a foreordained smash and we have to cover," an exec of one of the affected waxeries said. "We have movie people and publishers running our business in these deals, and it'll be a long time between picture tunes for this company after this."

Victor's Kayes On Red Seal

NEW YORK, Dec. 17.—Alan Kayes, heretofore publicity manager of the RCA Victor record department, has been appointed commercial manager of Red Seal records. The post is a new one and represents a move to heighten Victor's strength in the long-hair disk field.

Kayes is expected to accomplish a close liaison between the artists and repertoire division, and the sales, merchandise, advertising, recording and manufacturing divisions in the development of Red Seal disks.

Pop Parodies Are Questioned

NEW YORK, Dec. 17.—The Songwriters' Protective Association (SPA) this week dispatched missives to pubbers, inquiring into the practice of performances of parodies on pop songs. SPA, in a move to acquire information rather than to stir controversy, sought to find whether pubbers were being asked for consent to perform parody versions of regular published works.

Legally the pubbers cannot recover performance credits for the employment of an unauthorized parody unless it can be proved that the parody diminishes the economic values of the song which has been parodied.

Columbia To Push 7-Inch LP's

Top-Side Bally To Hit Locally And Nationally

New Player by VM Industries

NEW YORK, Dec. 17.—Columbia Records, after the first of the year, will inaugurate a promotion campaign designed to hike sales of its seven-inch microgroove disk. The seven-inch record, which has always been in the LP family, has never received a promotional push, altho theoretically all pops have been available in that size. Columbia thus far has not divulged any details on the extent of the projected promotion, but reports are that the diskery's effort will be a major one in terms of advertising space on a national (See *Columbia To Push* on page 38)

14 Join With SPA During Past Mo.

NEW YORK, Dec. 17.—Fourteen people joined the Songwriters' Protective Association (SPA) during the past month.

They are Emery Deutsch, Paul Weston, Nat Conney, Frankie Laine, Gerald Dietz, Leo Israel, Hal Miller, Beatrice Ogden, Joe Rosenfeld, Jack Zero, Johnny Calabro, Bea Walker, Robert Scherman and Richard Myers.

Detroit Going On Binge, Right Into Doghouse

DETROIT, Dec. 17.—Disclosure that Ralph Binge, of the team of Gentile and Binge, who do a comedy show over WJBK, is the Headless Horseman in a mystery jockey show running the past six weeks, was coincidental with the show's moving into the public dog house. For the week of December 19, the show will originate at the city dog pond, with some of the incarcerated mutts slated to make their debut on the air.

Objective is indicated by the slogan, "Give Every Dog a Merry Christmas" or "Holiday Happiness for Homeless Pooches," with the aim of getting the dogs left in the pound adopted by dog-lovers in time for Christmas.

Theme ties in with Binge's other incarnation as "Beautiful Carl, Friendly Philosopher," who is presented as a woman-hater who "loves only dogs." This idea has been promoted since the Horseman took the air recently, with daily description of the woes of marriage. Special gimmick in the form of buttons inscribed "Marriage—the Living Death" have been ordered and are being offered to listeners.

Sinatra Plans Theater Tour Of Key Cities

NEW YORK, Dec. 17.—Frank Sinatra is planning a theater tour of eight to 10 weeks, starting in February. Details of the trek are likely to be set in the next two weeks. It's known, however, that the singer intends to hit key cities, including locales he's never visited. Promotion on the tour will be many angled, tying in Sinatra's Lucky Strike cigarette air show and his Columbia Records disks. He'll contact disk dealers, distributors, jockeys, etc.

One of the factors motivating Sinatra has been the success of his recent Hartford, Conn., date at the State Theater, December 3 and 4. The warbler broke records there, doing \$18,000 business during eight shows. The show included Harvey Stone and Ziggy Elman.

The projected tour would wind up in New York, where the Capitol Theater holds first option on the singer.

The tour, of course, would necessitate wire-taping Sinatra's radio airer.

EARLIER CLOSING

December 31 and January 7 Issues

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

Get your NEWS and ADVERTISING in Early.

Berg - A'berg, Morris Merge In Hollywood

Flicker Talent Involved

HOLLYWOOD, Dec. 17.—Merger of Berg-Allenberg Talent Agency with William Morris Agency was announced here Friday (16) by Morris topper Abe Lastfogel. Deal, one of the biggest talent office consolidations in recent years, will bring a hefty cash settlement to Bert Allenberg and create new executive berths in the Morris office for Allenberg and several associates. Morris office will thus acquire a raft of important motion picture talent properties thru the deal, including such names as Clark Gable, Robert Mitchum, Edward G. Robinson, Charles Laughton, Frank Capra, Loretta Young, Linda Darnell and Joel McCrea.

Deal jelled here after weeks of negotiations with Lastfogel and top Morris execs. Prior to Morris office pitch, Allenberg had negotiated with Music Corporation of America (MCA) for similar merger. Client-wise, Berg-Allenberg org was considered one of the few top talent agencies in the film capital.

Heidt Disks To Go 45 RPM Soon

NEW YORK, Dec. 17. — Horace Heidt Records, which will begin shipments on its long-playing sets immediately after Christmas will in the near future jump to 45 r.p.m. as well. According to the diskery's general manager, Frank Reeves, the decision to put its pops on the seven-inch biscuits comes after repeated requests by distributors. A date has not yet been set for the initial release.

Meanwhile Heidt, who will again feature his own band on disks (*The Billboard*, December 10), is putting his artists-repertoire department on a portable basis. If the maestro happens to turn up an unusual piece of material in the course of his tours, he will be in a position to take the band into the nearest recording studio, cut a tape and airmail it into the home office for immediate processing. Besides searching for "firsts," Heidt, who feels that bands are coming back, will also cut plug-tunes with his band, employing his old gimmick of triple-tonguing trumpets, etc. The original primary purpose of the label will continue, however, to serve as a showcase for young artists turned up on Heidt's Philip Morris Youth Opportunity shows.

2d Hudkins Ork A la Artie Shaw

HOLLYWOOD, Dec. 17.—Ace Hudkins who caused a legal row last year by using the Artie Shaw name in conjunction with the Bob Keene band and playing Shaw arrangements, is again dusting off the Shaw library. This time, top-flight arranger-clarinetist Henry Beau will front the Hudkins built band. Hudkins, however, is cautiously sidestepping any renewed difficulties with Shaw by calling his new group the Californians. Ork, with the exception of the new frontier, will be basically the same as the one used last year, with Penny Parker back again as aggregation's chirp. Californians has been set for a three-week (week ends only) stand at downtown L. A.'s Avodon, with other dates within the area now being set.

As before, three disk jockeys (KXLA's Alex Cooper, KFWB's Bill Anson and KLAC's Don Otis) will share in the earnings in return for plugs.

Copyright Action Due in 1950

Pubbers Put the Payola Finger On Peatman and Humber Sheets

By Jerry Wexler

NEW YORK, Dec. 17.—A group of leading music publishers, meeting with officials of the Music Publishers Contact Employees (MPCE) this Wednesday (14) in an attempt to work jointly against payola, put the finger on the Peatman and Humber sheets as leading factors in the spread and continuance of payola. Nine publishers or publishers' representatives were present, and with one exception, agreed that if the sheets were eliminated it would be a healthy shot in the arm for the industry.

Attending were Louis Bernstein, of Shapiro-Bernstein; Abe Olman, of the Big Three; Lester Santly, Santly-Joy; Bernie Goodwin and F. I. Wolpen, Famous-Paramount; Jack Robbins, J. J. Robbins; Herb Marks, E. B. Marks; John Lister, Southern, and George Marlowe, Broadcast Music Inc. (BMI).

Remotes Under Fire

Remotes again came under fire as the nub of the pay-for-play evil, and it was agreed that the situation in Chicago and on the Coast is far worse than here in New York. Pubbers reaffirmed their recent stand on paying for plugs, stating that they had instructed their staffs that plugging was to be simon pure from here on (*The Billboard*, November 26). It was also noted that several commercial shows had come under suspicion in recent months, and at least three such shows were named as having stretched out grubby palms.

While no formal resolution on the sheets was made, the pubbers expressed their desire to get rid of them, and almost all said they would be happy to drop both sheets if majority industry sentiment definitely so indicated. It was suggested that only the Accurate report be kept and the possibility of eliminating from the Accurate sheet bands on the take was also hashed over.

Old hands who heard about the sentiments expressed at the meeting pointed out that there have been many rebellions against the sheets before—all of them vocal, very few finding expression in action. Individual pubbers have, from time to time, dropped subscriptions to the services, and many have picked them up again.

A Skeptic's View

"Pious intentions," said one veteran major pubber, who was not in attendance. "Sure, I'm for cleaning up the industry, but the history of this business proves that publishers just can't pull together. Usually when one of these 'common cause' deals comes up, you'll find that everybody gets altruistic for very

personal reasons. Get rid of payola when you find that everybody else is paying the same as you, and it's too competitive to pay. If we got rid of the sheets and kept the Accurate confidential for publishers, plenty of publishers would be off to curry favor with some producer and would show him the report every week on the button."

At the tail end of the meeting, the general problem of payola disk jockeys was touched on, and it was agreed to tackle the spinner aspect in more detail at future meetings.

The meeting was reportedly carried out in a spirit of accord, and even of enthusiasm, and it was decided to continue along the same vein after the first of the year. The suggestion was put forward that all pubbers in the area meet with the council some time soon to make a definite decision on the sheets, the meeting to be held possibly at ASCAP or MPPA, where space for a large conclave is available.

AFL Gets Clean Bill From NLRB On T-H Charge

CHICAGO, Dec. 17.—James C. Petrillo, prexy of the American Federation of Musicians (AFM), last week jumped the first hurdle of an action charging he violated the Taft-Hartley Act. Ross M. Madden, regional National Labor Relations Board (NLRB) director, after reviewing a charge that Petrillo had attempted to force a secondary boycott, ruled that no complaint be issued by his office against the AFM chief.

The review of the case by NLRB investigators here stemmed from a fracas between Petrillo and Boom Electric & Amplifying Company, local franchised distributor for Muzak, wired music service, last September. Boom took the case to the NLRB, after he claimed that the AFM attempted to force him to fire seven members of local 134, American Federation of Labor electrical workers, whom he was using to operate turntables which supplied the Muzak music to local locations. Boom charged that Petrillo recommended that he supplant the electrical union members with AFM members or face the wrath of the musickers' org.

Madden, in his ruling last week, stated that he could find no evidence of a secondary boycott. It was alleged at the time of the AFM-Boom firm skirmish that Petrillo had notified users of the Muzak service, who also employed live musicians in their locations, that unless the AFM members supplanted the electrical union men, the AFM would pull its members from the location's entertainment rooms. Boom Electric now has the right to appeal the Madden finding within 10 days following the date of the decision, which was announced Wednesday (14). Milton Boom, prexy of the firm, when contacted, said he and his legal counsel had not yet determined whether or not they would file an appeal.

Another charge against Petrillo is still under consideration by Madden. It involves whether or not the AFM leader was guilty of inducing Boom to drop his electrical worker employees in favor of the AFM men. The NLRB here, when contacted, said that Madden's decision on this charge should be forthcoming within the next two weeks.

"White Christmas" Hits 6-Million Mark

NEW YORK, Dec. 17.—Tho it hasn't fared quite as well this season as it has in the past half dozen, Bing Crosby's Decca etching of *White Christmas* this week went over the 6,000,000 mark in sales since its release some eight years ago. The dishing took a sudden upward spurt in the past 10 days after most tradesmen had kissed off the Berlin evergreen for this Christmas.

The major season play still is on *Rudolph, the Red-Nosed Reindeer*, *Blue Christmas* and the Yogi Yorgeson pairing of *Yingle Bells* and *I Just Go Nuts at Christmas*.

UNESCO May Call a Global Parley in May

Congress's Anti-Trust Angle

(Continued from page 4)

but the spadework would fall upon the subcommittee on trademarks, patents and copyrights, which is headed by Rep. Joseph Bryson (D., S. C.). This subgroup has been spending most of its time with patents and trademarks in the last couple of years. About the only legislation affecting copyrights to come out of the group since the war was the law hiking the fee for registering a copyright to \$4.

On the international copyright scene, 1950 is expected to bring full approval from UNESCO for the convening of delegates from all countries to draw a global treaty. At present the UNESCO copyright office is about ready to take a mail referendum on the desirability of a copyright convention. U. S. officials are confident that the nations will vote in favor of a confab, after which UNESCO agreement to sponsor the pact would be automatic.

Depending upon the speed with which the countries answer their questionnaires, the convention could be authorized by UNESCO at the next board meeting in Florence, Italy, next May. If sufficient returns haven't been examined by that time, the UNESCO decision will be postponed until the following board meeting in September, 1950.

If no unforeseen hitches occur, it is possible for the proposed treaty to be in operation in 1951. U. S. copyright officials anticipate that the global pact will be drafted so as to provide minimum protection among the various countries for copyrighted works. The idea is to make a start toward getting every nation to recognize the sanctity of other nation's copyrights. After a treaty is in operation, there will be periodic conventions—probably every five years—for the purpose of tightening its provisions.

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British 66 $\frac{2}{3}$ % Tax Stalls Phono Biz, Mittel Says; Points Out Levy Might Be Snuffed Out Overnight

By Hal Webman

NEW YORK, Dec. 17.—“The maximum market in Great Britain's phonograph and phonograph record business has not been touched” because of the 66 $\frac{2}{3}$ per cent luxury tax which is levied on all phonographic equipment, according to Benar Mittel, general manager of the Electric Musical Industries (EMI), British disk group which controls the products of His Master's Voice

“Howdy Doody” Setting RCA Kidisk Records

NEW YORK, Dec. 17.—With the aid of some unique promotion, RCA Victor's *Howdy Doody* package, latest entry in the Little Nipper kidisk series, has shaped up as the fastest selling children's set in Victor's history. On the market less than two weeks, the two-disk folder has sold 40,000 sets on 78 r.p.m. disks and 13,000 on 45 r.p.m. According to Larry W. Kanaga, general sales and merchandising manager of the Victor record department, 12,000 of this total have been accounted for in New York City alone.

Kanaga attributes much of the reaction to the fact that the *Howdy Doody* television show has an estimated audience of 2,000,000. The producers of the TV show and the diskery have teamed up on mutual promotion, with the disks getting a strong, steady push on the broadcasts. Victor is sending out *Howdy Doody* picture postcards to all RCA-TV service contract owners, announcing the release of the set and plugging the show. Victor also is making available to dealers a special cut-out, easel-back display piece, 40 inches high, in four colors, with three *Howdy Doody* figures.

The Victor disk set, like the TV show, is narrated by Bob Smith, who created the character. The music and script were written by Edward Kean, writer of the show. The album was produced by Victor's kidisk department head, Steve Carlin.

Courtney Drops Baton for Tele

HOLLYWOOD, Dec. 17.—Band leader Del Courtney has forsaken the baton and podium in favor of tele. Courtney is taking a double thrust at video—he starts a three-hour, five-a-week daytime (3-5 p.m.) show on San Francisco's KPIX Wednesday (21) and has opened a tele set store in Berkeley.

Daytime set will be a gab and disk fest similar to the Al Jarvis show on Hollywood's KLAC-TV. Courtney was in the film city last week for an in-person look-see at the Jarvis show prior to kicking off his own show in the Bay City.

Erie Court Dismisses Musicraft Distrib Suit

NEW YORK, Dec. 17.—One of several suits instigated by Musicraft Records against former distributors was dismissed in the Erie County Supreme Court (Buffalo) on the verdict that the diskery had “no cause of action” against Joseph Mollen's Niagara-Midland Corporation. Musicraft sought \$5,500, allegedly due for unpaid invoices. Mollen had countered with the claim that the diskery had refused to take back defective records, and that, on lining up an-

(HMV), Columbia, Parlophone and MGM in England. “The tax is stalling the sale of regular 78 r.p.m. phonographs,” says the EMI exec.

Since the tax can be snuffed out overnight, Mittel points out, British dealers, both out of fear and necessity, prefer to maintain bare or no inventories on disks and keep no stock on machines. And the combination of the excessive size of the tax and the belief that it may go at any given time has kept the British public away from retail disk stalls. Mittel feels that the increase in interest in disks in England has not yet been felt at the dealer level, primarily because of the tax burden and the resultant high price tags on players.

Sets Outmoded

The average Briton's home phono equipment is prewar single-disk turntables and even crank-driven machines. Automatic changers are not yet commonplace. And since players are dated at home and expensive to purchase new, not much of the market has been tapped, and, consequently, disk sales have not come close to the potential.

Mittel, who was here for about a month and sailed for England last week, studied the new speeds during his visit. He believes it is unlikely that either the LP or 45 systems could be marketed in England for quite a while. This because of the luxury tax and because the regular 78 market has not really been tapped in England.

Mittel points out that he can see nothing of the so-called battle of the speeds. “It's no battle at all,” he feels. “Actually both are completely different ideas and both are admirable for what they represent—LP is excellent for uninterrupted performances of classics while 45 has its advantage in its small size and the low price of the small single record.” Mittel also pointed out that the only thing both systems have in common is the microgroove. The EMI exec claimed that the microgroove has been used in England for a number of years in producing records for the blind.

The primary purpose of Mittel's trip here was to line up an artist and repertoire program for longhair material between EMI and American Columbia and American Victor. With the classics, Mittel points out, it is possible to prearrange recordings to avoid duplication of the work on both American and English outlets of the two labels.

Mittel said the newest wing of the EMI organization, MGM Records, is beginning to take hold in Great Britain. The No. 1 MGM artist in England has been Jimmy Durante.

The EMI exec also told of a number of independent diskeries which had cropped up in Great Britain since the end of the war. But these small outfits haven't made any dent on the market to date.

Mittel tells that the British disk business has fallen off slightly since last year and that the set business has been at a virtual standstill for the past 12 months. He doesn't believe that there will be any decided improvement until the 66 $\frac{2}{3}$ per cent tax either is wiped out or lowered drastically.

other distributor for the up-State territory, had refused to take back his stock. According to Musicraft Treasurer William Fortgang, the case will be appealed.

Musicraft, classified as “debtor in possession,” is currently attempting to pay off its creditors under Chapter 11 of the Chandler Act. It will “carry thru to the very end to collect its accounts receivable,” Fortgang stated.

GAC Books 50 of 85 Dates For 40-Piece Kenton Tour

NEW YORK, Dec. 17.—Stan Kenton, who is preparing to take a 40-piece ork on a concert tour which will cover some 85 one-nighters, will be booked by General Artists Corporation (GAC) for the tour after having made a determined effort to solicit the dates thru his own organization. Bob Allison, who had been doing the booking for Kenton, has already racked up about 35 of the proposed 85 dates and the remainder will be sold thru the GAC offices. It was learned that Kenton's pact with the agency never has run out despite earlier reports to the contrary.

The proposed Kenton concert series will kick off in Seattle February 19 and will be highlighted by a two-night stand at Carnegie Hall, New York, April 8 and 9. The concerts will be billed as *Innovations in Jazz* and will spotlight the 40 Kenton tootlers, many of whom will be from the ranks of the orkster's earlier and successful bands, and thrush June Christy. Kenton has done and will continue to do a great deal of the arranging and writing which is being poured into the concert presentation. In addition ex-Kentonite Pete Rugolo is doing a batch of work for the giant-sized ork.

To Cut Cap Disks

Prior to the concert series Kenton will slice eight 12-inch platters for

Capitol which will serve as the hub for the promotion of the concert series.

According to current plans, Kenton proposes to do one 85-concert turn annually and will lay off for the remainder of the year unless the demand warrants a second round of the auditoriums he works. Kenton will not play dances, locations or theaters with his new layout.

The return of Kenton, one of the most active, colorful and vigorous of the maestri, is being marked as another step in the rebirth of popular orchestras, the Kenton's will be far removed from the terp palaces. It is figured that the promotion-minded Kenton can do much to revive interest in all bands simply by sticking to his musical guns and stirring controversy of the type which helped keep the public interested in music and orks while he and the remainder of the industry were riding comfortably a couple of seasons ago.

Bea Walker Asks BMI Pay For Two Tunes

NEW YORK, Dec. 17.—Songwriter Bea Walker, who in January of this year obtained a judgment against Stevens Music for \$2,846.35 in royalties due, started a proceeding in City Court this week to collect the money from Broadcast Music, Inc. (BMI).

Affidavits filed by Miss Walker's counsel, Alfred H. Adler, of Adler & Adler, show that Steven's accounts had been made over to BMI as security for loans, and that BMI subsequently collected \$4,681.18 from record companies for two tunes clefted by Miss Walker and published by Stevens. The tunes are *Who Told You That Lie* and *Hold Me, Hold Me, Hold Me*. Adler contends that inasmuch as writer royalties are a trust obligation, as set forth in the Songwriters' Protective Association (SPA) contract covering the song, such royalties cannot be assigned away by the publisher.

Tax Lien Involved

Under the same argument, the motion seeks to restrain a government bid to collect a tax lien of \$2,931.00 against the Stevens firm. The government is also trying to collect from BMI.

Stevens has been inactive for some time, and Adler reported the judgment uncollectible for lack of funds. The pubbery, which had borrowed various sums from BMI, still owes BMI \$15,076.80, according to an affidavit submitted by the licensing organization to Adler.

BMI officials declined to comment on Miss Walker's move.

Decca Gives Up On “Mule Train”

NEW YORK, Dec. 17.—*Mule Train* has had its last ride on the Decca label. Since the Decca execs felt that the *Train*, as etched by Bing Crosby, had just about worn out its welcome and since *Dear Hearts and Gentle People*, the flip side of the waxing, is creating sales for the pairing, the diskery has decided to pull *Train* off the platter and replace it with a new pairing.

The new flip for *Dear Hearts* will be *Make Believe*, a Crosby dinking with Carmen Cavallaro accompaniment, which Dave Kapp, Decca veepee in charge of artists and repertoire, feels didn't have a fair chance when it was issued four or five months ago.

Jazz, True Art

NEW YORK, Dec. 17.—Voicing the hope that jazz as a true art form may not disappear from the American scene, maestro Stan Kenton reaffirmed his faith in that musical idiom in a letter to Ted Cott, vice-president in charge of programs and operations at WNEW, New York. Informing Cott of his plans for a concert tour (see adjacent story), Kenton writes in part:

“I believe it is high time that all of us face the bare facts honestly with regard to the gradual decline of jazz as a sound commercial commodity. I feel that the past few years have dulled the interest of many due to the deluge of inferior music, cheap ‘character’ presentations and performances rendered in inappropriate places. I am also quick to recognize the mistakes we have made, but have the clear conscience to say that our prime purpose was to present the finest possible modern music, and it is with this ambition that we are again . . . going ahead.

“This time the orchestra will be designed to include strings, French horns and woodwinds. . . . I believe a great deal of constructive groundwork can be laid to re-establish an interest in jazz in the big orchestra category.

“I realize that many really great musical organizations have been forced economically to quit, cut down or modify their music in order to survive. This, to us in the field, is most tragic. It would be admitting defeat for us to allow any such compromises to affect the presentation of the music which I feel is a part of our way of life.

“I know that you are in a position to do a great deal of constructive work and to assist the serious jazz musician to a great degree. I hope that you believe as strongly as I do in the role modern jazz has played, and will play in the future, and that you will fight, as we are fighting, in order that jazz as a true art form may not disappear from the American scene.

“Sincerely,
“STAN KENTON.”

Justice Dept. Wants Leibell Decish Upheld

(Continued from page 16)

part of the Leibell decision which stated: "The motion picture producers thru their ownership of a number of music publishing corporations who have members of ASCAP, shared in the funds collected by ASCAP from all sources, including the licensing of motion picture theaters. The producer publishers drew down 37 per cent of the 50 per cent of the net proceeds of ASCAP's licenses, allotted to publishers members by ASCAP."

Also being aired is a section of the decision stating that "the combination of the members of ASCAP in transferring all their non-dramatic performing rights to ASCAP, is a combination in restraint of interstate trade and commerce, which is prohibited by Section 1 of the anti-trust laws." The decision went on to state that the combination "restrains competition among the members of ASCAP in marketing the performing rights of their copyrighted works" and that "by barring a member from assigning the performing rights to the motion picture producer at the same time that the recording right is assigned the channels in which the films may be marketed is narrowed to those exhibitors who have a license from ASCAP covering the performing rights of the ASCAP music synchronized on the film."

The problem of divestiture of interests of movie exhibitors and producers in music publishing is recognized as a staggering one. Seen as equally complex is the problem of trying to revise the ASCAP membership structure in respect to interests directly or indirectly related to the film industry. The issue is viewed as a dynamite-laden one, particularly in connection with the Department of Justice's confabs on the consent decree amendment, which have been proceeding thus far on an amicable basis between the anti-trusters and ASCAP.

Court Battle Over Maj. Tag

(Continued from page 15)

claims that "Mercury's title was limited" in that Mercury was permitted to use the Majestic tag only until the firm's other remaining assets were sold.

Mercury now claims that the trustees for the bankrupt Majestic firm actually had twice sold the rights to the name.

Of particular interest to tradesters in both the TV and disk fields is Ashbach's disclosure that his Garod firm would like to get into the disk business under the Majestic name. He stated that he had already been in contact with several disk manufacturers on the question of pressing facilities. Mercury, on the other hand, is known to be readying a move into the radio-TV receiver field.

A by-product of the present controversy is the disclosure by Green that Mercury has been "pressing records on the Majestic label" and distributing them thru the regular Mercury channels. This came as a surprise to the trade.

TOMMY MACK TO DECCA

HOLLYWOOD, Dec. 17.—Tommy Mack, ex-Glenn Miller sideman and orchestra manager, was named assistant to Sonny Burke, Decca Records Coast artists and rep chieftain. Mack will assist Burke in handling Decca diskers and music, later on branching into a berth as assistant Coast recording director for the plattery. Prior to joining Decca, Mack was assistant to Bullets Durgom, Coast personal manager.

'Home Town Band' Disk Gets Big Push With Six Gimmicks

NEW YORK, Dec. 17.—Arnold Shaw, Leeds-Duchess execs, has developed a multi-faceted promotion campaign around the tune, *Home Town Band*. The campaign, of which there are six phases, will take place at York, Pa., a city which has been called "Tune Town" by *American* magazine and designated as a model music community by the American Music Conference.

On December 12, a disk jock jam-boree was held at the Valencia Ballroom, with sellout attendance of over 4,000. Pressings of the tune were played, with a contest and audience participation. This week four stations in York were scheduled to begin playing *Home Town Band* disks as a build-up for a band festival December 29. With each play of the tune jockies ask York citizens to contribute to a fund—the money to be used to purchase uniforms for three York home town bands. A special box will be rented in the York post office, to be known as "Home Town Band," York, Pa. Citizens will send contributions to this address, and each contributor gets two gratis tickets to the December 29 festival. On December 28 there will be a home town band parade as build-up for the December 29 event. Participants will include many of 29 bands of York County. At the December 29 festival the Spring Garden Band, numbering 100 musicians, will give a world home town premiere of *Home Town Band*.

Naugatuck Local Elects

NAUGATUCK, Conn., Dec. 17.—Raymond Hotchkiss has been re-elected president of Local 445, American Federation of Musicians (AFM). Other officers re-elected are Harry Winslow, secretary, and Edward Griffith, treasurer.

Merchandising Pays Off:

Disk Shop Uses Syracuse U. Promotion To Bring in Moola

SYRACUSE, Dec. 17.—Sponsoring a jazz concert for Syracuse University paid off in more than one way for Howard Olmstead, who operates the Victrola Shop here, just one block from the university campus. Dealer Olmstead's promotion can point the way to similar merchandising efforts for any retailer who caters to a university or college crowd. It's all in making the student patrons feel that "this is their store," says Olmstead.

For about \$150 the Victrola Shop found an effective way to reach 100 per cent of its most important group of potential customers, and to reach them day after day for over a week. It all started when the music critic of the university's student newspaper, *The Daily Orange*, conceived the idea of a jazz concert to be sponsored by the school paper. Student leaders were all behind the scheme, but lacked funds to launch the concert promotion. It was Olmstead who came thru with the needed money.

Students Do the Work

Altho Olmstead was to carry the financial burden, he lessened expenses and work by allowing the students to handle all the planning and arrangements. Obviously, working thru the student paper was ideal, since plenty of newspaper space was devoted to the concert. Posters were used for advertising in the various school buildings and around the cam-

ASCAP Pubbers Get New Dramatic Right Grant Form, Revising Video Limitations

NEW YORK, Dec. 17.—Publisher-members of the American Society of Composers, Authors and Publishers (ASCAP) received from the Society this week supplementary forms amending the dramatic rights grant to telecasters. The new agreement, which supplants the original "special rights" grant of last year, delimits video use of music as follows:

(1) Songs from musicomedies, operas, operettas and other staged productions may not be done on television in the same dramatic context as in the original work without special permission.

(2) No song may be used in video in a dramatic sense—dramatic here being understood to convey a use which advances plot or action without special permission. Introductory dialog of a non-dramatic character may be used to present the song.

(3) Publishers may restrict the telecasting of compositions from stage productions if such use is harmful to the production. This clause appears to allow publishers and producers to protect current musical productions by preventing over-exploitation of the production's tunes while the show is still alive.

(4) Publishers may restrict video use of songs which are under litigation.

Score for ASCAP

ASCAP's attempt to restrict the "special rights" use goes by the boards. The special rights grant of last year sought to restrict song use in terms of number of singers, nature of costuming and scenery and number of songs from one show. The video negotiators considered this an impossibly narrow limitation, and insisted on voiding it early in the negotiations. The new agreement, in

turn, represents a score for the ASCAP side, especially for the top show writers who have assiduously fought for protection for their works.

According to the terms of the blanket use pact, the new rights agreement must be signed by 85 per cent (weighted) of the pubbers before December 31 of this year. Otherwise either ASCAP or the televisers may terminate the five-year agreement—tho it is believed that considerable latitude will be shown in this regard.

Money for Distrib

In the letter that accompanied the forms ASCAP stated that some \$200,000 will come into the Society from the televisers and that the money will be distributed in this quarter. The \$200,000 represents 75 per cent of the payments made by video to the Society under the blanket agreement; the 25 per cent balance is being held in escrow against ASCAP's failure to get an 85 per cent okay.

Along with the rights form, pubbers received delayed (or rebroadcast) forms to be signed and forwarded to the four TV networks. The forms call for permission for delayed broadcasts to December 31, 1953, without fees. Films or kinescopes may be used for delayed or repeat performance over network-owned stations which did not carry the original telecast and must be used within 60 days of the original telecast. Films and kinescopes may also be used for reference, file or private audition purposes, or for trailers not over two minutes in length.

La Vaughan and Eckstine on Disk

NEW YORK, Dec. 17.—An unusual all-star duet dishing date will be held next week which will bring together Billy Eckstine, MGM dishing star, and Sarah Vaughan, Columbia Records' artist. The sides resulting from the date will be released on the MGM label.

The session comes about because of a commitment which Miss Vaughan made to Musicraft Records in order to get out of her contract with that firm to go to Columbia. The commitment was inherited by MGM when it took over the Musicraft catalog some months ago. The thrush was required to do four sides for Musicraft at her own and Columbia's expense.

MGM, in picking up the obligation, decided to use Miss Vaughan in duet with Eckstine, since both sing with similar styles and also have been linked in jazz circles ever since they were singing together in Earl Hines' band and later when Miss Vaughan was the thrush in Eckstine's band some three years ago.

MGM Pacts Brito and Lenn

NEW YORK, Dec. 17.—MGM Records this week inked veteran warbler Phil Brito to a term waxing pact. The diskery has issued a number of Brito masters which it acquired in its deal wherein MGM obtained the rights to the Musicraft catalog. The inking of Brito followed on the heels of bright sales of these aged matrices.

The diskery also inked a pact with Robert Lenn, who was the choral director for Gordon Jenkins on the latter's Decca dates. Lenn recently made his wax debut as a single on a Jenkins' plattering of *Happy New Year*. Lenn already has etched a couple of sides for MGM.

Charlton Acquires Engel's Lyric Mags, Marking End of an Era

NEW YORK, Dec. 17.—Titles to Lyle Engel's lyric magazines, including 245 Best Known Songs, Song Hits and Sing, have been acquired by Charlton Publishing Company. Two partners of the latter company, Ed Levy and John Santangelo, formed a Connecticut corporation, Song Hits, Inc., to consummate the deal. Charlton had been Engel's chief competitor, publishing such lyric books as Hit Parade, Best Songs, Popular Screen Songs, etc.

The transfer marks the end of an era which reached its peak during and shortly after the war. In the war years, the sale of Engel's lyric books sometimes hit 3,000,000 monthly circulation, with some music publishers realizing as much as \$75,000 annually from royalties. Even small publishers during the halcyon days were getting as much as \$100 monthly, plus \$1,000 bonuses in the event one of their tunes reached the Hit Parade. According to Engel however the sale of Song Hits recently dropped under 200,000 per month.

This, together with the fact that Engel's firm, Song Lyrics Inc., has been operating under high wartime contracts, persuaded Engel to suspend publication as of January. Engel points out that the publishing industry has always given the magazine enterprise good co-operation. Whatever money accrues to Song Lyrics, Inc., will be used to pay off the publishers. Engel himself, since February of 1946, has not drawn a salary. He tried to maintain the business to the extent of paying off the pubs and printers—meanwhile hoping that sales would improve.

Engel says that the current market, apparently, cannot support more than one lyric book magazine enterprise.

Prior to the peak years of song lyric magazines pubs battled for years to wipe out the unauthorized printing and sale of song lyrics, which were peddled on street corners and subways.

Engel has a new enterprise, Checkerbooks, unrelated to the music business. Checkerbooks are reprints of works of noted writers and sell for 15 cents.

Atlantic Signs Up Flock of Southern Talent & Distribbers

NEW YORK, Dec. 17.—Atlantic Records execs Herb Abramson and Ahmet Ertegun, recently returned from a four-week expedition thru the South, have inked papers with a flock of new artists and distributors. To its newly instituted hillbilly roster, the diskery has added warblers Bill Grammer and Billy Strickland, both of Virginia. The novelty team of Zeke and Zeb was also signed. Blues singers Blind Sammy and Carrie Adams and blues pianist Van Walls join the diskery's blues-rhythm division. Trumpeter-blues warbler Jimmy Brown, husband of the label's chimp, Ruth Brown, signed an exclusive with Atlantic and recorded last week. Because of the abundance of Browns in the field, he's being billed as Jimmy Earle, however.

Ruth Brown, whose diskery of So Long is currently heading Atlantic's list, has been booked on a theater tour with Louis Jordan, teeing off at the Howard, Washington, December 23. This will be followed by the Royal, Baltimore, December 30, and the Apollo here January 6. Following that she goes into Bop City along with Gene Krupa, for two weeks beginning January 19.

New Atlantic distribbers are Acme Distributing Company, Houston; Dunbar Distributing Company, San Antonio, and Central Music Sales, Los Angeles.

HOLLYWOOD, Dec. 17.—Criterion Music, a Capitol pubbery, has taken on the Italian ballad, *Ti Baccero Stasera*, clefted by G. D'Anzi and A. Bracchi. New lyrics were fashioned by Irving Gordon, the tune to be tagged *Adventure* for use in English-speaking countries. A best-seller in Italy, Criterion's Mickey Goldsen expects to find it welcomed by Italian-speaking vocalists (Perry Como, Vic Damone) for English-Italian waxed choruses.

Music—As Written

Al Hoffman Hits the Double Again

For the second time in his songwriting career Al Hoffman appears set with two hits riding simultaneously. In 1947 he hit with "Chi-Baba Chi-Baba" and "Heartaches." This year he's one of the writers on the promising "Cinderella" score tunes, "Bibbidi-Bobbidi-Boo" and "A Dream Is a Wish Your Heart Makes." He also penned the lyrics to "There's No Tomorrow."

London Acquires 4 Jerome Sides From Celebrity

London Records last week acquired four Henry Jerome band sides from Joe Davis's Celebrity label. All four tunes cut by the Edison Hotel maestro are publications of Davis's Beacon Music firm, a Broadcast Music, Inc. (BMI), affiliate. The first coupling, "Souvenir" and "Daddy's Little Girl," were issued last week. "My Memory Trail" and "Tell Me Once More" will follow in February.

New York:

Hot Lips Page was inked to a new three-year contract last week by Columbia Records. . . . **Herb Krohn**, head of London's legal department, is the father of a baby son, Peter. . . . **Haven Gillespie** and **Beasley Smith** are doing the songs for **Gene Autry's** next MGM flick, "A Son of God's Country." . . . **Chirp Mindy Carson**, currently at the Roxy here, opens at Miami Beach's Copa City December 30. . . . **Edward B. Marks Music** has taken four tunes from Latin orkster **Miguelito Valdez**, including "Hilton Caribe," his theme during his current 12-week stint at the San Juan, P. R., hotel of the same name. . . . **George Pearl**, who was with E. B. Marks before the war, has rejoined the pubbery to handle West Coast sales.

Jimmy Dorsey's ork will follow **Frankie Carle** into the Cafe Rouge of Hotel Statler here January 23 and will stay for four weeks. . . . **George Towne's** ork opens at the Roseland Ballroom here Friday (23). . . . **Artie Shaw** and his ork have been inked to slice transcription shows for **Thesaurus**. . . . **Manie Sacks** will leave for a Florida vacation Thursday (22), while **Walter Rivers** and his family take off for a three-week Southern trip earlier in the week. . . . **Warbler Jerry Wayne** is skedded for a date at the Hippodrome Theater in Baltimore beginning December 29.

Vaughn Monroe and his organization are due into the Strand Theater here December 30 for a three or four-week stay. . . . **Johnny Long's** ork will be the first name ork to play the Terrace Room of the Hotel New Yorker here when it switches its policy to a regular nitery presentation with name ork dance music. The kick-off of the new policy is January 12, and the first show will feature thrush **Patti Page**. . . . Columbia Records will record its original cast package of "Gentlemen Prefer Blondes" Monday (19) and Tuesday (20).

Rosemary Calvin and the **Johnny Bond** ork, MGM disk artists, opened last week at Milano's, Huntington, L. I., for a month, with options. . . . **Eddie Heller**, Rainbow disk prexy, has signed crooner **Dick Todd** to a personal management deal. . . . **Bob Mitchell**, former **Louis Jordan** vocalist, has signed with Derby Records. . . . **Adventure Records** will break with five long-playing kidisk packages after January 1. . . . **Ivan Ballen's** Ballen Record Company has purchased the Interstate Record Distributing Company, Inc., of Atlanta. **Charles Hollingsworth** will continue as director of the outfit. . . . Puerto Rican warbler **Bobby Capo**, Seeco disk artist, is in town.

In conjunction with **Bill Lawrence's** forthcoming Victor release of "In My Little Red Book," Edward B. Marks Music, publisher of the tune, is sending out 2,000 little red memo books to jocks, with a reminder on the cover to spin the side. The books were obtained gratis from the Barton Press of Newark, N. J., in return for the nationwide plugging.

The **Deep River Boys**, who fly back here Sunday (18) after a five-and-a-half-month tour of England, return for six more months of work beginning next May, starting in London's Palladium. . . . **Fran Warren**, guest of honor at Leon and Eddie's Sunday night (11), gave a party there for metropolitan area deejays. . . . **Richard Hayes** opens Monday (19) at the Cheat Lake Supper Club, Morgantown, W. Va., for one week. . . . The J. J. Robbins pubbery acquired "Leicester Square Rag," instrumental hit in England, from the Norris Company. . . . **Abbey Records** is starting a country line; they've signed **Rud Messner**, a Chambersburg, Pa., deejay to a term pact. . . . **Sara Vaughan** opens at Cafe Society Thursday (22) for three weeks.

Bob Baumgart left Cornell Music, **Mac Cooper** left Knickerbocker Music. . . . **Louis Prima** opens an indefinite run at the 500 Club, New Orleans in January. The club is owned by his brother, Leon.

Pianist-Maestro **Elliot Lawrence**, who as a child had infantile paralysis, has been named 1950 chairman of the band leaders' division of the March of Dimes campaign. **Manie Sacks**, Columbia Records' popular artists-repertoire head, heads the music publishers' division in the Greater New York branch of the drive. . . . **Clarick Music** has engaged flack **Jerry Simon** to promote its Coral diskery of "Breath of Scandal."

Chicago:

Mercury followed the **Wakely-Whiting** lead last week, when **Murray Nash** cut **Patti Page** and **Rex Allen** in four duets in Cincinnati. . . . **Skip Farrell**, ex-Mercury, has inked with Tower. He cuts his first session Monday (19), flying in from Springfield, Ill., where he attended his dad's funeral before making the wax date. . . . **McConkey Music** has set **Leo Pieper** at the Claridge, Memphis, December 30, with **Don Ragon** following January 19 for three weeks. . . . **Ben Lejar**, of Melody Mill, Riverside, Ill., is replacing **Harvey Crawford's** ork January 11 with **Ray Pearl**, with **Tiny Hill** following February 1 for six weeks. The Hill date marks the first location date for the Mercury recording artist in three years.

Wayne Gregg, one of the bands which became a GAC property when MusArt merged with GAC, has signed a management pact with MCA. MCA takes over booking of the Gregg crew effective August 1, 1950. . . . **Benny Strong** set for nine weeks at the Mark Hopkins, San Francisco, opening January 17, after which he may go into the Coconut Grove, Hollywood. . . . **Roy Oldenburg**, op of the Palais Royale, Galena, Ill., and the Melody Mill, Dubuque, Ia., was injured December 9 in an auto accident. He resumes active operation of the two ballrooms after Christmas. . . . **Beasley Smith**, (See Music As Written on page 39)

Granz Lawsuit To U. S. Courts

NEW YORK, Dec. 17.—New complications were introduced into the legal wrangling over the Norman Granz *Jazz at the Philharmonic* (JAPT) masters (*The Billboard*, October 22), when it was revealed this week that a new suit against Granz and Mercury Records had been filed by American Record Company, Pioneer Records, Inc., and Essex Record Company in New Jersey. The civil suit, asking for \$20,000 damages and for temporary and permanent injunctions, was removed from the Superior Court of New Jersey to the U. S. District Court because of diversity of citizenship. Granz lives in California, and Mercury is in New York.

The injunction would involve Mercury's release of JAPT Volumes 2, 3, 4 and 5, and is based on the plaintiffs' claim that Granz's original agreement for sale of the masters, dated February 14, 1946, was with Moe Asch, whose interest has been transferred to the plaintiffs. Granz, who is to date handling the defense of this action himself, since Mercury has not been properly served, claims that his deal with Asch was on a royalty basis, and that he could not assign his interest to the plaintiffs.

Granz, meanwhile, thru his attorneys, filed a countersuit in New Jersey denying the claims of the plaintiffs, seeking to recover masters in their possession, and to enjoin them from releasing the masters on Arco label. Granz has an additional beef over Arco's cutting down the 12-inch diskery of two volumes to 10-inch, and issuing them as singles rather than in albums.

Ray-O-Vacs Bolster Decca on Rhythms

NEW YORK, Dec. 17.—Decca Records this week continued to fortify the redevelopment of its blues and rhythm department with the addition of the Ray-O-Vacs, a New Jersey vocal group which had a hit waxing, *I'll Always Be in Love With You*, some months ago. The diskery also inked a new blues shouter, Grant "Mr. Blues" Jones, who already has sliced a couple of sides for the firm.

The firm recently grabbed off "Fat Man" Robinson's Quintet and Tiny Davis and her ork as part of the blues and rhythm rebirth on the label.

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QUICKSILVER

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24827

THE LITTLE GRAY HOUSE Both from the Musical Play "Lost in the Stars"
STAY WELL

BING CROSBY
24824

SORRY
YOU'RE WONDERFUL

BING CROSBY
24826

OPEN DOORS—OPEN ARMS
THE BLOSSOMS ON THE BOUGH

ANDREWS SISTERS
24822

LOST IN THE STARS
THOUSANDS OF MILES

DICK HAYMES
24828

SCARLET RIBBONS (For Her Hair)
BE THE GOOD LORD WILLING (I'll See You In The Morning)

DICK HAYMES
24829

ENJOY YOURSELF (It's Later Than You Think)
RAIN OR SHINE

GUY LOMBARDO
24825

DON'T DO SOMETHING TO SOMEONE ELSE (That You Wouldn't Want Done To You)
MY FOOLISH HEART

GORDON JENKINS 24830

SEPIA SERIES

LOWDOWN BABY
BROKEN HEARTED BLUES

JOE MORRIS
48126

ANGEL CHILD
BLOCK BUSTER BOOGIE

CECIL PAYNE
48127

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WHISPERING HOPE

MARIE KNIGHT and
ALFRED MILLER—48128

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THEY CALL ME MR. BLUES 48129

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(I Won't Go Huntin', Jake)
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The Billboard
MUSIC POPULARITY CHARTS
PART I
The Nation's Top Tunes
Based on reports received last three days of Week Ending December 16

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.

HONOR ROLL OF HITS
(Trade Mark Reg.)

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

- | This Week | Last Week |
|---|-----------|
| 1. MULE TRAIN | 1 |
| By Hy Heath, Johnny Lange and Fred Glikeman
Published by Walt Disney (ASCAP)
From Republic's "Singing Guns" | |
| Records available: B. Butler, Dec 46194; Cowboy Copas-Grandpa Jones, King 835; N. Eddy, Col 38645; Tennessee Ernie, Cap 57-40258; B. Ives, Col 38644; F. Laine, Mer 5346; M. McGuire-Harmony Rangers, Rich R-Tone 456; G. MacRae, Cap 57-777; V. Monroe Ork, V 20-3600; The Syncopators, National 9093; Bing Crosby, Dec 24798; J. Culpeper, Vocalion 55074; A. Smith, MGM 10577; G. Autry, Col 20651; W. Herman-N. Cole, Cap 57-787; Maddox Brothers and Rose, 4 Star 1399; Val Tino, Dana 2059.
(No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 2. I CAN DREAM, CAN'T I! | 2 |
| By Irving Kahn and Sammy Fain
Published by Chappell (ASCAP) | |
| Records available: Andrew Sisters-G. Jenkins Ork, Dec 24705; I. Arden-H. Winterhalter Ork, Col 38612; I. Beneke Ork, V(78)20-3553; (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038; A. Dale, Harmony 1078; The Blenders, National 9092.
Electrical transcription libraries: Tex Beneke, Thesaurus; Leith Stevens Ork, Standard. | |
| 3. SLIPPING AROUND | 4 |
| By Floyd Tillman
Published by Peer, Intl. (BMI) | |
| Records available: W. Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col (78)20581; (33)2 216; E. Tubb, Dec 46173; I. Wallace, ABC-Eagle 148; M. Whiting-J. Wakely, Cap 57-40224; Q. D. Holly & His Southern Troubadors, Folk-Star 505.
Electrical transcription libraries: Texas Jim Lewis, Standard. | |
| 4. DEAR HEARTS AND GENTLE PEOPLE | 8 |
| By Bob Hilliard and Sammy Fain
Published by E. H. Morris (ASCAP) | |
| Records available: B. Crosby-P. Botkin's String Band, Dec 24798; D. Day, V(78)20-3596, (45)47-3102; B. Greco, London 558; B. Hannon-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757; R. Flanagan Ork, Bluebird 30-0016.
Electrical transcription libraries: Kay Armen, Associated. | |
| 5. A DREAMER'S HOLIDAY | 3 |
| By Kim Gannon and Mabel Wayne
Published by Shapiro-Bernstein (ASCAP) | |
| Records available: R. Anthony, Cap 57-761; B. Clark, Col 38599; P. Como, V(78)20-3543; (45)47-3036; E. Wilson-G. Jenkins, Dec 24738; J. Fina Ork, MGM 10566; A. Dale, Harmony 1080; A. Kassel, Vocalion 55070.
Electrical transcription libraries: Michael Douglas-The Skylarks, Standard; Frankie Masters, Associated; The Sweetwood Serenaders, Thesaurus; Eddy Howard Ork, World. | |
| 6. DON'T CRY, JOE | 5 |
| By Joe Marsala
Published by Harms, Inc. (ASCAP) | |
| Records available: J. Desmond, MGM 10518; J. Hall, V(78)20-3557; (45)47-3050; G. Jenkins Ork, Dec 24720; F. Sinatra, Col 38555; C. Spivak, London 513; R. Flanagan Ork, Bluebird 30 007; B. Harrington, Vocalion 55058.
Electrical transcription libraries: Bob Crosby, Standard; Vic Damone, Associated; Charlie Jordan-the Sweetwood Serenaders, Thesaurus. | |
| 7. RUDOLPH, THE RED-NOSED REINDEER | 7 |
| By Johnny Marks
Published by St. Nicholas (ASCAP) | |
| Record available: G. Autry, Col(78)38610, (33)1-375; T. Black, Dana 2064; Eddy Howard, Mercury 5360.
Electrical transcription libraries: The Satisfiers, Associated. | |
| 8. THAT LUCKY OLD SUN | 6 |
| By Smith-Gillespie
Published by Robbins Music Corp. (ASCAP) | |
| Records available: F. Laine, Mer 5316; I. Manners, Varsity 191; D. Martin, Cap 57 726; B. Houston, MGM 10509; H. Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559; L. Armstrong-G. Jenkins Ork, Dec 24752; C. Foster Ork, Vocalion 55035; Frank Sinatra, Col 38608; Hot Lips Page, Harmony 1077.
Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus; Jerry Gray Ork, Standard; Dick Haymes, World. | |
| 9. THE OLD MASTER PAINTER | 9 |
| By Beasley Smith and Haven Gillespie
Published by Robbins (ASCAP) | |
| Records available: P. Harris Ork, V(78)20-3608, (45)47-3114; R. Hayes-M. Miller Ork, Mer 5342; D. Haymes, Dec 24801; S. Lanson, London 555; J. Paris, National 9094; F. Sinatra, Col 38650; P. Lee-M. Torme, Cap 791.
(No information on electrical transcription libraries available as The Billboard goes to press.) | |
| 10. BLUE CHRISTMAS | 10 |
| By Billy Hayes and Jay Johnson
Published by Choice Music (ASCAP) | |
| Records available: R. Morgan Ork, Dec 24766; J. Rogers, V(78)20-3243, (45)48-0100; E. Tubb, Dec 46186; H. Winterhalter Ork, Col 38635. | |

NOTE: The following Christmas standard which should have been included in the "HONOR ROLL OF HITS" was omitted due to the temporary nature of its popularity and in order to allow for the inclusion of regular popular hit tunes: "White Christmas" (should have been in ninth position).

4 set to sizzle on
(on 78 too, you bet!)

"45"!



Oh-so-smooth dueting! Both decks hot!
TONY MARTIN
FRAN WARREN
I SAID MY PAJAMAS
and
HAVE I TOLD YOU
LATELY THAT I LOVE YOU
RCA VICTOR 20-3613 (47-3119*)



Rushed out ahead of schedule! Smash pairing!
TEX BENEKE
MOTHER PRAIRIE
and
CAN I CANOE YOU UP THE RIVER
RCA VICTOR 20-3616 (47-3122*)

Jocks flooded with pre-release calls on this!

Tops their sensational "Careless Love"!



FREDDY MARTIN
HOME TOWN BAND
and
Let's Put Out The Lights
And Go To Sleep
RCA VICTOR 20-3614 (47-3120*)



THE FOUR TUNES
THE LONESOME ROAD
and
I'm Just A Fool In Love
RCA VICTOR 22-0058 (50-0042*)

THE CERTAIN SEVEN
(Best-sellers that no dealer can afford to be without)
THE LORD'S PRAYER
—Perry Como 28-0436=52-0071*
A DREAMER'S HOLIDAY
—Perry Como 20-3543=47-3036*
THERE'S NO TOMORROW
—Tony Martin 20-3582=47-3078*
I CAN DREAM, CAN'T I?
—Tex Beneke 20-3553=47-3046*
I'VE GOT A LOVELY BUNCH OF COCONUTS
—Freddy Martin 20-3554=47-3047*
C-H-R-I-S-T-M-A-S
—Eddy Arnold 21-0124=48-0127*
CLAIR DE LUNE
—Jose Iturbi 11-8851=49-0176*
*Also available on 45 RPM

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

POPULAR
I Said My Pajamas
Have I Told You Lately
That I Love You
TONY MARTIN AND FRAN WARREN
20-3613 (47-3119*)
Home Town Band
Let's Put Out The Lights
And Go To Sleep
FREDDY MARTIN
20-3614 (47-3120*)
In My Little Red Book
Cry-Baby Heart
BILL LAWRENCE
20-3615 (47-3121*)
Mother Prairie
Can I Canoe You Up The River
TEX BENEKE
20-3616 (47-3122*)

Just One More Polka
You In My Arms
JOHNNY VADNAL
25-1144 (51-0044*)
COUNTRY AND WESTERN
Foolish Tears
Send Ten Pretty Flowers To
My Girl In Tennessee
SPADE COOLEY
21-0150 (48-0157*)
My Home Is The Dust Of The Road
You're Next Door To Heaven
ERNIE LEE
21-0151 (48-0158*)
RHYTHM
The Lonesome Road
I'm Just A Fool In Love
THE FOUR TUNES
22-0058 (50-0042*)
DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op mats, and national advertising add up to easy sales.

The stars who make the hits are on...

RCA Victor Records

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



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

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

ONLY \$12⁹⁵ Plays thru any set!




ARTHUR TRACY

"THE STREET SINGER"

THE GREATEST RENDERING OF

"MARTA"



Also available in
London Album LA-5

Marta
Home
Because
A Perfect Day
Ramona
When Day Is Done

\$3 plus tax

No. 128
75¢ plus tax

ANOTHER LONDON FIRST

REGGIE GOFF'S

GHOST TOWN

with the VELVETONES



No. 543
75¢ plus tax

LONDON

RECORDS

The London Gramophone Corp., 16 W. 22 St., N. Y. 10, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending December 16

BEST-SELLING SHEET MUSIC

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

POSITION				Publisher
Weeks to date	Last Week	This Week		
5	5	1.	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
4	3	2.	WHITE CHRISTMAS (R)	Berlin
2	2	3.	RUDOLPH, THE RED-NOSED REINDEER (R)	St. Nicholas
11	4	4.	I CAN DREAM, CAN'T I (R)	Chappell
10	1	5.	A DREAMER'S HOLIDAY (R)	Shapiro-Bernstein
7	10	6.	MULE TRAIN (F) (R)	Walt Disney
17	7	7.	THAT LUCKY OLD SUN (R)	Robbins
2	11	8.	WINTER WONDERLAND (R)	Bregman-Vocco-Conn
2	6	9.	HERE COMES SANTA CLAUS (R)	Western
11	9	10.	DON'T CRY, JOE (R)	Harms, Inc.
2	8	10.	SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
11	13	12.	SLIPPING AROUND (R)	Peer, Int.
3	14	13.	THE OLD MASTER PAINTER (R)	Robbins
3	12	14.	ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH (R)	Witmark
1	—	15.	BLUE CHRISTMAS (R)	Choice
2	16	16.	MERRY CHRISTMAS POLKA (R)	Alamo
1	—	17.	THERE'S NO TOMORROW	Paxton
4	—	18.	JOHNSON RAG (R)	Miller
16	18	19.	JEALOUS HEART (R)	Acuff-Rose
1	—	19.	WAY BACK HOME (R)	Bregman-Vocco-Conn

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

ENGLAND'S TOP TWENTY

POSITION			English	American	
Weeks to date	Last Week	This Week			
4	3	1.	HOP SCOTCH POLKA	Leeds	Cromwell
4	1	2.	HARRY LIME THEME	Chappell	Chappell
9	1	2.	YOU'RE BREAKING MY HEART	Chappell	Algonquin
4	6	4.	SNOWY WHITE SNOW AND JINGLE BELLS	Billy Reid	Al Gallico
16	4	5.	CONFIDENTIALLY	Chappell	*
17	4	6.	I DON'T SEE ME IN YOUR EYES ANYMORE	Connelly	Laurel
4	8	7.	I'LL STRING ALONG WITH YOU	Feldman	Witmark
29	6	8.	FOREVER AND EVER	Francis Day	Robbins
17	9	9.	LEICESTER SQUARE RAG	Norris	*
6	10	11.	MONDAY, TUESDAY, WEDNESDAY	Dash	Leeds
13	10	11.	WEDDING SAMBA	Leeds	Duchess Music
10	10	12.	ROSE IN A GARDEN OF WEEDS	Box and Cox	Leeds
13	13	13.	SHAWL OF GALWAY GREY	Connelly	*
3	13	13.	DECEMBER	Bradbury Wood	*
3	16	15.	IS IT TOO LATE	Kassner	*
22	15	16.	CARELESS HANDS	Edwin Morris	Melrose Music
7	—	17.	BABY, IT'S COLD OUTSIDE	Morris	Morris
37	18	18.	HOW CAN YOU BUY KILARNEY?	Peter Maurice	Leeds
4	17	18.	KISS IN YOUR EYES	Bosworth	*
—	—	20.	WHY IS IT	Cinephonic	*

*Publisher not available as The Billboard goes to press.

SUBSCRIPTION ORDER FORM

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2160 Patterson St.
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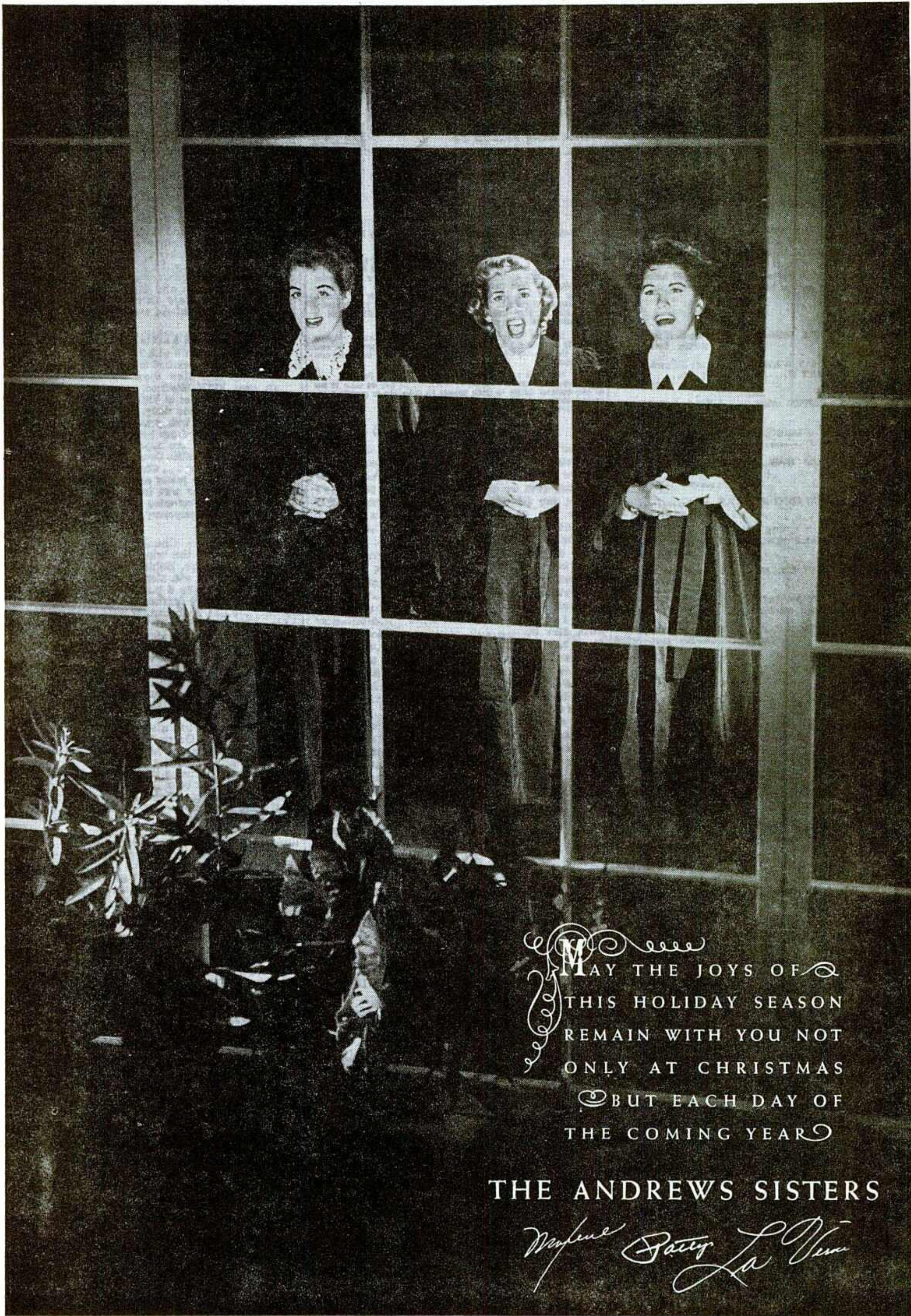
Please enter my subscription to The Billboard for one year, \$10.

Name \$10 enclosed

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*M*AY THE JOYS OF
THIS HOLIDAY SEASON
REMAIN WITH YOU NOT
ONLY AT CHRISTMAS
BUT EACH DAY OF
THE COMING YEAR

THE ANDREWS SISTERS

Maureen Gary La Vera

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

PART III

Based on reports received last three days of Week Ending December 16



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys throught the country.

Table with columns: POSITION, Weeks Last, This, Record Title, Artist, Label. Includes records like 'Mule Train', 'I Can Dream, Can't I?', 'Slipping Around'.

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, December 9, 8 a.m., and ending Friday, December 16, 8 a.m.)

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

(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y.

The Top 30 Tunes (plus ties)

Table with columns: Song Title, Artist, Label. Includes 'A Dreamer's Holiday', 'A Thousand Violins', 'Ain't She Sweet?'.

(RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system.

(F) Indicates tune is from film; (M) indicates tune is from legitimate musical; (R) indicates tune is available on records.

Week of December 9 to December 15

Table with columns: Songs, Publisher, Tot. P. Includes 'A Dreamer's Holiday', 'A Thousand Violins', 'Ain't She Sweet?'.

Vox Jox

GOTHAM GAB... Max Cole, WOV, emceed the 12th annual Christmas Ball of the Latin American Institute at the Hotel Biltmore Saturday (10).

COAST CUTTINGS... Bill Elliott, for the past three years with KERO, Bakersfield, Calif., NBC outlet, has switched to KAFY.

GIMMIX... Chuck Cook, WEBR, Buffalo, recently lived in the window of a Sears Roebuck store for four days. Behind the plate glass he did his platter shows, ate, slept and shaved from 5 a.m. on a Wednesday to 6 p.m. on a Saturday.

PHILLY PHADDLE... Mac Maguire, WIP, sold out his interest in the Club Shagure across the river in Camden, N. J., to his partners.

STRICTLY FROM DIXIE... Walter Vaughan, 17-year-old folk spinner at KFYN, Bonham, Tex., has a regular feature called Hillbilly Feature Time.

(Continued on page 28)



*A New
Page
in Record
Sales!*

PATTI PAGE

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

"With My Eyes Wide Open I'm Dreaming"

Flip Side "OKLAHOMA BLUES"

NUMBER 5344

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

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

Based on reports received last three days of Week Ending December 16

PART IV



BEST-SELLING POP SINGLES

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

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists top 30 pop singles.

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists children's records.

CLASSICAL SINGLES

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists classical singles.

CLASSICAL ALBUMS

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists classical albums.

POP ALBUMS

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists pop albums.

Dealer Doings

FILM TIE-INS . . . As a promotion stunt for the showing of the film Adam's Rib. Lou Cohen, manager of Loew's Poli Theater, Hartford, Conn., tied up with Ralph Colucci, owner of the Record Shops, downtown Hartford retail record stores, for window displays featuring photos of the picture's stars and the line, "Who wears the pants in your family?" Colucci reports that extensive newspaper advertising for new pop tunes has been "very effective" for the Record Shops in recent months. He says that "our staffs get quite a bit of favorable comment from store customers, who say that their attention was drawn by newspaper ads." Colucci has erected small displays near the front doors. Daily specials are plugged thru these displays with these words: "The Record Shops: Watch for our daily and weekly specials. . . . Offering sensational savings. . . . Use our convenient budget terms or lay-away plan. \$1 will hold any special!"

POSITION WANTED . . . After printing an item in "Dealer Doings" recently about a dealer who was seeking a good record clerk, a young man writes to find a Los Angeles record retailer who is looking for a good clerk who wants to get into the disk field. "During my high school years I worked in a record department, and ever since I left school I have wanted to get back in the business. Should I get a job I will work like everything to prove myself." The name of this 22-year-old Hollywood resident is available on request.

PHILADELPHIA . . . Jacob Bros. making a strong holiday pitch for the juve market with console and table model phono sets for youngsters, children's records and albums and a line of musical toys and music boxes. . . . Lit Bros. staging a special mail-order campaign for the 39-cent Varsity line. . . . Strawbridge & Clothier, aiming at the juve trade, is featuring a Junior Juke Box record player and an Animal Picture Light Up table model. . . . John Wanamaker's tried a full-page Sunday ad to promote the mail-order sale of Columbia LP's with the copy a catalog listing. . . . H. Royer Smith Company selling holiday gift certificates which permits the recipients to choose records of their own selection.

VALUE VS. PRICE . . . After hearing and reading about grab-bags, weekly drawings, free album prizes and price cuts, dealer Louis E. Dean, Hyannis, Mass., seriously questions, "Are we running a legit business or a numbers racket?" Dean further comments, "Why don't we smarten up and advertise quality, list prices, good service, complete stocks, three-speed players, good two-sided records and real worth-while values?"

COMPLAINT . . . A Pennsylvania dealer tells of a local distributor who hired a college student to "peddle his players and records on the campus, thus by-passing regular record shops, which have thousands of dollars invested in records. This college student doesn't have a store or a franchise, while we have our shelves piled up with records. We are fair dealers and are getting fed up with being told how to run our business. The record business used to be a pleasure but has turned out to be a pain in the neck. We pay all our bills promptly (which does not seem to mean anything to our distributor) and do a good business with him all year around."

OPINION DEPT. . . . "We like the LP's, but 90 per cent of our business is in pops. Tho we carry a complete line of 33 1/3 disks, they appeal to classical music buyers—only 10 per cent of our business. It's the 45's that offer us the best chance to keep volume and profit up"—J. O. Glover, Melody Mart, Paducah, Ky. "All record changers should be three-speed, all albums should be on 33 1/3 and we need more 45 pops"—J. W. Johnson, the Music Shop, Hattiesburg, Miss. "We discontinued selling radios and record playing attachments because the profit margin is too narrow"—M. D. Ritchy, Ritchy's Music Shop, Huron, S. D.

VOX JOX

(Continued from page 26)

N. C., reports that he is "the world's most ordinary announcer." Any opposed? . . . Roy Elsner, program director at KECK, Odessa, Tex., is celebrating the third anniversary of the 920 Special disk show there. . . . Bob Heavilin, WGIG, Brunswick, Ga., needs a copy of Jimmy Dorsey's Parade of the Milk Bottle Caps, which he uses for theme. . . . Dave Fentress has been doing his WARK, Hagers-town, Md., Saturday Night Dance Party from the stage of the local YMCA Auditorium. . . . Bill Lohmeier, WSLI, Jackson, Miss., has begun a 90-minute dance party session: Saturday nights. . . . Jack D. Funk, program director at KXOX, Sweetwater, Tex., informs us he, not Jack Logan, is the emcee of the Platter Party show.

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Based on reports received last three days of Week Ending December 16



MOST-PLAYED JUKE BOX RECORDS

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

POSITION Weeks Last | This to date | Week | Week

6	1	1. MULE TRAIN.....	F. Laine-M. Miller Ork.....	Mercury 5345—ASCAP
15	2	2. SLIPPING AROUND.....	J. Wakely & M. Whiting.....	Cap 57-40224—BMI
13	3	3. I CAN DREAM, CAN'T I.....	G. Jenkins Ork-Andrews Sisters.....	Dec 24705—ASCAP
13	6	4. DON'T CRY, JOE.....	G. Jenkins Ork.....	Dec 24720—ASCAP
16	4	5. THAT LUCKY OLD SUN.....	F. Laine.....	Mercury 5316—ASCAP
6	5	6. MULE TRAIN.....	Bing Crosby-P. Botkin's String Band..	Dec 24798—ASCAP
11	7	7. A DREAMER'S HOLIDAY.....	P. Como.....	V(78)20-3543, (45)47-3036—ASCAP
4	15	8. DEAR HEARTS AND GENTLE PEOPLE.....	Bing Crosby-P. Botkin's String Band....	Dec 24798—ASCAP
6	11	9. THERE'S NO TOMORROW.....	T. Martin.....	V(78)20-3582, (45)47-3078—ASCAP
8	8	10. I'LL NEVER SLIP AROUND AGAIN.....	M. Whiting-J. Wakely.....	Cap 57-40246—BMI
14	10	11. THAT LUCKY OLD SUN.....	V. Monroe Ork.....	V(78)20-3531, (45)47-3018—ASCAP
3	14	12. MULE TRAIN.....	Tennessee Ernie.....	Cap 57-40258—ASCAP
16	9	13. JEALOUS HEART.....	A. Morgan Ork.....	London 500—BMI
1	—	14. I JUST GO NUTS AT CHRISTMAS.....	Y. Yorgesson.....	Cap 57-781
2	29	15. WHITE CHRISTMAS.....	Bing Crosby.....	Dec 23778—ASCAP
7	11	16. JOHNSON RAG.....	J. Teter Trio.....	London 501—ASCAP
1	—	16. YINGLE BELLS.....	Y. Yorgesson.....	Cap 57-781
2	18	18. RUDOLPH THE RED-NOSED REINDEER.....	G. Autry.....	Col(78)38610, (LP)1-375
3	26	18. SHE WORE A YELLOW RIBBON.....	E. Miller Ork.....	Rainbow 80033—ASCAP
2	—	20. DEAR HEARTS AND GENTLE PEOPLE.....	D. Shore.....	Col 38605—ASCAP
8	13	21. I'VE GOT A LOVELY BUNCH OF COCONUTS.....	F. Martin Ork.....	V(78)20-3554, (45)47-3047—ASCAP
1	—	22. DON'T CRY, JOE.....	J. Desmond.....	MGM 10518—ASCAP
1	—	23. BLUE CHRISTMAS.....	R. Morgan.....	Dec 24766
3	29	24. DON'T CRY, JOE.....	R. Flanagan Ork.....	Bluebird 30-0007—ASCAP
4	18	25. A DREAMER'S HOLIDAY.....	B. Clark.....	Col 38599—ASCAP
1	—	26. BLUE CHRISTMAS.....	E. Tubb.....	Dec 46186
2	—	26. I WANNA GO HOME.....	P. Como.....	V(78)20-3586, (45)47-3082—ASCAP
2	26	28. A DREAMER'S HOLIDAY.....	E. Wilson-G. Jenkins Ork.....	Dec 24738—ASCAP
3	17	29. SLIPPING AROUND.....	E. Tubb.....	Dec 46173—BMI
1	—	29. I CAN DREAM, CAN'T I?.....	H. Winterhalter.....	Col 38612—ASCAP
1	—	29. THE OLD MASTER PAINTER.....	S. Lanson.....	London 555—ASCAP
23	—	29. YOU'RE BREAKING MY HEART.....	V. Damone-G. Osser Ork.....	Mercury 5271—BMI

(R. Flanagan Ork, Bluebird 30-0001; B. Clark, Col(78)38546, (LP)1-296; B. Harrington, Vocalion 55019; R. Case Ork, MGM 10478; J. Garber, Cap 57-719; P. Reed, Dance-Tone 351, Ink Spots, Dec 24693; T. Manners, Varsity 160; P. Brito, Harmony 1051)

WARNING!

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

THE FABULOUS
AL MORGAN
DOES IT AGAIN!

"HALF A HEART (IS ALL YOU LEFT ME)"

Backed By "I'VE COME BACK TO SAY I'M SORRY"

LONDON
RECORD No. 571
75¢ plus tax
The London Gramophone Corp., 16 W. 22 St., N.Y. 10, N.Y.

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

Based on reports received last three days of Week Ending December 16

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last to date	Last Week	This Week	Record Title	Artist	Label
16	1	1	1	SLIPPING AROUND	M. Whiting-J. Wakely	Cap 57-40224—BMI
15	3	2	3	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
4	11	3	4	BLUE CHRISTMAS	E. Tubb	Dec 46186—ASCAP
3	7	4	5	RUDOLPH, THE RED-NOSED REINDEER	G. Autry	Col(78)38610, (LP)1-375
5	4	5	6	MY BUCKET'S GOT A HOLE IN IT	H. Williams	MGM 10560—ASCAP
5	5	6	7	MULE TRAIN	Tennessee Ernie	Cap 57-40258—ASCAP
8	2	7	8	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246—BMI
3	9	8	9	WILL SANTA COME TO SHANTY TOWN	E. Arnold	V(78)21-0124, (45)48-0127
8	—	9	10	CRY-BABY HEART	G. Morgan	Col(78)20627, (LP)2-358—BMI
20	—	10	11	SLIPPING AROUND	E. Tubb	Dec 46173—BMI
5	8	11	12	C-H-R-I-S-T-M-A-S	E. Arnold	V(78)21-0124, (45)48-0127
22	6	12	13	WHY DON'T YOU HAUL OFF AND LOVE ME	Wayne Raney	King 791—BMI
2	11	13	14	THERE'S NO WINGS ON MY ANGEL	E. Arnold	V(78)21-0134, (45)48-0137
2	4	13	15	SUNDAY DOWN IN TENNESSEE	R. Foley	Dec 46197
1	—	15	16	I WASTED A NICKEL	H. Hawkins	King 821—BMI
1	—	15	17	WHITE CHRISTMAS	E. Tubb	Dec 46186—ASCAP

WARNING!

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

Anticipation Blues M. Shiner (But I'll) Dec 46203	My Home Is the Dust of the Road E. Lee & His Southerners (You're Next) V(78)21-0151, (45)48-0158
Blues in My Mind R. Allen (Little Brown) Mer 6221	Near Me J. Willis (Rag Mop) Bullet 696—BMI
I Won't Go Huntin', Jake) But I'll Go Chasin' Women	Nobody's Child H. Snow (The Only) V(78)21-0143; (45)48-0147
M. Shiner (Anticipation Blues) Dec 46203	One Hundred Dreams B. Jennings (One Sweetheart) World 1517
Cry Baby Heart R. Kirk (I Wasted) Mer 6223	Ozark Valley Waltz S. Yaney (Go On) Col 20649
Dance at Your Wedding C. Bailey (Heart of) Bullet 1087	One Sweetheart Too Many B. Jennings (One Hundred) World 1517
Foolish Tears S. Cooley (Send Ten) V(78)21-0150, (45)48-0157	Please Don't Ever Forget Me Texas B. Strength (If I) Four Star 3176
For Old Times Sake Johnnie and Jack (I Heard) V(78)21-0153, (45)48-0160	Rag Mop J. Willis (Near Me) Bullet 696—BMI
Heart of the West C. Bailey (Dance at) Bullet 1087	Ring on Your Finger G. Morgan (Why in) Col 20655
Heaven's Inside C. Story (I'm Pressing) Mer 6220	Roses Mean Remembrance W. Moore (Tie a) Savoy 3023
I Heard My Saviour Call Johnnie and Jack (For Old) V(78)21-0153, (45)48-0160	Sailing on the Sea of Love B. McCoy (I've Got) Token 100
I Wasted a Nickel R. Kirk (Cry Baby) Mer 6223	Sally Goodin' R. Taylor (Wagon Wheel) Cap 57-40267
I'm Pressing On C. Story (Heaven's Inside) Mer 6220	Send Ten Pretty Flowers to My Girl in Tennessee S. Cooley (Foolish Tears) V(78)21-0150, (45)48-0157
I've Got a Home Up in Glory The Carter Sisters-Mother Maybelle (The Day) V(78)21-0149, (45)48-0153	Step It Up and Go Blue Friday & His Daniel Boone Ramblers (Why Don't) Rich-R-Tone 425
Little Brown Shoes R. Allen (Blues in) Mer 6221	Sweetheart of Hawaii J. Bous & His Men of the West (Truck Driver's) V(78)21-0152, (45)48-0159
Little Hula Honey R. Rogers (Mommy Can) V(78)210148, (45)48-0152	Take Me in Your Arms and Hold Me E. Arnold (Mama and) V(78)21-0146; (45)48-0150—BMI
Mommy, Can I Take My Doll to Heaven? R. Rogers (Little Hula) V(78)21-0148, (45)48-0152	

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

Based on reports received last three days of Week Ending December 16

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks Last to date	Last Week	This Week	Record Title	Artist	Label
22	1	1	1	SLIPPING AROUND	J. Wakely & M. Whiting	Cap 57-40224—BMI
2	9	2	2	BLUE CHRISTMAS	E. Tubb	Dec 46186—ASCAP
3	7	3	3	MY BUCKET'S GOT A HOLE IN IT	H. Williams	MGM 10560—ASCAP
9	5	4	4	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803—BMI
8	2	5	5	I'LL NEVER SLIP AROUND AGAIN	M. Whiting-J. Wakely	Cap 57-40246—BMI
2	8	5	6	SUNDAY DOWN IN TENNESSEE	R. Foley	Dec 46197
29	—	7	7	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
4	4	8	8	MY BUCKET'S GOT A HOLE IN IT	T. Texas Tyler	Four Star 1383—ASCAP
1	—	8	9	WILL SANTA COME TO SHANTY TOWN?	E. Arnold	V(78)21-0124, (45)48-0127—BM
1	—	10	10	BLUES, STAY AWAY FROM ME	E. Crosby	Dec 46180—BMI
6	—	10	11	CRY BABY HEART	G. Morgan	Col(78)20627, (LP)2-358—BMI

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION	Weeks Last to date	Last Week	This Week	Record Title	Artist	Label
3	1	1	1	MULE TRAIN	Tennessee Ernie	Cap 57-40258—ASCAP
3	2	2	2	SLIPPING AROUND	J. Wakely & M. Whiting	Cap 57-40224—BMI
2	6	3	3	BLUE CHRISTMAS	E. Tubb	Dec 46186—ASCAP
3	3	4	4	ANTICIPATION BLUES	Tennessee Ernie	Cap 57-40258
1	—	5	5	RUDOLPH THE RED-NOSED REINDEER	G. Autry	Col(78)38610, (LP)1-375
2	—	6	6	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 803—BM
2	10	7	7	C-H-R-I-S-T-M-A-S	E. Arnold	V(78)21-0124, (45)48-0127
3	4	8	8	I LOVE YOU BECAUSE	L. Payne	Cap 57-40238—BMI
1	—	9	9	MY BUCKET'S GOT A HOLE IN IT	H. Williams	MGM 10560—ASCAP
3	4	10	10	I LOVE EVERYTHING ABOUT YOU	G. Morgan	Col(78)20627, (LP)2-358

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: Jimmie Davis (Capitol) opened December 2 at the Stables, Palm Springs, Calif., for the winter. Working with the Sunshine Boys comprising Charlie Mitchell, steel; Sleepy Brown, trumpet; Jimmy Weidner standard; Jimmie Thomason, fiddle; Slim Harbert, bass, and Bob Simpson, drums, the ex-Louisiana governor will play out the season according to Reggie Ward, songwriter. . . Cousin Wilbur, Blondie Brooks and the Log Cabin Folks have left KWKH, Shreveport, La., for a berth in Jackson, Tenn. Sammy Barnhart, writer of "I Wish I Had a Nickel," has left the troupe. . . Homer Bailes has left the Bailes Brothers, with Kyle Bailes in as replacement. . . Joe Douglas has joined McConkey Music Corporation, New York, to head the agency's new Western and hillbilly booking seg. . . Texas Bill Strength (4 Star) has joined WGYV, Greenville, Ala., as a disk jockey. He is personally managed by Rudy Clark, Birmingham. . . Jimmy Wakely has concluded a p.m. deal with Charlie Wicks, the former radio and TV exec in the William Morris Office, Hollywood.

Al Vaughn and His 7-11 Cowboys (4 Star) are working at KRLC, Lewiston, Idaho. Personnel includes Al Vaughn, guitar and vocals; Joie Stewart, lead guitar; Marvin Satter, fiddle, and Dick Hamilton, bass. . . Uncle Harve and the Ragtime Wranglers, of WGBS, Miami, are busy with dates at the naval base at Key West and leading Miami hotels. . . DeeRay Williams has terminated his p.m. deal with Roy Parker, of Melody Trail Records, and is auditioning in the Nashville area. . . Buddy Bain, last with Smilin' Eddie Hill at WMPS, Memphis, has joined Pete Pyle at KBOA, Kennett, Mo.

Lucky Penny Trio, formerly with WLW, Cincinnati, have joined KMOX, St. Louis, according to Lambert Kohr, KMOX producer. Shorty Mason has replaced Fiddlin' Guy Blakeman with the Range Riders at the station. Dave Landers' Trio (MGM, at the station, have augmented with Anna Lee Showman, vocalist, and Buddy Smith, fiddle. Jack Kennedy, pianoman with Ben Christian (4 Star) reports that Biff Collie, the Houston d.j., has cut his first sides for Macy Label. . . Floyd Tillman (Columbia) is not only a songwriter and entertainer but also has his own recording and broadcasting equipment in his home. Tillman plays a one nighter tour thru the Coast cities, December 4-12 with George Morgan (Columbia) also on the show. . . The Corral, new niter in Freeport, Tex., is utilizing name Western and h.b. talent. They

(Continued on page 34)

The Billboard
MUSIC POPULARITY CHARTS
PART VII
Rhythm & Blues Records



Based on reports received last three days or Week Ending December 16

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION		Weeks Last This		to date Week		Week	
12	1	1.	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725—BM		
7	2	2.	FOR YOU, MY LOVE Lost My Baby	L. Darnell	Regal 3240		
4	3	3.	LET'S MAKE CHRISTMAS MERRY, BABY Bow-Wow	A. Milburn	Aladdin 3037		
6	5	4.	I'LL GET ALONG SOMEHOW (Parts I and II)	L. Darnell	Regal 3236		
6	12	5.	FORGIVE AND FORGET So Much	The Orioles	Jubilee 5016		
8	13	5.	WHY DON'T YOU HAUL OFF AND LOVE ME? Is That All I Mean to You	Bull Moose Jackson	King 4322—BM		
4	9	7.	HOMESICK BLUES Let's Have a Ball	C. Brown	Aladdin 3039		
13	9	8.	NUMBERS BOOGIE After School Blues	Sugar Chile Robinson	Cap 57-70037—BM		
1	—	9.	WHAT ARE YOU DOING NEW YEAR'S It's Going To Be a Lonely Christmas	The Orioles	Jubilee 5017		
1	—	10.	SILENT NIGHT White Christmas	Sister Rosetta Tharpe-Gospel Singers	Dec 48119		
1	—	11.	AFTER HOUR SESSION Rumboogie Jive	J. Culley	Atlantic 888		
3	—	11.	BOOGIE AT MIDNIGHT The Blues Got Me Again	R. Brown	Deluxe 3300		
11	4	13.	SNEAKIN' AROUND The Gai I Love	R. Render	London 17000—BM		
1	—	13.	NO ROLLIN' BLUES Big Fine Girl	J. Witherspoon	Modern 20-721		
1	—	15.	MERRY CHRISTMAS, BABY Lost In the Night	J. Moore's Three Blazers	Exclusive 63X		

WARNING!

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION		Weeks Last This		to date Week		Week	
4	10	1.	FOR YOU, MY LOVE	L. Darnell	Regal 3240		
12	1	2.	SATURDAY NIGHT FISH FRY (Parts I and II)	L. Jordan	Dec 24725—BM		
4	10	3.	GUESS WHO?	Ivory Joe Hunter	King 4306—BM		
6	14	4.	SNEAKIN' AROUND	R. Render	London 17000—BM		
5	3	4.	BOOGIE AT MIDNIGHT	R. Brown	Deluxe 3300		
14	—	4.	BROKEN HEARTED	E. Williams	Supreme 1535—BM		
4	6	7.	HOMESICK BLUES	C. Brown	Aladdin 3039		
5	10	8.	I'LL GET ALONG SOMEHOW (Parts I & II)	L. Darnell	Regal 3236		
6	4	9.	DON'T PUT ME DOWN	J. Liggins	Specialty SP 339		
1	—	9.	NO ROLLIN' BLUES	J. Witherspoon	Modern 20-721		
7	5	11.	WHY DON'T YOU HAUL OFF AND LOVE ME?	Bull Moose Jackson	King 4322—BM		
7	2	12.	JEALOUS HEART	Ivory Joe Hunter	King 4314—BM		
3	6	12.	CUTTIN' OUT	A. Laurie	Regal 3235		
1	—	12.	AFTER-HOUR SESSION	F. Culley	Atlantic 888		
17	—	12.	ALL SHE WANTS TO DO IS ROCK	W. Harris	King 4304—BM		

ADVANCE RHYTHM & BLUES RECORD RELEASES

Bad Times	Sunnyland Slim (I'm Just) Apollo 416	I'm Glad You're Comin' Home	B. Ford (For You) Col(78)38667; (33)1-446
Bye Bye Blues	Sister Slocum and "Woody" Block (I've Got) King 15023	I'm in Love With You	L. Johnson (Solid Blues) Arco 1227
Bop Doodewadie	Madman Taylor (Mule Tran) Gotham G-213	I'm Just a Fool	James Quin (Paw's in) Derby 726
Daddy-Daddy	S. Churchill (Why Was) Arco 1222	I'm Just a Lonesome Man	Sunnyland Slim (Bad Times) Apollo 416
For You My Love	B. Ford (I'm Glad) Col(78)38667; (33)1-446	I'm the Only Man	Scat Man Crothers (Just Lookin') Cap 57-70060
Frightened	Little Willie Littlefield (The Moon) Modern 20-726	Irene's Blues	M. (Blues) Bailey (Put Your) Domino D-308
I Found Out	"Whispering" B. Range (You Never) Apollo 415	It's You Just You	Ivory Joe Hunter (I Quit) King 4326
I Quit My Pretty Mama	Ivory Joe Hunter (It's You) King 4326	I've Been a Fool	The Shadows (Nobody Knows) Lee 200
If You Had More Time To Be Mean	Ruby Wright (Ragged But) King 15022	Nay! Nay! Go Way!	Earl Bostic (Sugar Hill) King 4328
		Nobody Knows	The Shadows (I've Been) Lee 200

GETTING THOSE NICKELS!
going up up up up!!!

AMOS MILBURN

- "LET'S MAKE CHRISTMAS MERRY, BABY" Aladdin 3037
- "Bow-Wow"
- "REAL PRETTY MAMA" Aladdin 3038
- "Drifting Blues"

CHARLES BROWN

- "HOMESICK BLUES" Aladdin 3039
- "Let's Have a Ball"

Watch These Hit the CHARTS!

CALVIN BOZE

- "SATISFIED"
- "Working With My Baby" Score 4008

LIGHTNIN' HOPKINS

- "MORNING BLUES" Aladdin 3035
- "Have To Let You Go"

SAUNDERS KING

- "STORMY NIGHT BLUES" Aladdin 3040
- "Unfaithful Blues"

RED SAUNDERS

- "4 A.M." Score 4009
- "Take It Upstairs"



DINAH WASHINGTON

Latest
MERCURY
 Record

#8154 "Good Daddy Blues"
"The Richest Man in the Graveyard"



Currently
Strand Theater
 NEW YORK

UNIVERSAL ATTRACTIONS

347 Madison Avenue

Murray Hill 4-4122

New York, N. Y.

The Billboard MUSIC POPULARITY CHARTS

Record Reviews

PART VIII



RATINGS (100 Point Maximum)

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

How Ratings Are Determined Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for approval within the market.

The Categories Point listings are maximums. Song caliber, 15; interpretations, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.



ARTIST LABEL AND NO. TUNES COMMENT

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
JEAN SINCERE & RUSS BURTON (The Stylists) Empey 104A	POPULAR Merry Christmas (Betcha My Boots) Weak seasonal ditty is done without spark by the twosome. Turkey Time (Bob Fitzgerald) Empey 881A Pretty silly is this ballad which is addressed to the turkey and ends up one.	40--40--40--40 30--30--30--30
PEGGY LEE & MEL TORME (The Mellowmen) Capitol 791	The Old Master Painter Strong name team does a rather spiritless reading of the promising song. Since there's not really an outstanding job on the song, the Lee-Torme draw should make for action when the song catches. Bless You (For the Good That's in You) Weak rhythm item with a satisfying moral is delivered well enough by Lee and Torme.	83--85--82--82 74--78--70--74
CARL PERKINS Savoy 730	I'll Never Smile Again Odd style keyboarding like four hands rather than two. Could attract nickels and buyers. Tune, of course, is the hit of a decade ago. Smoke Gets in Your Eyes Perkins gets an awful lot of sound out of the keyboard, tho he is not a particularly inventive pianist. His peculiar style may draw coin for this melodic reading of the Kern fave.	73--75--70--75 73--75--70--75
PETER LIND HAYES (Sy Oliver Ork) Decca 2479	Disk Jockey Blues Blues novelty spoofs the all-night wax spinners in a rather light-hearted way. Those spinners will probably wear the grooves thin. Blue Ribbon Gal Versatile Mr. Hayes, an ace comic, makes an infectious job out of this English novelty which has spirit and amiability.	68--75--65--65 78--78--76--80
RUBY WRIGHT King 15022	Ragged But Right Weak novelty is performed with little spirit and less voice by Miss Wright. If You Had More Time To Be Mean This one's a blues novelty and also has little of distinction to offer.	52--50--50--55 52--50--50--55
ENOCH LIGHT ORK (Cloverleaf Four) Lincoln 514	I Love Her Oh! Oh! Oh! A smash hit of yesteryear is revived with a snappy, gimmick-packed, Mooney-ish rendition by Light and male quartet. Should fracture 'em in the Midwest. Unbreakable disk sells for 45 cents. If I Had a Thousand Lives To Live Good, polished performance of a danceable, sentimental waltz from way back when.	81--82--80--80 73--75--72--72
JACK HASKELL Decca 24806	Too-Whit! Too-Whoo! (Bring My Loved One to Me) Pleasant British import by Billy Reid is given a creditable performance by a promising crooner. You're Diff'rent Another warm-hearted performance of an appealing tune.	74--75--73--73 72--74--71--70
LAWRENCE WELK (Roberta Linn & Quintet) Mercury 5347 (Jinny Jackson)	A Dream Is a Wish Your Heart Makes Ballad from "Cinderella" is chirped warmly by the gal. Ork, with organ, gives it the dreamy treatment. Should register in Welk's special territories. Bibbidi-Bobbidi-Boo The champagne treatment serves nicely for the nonsense novelty.	79--80--80--78 80--80--80--80
VIC DAMONE (Glenn Osser Ork) Mercury 5343	Nice To Know You Care The hot Mr. Damone goes a bit over on the classy side for a lovely tune. Sitting by the Window Okay rendition of a sentimental plug tune.	80--82--79--79 78--80--78--77
EDDY HOWARD & ORK Mercury 5321	Bright Eyes Another pop-corn tune is Howard's latest try for a "Candy Kisses" follow-up. Should get big Midwest play. Put Your Arms Around Me Oldie is from Majestic master. Bouncy rendition should achieve standard status without much trouble.	75--75--74--76 73--74--72--74
ILENE WOODS Bluebird 30-0020	A Dream Is a Wish Your Heart Makes Miss Woods, who is the lead voice in the Disney "Cinderella," does a ballad from the flick with a sweet, delicate quality. Undoubtedly the definitive job, but overshadowed by Victor's more commercial Como etching. The Cinderella Work Song A production tune in up tempo from the flick is appealingly done by thrush and group. Song is not strikingly commercial.	70--73--70--67 66--70--66--62

Record Reviews



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
ILENE WOODS Bluebird 30-0019	POPULAR Bibbidi-Bobbidi-Boo Miss Woods is the voice that does the tune in the forthcoming "Cinderella" flick. Her low-price version could show action if the tune lives up to its heavy promise. So This Is Love Ballad from same flick is delivered in pleasant fashion by the original interpreter.	77--76--80--77 75--75--77--74
BLUE BARRON ORK MGM 10594	Big Movie Show in the Sky Barron tries mightily hard here but number requires effort on the part of the listener. Mr. Disk Jockey Schmalzy production adds up to less than the usual slam-bang commercial Barron smash.	75--77--75--72 72--75--72--68
GLEN MOORE-THE MOORE MEN MGM 10589 (Lynne Richards)	Johnson Rag They've even got tap dancing on this one. Sparkling rendition gives the label strong coverage on the hit revival. Latin Magic Intriguing bit of exotica merits jock attention as Miss Richards gives it a sultry send-off.	74--75--73--74 73--78--72--70
TWO-TON BAKER Mercury 5346	Oogoo the Worm Baby-talk novelty is in the vein of Baker's "Lonely Little Petunia" waxing, which had a long steady sale. Amusing side should be big in Baker's home territory. Gus the Gopher The social problems of a gopher compose a mildly amusing novelty.	74--75--74--72 68--70--68--66
PATTI PAGE (Rael Septet) Mercury 5344 (Quartet)	Oklahoma Blues Gal shows a strong blues feeling on some pleasant lyrics. With My Eyes Wide Open I'm Dreaming Patti sings all voices in the Quartet here. It's a fine feat musically, and the blend, of course, is great, as is the old tune. Jocks should favor this one for its unusual gimmick.	71--73--70--70 76--80--75--74
RICCI VALLO (Henry George's Ork) Apollo 1152	I Must Have You Excellent crooner on a pretty ballad here. Muffled recording doesn't help, however. Roman Guitar Italian tango, with English and Italian choruses, could do business in Italian nabes. Vallo does a fine job here.	67--68--68--66 70--72--68--70
BILLIE HOLIDAY Decca 24796	You're My Thrill The Holiday cult will grab her version of the revival, but her mannerisms are pretty exaggerated here for broad consumption. Crazy He Calls Me A more sincere rendition of a character-packed hunk of material. Gordon Jenkins backing is a big assist for both sides.	72--74--72--70 72--74--72--70
DICK JAMES-THE GEORGE MITCHELL CHOIR-DON LO-RUSSO-R. MILNE ORK London 544	Some Hearts Sing A smart new ballad gets a rather tepid production here. Choir and orking outshine the solo singer. I Thought I Was Dreaming More commercial all around. Tune has the needed simple familiar ring and James gets moxie into it.	66--69--66--63 74--74--74--74
RALPH FLANAGAN ORK Bluebird 30-0016	Dear Hearts and Gentle People The talented recording ork comes up with a winning dance rendition of the pop, with Harry Prime up for a neat vocal. Where or When Band socks here with its best job to date. Intonation and spirit are at peak in this nostalgic instrumental.	78--82--74--78 80--85--75--80
RALPH FLANAGAN ORK Bluebird 30-0017	The Trail of the Lonesome Pine Standard makes apt grist for the Flanagan mill. An easy-ride trombone solo sparks this instrumental. 'Way Back Home Fair dance vocal rendition of the revived pop.	73--76--70--73 72--74--70--72
SISTER SLOCUM ("Woody" Block) King 15023	Bye, Bye, Blues Wood block and organ duet couldn't be cornier—ergo, a disk with possibilities, especially on the juke. I've Got Rings On My Fingers Another oldie gets the same hotcha treatment.	75--70--75--80 70--65--70--75
FRANZ GEISZ (Seven Wonders) Gold-Pain 5107	Mayalus Waltz instrumental in the European folk manner done with lightness and some charm. Honeyhive Warbler does an okay novelty ditty, abetted by a thumping Dixie background that evokes the livelier pop orks of the early '20s.	63--63--61--65 66--64--66--68
JOE PETRAK ORK (Skip Farrell) Swing-Master 1001	The Christmas Waltz A really attractive Yule waltz is warbled with warmth and vibrance by Farrell, with a fine, toy-like orking in back. Oh, Marie Petрак plays the Italian folk song as an accordion solo in front of the group. Good virtuoso job.	72--72--72--72 63--65--63--68
JOE PETRAK ORK Swing-master 1002	Avalon Accordion is featured in a nostalgic corn-ball clefting. Gimmick of muted horn carrying melody while squeeze-box makes flowery runs is effective. Fiddle Faddle Good musicianship exhibited by the group in an accordion showpiece.	68--64--68--72 67--67--65--69
DICK HAYMES (Sonny Burke Ork) Decca 24801	Why Was I Born? A masterly reading of the Kern-Hammerstein standard. Not overloaded with immediate box-office appeal, but an artistic effort for those who appreciate such. The Old Master Painter (Four Hits and a Miss-Sonny Burke Ork) Haymes' warm, full-voiced evocation of the Gillespie-Smith ditty is one of the best among several fine etchings of the tune, will collar its share.	72--72--74--70 88--89--88--88

Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
ELLA FITZGERALD (Mills Brothers) Decca 24813	I Gotta Have My Baby Back Ella and the brothers team for a magical mood job of the fine Floyd Tillman blue-tinted ballad. Fairy Tales Tune, which has been around for a while, is stepping out and getting a number one plug effort. This fine etching should go places.	89--89--88--90 89--89--88--90
VICTOR YOUNG ORK (Sandy Evans) Decca 24802	It Happened at the Festival of Roses Evans does a rich job with the lyric, and Young contributes one of his usual soaring ork jobs, but this plug tune hasn't got off the ground. A Thousand Violins Like flip, this ditty hasn't made much of a dent so far. However, it has real quality, and is made to order for the Young string savvy. Evans sings it handsomely.	69--70--69--68 77--79--77--75
DOROTHY CARLES Decca 24805	Speak a Word of Love (I Wish, I Wish) The cameo delicacy of the Wells-Saxon art song needs more lift and persuasion than the thrush gives it here. My Love Loves Me Tune, from "The Hellress" flick, has the same lavender-and-lace gracefulness as flip, and enjoys a stronger and more persuasive vocal here.	65--68--65--62 68--71--68--65
GUY LOMBARDO (and Royal Canadians) Decca 24804	Farewell, Amanda Cole Porter's tune written for the "Adam's Rib" flick is one of his weaker efforts. Lombardo's gang handle it as best as can be done. Wunderbar The lovely waltz from "Kiss Me, Kate," which is destined to be a standard of significance, is treated instrumentally by Lombardo. The performance lays emphasis on the swirling beauty of the lilting Viennese-like melody.	72--74--72--70 75--80--75--70
VICTOR YOUNG ORK Decca 24816	La Vie En Rose Young conducts an all-string ork thru the enchanting French song in a performance which makes for top-notch salon music. The River Seine Another French ditty of much loveliness, which currently is showing up with American lyrics as a pop of substance, is delivered neatly salon-style by Young's singing strings.	79--80--79--78 76--77--75--75
JACK HASKELL (Stardusters) Decca 24786	I Know, I Know, I Know Lovely waltz from "That Midnight Kiss" flick is treated pleasingly by Haskell on his Decca wax debut with a fine assist from the Stardusters. Over the Hillside Old-timey waltz is offered in a simple, straightforward etching of no particular distinction.	62--67--60--60 58--58--58--58
EDDY HOWARD ORK Mercury 5349	Peggy Dear Superb dance slicing of an oldie of much merit which is sung delightfully by Howard, both solo and with his trio. Half a Heart Is All You Left Me Howard, with his trio's support, delivers a corny ballad which could make plenty of noise. It's typical Howard wax—all melody, danceable, unpretentious and Eddy's distinctive toning.	87--87--86--88 87--88--86--87
SHARKEY & HIS KINGS OF DIXIE-LAND Capitol 795	Bourbon Street Bounce Spritely two-beat instrumental is performed with zest and vigor by a group of New Orleans music specialists headed by veteran Sharkey Bonano. Pizza Pie Boogie Another Dixieland original spots Sharkey hollering a vocal about pizza pies while the ork supplies the solid two-beat support.	65--65--60--70 65--65--60--70
MADelyn RUSSEL (Mitch Miller Ork) Mercury 5348	The Laziest Gal in Town Miss Russel does a most satisfying job with the Cole Porter oldie, which always has had some difficulty in getting air plays. Impressive arrangement and thrushing made a fine side. Copper Canyon The thrush turns in a precise and to-the-point job on the title tune of a coming cowboy flick. A cute etching.	77--75--78--78 77--78--75--78
FRANK SINATRA (The Modernaires-Axel Stordahl Ork) Columbia 38662	Sorry Strong ballad which grows on you with each new hearing is delivered encased in an excellent arrangement which spots good Sinatra alongside some excellent work by the Modernaires. Why Remind Me Another fine performance of a pleasant new ballad.	88--89--87--88 81--83--80--80
RUSS MORGAN ORK (The Morganaires) Decca 24819	Johnson Rag This is a modernization of the great old Morgan arrangement of this standard and it makes a wonderful dinking. Should clean up now that the tune's revival is established. Where Are You, Blue Eyes? An attractive gang-sing waltz. Handled in the extra good taste of Morgan and crew.	89--90--89--90 79--79--78--80
BENNY GOODMAN ORK (Buddy Greco-The Heathertones) Capitol 57-788	Brother Bill Louis Armstrong's amusing rhythm novelty is handled engagingly by Greco and the group while Goodman and band furnish solid dance orking. You're Always There Fine dance etching spots Benny playing melody with his sextet, a vocal group of distinction and an excellent solo singing cnore by Buddy Greco. Tune's attractive, too.	76--78--75--75 78--78--78--78
ALVY WEST ORK (Pete Hanley) Decca 24799	The Way It Looks on You! Neat West orking and Hanley vocal lend extra values to an otherwise ordinary ballad. I Must Have Done Something Wonderful Truly pleasant etching of a lively new ditty encased in a precious West cleffing. Sandra Deel and a group handle the vocals.	67--70--66--66 75--80--74--72

(Continued on page 98)

Unbreakable

FIRST RECORD... A HIT!

BOBBY COLT'S

SINGING OF

"SCATTERED TOYS"

No. R-1002
75¢ plus tax

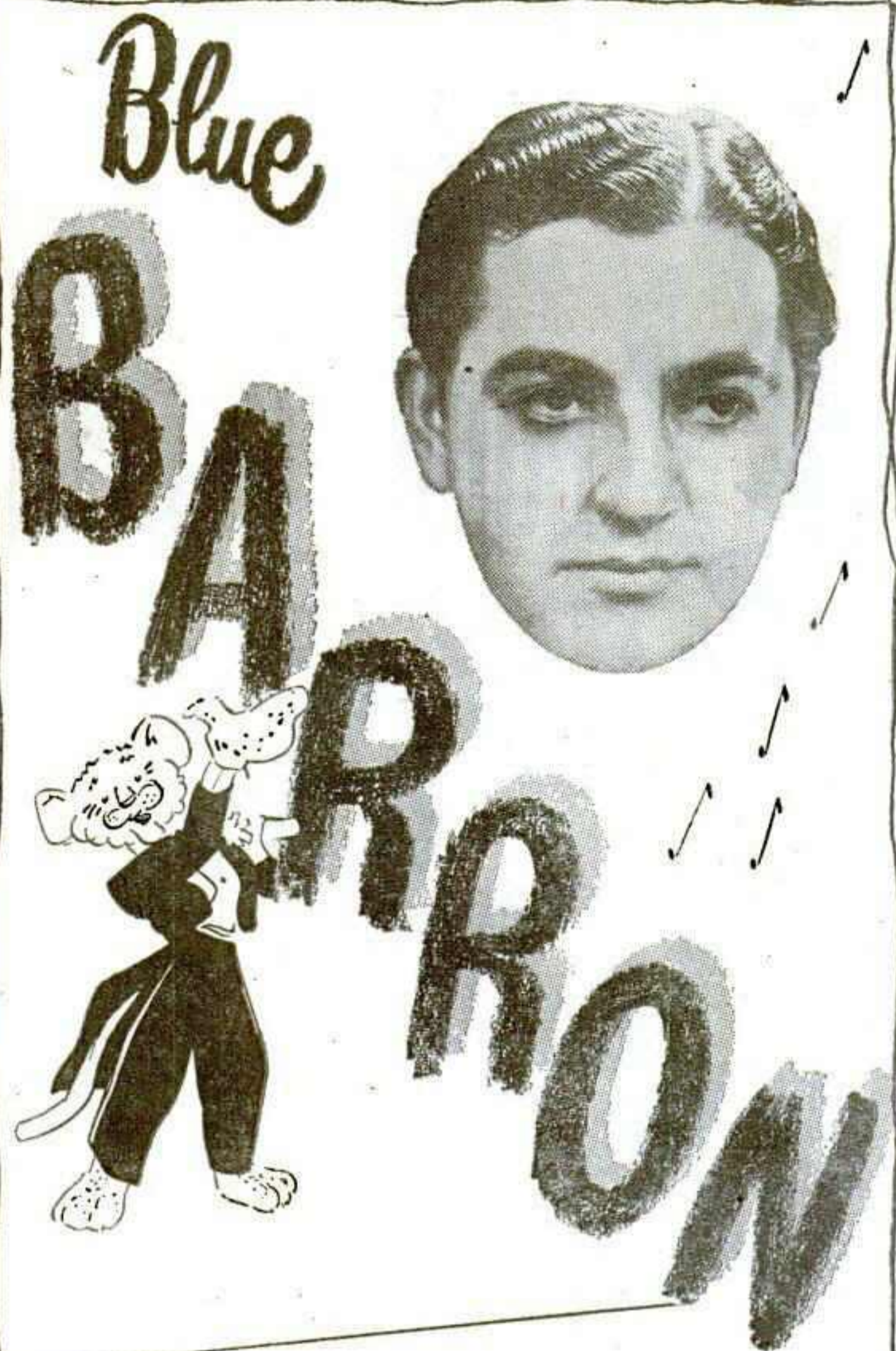
Write, wire, phone . . . Admiral Records, Inc., 701 - 7th Ave., N.Y.C. • JUdson 2-1223

Gale Agency, Inc.
48 W. 48th St.
New York, N. Y.

Gale Renews Jacquet Pact

NEW YORK, Dec. 10. — Illinois Jacquet this week inked a renewal management contract with the Gale Agency. The tenor saxophone-orkster has been with the agency for several years and was rumored leaving Gale with his last paper expired some weeks ago. The re-signing spikes erring reports.

—The Billboard, December 17, 1949



BIG MOVIE SHOW IN THE SKY

MR. DISK JOCKEY
(Play Our Love Song Again)
M-G-M Non-Breakable 10594

Make it two

with ART MOONEY'S New Hit...

THERE'S A LOVELY LAKE IN LOVELAND

and Hometown Band

M-G-M Non-Breakable 10588

NOW PRESSED ON METROLITE NON-BREAKABLE UNDER NORMAL USE

M-G-M RECORDS
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The Billboard MUSIC POPULARITY CHARTS

Record Possibilities

PART IX

THE BILLBOARD PICKS:

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

- HAVE I TOLD YOU LATELY THAT I LOVE YOU...Bing Crosby and Andrews Sisters, Vic Schoen Ork.....Decca 24827
Tony Martin and Fran Warren, Henry Rene Ork... Victor 20-3613

Ditty's a sprightly mountain-musicker that had its innings a couple of years back on straight hillbilly diskings. Bing and the gals are in top form as they harmonize it to a spanking fare-thee-well. The Martin-Warren job is in a contrasting vein—the dulcet, legato approach, with subdued Rene orking rounding out the hush-hush effect. Flipover of the Crosby-Andrews side, another folkie, "Quicksilver," is also loaded with potential.

- MY FOOLISH HEART.....Gordon Jenkins Ork.....Decca 24830
From a forthcoming flick, this winning title song, done in lavish but tasty Jenkins style, hits as a class ballad. String work, choir, a bass cleff piano intro and vibrant Sandy Evans solo warbling combine strikingly.

- MY LILY AND MY ROSE.....Sammy Kaye Ork with Don Cornell...Victor 20-3609
IT ISN'T FAIR.....Sammy Kaye Ork with Don Cornell...Victor 20-3609
"Lily," a vamp on "Lily of Lagauna," registers as a typically sweet, engagingly corny Kaye rendition, with Don Cornell and the Kaydets pitching a smooth vocal. Flip is a surprise deal—Cornell warbling as featured soloist in a big-voiced, vibrant way. Tune, a good oldie, will be remembered as a fave vehicle for Crosby and Columbo—and Cornell gives it that kind of job.

- SORRY.....Frank Sinatra, the Modernaires, Axel Stordahl Ork.....Columbia 38662
The tune is a posthumously-discovered work of Dick Whiting, and it's got the feel of his great ones. Sinatra, who gets rock-ribbed assistance from the vocal group and Stordahl's tastefully conceived instrumental scoring, sounds as great as he has ever sounded. His way with words makes you feel that he means it.

- THE WEDDING SAMBA.....The Andrews Sisters, Carmen Miranda...Decca 24841
The lively Latin beat here sets off a popular Jewish wedding dance. Edmundo Ros on London hit a few weeks earlier, and should cop a good share of the play, but the gals appear to have the big rendition. The Andrews sound like the trio of the "Bie Mir Bist Du Schien" days, and Carmen sounds like their Latin cousin. Vic Schoen, an old hand at this sort of thing, supplies the instrumental backing, with some special color from Carmen's banda la lua boys. Swing Field's Victor job, with strong Froelich feeling, also figures.

THE DISK JOCKEYS PICK:

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

1. BIBBIDI BOBBIDI BOO.....Perry Como.....Victor 20-3607
2. SORRY.....Margaret Whiting.....Capitol 57-776
3. BIBBIDI BOBBIDI BOO.....Jo Stafford-Gordon MacRae.....Capitol 57-782
4. SCARLET RIBBONS.....Jo Stafford.....Capitol 57-785
5. WITH MY EYES WIDE OPEN.....Patti Page.....Mercury 5344
6. ALL THE BEES ARE BUZZIN'.....Mindy Carson.....Victor 20-3602
7. JOHNSON RAG.....Russ Morgan.....Decca 24819

THE RETAILERS PICK:

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

1. I GOTTA HAVE MY BABY BACK.....Ella Fitzgerald-Mills Brothers.....Decca 24813
2. OPEN DOOR, OPEN ARMS.....Andrews Sisters.....Decca 24822
3. ECHOES.....Sammy Kaye.....Victor 20-3595
4. MARTA.....Tony Martin.....Victor 20-3598
5. BIBBIDI BOBBIDI BOO.....Perry Como.....Victor 20-3607
6. SORRY.....Margaret Whiting.....Capitol 57-776

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. THE OLD MASTER PAINTER.....Dick Haymes.....Decca 24801
2. CHARLEY, MY BOY.....Andrews Sisters.....Decca 24812
3. ECHOES.....Jo Stafford-Gordon MacRae.....Capitol 57-782
4. CARELESS KISSES.....Sammy Kaye.....Victor 20-3595
5. ECHOES.....Sammy Kaye.....Victor 20-3595
6. SHE WORE A YELLOW RIBBON.....Andrew Sisters-Russ Morgan.....Decca 24812
7. THE OLD MASTER PAINTER.....Richard Hayes.....Mercury 5342

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. I GOTTA HAVE MY BABY BACK.....Floyd Tillman.....Columbia 20641
2. I GOTTA HAVE MY BABY BACK.....Red Foley.....Decca 46201
3. MAMA AND DADDY BROKE MY HEART.....Eddy Arnold.....Victor 21-0146
4. TAKE ME IN YOUR ARMS.....Eddy Arnold.....Victor 21-0146
5. ROSES MEAN REMEMBRANCE.....Wally Moore.....Savoy 3023
6. THE GAME OF BROKEN HEARTS.....Doris Day.....Columbia 38637

FOLK TALENT AND TUNES

(Continued from page 30)

pulled a full house recently with **Hank Thompson** (Capitol)... **Jack Patton** (Gold Tone) has returned to Hollywood following a New England p.a. tour... **Smiley Burnette** (Capitol) reports that his troupe, including **Junie Allen** and **Terry Preston**, were severely shaken up November 18 when their car was in a head-on collision in Oklahoma. Burnette will play his tour thru the Midwest and South on schedule, however... **Tommy Sosebee** (Coral) is personally managed by **Sid Prosen**, New York pubber.

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

The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- A Dream Is a Wish Your Heart Makes
Ilene Woods (The Cinderella) Bluebird 30-0020
- A Game of Broken Hearts
K. Starr (Tell Me) Cap 57-792
- All Too Soon
M. Riley (Everything Depends) Dec 25462
- Always Marry a Pretty Woman
Lord Invader-Lord Beginner (New York) Arco 1228
- Auld Lang Syne
Vera Lynn (This Perfect) London 535
- Back Room Piano Album—F. Froeba & His Boys
Dec (33) DL-5043
- Down by the Old Mill Stream
I Wonder Who's Kissing Her Now
It's a Sin To Tell a Lie
Just a Girl That Men Forget
Moosie Mouse Boogie
Squeeze Me
St. Louis Blues
Sugar Blues
Bibbidi-Bobbidi-Boo
Ilene Woods (Se This) Bluebird 30-0019
- Bless You
P. Lee-M. Torme (The Old) Cap 792
- Blue Ribbon Gal
P. L. Hayes (Disk Jockey) Dec 24797
- Bourbon Street Bounce
Sharkey (Pizza Pie) Cap 795
- Chi Chi Castenango
B. Huggins (Wake Up) State 6034
Chicago

- Disk Jockey Blues
P. L. Hayes (Blue Ribbon) Dec 24797
- Everything Depends on You
M. Bailey (All Too) Dec 25462
- Get Out and Under the Moon
Little Sans & Lee (Dark Town) Apollo 1154
- Ghost Town
R. Goff (Tell Me) London 543
- Good Night, Little Girl, Good Night
C. Stevens & His Boros Boys (On San Francisco) Coral 60139
- Half a Heart Is All You Left Me
E. Howard Ork (Peggy Dear) Mer 5349
- Happy Times
D. Kaye (Love Me) Dec 24820
- Have You Ever Been Lonely
Little Sans & Lee (Take Your) Apollo 1153
- Hometown Band
A. Mooney (There's a) MGM 10588
- Honeyhive
Franz Geisz & His Seven Wonders (Mayalus) Gold-Rain G107
- I Love Her Oh! Oh! Oh!
E. Light (If I) Lincoln 514
- I Must Have You
R. Vallo (Roman Guitar) Apollo 1152
- I Thought I Was Dreaming
Dick James (Some Hearts) London 544
- If I Had a Thousand Lives To Live
E. Light (I Love) Lincoln 514
- I'll Never Smile Again
C. Perkins (Smoke Gets) Savoy 730
- Johnson Rag
R. Morgan (Where Are) Dec 24819
- Just a Little Rocking Chair and You
T. Herbert Ork (Dancer at) London 560
- Lost in the Stars Album—T. Duncan-Lost in the Stars Cast (1-12")
Dec (33) DL-8028; (78) DA-738
- Love Me or Leave Me
D. Kaye (Happy Times) Dec 24820
- Malaguena
I. Fields (Cuban Boogie) V 26-9031
- Mama
P. Brito-W. Gross Ork (Comme Bella) MGM 10591
- Mayalus
Franz Geisz and His Seven Wonders (Honeyhive) Gold-Rain G107
- Ethel Merman—Songs She Has Made Famous Album—C. Cavallaro
Dec (33) DL-5011
- Blow, Gabriel! Blow
Eadie Was a Lady
I Get a Kick Out of You
Got Rhythm
It's De-Lovely
Let's Just a Bowl of Cherries
You're the Top
- Merry Christmas
J. Sincere-R. Burton (Turkey Time) Empey 881
- New York Subway
Lord Invader-Lord Beginner (Always Marry) Arco 1228
- Oh Dear! What Can the Matter Be?
M. Riley (The Music) Dec 25443
- Old Time Piano Album—F. Froeba (1-10")
Dec (33) DL-5048
- Let Me Call You Sweetheart
I'm Alone Because I Love You
In a Little Spanish Town
Ma (He's Making Eyes at Me)
My Wild Irish Rose
Margarita
What I Lost You
That Old Gang of Mine
- On San Francisco Bay
C. Stevens & His Boros Boys (Good Night) Coral 60139
- Peggy, Dear
E. Howard Ork (Half a) Mer 5349
- Pizza Pie Boogie
Sharkey (Bourbon Street) Cap 795
- Rag Mop
Ames Brothers (Sentimental Me) Coral 60140
- Roman Guitar
R. Vallo (I Must) Apollo 1152
- Sentimental Me
Ames Brothers (Rag Mop) Coral 60140
- Sentimental Favorites Album—A. Goodman Ork (1-10")
Col (33) CL 6082
- I'm Always Chasing Rainbows
Make Believe
Moonlight and Roses
Roses of Picardy
Smoke Gets in Your Eyes
The World Is Waiting for the Sunrise
When Day Is Done
Why Do I Love You?
Smoke Gets in Your Eyes
C. Perkins (I'll Never) Savoy 730
- So This Is Love
Ilene Woods (Bibbidi) Bluebird 30-0019

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

- G. Lombardo (Dardanella) Dec 24795
- Christmas Music Album—E. Smith (4-10")
Dec A-726
- Adeste Fideles Dec 24734
- Have the Herald Angels Sing Dec 24735
- It Came Upon the Midnight Clear Dec 24736
- Angels Bells Dec 24142
- O, Little Town of Bethlehem Dec 24735
- O Holy Night Dec 24736
- Silent Night Dec 24734
- White Christmas Dec 24142
- Cocktail Time Album—Dell Trio (1-10")
Col (33) CL 6101
- Cocktails for Two
I'll Be Seeing You
Moon Over Miami
Moonglow
Oh, Lady Be Good
Stumbling
Tea For Two
Who's Sorry Now
Comme Bella a Stagione
P. Brito-W. Gross (Mama) MGM 10591
- Copper Canyon
M. Russel-M. Miller Ork (The Laziest) Mer 5348
- Crazy He Calls Me
B. Holiday (You're My) Dec 24796
- Crime and Punishment
E. Knight-H. Carmichael (Crocodile Tears) Dec 24821
- Crocodile Tears
E. Knight-H. Carmichael (Crime and) Dec 24821
- Cuban Boogie
I. Fields (Malaguena) V 26-9031
- Dancer at the Fair
Ted Herbert Ork (Just a) London 560
- Dardanella
G. Lombardo (Chicago) Dec 24795
- Dark Town Strutters Ball
Little Sans & Lee (Get Out) Apollo 1154
- Dear Hearts and Gentle People
Ralph Flanagan Ork (Where or) Bluebird 30-0016
- Don't Fence Me In Album—B. Crosby (1-10")
Dec (33) DL-5063
- Don't Fence Me In
It Makes No Difference Now
New San Antonio Rose
Nobody's Darlin' But Mine
Pistol Packin' Mama
Ridin' Down the Canyon
Walking the Floor Over You
You Are My Sunshine

(Continued on page 91)



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Columbia To Push 7-In. L.P's; To Bally Locally, Nationally

(Continued from page 16)

and local level. One Columbia exec, queried about the seven-inch campaign, said: "All of the changer manufacturers are now making changers for seven-inch records, so isn't it the logical solution for presenting single selections on single sides for quick changer operation?" In a bulletin sent by Columbia to distributors, it was pointed out that over 1,000,000 machines will be available with three-speed changers. The missive pointed out that this meant a very heavy sales potential for the seven-incher. Distributors were told to get busy on "local promotions."

An important phase of the seven-

Informal ASCAP Org Set Up in Det. Plans Permanency

DETROIT, Dec. 17.—An informal organization of a local group of American Society of Authors, Composers and Publishers' (ASCAP) members was established here for the first time this week at a luncheon meeting in the Elks Club. Plans call for a social program, with monthly meetings, climaxed by an annual banquet. It is planned to make this the nucleus of a Midwestern group that will take in ASCAP members in Cleveland, Toledo and other cities, as well as in Detroit. The organization plans will follow closely the long-established local units functioning in Los Angeles and New York.

Present at the meeting were H. O'Reilly Clint, Richard W. Pascoe, Will Dulmade, Leonard Smith, Dudley Vernor and Harold C. Berg, together with Sylvan S. Grosner, long-time counsel for ASCAP, who has been the official representative of the Society in its legal activities here.

Folkways, New Label, Headed by Moe Asch

NEW YORK, Dec. 17.—A new label, Folkways, makes its debut this week under the auspices of Folkways Records & Service Corporation. The outfit also produces the Ethnic Library album series. Folkways, like Ethnic, has Moe Asch as music director-producer. The new label, which will also deal with authentic folk music, will present material of a more popular nature. First release, out this week, will feature a set of *Square Dances*, with NBC-TV caller Piute Pete, and also a set, *History of America Through Folk Songs*, with vocalist-guitarist Bill Bonyun. An album of Haitian *Meringues* will follow in January, along with a *Leadbelly Memorial* set and a Pete Seeger album.

Disks will be plastic, to retail at \$1.05 for 10-inch, and \$1.57 for 12-inch. The *Square Dances*, cut with approximately six minutes per 12-inch side, will also be released on a 10-inch long-playing platter.

LOCAL 47 SETS SLATE

HOLLYWOOD, Dec. 17. — Altho elections are still a full year away, the administration slate for head offices were set last week by Local 47, American Federation of Musicians (AFM). J. K. (Spike) Wallace, current prexy, will not run for office next term, with Veepee John Tegroen slated to campaign for the head job. Phil Fischer, veteran radio-tele rep for Local 47, will run for veepee in the Tegroen slate, with other candidates still to be set.

inch campaign, it was reported, would involve a new player made for Columbia by VM Industries of Benton Harbor, Mich.

News of the reported campaign caused a number of mixed reactions in the trade. On the one hand, it was claimed that promotion of the seven-inch disk is the logical conclusion to Columbia's effort to establish 33½ r.p.m. as a complete system. Also some expressed the opinion that dealers and consumers, who are now coming out of the fog and confusion engendered by technological developments, would not take kindly to the introduction of a "new" record. Dealers, it was stated, would be saddled with another inventory problem. On the other hand, others claimed that the seven-incher, far from being new, has been in the LP family all along and would pose no difficult problems.

The decision to push the small disk also infers other decisions. Chief of these is the fact that such a drive is in a sense a reaffirmation of Columbia's decision not to go 45. In connection with this point it was learned that Ted Wallerstein and Milton Rackmil, Columbia and Decca chiefs, met this week and reaffirmed their stands on 45. Wallerstein's position, which he stated last week, is to the effect that he has had no demand for 45. Rackmil, while admitting it has been doing some business, feels there is no reason for Decca to enter the 45 field at this point. He has indicated he would go 45 only when that speed represented a plus business for Decca.

All, of which, of course, indicates that for some time, at least, the die is cast, with each of the three majors assuming a very independent attitude. RCA Victor, whose 45 sales have jumped phenomenally, feels it has carved out a good business in 45 and is not eager to persuade anybody to enter that field.

Chi's Angle

CHICAGO, Dec. 17. — Columbia Records will soon start peddling a revised and improved 33 r.p.m. manually operated record player, No. 103, supplanting its present 102 model. Because of the improvements, Columbia, it was learned, will list the new player at \$12.95, as opposed to its \$9.95 price for the 102 model.

The new record player is more compact and colorful, and it carries a gold tone arm which can be regulated to play 7, 10 and 12-inch 33 disks. When the player is not in use the tone arm clamps down on the set by means of a hole in the arm which fits into the standard spindle. When the tone arm of the new model is lifted, the turntable starts automatically. The plug-into-your-radio player is said to have a better high fidelity cartridge and sapphire-tipped needle than its predecessor.

The new machine is being made by VM Industries, Benton Harbor, Mich. It is also reported that a new changer—which may not be ready until May—is being prepared for Columbia by VM. This would play all three LP sizes intermixed—the 7, 10 and 12-inch.

Lubinsky Inks Pact On Nationwide Trip

NEW YORK, Dec. 17.—Savoy disk topper Herman Lubinsky returned last week from a three-week swing around the country during which he signed and recorded several artists. Sessions were cut in Detroit, Atlanta and Los Angeles.

In L. A., Lubinsky cut with The Robins, rhythm-blues vocal group formerly with Aladdin, now exclusively with Savoy. Others inked were Red Light Hollis, blues singer, and orkster Lorenzo Holderness.

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"LONELY WORLD"
Refer to Numbers 719-724
STAR TALENT RECORDS
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Music—As Written

Continued from page 20

writer of "Lucky Old Sun" and "The Old Master Painter," will take a three month leave of absence from his post as musical director with WSM, Nashville, starting January 1. He'll head for Hollywood, where he'll talk with picture music brass and may do a p.a. tour of vaude houses. His song-writing partner, **Haven Gillespie**, is doing appearances in the Cincinnati territory.

Will Wittig of the Pla-Mor Ballroom, Kansas City, prexy of the National Ballroom Operators' Association, is presenting a new award, "The President's Award," to the ballroom group member who obtains the most new members by the NBOA's 1950 convention next fall.

Philadelphia:

Hot Lips Page back in town, this time at the 421 Club, with **Al Hibbler** to make it a twin billing. . . . **Eddie Heywood** also returning to town, opening next week at Orsatti's Cafe. . . . **Ink Spots** and **Cootie Williams** relight the Earle Theater stage December 30. . . . **Herbie Collins** leaving Wagner's Ballroom at the end of the month to play the Statler Hotel in Washington. . . . **George Shearing** and **Charlie Parker** to make for a double-starrer concert and dance Friday (30) at the Met. . . . **Charlie Ventura** at the Met for a race dance prom Monday (26). . . . **Artie Shaw**, currently at the Click, planning to head back to his farm to rest up for a gallstones operation in January. . . . Three of the top fem warblers in town for the holiday week, but appearing in the legitimate theater instead of an after dark spot—**Ida James** in "How Long Till Summer?", which also includes **Josh White** in the cast; **Ethel Waters** in "Member of the Wedding" and **Pearl Bailey** in "Arms and the Girl."

Detroit:

Maratone Records, independent label established three years ago, has definitely folded, according to word from **William J. Basharra**, who was the principal figure in Melmore, Inc., owners of the title. This outfit was one of the few independents to attempt to establish its own pressing plant.

Jack Benkelman, partner in Orchestra House, Detroit booking office, has written the lyrics for "Harvest Hoedown," musical version of "Apple of His Eye." Benkelman expects to have some of the numbers interpolated in the Detroit Civic Light Opera season under the direction of **Barrie O'Daniels**, opening Christmas Day. . . . **Franz Geisz** and His Seven Wonders has cut "Honey Hive," novelty foxtrot, with vocals by **Arthur Peters**, for Gold-Rain Records, to be released with "Mavalus," an instrumental waltz number, on the reverse.

Hartford, Conn.:

Francis E. Stern, head of Stern & Company, Hartford, area distributor for Columbia Records, heads for the West Coast and Hawaii soon for a winter vacation.

Steve Strohman, salesman for Capitol Records, runs a band. The group has been booked into Belli's, North Wilbraham, Mass., night spot, for Friday-Saturday-Sunday evenings for an indefinite run. . . . Continuous dance music provided by two orchestras was the feature of a recent Hadassah dance, with **Larry Stevens's** orchestra providing the tunes.

London:

Stanley Black's new "Tropical Magic" series is being acclaimed by critics and public for its authenticity quality. . . . The five orchestra ball planned by **J. Walter Thompson** for their clients, "Wisk," to have been held at the Empress Hall December 16, was canceled.

Leslie Baker and His New Music will take over from **Stephane Grappelly** at the exclusive Milroy night spot. Grappelly goes to the newly opened 96 Piccadilly Restaurant. Baker will have, therefore, two resident West End engagements, since he is also leading a smaller group at Fischer's Restaurant in Bond Street. The thrush is husky-voiced **Dinah Kaye**.

. . . **Peter Yorke** returns to the airwaves with two new series, a "Sunday Sweet Serenade" program starting January 1 and a return of the popular "Starlight Hour" the third Monday in the month. . . . **Robert Farnon** has been approached to score another movie for Wilcox.

Radio Luxembourg will feature a regular Friday 30-minute show with chirp **Jo Stafford** as disk jockey. It is understood the program is for exclusive Luxembourg use. . . . **Vera Lynn** is concentrating on recordings after her recent illness. . . . The Deep River Boys are playing to capacity business all over England. . . . The Ray Ellington Quartet, popular bop group, has signed a long term pact with Decca.

H. Bortnick Ankle Rosen for Own Agcy.

PHILADELPHIA, Dec. 17.—Harry Bortnick, advertising and promotion manager for Raymond Rosen & Company, local RCA Victor distributors, leaves the distributing firm at the end of the year to establish his own agency here. With the Rosen firm for many years, he started as record promotion manager, then became advertising and promotion manager of the record department, and last year took over the desk for the entire company.

Dick Andrews comes in from the Hutchins Advertising Agency, where he handled promotion on the Philco Corporation account, to take Bortnick's place. He was previously with the Al Paul Lefton Agency, which now handles the Raymond Rosen account.

Jones Packs 'Em In At Kiddie Carnival

HOLLYWOOD, Dec. 17.—Success of Spike Jones's Kiddie Carnival at Davenport, Ia., as promoted by Verne Flambo, was so great it may well become an annual event in that town. Held at the Shrine Auditorium, the Kiddie Carnival proper was located in the basement, while the building's top floor was filled to its 2,600 capacity by the Jones crew. Jones played to four complete sellouts, with admissions nearing the 12,000 bracket. Carnival consisted of kiddie rides, animated sketches with various record companies setting up kidisk booths. Jones's show gross totaled \$21,834. General success of the event as a whole indicates plans by promoter Flambo to make the pre-yule Carnival into a yearly event.

WAKE UP, DISTRIBUTORS (We have IT!)

The New Sensational Singing Quartet

THE SHADOWS

with their first record—a hit on both sides

I'VE BEEN A FOOL and NOBODY KNOWS

Lee #200

This record was released Dec. 1

- Cadet Dist., Detroit.....1500 records
- Schwartz Dist., Wash., D. C. ...2000 records
- Major Dist., New York, N. Y. ...4000 records
- Roberts Dist., St. Louis, Mo. ...1700 records
- Rosen Dist., Phila., Pa.1000 records

These are just a few of the orders which are still pouring in... just one week after record release. THE SHADOWS were booked into the Apollo Theatre, N. Y., starting Dec. 16.

Some choice territories still available.

WRITE WIRE PHONE



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Coast - Coast Tour Nets British Comic 5C; Can He Laugh?

VANCOUVER, B. C., Dec. 17.—George Formby, the English comic, recently completed a coast-to-coast tour of Canada, playing a dozen leading cities. Six English Music Hall acts and his own stint made up a bill that ran a couple of hours in the arenas and auditoriums of the various cities played. Only buildings with large seating capacities were booked.

When the tour was completed a couple of weeks ago the total take from the dozen or so b.o.'s was split several ways, Formby's share was 50 grand, but when the British Government got thru with its tax deductions the comic had only 500 Canadian smackers left to show for his long tour.

Cuban Theater Vaude Hits Law, Two Union Snags

NEW YORK, Dec. 17.—The show now being rehearsed by Lou Walters for the Blanquita Theater, Havana, and set to open there the end of this month has run up against a combo of union troubles and Cuban laws that may stymie the whole thing.

The chorus line, set for three weeks at \$75 each, has been in rehearsal for the past three weeks. The American Guild of Variety Artists (AGVA) has ruled that the girls must be paid for all rehearsals after the first seven days.

According to AGVA the kids haven't been paid for rehearsals, and some already have drawn on their salaries. AGVA said that if the dough isn't forthcoming, it will stop the show from leaving the country.

Lou Walters is in Cuba and not available. AGVA said that Walters is financially okay, but it has no knowledge of the Blanquita and will require a cash bond.

Another complication is the Cuban actors' union demands. It insists that wherever a non-Cuban chorus girl is used, that a Cuban girl be hired as a stand-in. It also demands that every non-Cuban performer working in the country pay a 5 per cent weekly tax based on their salaries.

AGVA argues that there is nothing in the contracts issued the girls that protects them. Under the present contracts the girls may have to pay for stand-ins, the 5 per cent bite, and that, plus their living expenses, will leave them with no money at all.

Further discussions between Walters and AGVA will be held early this week when Walters returns to the city.

Detroit's L. Q. Is Exhumed

DETROIT, Dec. 17. — The former Latin Quarter here is being reopened December 28 as Jean Goldkette's Fantasia, under the management of Goldkette, who rates as one of the top names in music of the past three decades, altho relatively inactive for several years. Goldkette fronted one of the top name bands in the 1920's.

The Fantasia will stress food. Buddy Milton's orchestra has been set to open, with a floorshow under consideration for a later date.

Goldkette has had control of the spot for about a year, but has operated it chiefly as a catering room to private parties. Major reason for the delay has been some question over getting a liquor license because of problems created by former management; of the place.

Cuba's Yanqui Dough-La Trouble

Equity, AGVA Blow Up Storm On Brandt Plan

(Continued from page 3)

his Selwyn and other houses in the Stem, about 19, if the plan did business. Equity's mild demurrers became violent objections. It accused AGVA of entering its jurisdiction; threatened to order Equity members hired by Brandt not to play, and the Associated Actors and Artistes of America (Four A's) were called in to settle the case.

The first Four A's meeting was held Wednesday (14). At that session both Henry Dunn, AGVA head, and Louis Simon, Equity's executive secretary, insisted each had prior jurisdiction. AGVA's contention was based on the claim that any show which ran in a movie house for an hour or less came under its purview. As precedent it cited its control over *Make Mine Manhattan* and *High Button Shoes*, the capsule versions which played the Strand.

Equity denied it has waived its rights by not assuming control of these tab musicals. It also denied that its jurisdiction was limited to full 2½ hour productions. It insisted its rule covered all dramatic and musical shows and AGVA's jurisdiction was only in the variety field.

The Equity council met early Friday (16) and a general membership meeting was held later that same day. The membership authorized

Santa Harry

PHILADELPHIA, Dec. 17. — Harry Steinman, Latin Casino operator, is playing Santa Claus to Marie Darling, singer out of the business for the past few years.

Five years ago Marie married Al Spearling, a piano player. He died eight months ago, leaving her with two youngsters and no convertible tangibles and no insurance. She was living in a housing project on a \$96.50 monthly income provided by the Aid for Dependent Children. With Christmas coming up she swallowed her pride and went to Eddie Newman's record show on WPEN to tell her plight. The disk jockey called it to the attention of Steinman, who asked her if she would like to sing again. It started this week. Marie Darling is back in the business at \$150 a week at the Latin Casino.

the council to assume jurisdiction over the Brandt houses and enter into negotiations with him.

According to Willard Swire, Equity spokesman, negotiations will probably be based on Equity's Broadway production contracts which call for a \$75 minimum. Under AGVA, Brandt would be permitted to do 30 shows a week on a seven-day basis. Equity's rules call for a six-day week. Equity says that its contracts call for 2½-hour shows. Brandt plans to use (See Equity, AGVA Blow on page 42)

Nicollet's New Name Policy Paying Off in Heavy Sugar

MINNEAPOLIS, Dec. 17. — Big name attractions have definitely hyped business in Minneapolis in recent weeks, with the Nicollet Hotel's Minnesota Terrace Room riding high after a long period of doldrums. The Nicollet management switched to big name offerings for its 450-seat room after the tremendous success achieved at the Club Carnival.

Morgan Nichols, Nicollet manager, said that the Minnesota Terrace Room "got healthy in a hurry" two weeks ago with Billy DeWolf, who not only did well for his own two-weeker but brought back into the till dough the house didn't believe existed prior to his arrival.

The Three Suns, who wound up Wednesday (30), were "plenty all right," Nichols said. He implied that the Nicollet management was pinching itself and asking, "How long has this been going on and where have we been until now?"

Jerry Lester

To cash in, the Nicollet brought in Jerry Lester December 1-14, following with "Doodles" Weaver and Prof. Gas, of Spike Jones ork fame, and Fred and Elaine Barry, dancers, December 15-29. Henny Youngman is booked for December 29-January 7 to play the New Year's Eve date. Capping the new policy will be Hildegarde and her ork for a January 9-21 inclusive run, with Rudy Vallee following.

Nichols said that to meet the high-

er talent costs, running "around \$3,500 per show," the hotel for the first time has instituted a \$1 cover charge, and one Saturday night under the new policy took in well over \$800 for covers alone.

Nichols said the room had been experiencing, since its new policy went in, "the very interesting situation of having a couple of thousand dollars profit every week." That hasn't happened here for some time, he indicated. All acts are booked thru the Music Corporation of America (MCA).

Carnival Still Hot

Meanwhile, the Club Carnival continues with top business thru big names. Ted Lewis and ork, originally set for a two-week run, did so well—setting what is reported as a new house record, altho no figures would be released by the management—that he was re-signed for an extended two-weeker, closing Thanksgiving Day. Reservations for the Ted Lewis run were made weeks in advance and drop-in patronage during his appearance was almost unheard of.

Beatrice Kay and Jan August, who follow Lewis, are continuing to hit the high mark. August already established one house record during his appearance here last winter and is ag in drawing heavy attendance.

Other night club operators are watching the Carnival and Nicollet experiments closely and may jump in to meet the competition.

Island Agents Would Clip US Bands and Acts

Americans To Fight 5% Bite

(Continued from page 3)

can sight acts and various lines, to take advantage of the American tourist biz.

American agents doing business with Cuban spots say they'll fight the regulation. In some cases the buyers will be asked to pay the extra 5 per cent. But unless the attractions are big enough and the money is important, the 5 per cent split may be sufficient to halt deals now in the making.

Another development affecting musicians has also added to the problems. When Calloway and Herman were booked, the Cuban musicians union okayed their entrance with the understanding there would be a reciprocal arrangement between it and the American Federation of Musicians (AFM). Correspondence went on between the two unions, but the AFM refused to let Cuban musicians come into the U. S. to work. In a retaliatory move the Cuban union ordered that no more American musicians should work in Cuba until the AFM relaxed its embargo. The rule will take effect January 1.

Tommy Dorsey, who opens after the deadline, won't be affected, because the deal was made before the rule was issued.

In the meantime all non-Cuban musicians are required to pay a \$50 union fee and 5 per cent weekly salary taxes to the Cuban musician's union.

St. John Palace Gets New Face as Nitery

ST. JOHN, N. B., Dec. 17.—Palace Theater, long a movie house, has been converted into a night club. The main floor has been turned into the Esquire Club, with a hardwood floor laid for dancing. A new band, specifically for the Esquire, has been organized, with Bill Armour, a local musician, as leader, and Helen Hutchins as vocalist. Admission is only by membership cards, 50 cents each, with a 75-cent fee for each dance session. The club now functions only on Tuesday and Saturday nights.

Weekday afternoons and Friday nights the erstwhile film theater is used as the Teentown Recreation Center. Teen-agers only are eligible, with a membership fee of 50 cents a week.

Coast AGVA Preps Benefit for Own

HOLLYWOOD, Dec. 17.—Coast office of American Guild of Variety Artists (AGVA) will launch a week-long benefit show beginning March 3 with proceeds earmarked for the union's insurance fund, it was announced this week by Eddie Rio, AGVA Western regional director. Show will feature the town's top talent who will donate their services for at least one night during the run, with Fox West Coast Theaters providing Hollywood's Guild Theater for the week. Rio estimates the total take will run between \$25,000 and (See Coast AGVA Preps on page 45)

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VAUDEVILLE REVIEWS

Orpheum, Los Angeles

(Wednesday, December 14)

Capacity, 2,200. Price policy, 50, 65 and 95 cents. Four shows daily. House booker, Bill McIlwain. Show played by Rene Williams's house ork.

Current bill packs a load of entertainment. The Appletons (two men and a gal) toss in plenty of props to add flavor to the old Apache dance. The sketch makes its first local bow since vaude's return via Angus and Searle, two sets of twins, who milk a mistaken identity skit for loads of laughs. Laugh department is also well represented by Dave Barry, who has added a couple of new routines to keep 'em chuckling. Frakson the Magician seems to mellow with each trip. His patter is as funny as his tricks are mystifying. In addition to his coin and cigarette routines, he makes a playing radio disappear.

Marion Morgan, ex-Harry James chirp, has plenty on the ball, appealing to eye and ear alike. Sincere interpretation, good voice and fine stage presence net her plenty of palms. Evelyn and Betty cloak their jumbling routines with Hawaiian garb and do well as a filler act. Walter Long's trim tap routines bring a solid hand. Lad is clever and can handle an audience. Olvera Duo, in the opening slot, present a standard high perch act with plenty of sales savvy. Rene Williams's pit ork supports bill well.

Pic, *Black Midnight*. Lee Zhito.

Palace, New York

(Thursday, December 15)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four daily; five, week-ends. RKO chain booker, Dan Friendly. Show cut by Don Albert's house ork.

This bill opens with zing, the change of pacers that follow keep the tempo up even if they're talkers or dumb acts. There's a lot of yock stuff and the show finally winds up with a good sight act for completely satisfying vaude.

The bill tees off with Joan and Robert Rexer, in a fast-paced hoofing act. The two good-looking young hoofers are fresh and do a bang-up job in the two-part terps as well as in the challenge stuff for a big hand.

Virginia Austen did her standard puppet routines to wholehearted attention. Her manipulations gave realism to the dolls she handled so well.

Rex Ramer did an outstanding job in this difficult three spot. His vocal take-offs of various wind and string instruments were amazing. His voice switches, high soprano to deep bary, sold effectively, but it was his *Cock-tails for Two*, a la Spike Jones that really fractured them. In this one, Ramer used all kinds of gadgets and vocal effects. It was completely mad but also quite funny. The crowd ate it up.

Shyrettos Click

The Shyrettos, standard bicycle act, sold as well as ever. The two boys did lots of tricks, and the gal, (See *Palace, New York* on page 44)

Strand, New York

(Friday, December 16)

Capacity, 2,700. Price range, 55 cents-\$1.50. Four shows daily; five holidays and week-ends. Warner chain booker, Harry Mayer. Show cut by Dave Schooler's house band.

Until Frank Marlowe came on, the show was amiable, with little happening to interest them out front. A couple of nice youngsters, June and Martin Barrett, opened with a hoofing routine, finishing to a so-so hand. They were followed by Max and His Gang, a dog act. Max did about three minutes of acro-hoofery that conflicted because of the preceding act. He then brought on four smooth-haired terriers for a series of tricks. There's basic comedy in the act, but Max played it straight. At times the dogs worked as tho they were scared to death.

Dinah Washington came on after a Dave Schooler piano overture and did little to raise anybody's blood pressure or generate excitement. For one thing, the band blasted out behind her, or the mike she worked into was way down. In any case, she could barely be heard. Schooler's announcements (he emseed) that the canary was coming back didn't even start a ripple.

Marlowe Savior

The first real shot in the arm came when Frank Marlowe loped out. The big, redheaded, skinny comic has cut down on his pratfalls and knock-abouts. He now uses material, culled from various sources, and just about fractured them. When he did a pit fall, the howls were tremendous. His new act is basically a band heckling thing. He rides the leader, the drummer and various sidemen for sock results. A lot of Marlowe's lines have an ad lib quality that just about killed them. We've caught him many times before. He never did better than on this date. He ran over and was finally forced into a beg-off.

The Ravens (five boys—one on piano), later joined by Miss Washington, now had a hot house to work to and made the most of it. Their booming four-part voice deliveries of pops were enthusiastically received, winding up the show to good hands.

Pic, *The Lady Takes a Sailor*. Bill Smith.

TOM McDERMOTT DUO



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IOWA BOOTS OUT HAY-BURNERS

Des Moines Annual Abandons Money-Losing Harness Races

Smaller annuals also discontinue trotters, pacers—dates open to auto races, thrill shows, rodeos—action follows similar decision in Minnesota

By Herb Dotten

DES MOINES, Dec. 17.—Directors of the Iowa State Fair here Thursday (15) voted to heave out money-losing harness horse racing in 1950. The action came in the wake of similar decisions made earlier in the week by several smaller Iowa fairs during the annual convention of the Fair Managers' Association of Iowa Monday and Tuesday (12-13) at the Hotel Fort Des Moines.

Decisions to give the boot to sulky races in each instance stemmed from the mounting losses sustained by the hay-burning speed departments. In their action, the Iowa fairs were following the path taken several weeks ago by the Minnesota State Fair, St. Paul, and by another Minnesota annual—the Mower County Fair, Austin, both of which decided to call it quits on the trotters and pacers because they failed to pay off in the grandstand.

Indications are that like action will be taken by fairs in other Midwest States, as the money-losing pattern of

horse racing this year spanned several States in and near the Corn Belt. Other grandstand attractions generally held up firmly.

Horse Race Confab

Horse racing enthusiasts met with Iowa fair managers here Monday night (12) to review the situation. At the session fair men voiced their objection not only to the money loss but to the demands of horsemen and to the fact that the harness horse (See Hay-Burners Out on page 52)

Form Corporation To Run Detroit's 250th Cele in 1951

DETROIT, Dec. 17.—First step toward putting into motion plans for the Motor City's 250th anniversary in 1951, was taken with the announcement of the formation of a non-profit stock corporation by the steering committee appointed by Mayor Eugene Van Antwerp.

Capitalized at \$1,000 and authorized to sell 30,000 shares of stock at \$100 par, the corporation, Detroit's Festival of the Great Lakes, Inc., will accept donations or gifts, according to Raymond H. Berry, corporation attorney. Rough estimates of the celebration's cost, are figured at \$3,000,000.

Directors of the corporation included Harvey J. Cambell, executive vice-president of the Detroit Board of Commerce, and George W. Stark, Detroit News columnist.

Sesqui Midway Has a Problem In Squatters

675 Tenants Must Be Ousted

(Continued from page 3)

pying temporary buildings on the proposed midway site of the Freedom Fair (The Billboard, December 17). Government officials are in a quandary on the issue, and several federal agencies involved in the subject have been trying to get a solution. Several days have already been lost in negotiations for the fair, and there is a chance that preparations will be seriously delayed, altho sesqui officials are still planning to stage formal ground-breaking ceremonies next month (The Billboard, December 10). Dedicatory exercises were staged today (17) for the breaking of ground for a new amphitheater in Rock Creek Park. The amphitheater will be opened in June in conjunction with the exposition. Raymond Massey was among several stage and screen celebrities on hand to join Secretary of Interior Oscar Chapman in the formalities.

Squatter Problem

Edward Boykin, director of the National Capital Sesquicentennial Commission, voiced hope this week that the problem of disposition of tenants on the proposed fairground will be solved eventually, but he pointed out that the impasse could not help being an obstacle to some of the negotiations for the exposition. Involved is the fate of 675 persons who now occupy several "temporary" wartime-built structures on the 26-acre site which has been plotted for the midway. These buildings cannot be razed until other homes can be found for the tenants.

Since more than a half a dozen federal agencies are involved in the problem, a lengthy series of confabs has been staged, and more are scheduled, with no immediate solution yet in sight. Altho Sesqui officials are disappointed by failure of the agencies to reach a solution, their attitude has been summed up by one of them, "hope springs eternal." It is felt that if a solution is not found soon, President Truman will intervene with an executive order to clear the way for action.

Sesqui officials are continuing to plan for a target date of July 4 for the public opening of the sesqui expo. (See Sesqui Midway on page 55)

Mrs. John Wendler Dies in New York

NORTH TONAWANDA, N. Y., Dec. 17.—Mrs. Lizette Wendler, 74, wife of John Wendler, president of Allan Herschell Company, Inc., ride manufacturing firm, and mother of William Wendler, secretary-treasurer of the company, died at her home here Monday (12).

Other survivors include a daughter, Mary, and two grandsons, William Jr. and John. Services and burial in North Tonawanda Thursday (15).

10 P.M. Grandstand Break Is Fixed for Iowa's Fairs

23 carnivals ink agreement—annuals to forfeit day's percentage if shows run overtime limit—fair execs voice little objection at annual Des Moines convention

DES MOINES, Dec. 17.—In a move to insure against late grandstand show closings, representatives of 23 carnivals introduced a resolution at the annual convention of the Fair Managers' Association of Iowa here this week, stipulating that the grandstand shows break by 10 p.m. and when the night shows run beyond that time, fairs forfeit their percentage of the midway receipts for those days. Joe Green, spokesman for the carnivals, said fairs playing the State will include the clause in their 1950 contracts. Little objection was raised by fair delegates, who conceded it was unfair to the midway operators when late grandstand shows tied up potential midway patronage. Fair men agreed that of all segments of fair operations in 1949, the midway had sustained the largest drop.

The resolution:

"We, the undersigned carnival members of the Iowa Fair Managers' Association, have met and agreed that all contracts written with and between carnivals and fairs contain the following clause: 'Any day that the grandstand performance is not over and the people turned out to the midway by 10 p.m. that all percentages for that day will be forfeited by the fair association.'"

23 Orgs Sign

Shows signing the resolution were L. B. Lamb, Merriam's Midway, Tivoli Exposition, World of Today, Sunset Amusement Company, American Beauty, William T. Collins, Dyer's Greater, Snapp Greater, Nessler's, Veteran's United, 20th Century, Hale's Shows of Tomorrow, Cavalcade of Amusements, George W. Nelson, (See 10 p.m. Stand on page 52)

A. C. Mayor Angles To Clean Up Burned Million Dollar Pier

ATLANTIC CITY, Dec. 17.—Mayor Joseph Altman this week explained that he only "suggested something be done to clean up" the Million Dollar Pier and denied that any tax problem was involved. "They owe no money," he pointed out.

It was reported earlier that the mayor had notified Louis Watson, building inspector, to inform the owners of the Pier to clear away the debris caused by a general alarm fire in September, or face immediate condemnation proceedings.

Altman said condemnation proceedings are not likely in the near future, but that he thinks something (See A. C. Mayor Angles on page 55)

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Hamid Jr. Defends Steel Pier Tax Cut; Depreciation Cited

ATLANTIC CITY, Dec. 17.—George A. Hamid Jr., vice-president and assistant manager of the Steel Pier, this week hit back at the accusation of former Mayor Thomas D. Taggart that this resort's principal funspot was "specially favored" in its tax assessment.

The Taggart-Hamid argument began when the former mayor called upon Mayor Joseph Altman to appeal recent tax reductions in the assessments of several hotels and the Steel Pier. He referred to a \$36,000 reduction in assessments on Steel Pier approved in 1947 by the Atlantic City County Tax Board.

Hamid Jr. cited erosion, hurricane damage, "sky high" costs of maintenance and depreciation "faster than any comparable property in the country" to defend the tax assessment reduction.

In a letter to Mayor Altman, Hamid said that the pier's valuation had been so reduced that banks consider it an almost unmarketable property.

Hamid also pointed out that within the past three years, Steel Pier has borne its own luxury tax load instead of passing it down to the visiting public, adding, "That in order to keep the safety level, we replace pilings four times as frequently as we did prior to the 1944 hurricane and that on the average, we have to sink them 18 feet deeper; that our real property line has diminished over 100 feet, due to the advanced high water line."

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Iowa State Annual Reaps 89G Profit

Pike Re-Elected Prexy

DES MOINES, Dec. 17.—This year's Iowa State Fair netted \$89,-807, despite increased expenses and a drop in attendance, Lloyd B. Cunningham, secretary, reported to the annual meeting of the fair board here Wednesday (14).

Gross receipts totaled \$589,777, which was \$20,365 below 1948, and the fair spent \$499,970, higher by \$8,779 than 1948. Total attendance was 463,933, or 14,735 below last year.

Re-Elect Board

H. L. Pike, of Whiting, was re-elected president and W. J. Campbell, Jesup, vice-president of the board. E. W. (Deak) Williams, Manchester; C. S. Macy, Grundy Center; W. H. Maxwell, Winterset, and John Cory Jr., Spencer, were re-elected directors.

Pike, in his address, reported the federal 20 per cent admission tax is working a hardship on fairs and that it required a \$78,668 payment by the fair here.

Part of the annual's rising costs of operation has been offset by increased off-season rental of the buildings for storage, he said, with receipts this year yielding \$11,126.

400G Dormitory

Pike said the 4-H girl's dormitory costing \$400,000, will be completed in time for the 1950 fair and will be paid for from fair receipts.

Howard L. Gramlich, general agricultural agent for the Chicago & Northwestern Railroad, warned that labor costs are rising because of the 40-hour week. Fair managers must find methods of meeting the increased labor costs to avoid financial problems, he said.

N. Y. Drought May Hit Pools and Rinks

NEW YORK, Dec. 17.—The acute shortage of water in New York City, as well as in other cities of the metropolitan area, is resulting in a rash of bans on the usage of water for various purposes—and a vast amount of confusion.

Principal victims are the ice-skating rinks, with a ban on flooding outdoor rinks already in effect and the possibility of indoor rinks being affected. Apparently swim pools are not yet under ban, but some pools are grabbing publicity by getting pictures in the papers showing their basins being drained—with swim-suited cuties dunking their toes in the receding water.

The management of the big outdoor ice rink at Rockefeller Center has installed a device to trap waste water from the center's vast heating system, which will provide water for spraying the surface of the rink. Madison Square Garden is installing a tank in its sub-basement into which melted ice water, during hockey games, will be drained to be re-used for flooding the rink. At Iceland, the ice rink above the Garden, the ice has been solid since September and requires little water.

Services Held for John Staff

RAMSEY, Ill., Dec. 17.—Funeral services for Staff Sgt. John Earl Staff, 26, nephew of Mr. and Mrs. Earl Bunting, owners of the shows bearing their name, will be held here Thursday (24). Staff, formerly with the Pearson Shows and the past eight years in the army air corp, was killed in Germany, November 25 by a Russian sentry.

A Merry Christmas

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Meetings of Fair Assns.

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

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 4-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 5-6. L. (Doc) Cassidy, Louisville, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 5-7. William T. (Tommie) Randolph, Glade-water, secretary.

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

Association of Tennessee Fairs, Andrew Johnson Hotel, Knoxville, January 10-11. Henry W. Beaudoin, Memphis, secretary-treasurer.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 10-11. R. M. Sawhill, Glasco, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 11-12. Mrs. Don A. Detrick, Bellefontaine, secretary.

Louisiana State Fair Association, Bentley Hotel, Alexandria, January 11-12.

Minnesota State Fair and Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 12-14. George W. Gleixner, North St. Paul.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 16. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 16-18. Mrs. Letta Walsh, Saskatoon, secretary.

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

Washington Fairs Association, Davenport Hotel, Spokane, January 19-20. Charles T. Meenach, secretary, Pullman.

Massachusetts Agricultural Fairs Association, Hotel Weldon, Greenfield, January 19-20. Robert P. Trask, 41 Tremont Street, Boston, secretary-treasurer.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, N. C., January 19-20. Mrs. Clyde Kendall, Greensboro fairgrounds, Greensboro, N. C., secretary.

North Dakota Association of Fairs, Hotel Decotah, Grand Forks, N. D., January 20-21. G. A. Ottinger, secretary.

Illinois Association of Agricultural Fairs, Hotel St. Nicholas, Springfield, January 22-24.

Clifford C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 22-24. Charles B. Ralston, Staunton, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-25. H. C. McClellan, Arlington, secretary.

Maine Agricultural Fairs Association, Falmouth Hotel, Portland, Me., January 25-26.

Oklahoma Association of Fairs, Skirvin Hotel, Oklahoma City, January 26-27. Vera G. McQuilkin, secretary.

Pennsylvania State Association of Fairs, Bedford Springs Hotel, Bedford Springs, January 25-27.

Arkansas Fair Managers' Association, Little Rock, January 30-31. Clyde E. Byrd, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany. February 6-7. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 16. J. M. Dean, Jackson, Secretary.

N. Mex. Annual To Go Nine Days

Leon Harms signs pact as manager—plans for 250G plant expansion program

ALBUQUERQUE, N. M. Dec. 17.—New Mexico State Fair will be extended to nine days in 1950. Leon Harms, fair manager, was inked to a new three-year contract, and plans for a \$250,000 plant expansion program were announced at a recent meeting of the fair board here.

The expansion program will embrace enlargement and remodeling of the grandstand, rebuilding of the racing paddock, construction of a new judges' stand and a new youth livestock building, completion of the administration building, and installation of additional sidewalks and lawns.

In voting to retain Harms for another three years, the directors boosted his salary 10 per cent and authorized him to hire a full-time assistant.

To finance building plans, \$180,000 will probably be borrowed from a bank, it was indicated by Joe Heaston, Albuquerque, chairman of the board. This will be added to the \$56,443.13 balance from the 1949 exposition and a surplus estimated at \$6,000 to \$7,000 from the State Racing Commission.

The 1949 exposition was off \$6,600 from a year ago, netting \$116,278.34, Harms reported. With the exception of the racing department which dropped off sharply from \$112,145.41 in 1948 to \$93,682.30 this year, all departments showed a gain over a year ago. Income from the outside gate totaled \$144,167.41 against \$133,369.36 in 1948.

All members of the board were at the meeting. In addition to Heaston, were John Morrow, Raton; Floyd B. Rigdon, Carlsbad; Nick Krannawitter, Encino, and Elias Lee Francis, Cubero.

LEESVILLE, La., Dec. 17.—Recently elected officers of the Vernon Parish Fair were W. E. Tipton, president; Miram Davis, vice-president, and Floyd Jackson, secretary-manager.

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Fight Continues On ESE Taxation Issue

WEST SPRINGFIELD, Mass., Dec. 17.—Town Counsel Frank T. Raleigh has disclosed that this city will take to the State Supreme Court, for final decision, the disputed question of the taxing of Eastern States Exposition by West Springfield Board of Assessors.

The State Appellate Tax Board has made a finding of fact upholding an earlier decision on June 27, 1949, that the Coliseum at the Eastern States Exposition grounds here is exempt from taxation.

On September 30, 1948, exposition officials paid the levy of \$6,560 on the valuation of \$200,000 on the property made by the West Springfield Board of Assessors. When appeal to the assessors was not upheld, it was carried to the State Appellate Tax Board.

In its finding the State board said: "In view of the language (of the law, Chapter 59, Section 5, General Laws) and contrasting it with certain other clauses of the same section, wherever the use of such properties is made the criterion as to whether or not such property is exempt, it is our opinion that the properties herein involved should be exempt. No other prior decision on the precise point raised by this appeal has been brought to our attention."

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'49 NAAPPB Registration Ties Year Ago

Trade Show Mark New

CHICAGO, Dec. 17.—A year ago all records for the National Association of Amusement Parks, Pools and Beaches (NAAPPB) went by the boards and it was thought the '48 standards might be broken this year.

An official check by Paul H. Huedepohl, NAAPPB executive secretary, however, reveals that only one record was broken, that dealing with the trade show. This year the trade show had 92 exhibitors, beating last year's mark of 73, and 143 booths, replacing the 128 mark registered last year.

Huedepohl said official registration this year looks "about like last year. I know that it won't go over that chalked up last year but it will come mighty close to it."

The aim for an attendance of 600 at the org's annual banquet missed, Huedepohl said. "In fact, attendance this year was down slightly from a year ago."

Huedepohl reported that already he is besieged with correspondence from exhibitors at this year's trade show requesting space for next year. He announced, however, that no reservations will be accepted until after May 15. As of that date, Huedepohl's office will poll those who exhibited this year as to whether or not they want reservations for next year. Exhibitors at this year's show will get first chance to reserve space. Any space turned back will be given over to those first on the waiting list.

Huedepohl said a turnstile count showed 14,000 persons went thru the gate at the trade show. "This count doesn't mean much, I know," Huedepohl said, inasmuch as one person may have gone thru 20 times during the show. However, it does give you a trade show attendance figure, if you're interested in that kind of figures."

Ocean Beach Hears Concessions Bids

NEW LONDON, Conn., Dec. 17.—Concessions committee of Ocean Beach Park, city-owned, shore-front park, has voted to recommend to the Park Board that the city manager ask for offers on several concessions where contracts have expired.

Committee also revealed that it is considering several new concessions and will report on these at an early board meeting.

Ops Plan Promotion Step-Ups, Big Drives for Picnics in 1950 In Effort To Hypo Season's Biz

CHICAGO, Dec. 17.—Members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) attending the 31st annual convention in Chicago last month left no doubt that bigger and better promotions, plus a concentrated drive for picnics, both large and small, will be launched this winter and next spring in an effort to hypo business. While 1949 business at most parks was chalked up as okay, many were down slightly from gross receipts of '48 and those who finished "about even with '48" considered themselves lucky. There were some ops who were down considerably, but these were in the minority.

Convention discussions, both formal and informal, pointed out that 1949 had furnished the first positive sign that the lush days are over. "Sure we've been saying that for the last three years," one park operator said, "but we went along hoping that it wasn't true. This year showed me, at least, that the time for just going along has ended. We've got to go out and bring in business. The best way I know of is concentration on promotions and picnics."

This year's convention forum on promotions proved one of the convention hits. Ideas brought forth by the speakers were grabbed at by those in the audience. Noticeable too was the number of parkmen taking notes on the various ideas offered by speakers.

Promosh Tie-In

C. L. Beares Jr., Conneaut Lake Park, Conneaut Lake Park, Pa., told of a tie-up his spot used with a large dairy in that area on strip tickets. The dairy distributed the ducats to their dealers and to homes. In addition, the dairy furnished free acts and gave prizes on the day the strip tickets were good. Each store handling the products of the dairy were given advertising matter to hand to their customers, which gave Beares's park plenty of publicity, and the dairy ran newspaper ads. "Only cost to us," Beares told the park gathering, "was the printing of the tickets. It was a highly successful promotion."

Other speakers brought out the same idea, that it is easy to get some large business organization, such as a dairy, a wholesale food establishment, etc., to work a promotion for the park. "All you need is a little sales talk," one operator said following Beares's talk. "Such ideas as brought out by Beares help the business concern as well as the park."

To Feature Picnics

Most parkmen contacted reported picnics would get a big play at their funspots this year. Included in this group were some operators who, for the last four or five years at least, had shut out picnics. One operator reported that he started the ball rolling on picnics right after his park closed this fall. Brochures on the park, listing the various amusement devices offered, etc., were made up and mailed to various industrial plants in the area, church and fraternal organizations, to mention a few. Following that personal calls were made by park representatives. "You'd be surprised at the number of picnics we lined up in a short time," he said.

Free Coffee and Cake

Robert Guenther, Olympic Park, Irvington, N. J., said his funspot had an anniversary party, marking the 33d birthday of the park, this summer. "We just served free coffee and cake between 5 and 7 p.m.," he said "Each person going thru the gate received a card and that card entitled them to the free eats during those two hours. It was our way of thanking the folks for their patronage during the year. People appreciated the gesture and we received many compliments on the idea. In good will, it was well worth the money we spent."

John Stevens Gets Post at Walled Lake

Back After 10 Years

DETROIT, Dec. 17.—John C. Stevens, manager of Walled Lake Park here some 10 years ago, returned to outdoor show business this week. Fred W. Pearce, owner of the Detroit funspot, announced he had inked Stevens as manager. For the last 10 years Stevens has been operating a business of his own in Northern Michigan.

Pearce also announced that a new Bisch-Rocco Flying Scooter has been purchased for Walled Lake. This will be one of the many improvements planned for next year. Maintenance work, which includes the repainting of the Merry-Go-Round animals, is now going full blast under direction of Robert K. Templeton.

Ft. Wayne Spot To Hart, Thomas On 5-Year Lease

AUBURN, Ind., Dec. 17.—H. E. Hart, former president of this city's annual Free Fall Fair and owner-operator of the Court and Smart theaters here, this week concluded negotiations for a five-year lease of West Swinney Park, Fort Wayne, Ind. His bid of \$4,000 annual rental for the park topped those of two other competing firms.

Hart, who will continue his local theater operations, will take over active management of the site, formerly known as Trier's Park, in the spring. Associated with Hart in the deal is Cliff Thomas, of Riverview Park, Indianapolis, and the Flint, Mich., Amusement Park. They will form a corporation to operate the business at Fort Wayne. Thomas has operated concessions at the local fair for a number of years.

A new feature at the park, Hart said, will be a modern Kiddieland. Under present plans Hart and Thomas will either purchase new ride and concession equipment or buy the present equipment and buildings which are owned by Ennis Bros., Inc., one of the two unsuccessful bidders for the park site.

720G for Ocean City Beach Improvements

OCEAN CITY, N. J., Dec. 17.—Plans are now being prepared for beach protection and restoration projects in 1950 with an estimated cost of \$720,000, Mayor Edward B. Bowker announced. The New Jersey Beach Erosion Commission recently recommended a grant of \$360,000 of State funds to cover half the cost of the work. This must be ratified by the governor and the State Department of Conservation before the funds are made available.

Mayor Bowker said projects contemplated are a 1,000-foot stone jetty at the north end of the island, to be followed by sand pumping to build ocean front beaches in the same manner as neighboring Atlantic City did two years ago.

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PCSA Honors Earl Douglas, Outgoing Prez

800 Attend Banquet-Ball

LOS ANGELES, Dec. 17.—Pacific Coast Showmen's Association, holding its 29th banquet and ball here Saturday (10), staged its first President's Party and completed its program for a Christmas dinner and New Year's Eve party.

Banquet and ball was staged in the Biltmore Bowl in connection with the Western Fairs Association (WFA) convention. It marked the closing of the three-day session and 800 attended.

Joe Glacy was chairman of the event, which featured the Bowl's show, with Henry King ork, Dave Barry, Tommy and Jeanne Mahoney, Burton's Birds, and the DeWayne Troupe. Booking offices sponsoring acts included Bert Levey Circuit, John H. Billsbury, Joe Bren Entertainment Service, Fanchon & Marco, Eddie Burke Attractions and Monte Brooks Attractions. Talent also included Rich and Adair, Roby and Dell, Cecil Stewart's Royal Rogues, Al Dalt and Company, and Bounding Olympians. Tevis Paine, WFA field director, emseed.

Ball Yields \$2,000

Monday night (12), Earl O. Douglas, outgoing president was feted at the club's first President's Night and was presented with a pen desk set. At Douglas' invitation Joe Krug, 1950 president, presided. A show was given by Johnny Toscano, owner-operator of the Toddle House, Culver City. Arrangements were under the direction of Chairman Charles Walpert.

Festivities followed a brief business meeting. On the rostrum with Krug were Jack Hughes, chaplain; Larry Ferris, Mike Doolan, Joe Steinberg, Douglas, Louis Manly and Al Weber. W. B. Clark was voted into membership. Glacy thanked Harry Merkel, Sam Dolman, Bill Hobday, Dave Friedeheim and Curtis Little for their assistance at the ball and said the event would net the club about \$2,000.

Mike Doolan was given a standing vote of thanks for club's first program. Doolan said that the book (See PCSA Honors Douglas page 65)

Court Rejects Plea Of Lawrence Slayer

READING, Pa., Dec. 17.—Montgomery County Court Judge William F. Dannehower Thursday (8) denied the petition for release from Graterford Eastern Penitentiary filed by Thomas C. Carey, who was convicted in Berks County Court in 1947 for the slaying in Kutztown of Sam Lawrence (Samuel Cohen), carnival operator, and received a 5 to 12-year sentence.

In his petition Carey, who was indicted for murder and convicted of manslaughter, contended that he was sentenced illegally because there is no degree of guilt of manslaughter in Pennsylvania and that the verdict should have been either voluntary or involuntary manslaughter.

Judge Dannehower, however, ruled that when a person is tried for murder and convicted of manslaughter the verdict is to be construed as a finding of voluntary manslaughter, "inasmuch as a person tried for murder cannot be found guilty of involuntary manslaughter."

With the Ladies:

PCSA Auxiliary Honors Retiring Prez, Mrs. Taylor, at Banquet

By Virginia Kline

LOS ANGELES, Dec. 17.—Mrs. Harry Taylor, retiring president of the Ladies' Auxiliary, Pacific Coast Showmen's Association, was honored at the club's 29th annual banquet and ball Saturday (10) in the Biltmore Bowl. She was presented with a gold membership card by Mrs. Eddie Tait.

Ladies attending the banquet and ball presented a picture of beauty in their colorful and sparkling gowns.

Mrs. Eddie Tait wore a topless black Doir model, the bodice intricately entwined with crystal and black beads, the skirt slightly boufant but perfect swing length. Mrs. Harry Taylor's choice was rouge red, the draped bodice in soft folds, the skirt daringly side folded. Her corsage was a long line of embre tones of red. Mrs. Joe Glacy, wife of the chairman of the banquet and ball committee, wore a jet black Cecile model with corsage of Bird of Paradise flowers. An antique locket on a neck chain completed her ensemble. Mrs. William Hobday, wife of the first assistant chairman of the executive committee, wore a black demi-mode model with a long spray of snow white camellias.

Mrs. Orville N. Crafts' choice was a Lilly Dache model in moonlit

white, the silvery pearl sequins scattered over the bodice and forming patterns on the sweeping full skirt. Mrs. Harry Hargrave wore a gold lame Pierre model, the neck line oval and her gorgeous cloud blue necklace, earrings and bracelet matching the blue of her eyes. Mrs. Joe Krug wore Biancheni gold, with gold-beaded trim, the plunging neckline in the high gold color. Mrs. Al Flint wore an iridescent gold gown with soft white orchids. Mrs. Earl Douglas, wife of the retiring president, chose a white Tolle model with a long spray of natural color orchids. Mrs. Dave Cohen's gown was of meteor blue with muted bead trim in self color. Mrs. Sammy Dolman wore a black Mangone model topless with tiny straps of beaded sequins. Her orchid corsage was worn low on the bodice.

Mrs. Hunter Farmer chose a black Schraparalli model, the calla lily topless breath-taking neckline outlined in rocket red roses. Mrs. Larry Ferris wore black, with the silver motif of the sequin trimming outlined in medallions on bodice and skirt. Mrs. Mike Doolin wore black with a v-shaped corsage of maize. Her new emerald solitaire, a Christmas gift from her husband, was the center of attraction at her table. Mrs. George Coe, recently discharged from the hospital, wore black, the French lace draping the shoulder and side skirt accent. Mrs. Bob Schoonover (See With the Ladies on page 65)

Lone Star Group Installs Officers

DALLAS, Dec. 17.—Louise Hickman was installed as president of the Lone Star Showwomen's Club of Texas here Wednesday (14) in a ceremony in the Town and Country Restaurant.

Katie Little was installed as first vice-president; Millie Cepak, second vice-president; Daisy Parr, third vice-president; Beth Anderson, secretary; Pearl Vaught, treasurer; Honey Vaughan, chaplain; Hattie Longchart, parliamentarian, and Addie Jo Lott, assisted by Bette Harris, publicity.

Margaret Pugh who acted as emcee, read congratulatory telegrams from Riley Hickman, Lois Crangle, Hyman Charninsky, Daisy Parr, Lydia Powell, Dr. Hudgley, Caravans, Inc., and Arizona Showmen's Club.

Ladies' auxiliaries were honored with the lighting of candles for Heart of America Showmen's Club, Kansas City; National Showmen's Association, New York; Pacific Coast Showmen's Association, Los Angeles; Caravans, Inc., Chicago and the Missouri Showmen's Club. Jackie Huffhines lighted a candle in memory of deceased members.

Hoopestown Cele to Gentsch

NATCHEZ, Miss., Dec. 17.—W. H. Lambert, representing the J. A. Gentsch Shows, and sponsors of the annual Hoopestown (Ill.) Fourth of July Celebration signed a contract last week for the Gentsch organization to supply midway features at the 1950 event, the third year for the Gentsch organization to play the celebration, said J. A. Gentsch, manager. The event will be held three days in City Park instead of one day as in the past.

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Strates Inks York Annual

Org set to return after two-year hiatus—Bloomsburg contract still open

NEW YORK, Dec. 17.—James E. Strates, owner of the James E. Strates Shows, this week announced that he had been awarded the 1950 midway contract for the York Interstate Fair, York, Pa. President Samuel S. Lewis acted for the fair.

The Strates org played the York Fair for 11 consecutive years thru 1947. Endy Bros.' Shows played the annual in 1948 and 1949.

During the past two years the Strates show has had to fill out the York week by playing a repeat still date in Washington, where it usually opens in the spring. The return to York will give the org one of the strongest routes it has ever had since it has already been awarded the North Carolina State Fair, Raleigh, and annuals at Charlotte and Shelby, N. C., all controlled by Dr. J. S. Dorton.

Bloomsburg Open

No midway contract has been given for the Bloomsburg (Pa.) Fair. In the past York and Bloomsburg have always been played by the same show. Because of other commitments it is unlikely that the Strates org is in a position to dicker for Bloomsburg.

Strates left here for his Orlando, Fla., winter quarters. He plans to return for the Christmas holidays.

The Strates Show will open at the Largo (Fla.) Fair January 25. After a two week hiatus, it will play annuals at Sarasota and Orlando.

Nat'l Orange Show Mulls Midway Pact

SAN BERNARDINO, Calif., Dec. 17.—Awarding of the midway contract for the National Orange Show entered the home stretch here Tuesday (13), when the board of directors took under advisement bids of Crafts 20 Big Shows, Inc., and Ferris Greater Shows, Inc. A decision is to be announced December 20.

Three bids had been entered, but the West Coast Shows withdrew their offer. Crafts' shows have played the date for several years.

Elect Ethel Shapiro NSA Auxiliary Prez

NEW YORK, Dec. 17.—At the annual election of officers of the Ladies' Auxiliary of the National Showmen's Association Wednesday (14) night, the regular slate was elected.

Incoming officers are Ethel Shapiro; president; Magnolia Hamid, first vice-president; Margaret McKee, second vice-president; Jeannette Finkel, recording secretary; Ann Brown, corresponding secretary; Lydia Nall, chaplain; Sidone Silvers, treasurer; Betty Schatt, assistant treasurer; Martha Susskind, auxiliary hostess.

Voted in for the board of governors were Claire Priddy, Jane Tubis, Agnes Burke, Mildred Ford, Helen Young, Esther Eichel, Kitty Rausch, Bertha Kassow, Ethel Ortelli and Leah Greenspoon.

Anna Halpin was appointed by President Queenie Van Vliet to act as installing officer.

Mrs. E. Weinberg Gets NSA Post

NEW YORK, Dec. 17.—Mrs. Ethel Weinberg was appointed permanent executive secretary of the National Showmen's Association at a meeting of the board of governors Wednesday night (14).

Mrs. Weinberg has been serving as acting secretary of the club since the demise of the former executive secretary, Walter K. Sibley, March 10, 1949. She had served as assistant secretary over a lengthy period.



DICK O'BRIEN, who has just been inked to serve his 12th year as manager of the James E. Strates Shows. Before joining the Strates org O'Brien for a number of years operated his own carnival company thru the South and Middle West, and later served as manager of the John Francis Railroad Shows, the Isler Greater and Dodson's World's Fair Shows. He is now at the Strates winter quarters in Orlando, Fla.

A Cold Beginning Failed To Nix Phil Isser's Climb in Showbiz

(Continued from page 51)

In the beginning, as might be expected, Phil was the butt of many jokes from his fellow operators. But it didn't take him long to smarten up, even tho he had arrived in this country only a few years before from his native Austria.

Max Linderman showed up, well heeled with \$1,000 in cash, during Phil's third season at the beach and expressed a desire to go into business. Together they hired a stand under the scenic railway and decided on putting in a plate board, even tho neither knew how to operate this type of concession. Whitey Adams schooled them in the operation of the stand and they made out all right.

Charlie Cohen Cut In

They went on then to make the fairs, including Allentown, Trenton, Raleigh and others. They hired Charlie Cohen, who now owns the Martinique Hotel in New York, and the next year cut him in on the business.

The next year, after paying their season's rent, the beach was closed to games of all kinds and they were left holding the bag. The partners were short of cash so they took in

Mike Korres for bankrolling purposes. They decided to play the early fairs in Maine and Canada and did all right.

Joins With Korres

The group later split up with Phil and Korres becoming partners while Linderman and Cohen banded together. Phil wanted to stay in the concession business while Linderman wanted to become a show owner. His ambition was unbounded and he wanted the biggest and the best and in later years felt that he had achieved his goal when he was co-owner and general manager of the 40-car World of Mirth Shows.

Phil wistfully recalls that he once told Linderman that he ought to get out of the business, the implication being that he didn't fit into the picture. During Linderman's lifetime Phil joined the World of Mirth each year to handle concessions at fairs.

Indie Op Squeezed

For six years the Isser-Korres concession combo remained intact. They played with the James M. Benson Shows and bought midways at Richmond, Va.; Macon, Ga., and at other, lesser annuals. Business was good but the trend was against the independent operator. The orgs furnishing fairs with shows and rides were also swallowing the concession space and, whenever possible, contracted fence-to-fence to freeze out all competition.

Because they felt they had to, Phil and Korres invested in some rides and formed the Isser-Korres Shows. Korres later sold out to I. Trebish and the title was changed to the I. T. Shows. Several years ago the partners formed another org titled Carnival Shows. Both units are combined for fairs and total 16 rides.

100-Mile Play Area

The Isser-Trebish enterprises are unique. One unit plays Long Island territory exclusively while the other plays only spots in metropolitan New York. Neither unit travels more than 100 miles in any one direction. The season for both units lasts about 26 weeks.

Phil is a charter member and secretary of the National Showmen's Association (NSA).

Phil met his wife, Mildred, at Revere where her parents owned the hotel in which he stayed. They now reside in Brooklyn. They have five daughters, Rochelle, Kay, Eleanor, Dorothea and Anita who is married to Jack Gilbert, concessions operator at Harry Illions' New Liberty Park, Buffalo.

During the last war Phil thought that his family would have to forego representation in the nation's armed forces since he was surrounded by females and over-age himself, but Eleanor took care of that when she joined the marines.

FOR SALE

One 1946 Model Spitfire with 1940 Chevy Tractor and factory-built Trailer. \$4,000.00—come and get it. Motor completely overhauled.

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SHOWS, RIDES AND CONCESSIONS FOR 1950 TOUR—36-WEEK SEASON.

Address:

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AMERICAN EAGLE SHOW
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16 Unit, Real Flashy Board, 12 Ft. Length, including 2 New Tops, Complete With Frame, Flash Shelves and Walk for Operator. 16 Seats Covered With Foam Rubber and Duran. Will Sell All for \$2200.00 or Just the Derby for \$1950.00.

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One Wisconsin DeLuxe Lucky Duck Game, used only a few weeks, in excellent working condition. Any reasonable offer can purchase this well-known game.

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One twelve-seat Ferris Wheel mounted in 27-ft. Trailer, also Chev. Tractor, in good shape, priced for quick sale, all for \$3,500.00.

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Opens April 6th—2 Saturdays—2 Sundays—April 16th Near New York City

Want Shows, Concessions and Outstanding Free Acts. All Concessions open except Cookhouse and Bingo. Want Side Show, Motordrome, Monkey Speedway or Monkey Show, Pony Show, Wild Life, Two Girl Shows, Mechanical Show, Funhouse, or will give a real showman exclusive Back End. We will not overcrowd our midway. We have the best route this coming season this show ever played. First in towns, not sticks, 4 big Celebrations, and 12 Fairs starting middle of August. Want help on all Rides; Semi Drivers. Want Good Truck Mechanic; top wages, good treatment and long season. Winterquarters open first of March. All address:

HARRY HELLER, Gen. Mgr.

BOX 6 PHONE: WYCOFF 4-0333M CAMPGAW, NEW JERSEY

P.S. Geo Flagar, Monkey Joe, Hillard, Jack Kerns, Mr. Marencey, Al Herzogg, Bill and Joe Siegrist, also Bar Act from Trenton, N. J., write.

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TO ALL FRIENDS, COMMITTEES AND ASSOCIATES IN SHOW BUSINESS

NOW BOOKING FOR 1950

WANT CONCESSIONS—Photos, Novelties, Dart, Hoop-La, String Game, Fish or Duck Pond Jewelry, Bowling Alley. No PC.

SHOWS With Own Transportation—Girl Show, Pit, Ten-In-One, Five-In-One, Animal, Freak or Monkey.

RIDES—Flat Ride With Own Transportation, Pony Ride.

HELP—Wanted in All Departments; Truck Drivers Preferred.

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C. R. ROSS, 22'S. W. 28TH ST., GRAND RAPIDS, MICH.

ANNOUNCING . . .

MIAMI SHOWMEN'S ASSOCIATION SIXTH ANNUAL BANQUET AND BALL

— AT —

THE BEACHCOMBER MIAMI BEACH

TUESDAY, 7 P.M., JANUARY 3, 1950

GREAT ENTERTAINMENT

— FEATURING —

DEAN MARTIN AND JERRY LEWIS

THE COMEDY SENSATION OF AMERICA

ALL SHOW PEOPLE ARE INVITED

RECEPTION 7 P.M.

RESERVATIONS \$10.00, INCLUDING TAX

BUY YOUR TICKETS TODAY OR PHONE THE SECRETARY—PHONE 2-7235—FOR RESERVATIONS

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The BIG One —

A Proven Winner.

MARCH OF DIMES FESTIVAL

Zacchini Cannon Act Booked Jan. 14 to 21 inclusive.

Location, Wright Field, Heart of City. First in Six Years.

WANT Motordrome, Wild Life, Ten-in-One, Side Show. WANT Hanky Panks of all kinds, Photos, Scales, Guess Your Age, Jewelry, Cotton Candy, Snow Cone, Ball Games.

Then the March of Dimes Colored Festival Jan. 26 to Feb. 4 and four more weeks' work to follow in Palm Beach County.

WRITE. NO CALLS, PLEASE

CHARLES NORWID

c/o MARCH OF DIMES HEADQUARTERS

CITIZEN'S BLDG.

WEST PALM BEACH, FLORIDA

14
RIDES
10
SHOWS

CENTRAL STATES SHOWS

— NOW BOOKING FOR 1950 —

OPENING IN NORTHERN OKLAHOMA

FIRST WEEK APRIL

Because of our policy of not booking Concessions for the coming season until December, we have most all Concessions open. What have you?

Shows: Want Midgets, Mechanical, Fun House, Iron Lung, Motordrome, or any good Grind Show. Can place Train or Ponies. Again in 1950 we will have one of the best routes in the Midwest.

WRITE OR WIRE:
M. W. MOSER

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ARANSAS PASS, TEXAS

JAMES E. STRATES SHOWS

WANT FOR THE FOLLOWING FLORIDA FAIRS

LARGO, FLA., Jan. 23rd to 28th, inclusive. SARASOTA, FLA., FAIR, Feb. 13th to 18th, inclusive. ORLANDO, FLA., FAIR, Feb. 20th to 25th, inclusive.

Legitimate Concessions of all kinds. Worth-while Shows with neat frame-ups that do not conflict with what we have; might consider booking same for the coming season. Address:

James E. Strates or Dick O'Brien
JAMES E. STRATES SHOWS, Winterquarters, Orlando, Fla.

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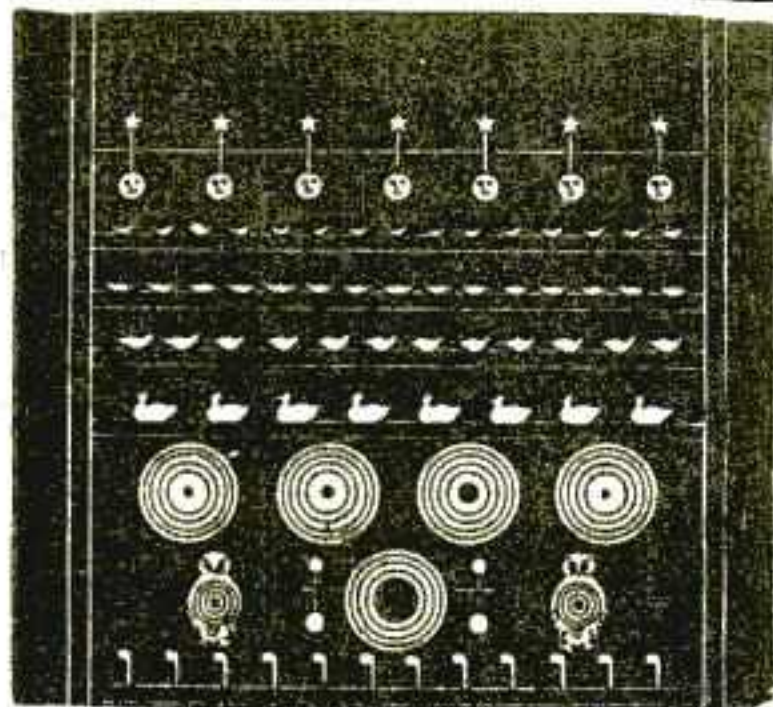
Building Fund Block Party — Riviera, Jan. 4 thru 14

Want good Performing Animal Show and one other clean Show or Exhibit. Will book clean Independent Concessions to fill out our Funway. Capt. Perry, high diver, contact. No carnivals wanted. We have local rides. First doings in 4 years, in heart of Riviera, Rt. 1, by P.O.

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GARY HERN WANTS FOR LARRY NOLAN SHOWS

Long season opening Arizona, Feb. 1st. Have back end. All Shows. People in all lines for 10-in-1. Dancer for Girl Show. Shows with own outfits, contact. Complete Museum Grind Show for sale. Plans for Burning Alive Illusion only \$3.00. Write

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Organ-Drums with Cymbal. Break-resistant Plastic. High Volume, Long-Lived Records designed just for you. Also complete line of Callio Records.

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WANT TO BUY MODERN MEDIUM SIZED COOKHOUSE

Without transportation. Prefer one with bottled gas. Must be up to date and priced right for CASH. Zimmerman and other party with us in Gilmer, Texas, write; give full details as to equipment, etc.

CRESCENT AMUSEMENT CO.

Box 769, Jacksonville, Texas

MIDWAY CONFAB

An inspired general agent is one who books a fair.

Charles S. Noell, general agent of C. A. (Curley) Vernon's United Exposition Shows, reports that he has lined up eight spring dates in Illinois since attending the outdoor meetings in Chicago. . . . Gary Hern will leave his East Moline, Ill., headquarters soon after Christmas for the Phoenix, Ariz., quarters of the Larry Nolan Shows to reletter and redecorate the shows and frame and paint the three attractions he will operate on the org next season. Hern has contracted Lilly Melton to operate his jewelry concession on the org, while Charles Melton will handle the front of Hern's Side Show, with Martin Zorn as inside lecturer. Bobby Jones will be the annex attraction, Hern says.

Said one agent to another agent: "Come on our lot and say that."

Whitey Rogers, Side Show manager on Granite State Shows, has been re-engaged in that capacity for 1950. He's wintering in Baltimore where he is head dietician at the Forest Lodge Convalescent Home. . . . Minnie Simmonds, well known in carnival circles, has returned to her home in Cleveland from Chicago where she attended the outdoor meetings. . . . Ricky Reno again will be a feature of the Palace of the White Gardenia on Granite State Show for 1950. She's currently playing club dates in Boston.

When we think we have a spokesman—he turns out to be a talker.

Following a successful season, Lee and Kathy Carroll Kert, have returned to their home in Philadelphia for the winter. . . . Rita Raye is wintering at her home in Roanoke, Va., after closing her "Slave Quarter Revue" in Columbia, S. C., with I. K. Wallace Shows. . . . Claude Bentley, Side Show manager on James E. Strates Shows, and Eugene Jenkins, org's assistant manager, have returned to shows' Orlando, Fla., quarters following a three-week vacation in Chattanooga and Knoxville.

Mrs. Paul Farris, wife of Paul Farris, concessionaire on Snapp Greater Shows, is at their home in Chaffee, Mo., after being released from St. Francis Hospital, Cape Girardeau, Mo., where she underwent an operation.

Winter advice: Working capital should be kept separate from convention dough.

Bele Evans, the past season with Big State Amusement Company, is wintering in Mathis, Tex. . . . Following a good season with Central States Shows, Vicki LaPage headed for San Antonio to play club dates this winter. . . . Jean Eugene Mercer and Zora Blaine, Girl Show ops, have been vacationing in Oklahoma City since closing with Pike Amusement Company. . . . G. O. Case, after playing the Louisiana State Fair, Shreveport, left for Jackson, Miss., for a month's visit with relatives and then motored to Aransas

Pass., Tex., in time to open with the winter unit of Borderland Shows, under management of George Burton. He will operate his slum spindle layout with the org in addition to handling the mail and being The Billboard sales agent.

Some drive to conventions by their dashboard instruments, but come back by eye.

Eddie Merino, Doc Hartwick and Zeke Shumway saw each other's Wild Life Shows at Bombino's Wild Animal Farm, Clearwater, Fla., where they are wintering. Other recent visitors to the farm included Art Spencer, Lee Houston and Harry W. Fee. . . . Phil Isser, general manager I. T. and Carnival shows, is planning to spend several weeks with his daughter and son-in-law, Anita and Jack C. Gilbert, at their Miami Beach, Fla., home. Gilbert operates concessions at Harry Ilion's Celoron Park, Jamestown, N. Y., and New Liberty Park in Buffalo.

Nothing illustrates the topsy turvey nature of showbiz so much as the news that last year's four-flusher is running out of money.

Mrs. Al Wagner, Cavalcade of Amusements, is visiting her family in Toledo. . . . Frances Keller, Chicago, departs soon for Hot Springs. Nan Rankin, also of Chi, plans a trek to Florida. . . . Honey Vaughn, of the Lone Star Showmen's Club, Dallas, is recovering from illness. Lone Star Club members attending the Chicago meetings included Margaret Pugh, Martha Moss, Betty Harris, Pearl Vaught and Sally Murphy. . . . Gladys and Jerry Mackey were in Los Angeles from the Northwest to attend the functions of the Pacific Coast Showmen's Association and Ladies' Auxiliary. Just before leaving Portland they hosted a party for their year-old son, Danny.

Realizing that they're part of a fair meeting, show women have been taught to get new hats by betting on who won't get that fair.

Mrs. O. N. Crafts was hostess at a birthday dinner for her husband Sunday (11) in the Coconut Grove, Ambassador Hotel, Los Angeles. Guests included Mrs. Crafts' sons and daughters-in-law, Mr. and Mrs. Roger Warren and Mr. and Mrs. Frank Warren; Mr. and Mrs. J. W. Gilman, Bruce Warren, Mr. and Mrs. William Mullins and Harold Mook. The Warren families will spend the holidays in St. Louis. Crafts leave soon for a vacation in Mexico. . . . Vince McCabe, bingo and concession operator on Sunset Amusement Company, is in Kansas City, Mo., operating a Christmas store in connection with the Midwest Merchandise Company. McCabe reports doing a land-office business, with six clerks working overtime.

When he heard that agents drink lightly while attending meetings, the midway rumpot cracked: "It proves that the general agent racket is over-rated.

Mickey Rankin, of Bodart Shows, attended the recent Des Moines convention of the Fair Managers' Association of Iowa and then took off for Pasadena, Calif., to visit his brother, Bill, who is general manager of concessions at six West Coast race tracks, including Santa Anita, Tanforan, Del Mar and Hollywood. . . . Robert (Bob) Clay, one-time carnival general agent, now general manager of the Knaus Truck Lines, Des Moines, renewed friendships at the Des Moines fair meeting. . . . Germaine B. Ciaburri, the past season with James E. Strates Shows last season, sailed Wednesday (7) on the Ile De France to visit relatives in Paris. . . . Earl (Fats) Palmer, outdoor showman, died recently in a Columbia, S. C. hospital. Burial was in charge of Heart of America Showmen's Club and International Association of Showmen.

Old-timers, who sit around stoves in quarters, tune in the radio weather broadcasts, as their aches aren't so reliable indoors.

Mr. and Mrs. Walter (Wingy) Schafer will winter in Rochester, N. Y. . . . D. Wade, general agent, W. G. Wade Shows, returned to Detroit from a trip thru Northern Michigan. . . . Mrs. Hazel Miller, secretary, Wade Shows, planed to New Orleans Wednesday (7) to visit her husband. Fred Miller, cookhouse operator, and her mother, Mrs. Gladys Schaum, secretary of Wade's No. 2 Unit.

Edward K. Johnson suggests that showfolks send holiday cards and mail to Emmet (Skinny) Sykes, Municipal Hospital, Norfolk, and Mrs. Fred (Tobe) Utter, Pine Camp Hospital, Richmond, Va. Johnson, contracting agent for Cetlin & Wilson Shows, is wintering in Philadelphia. . . . Bernard (Bucky) Allen, World of Mirth Shows, made a brief appearance in New York last week. Gerald Snellen is in New York after a three-week swing around the country lining up national advertising for World of Mirth.

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WILL PAY CASH FOR Used Lusse Scooter Cars

HAVE FOR SALE

Merry-Go-Round Organ, good playing condition; several Rolis Music. All Metal Transformer Van, Fruehauf Trailer, two 100 Kw. Pots, Switchboard, all complete.

CAN USE FOR 1950 SEASON

A good Scooter Foreman. Ride Help in all departments.

WANT TO HEAR FROM Billy Kennedy and Floyd Smith.

20th CENTURY SHOWS

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WANTED FOR 1950 RIDES — ACTS

First Class Only.

Wisconsin Fairs and Celebrations. Rides open first week in June until after Labor Day; 15 to 20 dates. Write:

P. O. BOX 1 WAUKESHA, WIS.

WE WERE NOT KIDDING

In our Billboard ads—asking if you OWE US a letter—or would you prefer a SPECIAL INVITATION with your NAME PRINTED in large letters. We did not ignore your request—or is that another score with you. If you're a man you will get in touch with us at once. We are exhausting our patience. You know if this is meant for you.

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Beautiful Colors—Individually Designed

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LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

SFA Entertains Kids at Party

CHICAGO, Dec. 17.—More than 100 underprivileged children were entertained at a Christmas party, complete with Santa Claus and gifts, Sunday (18) in the Bal Tabarin room of Hotel Sherman by Show Folks of America. Irene Blauvelt Reidy is SFA president.

The children were from Marillac Social Center, Illinois Protestant Children's Home, Blind Service Association, Woodlawn and Quinn chapels of the African Methodist Episcopal Church.

Entertainers included Margaret Harris, child pianist; Gunnar Anderson, 12-year-old accordionist; Mariko Ann Okiyama and Toyoko Suzanne Kitahato, dancers; Helen Wong, accordionist and pianist; Martha Peterson, song stylist, and Oretta West, singer.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Dec. 17.—A membership application has been received from Ben Weiss, bringing the total membership to 245. The writer has made tentative plans to attend fair meetings at Richmond, Va., Bedford Springs, Pa., and Albany, N. Y.

Information received from a research service indicates the following have been developed and are available for use by the industry: An automobile storage battery requiring water once a season; paint producing a ground glass effect; a portable automobile battery charger; and a plastic aluminum water-repellent paint.

The National Board of Fire Underwriters has submitted data relative to fire prevention, the Automobile Manufacturers Association has sent us information on reducing costs in automobile operation, and the General Service Administration of the federal government has submitted numerous reports, including items for sale and for purchase by the government.

Attention is called to the increase in Social Security tax rates as of January 1, and to the fact that admission tax returns for November must be filed by December 31. Detailed information with reference to income tax is on file at the association office here.

PCSA HONORS DOUGLAS

(Continued from page 62)

grossed \$3,800 and would probably clear \$2,500.

Ark for Party Aides

During the meeting, Bones Hartzell introduced his guest, Slivers Johnson, well-known clown, who arrived here from Hawaii. Others taking bows were Harry Fink, Carl Davis, Dan Dix, Harry Sukor, Abe Fabricant, Ernie Berryman, Basil (Hap) Young, Charlie Crouse, Bill Butler, Harry DeNeau, Joe Mettler, Frank Redmon and George E. Hitchcock.

Norman (Dutch) Schue called for volunteers to assist with the serving of the Christmas dinner. Al (Red) Cohen, chairman, invited all the members to attend the New Year's Eve party December 31. Hunter Farmer, chairman, reported for his committee on Past Presidents' Night staged Monday (5).

United Expo Gets Olney Cele

OLNEY, Ill., Dec. 17.—C. A. (Curley) Vernon's United Exposition Shows have been contracted to provide the midway at this city's annual three-day Fourth of July Celebration. Charles S. Noell, shows' general agent, announced here this week. Noell said the 1950 dates are July 2-4, with the American Legion Post again the sponsoring org.

With the Ladies:

PCSA Auxiliary Honors Retiring Prez, Mrs. Taylor, at Banquet

(Continued from page 62)

wore Roman striped taffeta threaded in gold trim. Mrs. Eddie Brown wore taupe gray, her corsage being of frosted white camellias.

Wears Mulle' Model

Mrs. C. F. Zeiger presided at her table in a Mulle' model in French canary color, the tiered mosaic of the pearly sequins and beads outlining the deep neckline and the Dolman sleeves. Mrs. Theo Forstall's choice was lipstick red, the bodice form-fitting, the hip line draped to accent the sheathed skirt. Her corsage was white camellias. Mrs. Ben Samuels wore black with an unusual evening hat of white pearls. Mrs. Frank Warren wore black Alcon lace in a Don Loper model, the soft cloud blue under sheath appearing in the bodice under the hand-tipped collar. Mrs. Roger Warren chose white, the Arabesque designs of multi-colored sequins forming the nipped in waistline and peplum outline. Mrs. Frank Redman wore a Doir model in bon bon pastel green satin, the topless bodice held by tiny straps of jet beads, her mauve feather headdress and corsage overprinting the ensemble.

Mrs. Joe Steinberg's choice was black in a short after-five evening formal velvet, the accent in rhinestones. Mrs. Joe Mettler wore a sheath gown in bluish turquoise, the long fitted sleeves and heart-shaped neckline point-down the silhouette skirt. Lucile King wore a spruce green model in Dolman lines with corsage of white. Mrs. Harry Illions, rested and happy after her recent illness, wore a black Piquet model, the lace sheer in a drop shouldered line. Mrs. Rudy Illions, in from Long Beach with her husband, wore black with orchid corsage. Mrs. Norman Schue wore a black Jean model with silver-threaded sequin and bead trim. Mrs. E. R. Bagby wore a black model in velvet, the silver sprays of sequins in silver.

Choses Fath Model

Mrs. J. W. Gilman's gown was a Fath model in black faille, the bateau neckline and the molded basque bodice accented with clips of rhinestones. Honolulu orchids formed her hairdress. Mrs. Elmer Hanscom wore a black model, the jacquered fabric forming draped pleats in the soft, full skirt. Mrs. Ray Holding's choice was rouge red with silver bead and sequin trim. Mrs. Louis Cecchini, recently returned from a vacation trip to Hawaii, wore a sea green silver lame gown, the cowl neckline centered with the group of ice pink camellias of her corsage. Mrs. John Levaggi's gown was a black model with a costume look outlined in silver. Mrs. Clyde Gooding wore powder blue with drop-shouldered neckline and white corsage.

Mrs. Al R. Cohn chose a day and night ensemble of pastel in two-color combination, with her silver fox evening wrap. Mrs. Sam Abbott's choice was an apricot pink and black gown, the pink tiered stripes over the black heading the jewel neckline. Mrs. Abbott's guest, Lillian Meuster, wore an evening suit in cabochon gray, with blended stripes of deeper gray in contrast. Mrs. Clarence Alton wore a French champagne lace gown with orchid corsage. Mrs. Glenn Loomis wore a two-piece evening suit formal, the skirt floor length, topped by a Kelly green blouse. Mrs. Sis Dyer's choice was black velvet with silver motif and white corsage. Mrs. Zoe Wick's gown was black, overprinted in gold lame. Mrs. Hap Young wore a black Pierre model highlighted with rhinestone clips and combs to match in her high hairdress.

Mrs. Ralph Meeker's gown was antique green in a Doir model, with tiny bustle back and a pint-size full floor-length skirt. Mrs. Mike Krekos wore ice blue in a Balmain model, the bodice and slightly bouffant skirt heavily beaded with crystals. Mrs. Lee Brandon's choice was eggshell white, the peplum and bodice iridescent with gold sequins. Mrs. Rex Boyd wore black velvet, with flared bolero gold sequins. Her corsage was yellow roses. Mrs. Dave Shepra wore black in an after-five evening model, with a corsage of orchids. Mrs. Teddy Leavitt's gown was pastel aqua blue, the bateau neckline low and rounded to picture her antique necklace of blue. Donna Day wore bright dahlia red, with the waistline being fitted in folds and the diagonal folds forming the skirt. Mrs. Lou Korte's choice was a cerise gown, topless, and the waist nipped in with draped folds.

Flame Magenta Gown

Mrs. Roy Ludington wore a flame magenta gown, the bodice two crossed folds of multi-colored sequins. Mrs. George Bryant wore white with an orchid corsage. Mrs. Bill Myers wore cloud blue with orchid corsage. Mrs. Bud Rasmussen's gown was blush blue with a corsage of tiny matching rose buds. Mrs. Moe Eisenman wore a turquoise blue model, her corsage being rose buds of maize. Mrs. Jerry Mackey, down from Portland, Ore., with her husband and baby, wore black velvet, the deep plunging neckline shadowed with almost invisible net.

Rosemary Loomis wore a white jewel satin model, the high cowl fishu a frame for her face and the new closely cropped hairdress. Patty Cook, newest and youngest member of the auxiliary, wore a Piquet model, the bodice of jet black velvet and the full skirt nylon net, a cloud pink tulle stole highlighted her blond hairdress. Mrs. Joe Agard's gown was a short evening formal in oyster white. Nina Rodgers wore a Mangone model, the skirt black, the fitted bodice topped by a dawn pink widened neckline. Orchids in her hair completed the ensemble. Mrs. Leona Cook's choice was black misty net tulle in a topless model with a stole of black tulle.

Virginia Lee wore satin in frosted blue with rhinestone trim. Mrs. Lillian Devine wore white gold-studded crepe, with rounded drop-shoulder neckline. Mrs. Harry Merkle's gown was black, one shoulder of white satin folds, the other bare, the white satin carried in draped folds to form the underskirt which could be seen in shadowed allure under the black skirt. Mrs. Tony Spring wore toast gray with sequin trim. Clara Mortensen Conner's choice was fawn chiffon in a short, fitted bodice with full floor-length skirt. Mrs. Alex Freeman wore a black faille model, the neck deeply plunging and square.

Wears Snowdrop White

Mrs. Hort Campbell wore snowdrop white with deep rounded neckline, outlined with gold. Mrs. Harold Robideau's choice was white with off-shoulder neckline. Her corsage was orchids. Mrs. Harry Levine wore white with silver accessories and an orchid corsage. Vivian Gorman wore firecracker red with gold sequin trim. Babette Korte's gown was muted gray chiffon, the skirt hip fitting then flaring in a deep flounce held by gray rose groups of flowers. Mrs. Eddie Harris wore black with silver sequin trim. Mrs. Dave Fredenheim's choice was black, with Alcon lace-topped bodice. Mrs. H. H. Ellison wore green with gold bead and sequin trim. Mrs. Charles Albright, down from San Francisco, wore black lace with orchid corsage.

Mrs. Filograsso Heads SLA Aux.

CHICAGO, Dec. 17.—The 31st annual installation dinner of the Ladies' Auxiliary, Showmen's League of America, was held in the Louis XIV Room, Hotel Sherman, during the recent outdoor convention. Mrs. Margaret Hock was mistress of ceremonies, with Mrs. Nan Rankine installing officer.

Officers installed were Mrs. A. L. Filograsso, president; Mrs. Ralph Glick, first vice-president; Mrs. Hattie Wagner, second vice-president; Mrs. Richard Horan, third vice-president; Mrs. Elsie Miller, secretary, and Pat Seery, treasurer. Chaplain is Mrs. Margaret Jeske.

Dr. Max Thorek was guest speaker at the dinner. Mrs. Alice Hill was guest of honor.

Happy Birthday was sung for Mrs. Henry Belden, Dolly Young and Thelma Wright.

The luggage raffle was won by Mrs. Sally Murphy, Dallas, and the hand crocheted bed spread was won by Lou Finder, Chicago.

Members and guests present included Mrs. Margaret Hock, Mrs. Nan Rankine, Mrs. Margaret Filograsso, Mrs. Ralph Glick, Mrs. Hattie Wagner, Mrs. Richard Horan, Mrs. Elsie Miller, Mrs. Pat Seery, Mrs. Alice Hill, Mrs. Margaret Jeske, Mrs. Blanche Latto, Mrs. Viola Fairly, Mrs. Virginia Kline, Mrs. Henry Belden, Mrs. Sam Gluskin, Evelyn Hock, Mrs. Sally Murphy, Mrs. Margaret Pugh, Mrs. Pearl Vaught, Mrs. Martha Moss, Mrs. Bettie Harris, Margaret Gordon, Grace Tindler, Mrs. Phil Little, Mrs. Rosa Lee Elliott, Mrs. Evelyn Robinson, Mrs. Eleanor Carlson, Mrs. Minnie Lindemann, Mrs. Ethel Wadoz, Mrs. Mae Smith, Mrs. Fred C. O'Neil, Mrs. Jack Reynolds, Mrs. Larry Knipple, Mrs. Pearl Hall, Mrs. Lillian Woods, Mrs. Dorothy Dillon, Mrs. Frances Lauther, Mrs. Bertha (Gyp) McDaniels, Lola Hunter, Jeanette Wall, Mae Taylor, Louise Donahue, Marguerite Shapiro, Ann Sleyster, Lillian Lawrence.

Josephine Glickman, Isabell Brantman, Agnes Barnes, Rose Jarboe, Mae Sopenar, Sarah Henhard, Lucille Hirsch, Opal Rossi, Bessie Mossman, Ruth Clinton, Kathryn C. Robertson, Betty Shea, Harriet McBeath, Clara Ette Barker, Mary Lamson, Alda McCue, Veronica Potenza, Billie Bili-ken, Claire Sopenar, Bobby Cherniak, Frances Berger, Billie Lou Foreman, Gladys Thompson, Mrs. Morris G. Stokes, Mrs. Nellie Young, Mrs. Thelma Wright, Mrs. Charlotte Wright, Mrs. Esther Groscurth, Grace Lynn, Helen Wong, Sidney Thomas, Marcia Wald, Madeline Weiss, Jackie Manzat, Billie Wasserman, Patty Ann Sciortino.

Bernice L. Doolan, Shirley Beesley, Lillian Kissane, Mildred Watson, Earlene McDonald, Minnie Simmonds, Helen Barfield, Violet A. Bauch, Marg E. Elson, Ann M. Roth, Florence Ruben, Dolly Young, Lois Sedlmayr Jr., Shirley Lawrence Levy, Jeanette Heart, Jane Bunting, Goldie Fisher, Mrs. Harold Small, Mrs. Louise Rollo, Mrs. Marie Brown, Mrs. Lou Keller, Mrs. Ida Chase, Mrs. Cora Yeldham, Mrs. Del Hoffman, Mrs. Edith Streibich and Mrs. Ann Doolan.

The annual bazaar was held in Hotel Sherman November 26-28. Cash donations were received from Goldie Fisher and Mrs. Blanche Latto. Mrs. Mae Taylor donated a ming garden for a raffle. It was won by Mrs. Bernice Doolan. Other merchandise donations were made by Sophia Carlos, Edith Streibich and Ethel Weer. Hattie Wagner donated a \$20 merchandise certificate, good at the Michele Ann Hat Shoppe.

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Second-hand Merry-Go-Round, in good condition. Two or three abreast. Price must be reasonable. Address:

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c/o Mitchell Bakery Independence, Kansas

Big Turnout of Prominents At RSROA Huddle in Denver

DETROIT, Dec. 17.—Roller skating leaders from all parts of the country attended the semi-annual board of control meeting, Roller Skating Rink Operators' Association, held December 6-8 here in the Cosmopolitan Hotel. Details of actions taken at the meeting have not been made available, pending the return of Fred A. Martin, secretary-treasurer, to the association's national offices here, but Martin commented, "With all this work there is a great deal of pleasure in the close fraternity between men representing the sport... It is a feeling of complete understanding. Tho

we don't always agree with each other, we do have respect for each other."

Among the prominents attending were President Edward LaVenture, Fitchburg, Mass.; William T. Brown, Portland, Ore.; Ben Morey, New Haven, Conn.; Mr. and Mrs. Weston J. Betts, Redondo, Wash.; J. W. Norcorss, Greeley, Colo.; Al Kish, Toledo; Phil Hays, Milwaukee; Thomas Boydston, Lincoln, Neb.; Severin Leoffer, Washington, third vice-president and finance committee chairman; Robert Y. Gould, Des Moines, fourth vice-president; Henry Mason, Norfolk, Member of the finance committee; Fred J. Bergin, Pueblo, Colo., dean of the Society of Roller Skating Teachers of America (SRSTA); Carl C. Johnson, Denver, chairman of the promotion committee; William McMillan, SRSTA board member, and Edward McLaughlin and James Lorelli, representing Denver's Mammoth Gardens Roller Rink.

This was, incidentally, the first meeting at which two pioneers of the RSROA, Victor J. Brown, Newark, N. J., and Fred H. Freeman, Boston, were unable to attend. Two other board members were absent—H. D. Ruhlman, Pittsburgh, because of his own illness, and J. P. Seifert, Brooklyn, because of his mother's serious illness.

The entire group visited both Skateland, operated by Carl C. Johnson, and Mammoth Gardens, operated by Colfax, Clarkson and Jacobs. At the former they were treated to organ music by Doc Houde, while at Mammoth they watched a demonstration of the Cuckoo Waltz and the Varsouvianna by Art and Francine Russell. The latter rink will be the site of the 1950 American championships in July and was given a thoro inspection by board members in anticipation of this event.

RSROA Proficiency Tests Show Gain of 110%, Says Martin

DETROIT, Dec. 17.—Proficiency tests sanctioned by the Roller Skating Rink Operators' Association (RSROA) have shown an increase more than double a year ago—actually 110 per cent up—according to Fred A. Martin, secretary-treasurer, who reported 4,985 tests in the fiscal year ending August 31, for which totals have just been compiled. This contrasts with 2,370 for 1948-'49.

RSROA tests started off the year from a low of 92 in September and hit a peak of 928 in April. The largest number of increases came in Southern and Western States, according to Martin, who pointed out that this record was the more remarkable, inasmuch as a relatively small number of judges in those sections have to carry the load.

Harry J. Collins, operator of the terrazzo-floored Collins Roller Rink, Imlay City, Mich., is opening the new Marysville (Mich.) Rink.

Eastern Div. URO Probes Slump At Box Office, Offers Remedies

By Bill Love

ELIZABETH, N. J., Dec. 17.—Ideas on cause of the current slump in rink biz and remedies for it were swapped at an Eastern division meeting of the United Rink Operators (URO), Monday (12), at the America on Wheels (AOW) Twin City Arena.

Competition of television; the increase in nighttime school activities; night football games and other athletic events; the wartime shortage of street skates which has reduced the number of boys and girls knowing how to maneuver on rollers, and a general shortage of money were cited as reasons for the present status of roller skating as a week-end business only.

Bill Schmitz, AOW general manager and one of the URO's founders, stressed that it was a combination of all these reasons and no single item which is causing the slump.

Gene Regalia, operator of Florham Park (N. J.) Arena, said he believed rinks have the same number of followers, but that almost all devotees are skating less often. In other words, the three-night-a-week skater had become a once-a-week patron.

Harry Kleinman, owner of the new \$400,000 Staten Island (N.Y.) Rolladium, in a spirited speech, stated that none of the causes of the so-called slump could be eliminated and the thing for operators to do is to offer such a good time for the low cost of admission that the public will have to recognize roller skating as the best amusement buy. Further, Kleinman called attention to the publicity, promotions and co-operative biz bromides which were lost to the industry because of the split between rival operator and amateur groups.

George Apdale, president of the U. S. Amateur Roller Skating Association (USARSA) and an invited guest speaker, urged operators to improve the social end of skating; to be nicer to the public; to clean up their rinks, to advertise more, and to make it easier for skaters to purchase equipment on lay-away plans. "Courtesy," he said, "can do more to hypo biz than anything else."

Ed Tierce, Plainfield (N. J.) Academy Rink, told of his profit-sharing plan which has built up the Sunday night box office. It works this way: All week skaters receive a free chance with each admission and on Sunday nights, lucky number holders receive \$25 cash prizes, provided they are present. Tierce also said he had combated movie cut prices for Saturday matinees with a two-for-one ticket which returned biz for that session from a low of 50 skaters to a normal 450.

Edward Von Hagen, Norwood (O.) Rink, spoke enthusiastically of hockey and participation in TV broadcasts as b.-o. bromides.

Other suggestions called for fun-full game nights on regular schedule; a revamping of party rates to make them attractive to organizations; parents nights so that mothers and fathers might see what fine places rollerdromes are, and increased vigilance to insure clean, attractive, wholesome rinks.

A dinner at the Tavern Restaurant, Newark, followed the conclave and afterwards the URO journeyed to Staten Island Rolladium where a demonstration hockey match and discussion of the game were staged.

The following operators and guests attended:
Mr. and Mrs. Aron, Skateland, Westhaven, Conn.; Mr. and Mrs. Joseph Barnes, Adelphi

Rink, Philadelphia; Mr. and Mrs. Tom Beers, Carlin's Rink, Baltimore; Robert Black, Black's Rink, Ashland, Ky.; Mr. and Mrs. Norman Barber, Georgiaville, R. I.; Jack Edwards, AOW racing director; Mr. Cohen, Staten Island; Marvin Facher, AOW publicity director; Rod Hackett, Staten Island instructor; Boo Kingsley, Mt. Vernon (N. Y.) Arena manager; Harry Kleinman, Staten Island Rolladium; Gene Regalia, Florham Park (N. J.) Arena; Mr. and Mrs. William Schmitz, AOW; Sam Sholes, Sholes Rollerdrome, Dorchester, Mass.; Ed Tierce, Plainfield (N. J.) Academy; Mr. and Mrs. Edward Von Hagen, Norwood, Ohio; Earl VanHorn, Mineola (N. Y.) Rink; John Trotter, manager of Paterson (N. J.) Recreation Center; George Apdale, USARSA prexy, and Ozzie Nelson, the amateur group's secretary-treasurer.

Baldwin Wheel Firm Sold to Fry, Baltes

RAVENNA, O., Dec. 17.—After nearly 20 years a manufacturer of plastic impregnated roller skate wheels here, Francis J. Baldwin announces the sale of his firm to a Youngstown, O., partnership composed of Carl Fry and George S. Baltes Jr. Ill health caused Baldwin's retirement.

Baltes is a draftsman for the Truscon Steel Company, Youngstown, while Fry is a former rink organist and operator in that city. The latter put in eight years as organist in New York and New Jersey before going to Youngstown to construct and operate an outdoor rink with a 100 by 200-foot concrete surface. Later he enclosed the rink and sold the building last year to a commercial firm.

Until a new shop can be built in Youngstown, the firm's new owners will continue to manufacture wheels here. They will supply impregnated wheels in five colors, including natural.

Empire's Alcott, 64, Dies

BROOKLYN, Dec. 17. — Roller skating lost one of its most likable personalities when Eddie Alcott, 64, who had been in charge of Empire Rink's skate room for seven years and in the business 40 years, died December 9. Interment in Evergreen Cemetery, Brooklyn.

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EARLIER CLOSING

December 31 and January 7 Issues

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

Get your NEWS and ADVERTISING in Early.

B'klyn Racing Up; Friday Best Night

BROOKLYN, Dec. 17.—Recent dual meets in the RSROA Speed Skating League of Brooklyn, one at Eastern Parkway Rollerrome Friday (9) and another at Bay Ridge Tuesday (13), have aided box offices considerably. In fact, the latter event, held in conjunction with an employees' Christmas benefit party, attracted about 800 on an off weekday evening.

Generally speaking, ops have found that racing on a Friday night will draw at least 200 extra patrons, while early-in-the-week contests result in little or no box office boosts. Current standing of teams: 1, Empire; 2, Bay Ridge; 3, Eastern Parkway.

Tape Recordings at Queens

ELMHURST, N. Y., Dec. 17.—Queens Rollerrome here is using tape-recordings made by its own organist, instead of conventional platters, during intermissions. Operators Glass and Steinberg say tapes play as long as 45 minutes each and are entirely satisfactory.

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Permanent Roller Rink. Prefer Middle West or South. Give particulars in first letter. Address:

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New Rink opening in Baltimore, January. Available at once—new skates and costume concessions. What have you?

STARLIGHT ARENA

4024 Hilton Rd. Baltimore, Md.

Lexington Sets Holiday Layout

PITTSBURGH, Dec. 17.—H. D. Ruhlman has lined up a busy schedule for his Lexington Skating Palace here that extends well into 1950, topped by a week's presentation of the *Lexington Hi-Hat Revue of 1950*.

Starting Friday (23), there will be daily afternoon and evening sessions, including Christmas Day, thru January 2. The Christmas program will offer souvenirs and a special program of yuletide songs. The New Year's Eve tab has been set at 75 cents per person for an extended skating session featuring a distribution of novelties. Ruhlman has scheduled a Sadie Hawkins party for Friday, January 6. Along with games and a balloon skate, there will be the usual program of hill-country humbug.

In the current edition of Lexington's *Lex-Tra*, the management makes a hefty pitch for the holiday trade, offering its 10-session skating ticket for \$5 as a suitable Christmas gift, plus a wide assortment of skates and accessories.

Hi-Hat Revue, produced and directed by pro Edna Betz, will be offered nightly January 10-15 and at Saturday and Sunday matinees. Mildred Mohney has arranged special music for the show. There will be a cast of 75 members of Lexington Roller Skating Club. A portion of the proceeds goes to the Roller Skating Rink Operators' Association for the advancement of the sport.

Charity Skating in New York

BROOKLYN, Dec. 17.—Overflow crowds have been jamming a non-profit roller activity which opened December 2 at Lafayette Community Center. Conducted by Ike Dubow, the center includes a skate room and snack bar. Emphasis is on underprivileged children. A full skating program is offered.

New Party Ticket Plan for Medford

MEDFORD, Mass., Dec. 17.—Fred H. Freeman's Bal-A-Roue Rollerway here is using a simplified ticket plan in connection with private bookings that has been tested and proved a success, both for the rink management and the club which may be attempting to raise funds.

Under the plan the director of a sponsoring organization receives special printed identification tickets from the rink. These are purchased for 15 cents by club members, that amount going to the club treasury. The holder is then admitted to Bal-A-Roue after presenting the ticket and 45 cents (includes tax) at the Bal-A-Roue box office. Social groups of 25 or more persons attending any one session may also take advantage of the discount, said Freeman.

Bill McMillan to Skateland

DENVER, Dec. 17.—William McMillan has been named professional at Skateland, operated by Carl Johnson. McMillan comes from the Dishman Rink, Spokane, Wash., where he was located last year.

SKATE CASES AT A NEW LOW

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- * ALL ALUMINUM CASE—"The Featherweight Champion." Light, sturdy with satin finish. Former OPA ceiling, \$6.50. NOW \$37.80 Doz. Sample, \$3.15.

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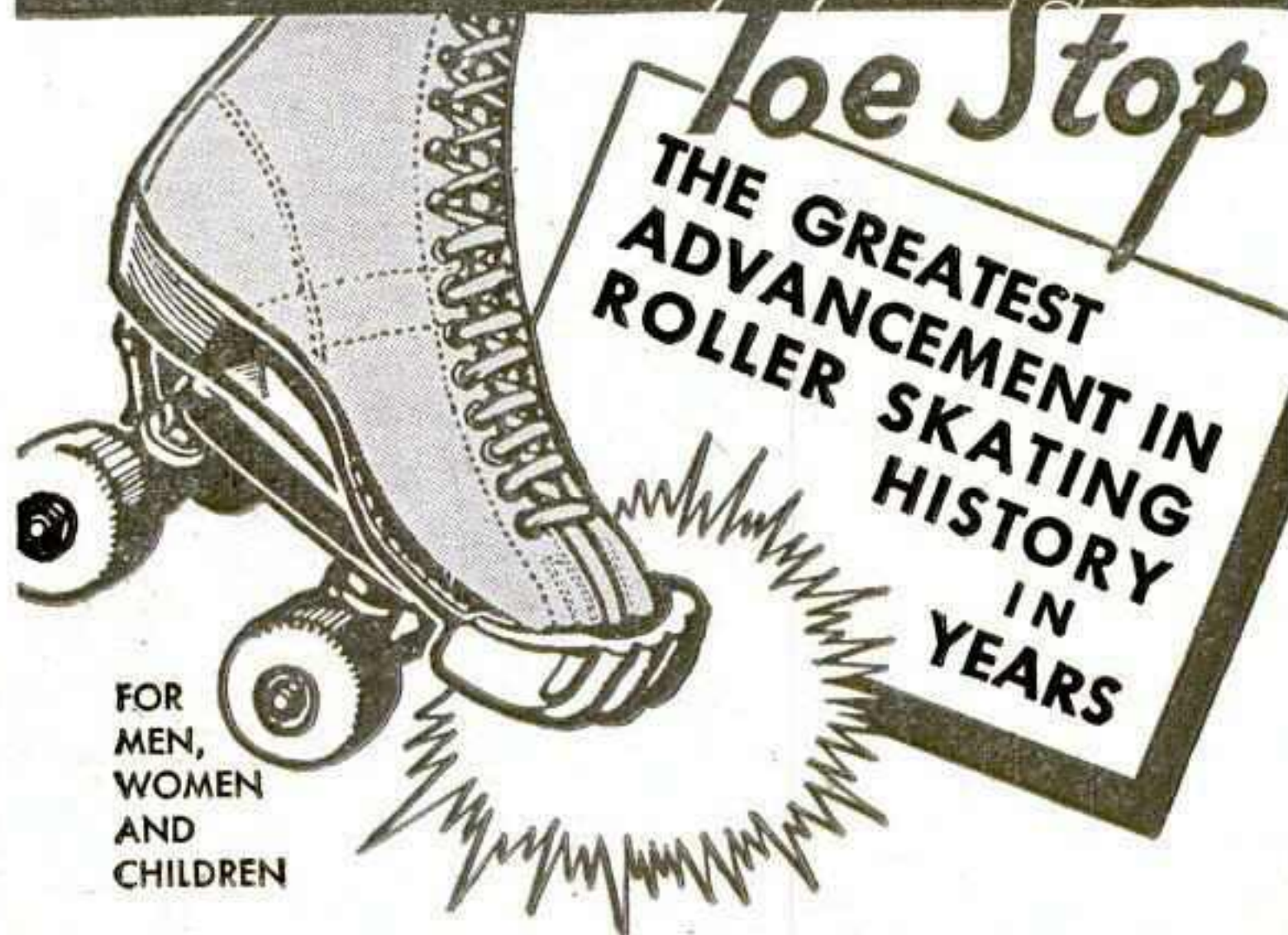
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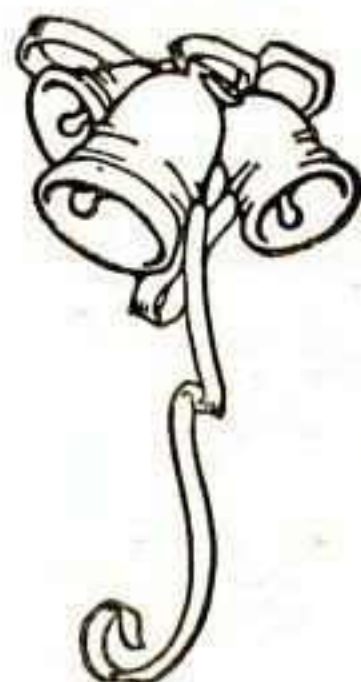
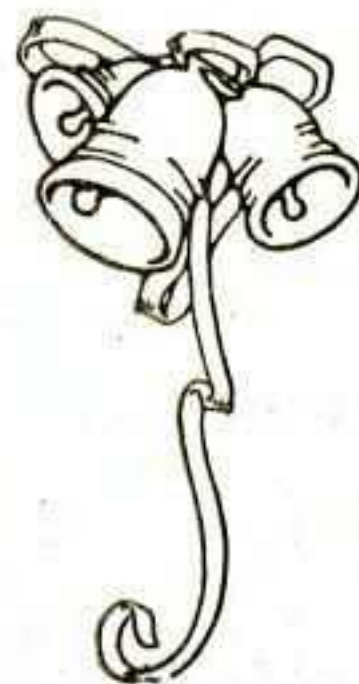


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SALESBOARD SIDELIGHTS

Consolidated-Container Corporation, St. Louis, climbs on board the order band-wagon with the news that business is improving considerably.

Robert G. McNabb, general manager of Werts Novelty Company, Inc., Muncie, Ind., reports firm is in the midst of piling up inventories of Baseball items in anticipation of the buying rush prior to the opening of

the 1950 baseball season. Werts has scheduled production three to six months in advance of anticipated needs for the immediate servicing of customers' orders, McNabb explains.

Walter McNamara, the McNamara Company, Chicago, says the Evening Star insert pellet board, 25-cent play with 1,020 holes, is proving a top trade stimulator.

The flow of new numbers from Gardner & Company, Chicago, continues, with money boards in all classes of play from 5 cents to \$1 in top demand, according to firm's Joe Robinson.

Capt. Charles H. Gay, who made the Sidelight column in November

as a representative of Consolidated-Container Corporation, St. Louis, turns up with word that he is representing Bee-Jay Products, Inc., Chicago, and Universal Manufacturing Company, St. Louis.

From Consolidated-Container Corporation, St. Louis, comes word of top work by its road-rolling of sales representatives. Jack Morley, vice-president, says that the perennial plugger, Ernie Marley, continues in top form.

Walter McNamara, The McNamara Company, Chicago, says the business picture is keeping in full focus, with the approaching holidays not affecting it adversely.

OPERATORS IN CLOSED TERRITORY TRY LUCKY POKER PAK LUCKY SEVEN PAK PROVEN CONSISTENT MONEY MAKERS!

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FOR SALE-SHUFFLEBOARDS IN GOOD CONDITION; make us an offer at once. Coffee Pete, 116 E. High St., Oxford, O.

FOR SALE-175 USED HOT NUT MACHINES, perfect condition, \$5 each; deposit with order, balance c.o.d. Northwestern Sales & Service, 4105 16th Ave., Brooklyn, N. Y.

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STAMP FOLDERS-DIRECT FROM MANUFACTURERS at lowest prices; write for prices and samples. Plymouth Press, 506 W. 122 St., New York City.

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WANTED-WILL PAY \$32.50 FOR MONARCH and \$60 for Uneda Electric Cigarette Machines. Redmond Co., Arkville, N. Y.

WANTED - A. B. T. MODEL F PISTOL Machines, no Challengers, Post War; also Penny Pin Marble Games, counter size. Lee Hirschler, 3801 Winding Way, Cincinnati, O.

5 KEENEY THREE WAY SUPER BONUS BELL, \$350; 1 Bally Multi-Bell, \$275; 1 Bally Draw Bell, R.B., \$175; 1 Keene One Way Bonus Bell, \$175; 3 Mills Black Cherry, 5¢-10¢-25¢, \$75; 3 Mills Black Beauty, 1 5¢, 2 10¢, \$150. Ray N. Adams, 1407 E. Thurston, Spokane 10, Wash.

23 5¢ MILLS JUMBO, \$40; 7 5¢ Bonus Super Bells, \$200; 4 5¢ Draw Bells, \$150; 7 5¢ Super Bells, \$55; 7 5¢-10¢ Pace Twins, \$60. W. B. H. Novelty Co., George Berry, 518 N. 44 St., East St. Louis, Ill.

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300	25¢	KWARTER KOLORS, THICK	Def.	15.00	.60
1000	5¢	5¢ CHARLEY, THIN	Def.	17.00	.90
1000	25¢	J.P. CHARLEY, THICK	Avg.	52.00	1.15
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98	1.60
1000	5¢	SWING IT THICK GIRL BOARD	Avg.	24.65	2.25
1040	5¢	TAKE A CHANCE, THICK GIRL BOARD	Avg.	29.40	2.25
1040	5¢	TIGHT SQUEEZE, THICK GIRL BOARD	Avg.	30.25	2.25
500	25¢	FULL O'TENS, THICK, 6 Nos. to Ticket	Avg.	49.33	2.50
500	25¢	TEN TENS, THICK, 6 Nos. to Ticket	Avg.	61.42	2.50

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1800 Lulu, Jar-O, etc.1.12	

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SEE FEW TAX CHANGES IN '50

Legislation May Lower Excise Levies

Tax Pamphlet Obtainable

By Ben Atlas

WASHINGTON, Dec. 17. — The federal income tax situation in 1950 is expected to remain virtually the same as in 1949, despite the probability that President Truman will request Congress to boost taxes when he delivers his annual message around January 9. Uncle Sam's deficit for the 1949 fiscal year, it is estimated by Treasury Department, will be about \$5,000,000,000. Last January President Truman asked for \$4,000,000,000 in extra taxes and was turned down by Congress. In news conferences the President has said that he will again ask Congress for additional taxes in the hope of coming close to a balanced budget.

Any tax action Congress takes in the election year of 1950 is more apt to be in the direction of cutting excises rather than increasing any levies.

Collections Down

Despite decreased incomes caused by the recent coal and steel walk-outs, income tax collections in the current fiscal year are running only about 2 per cent below the level of the 1949 fiscal year. Income taxes on corporations are running ahead of last year by about the same ratio.

As usual, final income tax day for most coinmen in 1950 will be March 15. Only those few who have been operating in the past on a fiscal year basis will have any other date for a settling up on 1949 incomes.

(See Few Tax on page 96)

Brief and Important Late Digest of Coin Machine News

Mass. Bill Limits Locations

A bill, proposed by Rep. Michael P. Pesolani (D), Springfield, providing that automatic amusement devices, including pin games and music machines, be barred within 100-feet of a school, church, playground, variety and liquor stores, has been filed in the State House. Ops point out variety stores and liquor outlets are located in almost every block in the major cities, and passage of the bill would seriously affect their business.

Peter Paul Personnel Changes

C. H. Flint, vice-president and sales manager of Peter Paul, Inc., Naugatuck, Conn., has resigned from that concern. Herbert Billings, formerly assistant sales manager, has been named acting sales manager, while Edward Dalton has moved into the post of assistant sales manager. A sales advisory committee has been named by the company, and will meet with the president, sales manager and assistant sales manager monthly. Committee includes I. Kamber, New York; Al Bixby, Buffalo; Louis Simpson, Dallas, and Julius Dehm, Chicago and Detroit.

(See Brief, Important on page 94)

Philly Ops Setting Up New Co-Op Service Organization

PHILADELPHIA, Dec. 17.—In an all-out effort to provide fresh stimulation for the automatic machines business here this coming year, a group of operators of the Automatic Machines Association of Philadelphia (AMAP) are arranging to establish a co-operative machine service system. Altho the company to be set up will have no official connection with the association and will be operated independently on a co-operative basis, membership will be limited to those in the association. It is expected that the entire association membership will participate in the co-operative.

With mounting overhead in the face of diminishing returns from machines, the pinball operators have come to the realization that a better servicing plan will be necessary in order to get the maximum play for their machines on location. This is particularly true in meeting the problem of increased service costs.

Co-Op Solution

For the most part, each operator either does his own service work or has a person on the payroll to answer the service calls. Since operations are scattered all over the city—and Phil-

(See Philly Ops Set on page 98)

31 Ops Attend Initial Bally 3-Day School

First of a Series

CHICAGO, Dec. 17.—With 31 operators and servicemen in attendance, Bally Manufacturing Company this week held the first of a series of three-day service schools designed to give men in the field a more comprehensive knowledge of the servicing of Bally's new one balls, consoles and the novelty game, Shuffle-Bowler, and also to show the sound methods used in constructing these games.

Classes were conducted here by Bally field engineers Bob Breither, Henry Brown and Paul Calamari and specialized talks on Bally products were given by Maurice Burnside, Joe Lally and John Rosenberger, key members of the firm's factory engineer staff. Among the highlights of the classes were a review of the mechanical and electrical features of completed games, separately mounted units of games, enlarged diagrams and photographs of other units and a complete explanation of electrical circuits, including trouble shooting technique, service short cuts and preventative maintenance.

As pointed out by Herb Jones, Bally executive, the number of operators who came to Chicago for the school sessions from various parts

(See 31 Ops Attend on page 96)

Williams' New Unit, Twin Bowl, In Production

CHICAGO, Dec. 17.—Following an intensive survey on operator needs in the straight novelty game field, Williams Manufacturing Company has designed Twin Bowl, a shuffle-bowling game which automatically scores all points as in regulation bowling and can be played by one or two persons. Vice-President Sam Stern announced this week. Full production on Twin Bowl is expected to be reached by Wednesday (22).

Playfield on the new Williams product measures 8 by 2 feet and its cabinet is firmly supported by hardwood legs attached on the outer part of the cabinet to insure complete balance in all types of location. To insure an even flow of voltage at all times Twin Bowl has two transformers, one to the game lights and the other to power the unit. The puck used is automatically returned by a chute inside the cabinet after it passes over the electrical contacts which stimulate pins used in bowling.

Unlike other shuffle-bowling games now in production, Twin Bowl, when played by two patrons, registers frames and points separately for each player and withholds a frame advance until the opposing player has completed his shots. Thus the competitive angle is maintained thruout the entire game. All 39 ways of completing a game of regulation bowling are possible in Williams's new novelty unit. Strikes, spares, splits and other regular bowling plays are an integral part of Twin Bowl.

Form All-Industry Mfrs. Assn.

Elect Jones Prez at First Chi Session

Aims, Purposes Outlined

CHICAGO, Dec. 17. — For the first time since June the trade has an association which represents the manufacturers of all types of coin-operated equipment. This was disclosed yesterday with the announcement that manufacturers of all segments of the industry had met at the Hotel Sherman here Thursday (15) to organize the American Coin Machine Manufacturers' Association (ACMMA). The organization is incorporated as a non-profit group under the laws of the State of Illinois. Coin Machine Institute (CMI) announced in June that its policy on membership and legislation would henceforth concern only

(See Form All-Industry on page 96)

Ed Richter, Pa. Assn. Executive, 57, Passes Away

PHILADELPHIA, Dec. 17.—The sudden death of Edward C. Richter, secretary of the Amusement Machines Association of Philadelphia, last Sunday (4) came as a shock to the entire industry. He was 57 years old and was for many years identified with the amusement machines industry. In spite of his health, having recently recovered from a heart attack, Richter continued to take an active part in his own business and in the affairs of the association.

He operated his business under his

(See ED RICHTER on page 96)

Sked Gottlieb Jones Game For Deliveries

CHICAGO, Dec. 17.—K. C. Jones, a five-ball game introducing a new type of progressive sequence scoring, is now being produced by D. Gottlieb & Company, Advertising Manager Alvin Gottlieb, announced last week. Deliveries of the new unit have been scheduled, Gottlieb said.

Playfield of K. C. Jones is designed to maintain player interest at peak interest until the last ball has dropped in the outhole and stresses fast action, player control and a novel use of a mystery rollover kicker.

High point of the new Gottlieb product is a 1-7 bumper series which

(See Gottlieb Jones on page 96)

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Kayo Vet Vender Sponsor Plan

Beverage Venders Booming In Canada as Tax Is Cut

ST. JOHNS, N. B., Dec. 17.—Coin-operated soft drink machines have been introduced thruout the maritime provinces of Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland. The introduction followed on the heels of the elimination of the 2 cents tax on small bottles of pop. Thus the retail price was restored to a nickel from the 7 cents that had prevailed for many years.

The machines have been installed in bowling alleys, billiard halls, service stations, rail, steamer and bus terminals and waiting rooms, eateries, food shops, garages, theaters, etc., and are reported as being patronized heavily, particularly where quality drinks are available. Theaters which would not bother with serving the drinks at a counter are installing the machines because of the minimum of service necessary. The machines are advertising themselves with their striking color combinations and lighting.

In some instances operators are concentrating on one make of drinks, but in most cases from two to four brands are offered. The patronage is not limited to males but includes a goodly percentage of females. At some eating spots, where the drinks are served at tables, counters, etc., as well as via the machines, the lat-

CMAM Sets First Postwar Banquet April 22, 1950

BOSTON, Dec. 17.—Reviving pre-war customs for the first time, the Cigarette Merchandisers' Association of Massachusetts (CMAM) is planning a gala banquet and ball in the Louis XIV Room of the Somerset Hotel, Boston, April 22. Between 400 and 500 are expected to attend. Committees will be appointed shortly and plans are going forward to make it an outstanding event.

Arrangements are being worked out by Walter L. Guild Associates. Walter Guild is handling matters in the absence of Lucius Foster, associate director in charge of CMAM affairs, who is in the hospital recovering from an operation.

Driscoll Named Eastern Eng. & Sales Gen. Mgr.

PHILADELPHIA, Dec. 17.—James R. Kendig, president of Eastern Engineering and Sales, Inc., local manufacturers of the Kenro ice cream vending machine, announced the appointment of John J. Driscoll as general manager of the company. Driscoll comes here from Pittsburgh to assume his new post. He was for several years identified with the vending machine industry and in the merchandising of frozen foods, entering the business upon his graduation from Harvard.

Kendig also announced that the unitizing reports from operators on the first Kenro machine on location were most encouraging, particularly in that they showed a negligible number of service calls. As a result Kendig announced that the 1950 production schedule for the company's 1951 models will be stepped up.

ter are outdistancing the direct service by a wide margin.

The machines have appeared at numerous locations almost overnight in the following cities: Halifax, Dartmouth, Truro, Amherst, New Glasgow, Yarmouth, Stellarton, Westville, Antigonish, Kentville, Liverpool, Sydney, North Sydney, Glace Bay, St. John, Fredericton, Moncton, St. Johns and Corner Brook.

N. Y. Transportation Board Releases New Op Contracts

NEW YORK, Dec. 17.—Machinery to put the operation of cup drink machines in city subway stations on a long-term basis was set in motion this week, following repeated delays during 18 months of experimental agreements. Yesterday (16) the Board of Transportation released a new series of contracts on which operators were asked to bid.

Several important changes were noted in the new contracts over the preliminary pacts published a year ago, including a revised commission schedule and a reduction in the minimum number of machines to be placed from 300 to 225. Also, operators had the choice of bidding on 10 different contract deals, as compared to the earlier seven.

Bids will be accepted until December 29, a board spokesman said. Shortly after that date the contracts will be awarded, to become effective February 1 and run for five years. As a result the seven firms now op-

Penny Snatcher

HARRISBURG, Pa., Dec. 17.—A frustrated burglar, finding the cash register of a local service station empty, looked to a cigarette vending machine to pay off for his effort Monday (12). He couldn't open the cash box, but he did make off with the pennies inserted in the individual packs.

Apparently not numbering smoking among his vices, tho, he left the mutilated packs on the service station floor. His loot totaled \$2.40.

erating machines in the subway will have their test agreements extended thru January. These agreements were to expire this month.

Bids To Be Made

Under the revised contracts, operators may bid for placement rights on either of the three subway lines run by the city, either of six geographical subdivisions, or exclusive privileges for the entire system. More than one bid may be entered by prospective operators, it was pointed out.

The competitive nature of the bidding revolves around commissions and minimum monthly guarantees. Depending on traffic differences in the separate areas, the floor on bid-dable commissions ranges from 20 to 28 per cent of gross income. Acceptable minimum monthly guarantees vary from \$835 to \$10,425.

Operators bidding for exclusive placement rights must offer at least 25 per cent in commission and a minimum of \$20,835 monthly.

Ice Cream, Milk Venders Cited As Prime Outlets at Meeting

CHICAGO, Dec. 17.—Ice cream and milk vending equipment was pointed up as a prime marketing method for both types of food by industry speakers during the 17th annual convention of the Illinois Dairy Products' Association, Inc. (IDPA), here this week (12-14). Special attention was given automatic merchandising during two meetings.

Howard B. Grant, publisher of *Ice Cream Field*, led off the business session meeting with an address on *Developing New Outlets*. He stressed the growth of vending in the candy, soft drink and cigarette fields and cited the "terrific scope of venders" serving these industries. Backing up his statements, Grant quoted *The Billboard*, presenting vender facts such as the 12 to 15 per cent volume of total candy sales done by venders and the 20 per cent volume of national sales carried by cigarette equipment.

Venders Up Volume

If the ice cream and cigarette industries can realize such a high share

of sales thru vending machines, so too can the ice cream industry, Grant declared. He named the vender as one of the prime markets thru which ice cream sales volume could be increased.

As discussion leader in a IDPA panel discussion session, Mrs. E. C. Cunningham, head laboratory technician for Beatrice Foods Company, spoke on milk vending machines. A vast field of potential plus-customers for this basic food was waiting with the more intensive development of milk vender placement, she said. Installation of venders in apartment house lobbies, in industrial plants on a larger scale than at present, in offices and in service stations will both boost milk sales and be a public health benefit at the same time, she pointed out.

The vender sale of milk, ranging from on-the-spot consumption size containers to take-home units, is of major importance to the dairy industry and should be looked upon as a prime industry aid, Mrs. Cunningham asserted.

Op Relations Re Locations Still Best Bet

DAV Program Example

CHICAGO, Dec. 17.—That operator-proven methods of location-solicitation and location-commission relations, conducted and arranged by the operator himself, continue to be the best way to map out the automatic merchandising path was given further proof recently with the collapse of one manufacturer's special vender-location sponsorship program.

The program, announced by Holli-Ware Manufacturing Company, Chicago, last summer (*The Billboard*, June 18) consisted of a 10-year contract with the Disabled American Veterans (DAV), latter acting as sponsors of firm's candy equipment. DAV, it was decided, would receive 20 per cent of the gross sales of each vender in return for its sponsorship. The location, obtained by veterans for the operator at a \$2 fee per location, was required to waive its commission in favor of the sponsoring organization. The DAV-Holli-Ware contract specified that the firm would sell machines only to operators who would work under the tie-in deal during the 10-year period.

Launched on a national scale, initial operation succeeded in some measure, presumably because of the predominance of military personnel in the areas in which they were started, a former official of the defunct firm declared this week. These were in Guam, Hawaii, with others in San Francisco, Oakland and San Jose also showing a fair start. In other areas of the country, however, where the military angle was not so pronounced or non-existent, location owners evidently were not so eager to fall in with the sponsorship plan. Because he was in business for a profit, same as the vender operator, the location owner could not be depended upon to maintain the no-commission-earning machine on his premises for a prolonged period. This made for unstable operating conditions.

Another negative factor was that the veteran (ex G-I) location solicitor, at \$2 per location, was neither sold on the idea of hustling for new stops nor did he have the necessary vending experience to use the best approach to the location owner. The result was an all-important job was made more difficult because of inexperience. Now, however, as Holli-Ware as such has been discontinued, enforcement of the firm's contract with DAV is a matter of conjecture. Under a new set-up, the Lawrence Manufacturing Company, Chicago, is producing the same type and design equipment.

Foster Veepee Of Spacarb, Inc.

NEW YORK, Dec. 17.—H. J. (Pete) Foster has been named vice-president of Spacarb, Inc., in charge of sales, according to an announcement this week by I. H. Houston, president.

Until recently Foster was associated with the Automatic Syrup Corporation, national distributors for the Mills cup vender, as vice-president. He had been connected with the Mills organization since 1938.

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NTTA Group Details State Tax Bureaus' Policy on Cig Venders

CHICAGO, Dec. 17.—With cigarette tax collections in 40 States soaring to a 400 per cent increase this year over 1940, cigarette vending equipment is coming under closer scrutiny by State authorities. The December *Vend*, sister publication of *The Billboard*, describes the move of taxing bodies to halt leaks in collections and effect uniform visibility of tax stamps on at least one pack per column.

Taxes on cigarettes under State tax laws alone, indicate the importance attached to eliminating collection leaks. In 1940 cigarette tax returns totaled \$97,000,000; this was doubled by 1946 when \$199,000,000 was collected. This year, during a short span of three years, returns were again doubled, and \$390,000,000 was collected.

Goal of two State tobacco tax bureaus, the *Vend* article states, is that adequate provision be made in all cigarette venders for viewing the State tax stamp and/or meter impression. In a move that may become common as more States seek to stop collection losses, Connecticut and New York tobacco tax administrators last

month notified cigarette vender manufacturers that machines completely closed in may be prohibited from operating (*The Billboard*, November 12). Stamps must be visible to the purchaser.

A more or less uniform regulation covering the automatic merchandising phase of cigarette sales, plus a national reviewing board to which manufacturers can submit new models, new features, is the tax administrators' eventual goal. Sponsoring the movement is the National Tobacco Tax Administration (NTTA), headquartered in Chicago. Shortly after its annual meeting last September the NTTA appointed a six-man committee to look into the vending machine sale of cigarettes and review various State laws pertaining to such sales headed by W. E. Chase, director of the Tobacco Tax Division in the Maine Bureau of Taxation, the bureau is expected to report its findings and make recommendations during its annual meeting in the fall of 1950.

Back of the move to scrutinize cigarette vender design, specifically, *Vend* lists three points: 1. Cigarette venders are now accounting for an increasingly high proportion of total cigarette sales, amounting to about 20 per cent of the nation's total sales. 2. Cigarette taxes now represent a major share of income for most States. 3. States with cigarette tax laws are set on making certain that they receive every tax penny due them.

Mail Order

While cigarette taxes have brought steadily increasing sums to each of the 40 States with such laws, one of the real sources of leaks has been mail-order sales. Charles Conlon, executive-secretary of NTTA, states there is no intention to imply that vending operations have been selling cigarettes without proper tax payment. But, since venders are a prime factor in the sale of cigarettes, State tax authorities regularly check machines, just as they do other retail outlets, to make certain they are stocked with tax-paid merchandise, he said.

With the appearance of some post-war venders of completely closed-in design, the checking became a real problem. Machines had to be opened before tax stamps could be checked. It was not NTTA's intention to influence machine manufacturers to change their models, Conlon declared in the *Vend* article, but minor changes may be necessary in some models.

It was thought that tax collectors would find it adequate if one package in each column is visible. And it need not be the pack to be next vended, it was pointed out. With minor changes by two manufacturers on the pack-visibility angle, cigarette vender makers are confident all models now in production would meet NTTA requirements.

Once the NTTA vending machine committee reported its findings, it was thought possible that a single examination of each model, performed at NTTA headquarters, would be satisfactory for all State tax commissions. And it would cut down the expensive procedure of having a vender cleared thru all or several of the 40 States which presently have cigarette taxes.

Considerable leeway is expected to be exercised with regard to older types of equipment. Some units may require modification, while in Connecticut it was thought that older machines would be allowed on location unless they were moved or sold. Then modifications would be required before being replaced in operation.

Quoting Conlon, *Vend* stated that it was NTTA's confident expectation that cigarette machine makers would co-operate.

Infringement Suit Battled By SuperVend

NEW YORK, Dec. 12.—A court test of patent claims on multi-drink cup venders moved past the preliminary stages this week as the SuperVend Corporation filed formal answer to an infringement suit initiated by Frostidrink, Inc., Spacarb subsidiary.

The complaint, filed in Dallas November 22, charged that SuperVend machines made unauthorized use of patents owned by Frostidrink. It asked for a cease and desist order by the court and "substantial" financial damages from the Dallas firm.

"Invalid," Is Report

SuperVend management denied the charges claiming that the patents in question were "invalid and void." In its answer dated December 8, it maintained that "the alleged invention did not constitute patentable subject matter." The patents should not have been issued in the first place, the SuperVend brief argued.

Eight patent claims are involved in the dispute. But Frostidrink is laying most stress on a patent said to cover the design of its mix-a-drink device. The mechanism makes it possible for the patron to mix flavors in multi-drink venders.

Five SuperVend executives are named in the Frostidrink suit. They are W. W. Miller Sr., W. W. Miller Jr., Marvin F. Miller, Robert H. Rice and Brodie H. Ashley. The Coca-Cola Company is concerned, as well, being part owner of certain of the patents named in the controversy.

McFadden to Speak

WASHINGTON, Dec. 17.—A. J. McFadden, Santa Ana, Calif., walnut and citrus grower, will deliver the annual presidential address at the 21st yearly meeting of the National Council of Farmer Co-Operatives at the Edgewater Beach Hotel, Chicago, January 9-12. President McFadden's address will be followed by the annual report to be presented by John H. Davis, executive secretary of the council. Other speakers will include Secretary of Agriculture Charles F. Brannan and Dr. Harold G. Moulton, president of the Brookings Institution, Washington. More than 500 delegates and guests are expected to attend.

Production Lag Fails To Hit St. Louis Shuffle Progress

(Continued from page 87)

Standard shuffleboard. These men not only brought a new source of income to local operators, but were instrumental in increasing the circulation of the game by operating boards themselves, and operating them in such a manner as to show the way promotion and public relations-wise to other operators in the area.

Not necessarily because of the great quantity of players involved, but more because those who did take to the game early became steady patrons and staunch supporters of the sport, did St. Louis become the Mid-western center for shuffleboard late last year. Leagues began to form, more thru the activity of a handful of operators and players than thru an organized program, and operators and their locations found the boards a profitable piece of equipment.

As has been the case in most parts of the country, shuffleboard play in this area is on the 10-cent per game

per player basis. In the heavy majority of cases, the operator works on a 50-50 commission arrangement with the location. In one instance, at least, a \$15 weekly guarantee arrangement has been effected by the operator, with the location and operator than sharing 50-50 after the guarantee has been met. That this is successful can be seen from the operation. Forty boards (all Nationals) are on location under this arrangement, and the operator says current indications are that his shuffleboard operation should be a profitable venture indefinitely.

Coin-operated scoreboards have found a remarkably high acceptance here, with practically every operator using them. Illig, one of the few ops who breaks his operation down to coin scorers and no scorers, reports the ratio is about 50-50. Trippe, with 108 boards on location, uses coin scorers on all good spots. Other operators reporting indicated the coin scorer was a definite part of each installation.

One of the activities in the shuffleboard business here which focused the entire industry's attention on St. Louis occurred last summer when Joe Reynolds, publisher of a shuffleboard magazine (now defunct), and before that associated with the shuffleboard biz as a distributor and operator, attempted to form a national org which would have included players, operators, locations, distributors and manufacturers.

A conference called in St. Louis last summer, which had been preceded by months of work on the part of Reynolds and his co-workers, failed to bring about the organization, on an industry-wide basis, of the proposed Table Shuffleboard Association of America, but did cause a considerable stir before it failed. The conference attracted industry representatives from all parts of the country to St. Louis, and focused much attention on the game itself.

Despite the steady growth of shuffleboard here, promotion has, on a whole, lagged far behind that of other large cities. Formation of leagues and tournaments has been a steady, but difficult, activity, with the operators and distributors not only forced to take the initiative, but carry the program thru to a conclusion because of the inertia of the average location. While the larger operators with adequate personnel can devote the long hours to the required tedious task of setting up league play, the smaller op, especially those with diversified routes, can not handle the job.

An organization known as the Greater St. Louis Shuffleboard Association has also done much to further the cause of the game in the city. Officers of this org in 1949 included Stanley Weroneke, president; Clifford Batzel, vice-president; Lee S. Wheeling, secretary; Gene Fuchs, treasurer. Directors included Walter W. Gumerheimer, Louis H. Ritter, Thomas F. Collins, Carl Trippe, John C. Schangle and Paul C. Reynolds.

Plans for the future are not too definite as far as promotion is con-

cerned, but at this time it seems fairly certain that a tournament will be held next spring.

From a public relations viewpoint, there is one major shuffleboard casino-type location, that installed at the Chain of Rocks Park by Carl Trippe, the owner. Trippe, who is more publicity conscious than the average operator or distributor, visited the Four States Tournament in Chicago last summer, then purchased all boards used in the championship play. He had special plaques made to attach to the boards, then put them out on location here. Several of them were used in the amusement park. All proved a play booster, but those in the park were especially profitable.

Game Situation

It has often been said of St. Louis that it is a "peculiar" city where machines that fail in many other areas are successful. This would seem to be a tribute to the operators in the area who not only know what equipment to buy, but then can follow thru to put it over.

Shuffleboard was faced with tremendous competition in St. Louis. Many types of amusement machines were running here when shuffleboard first made its appearance. This equipment included five-ball pin games and one-ball amusement units. At first it was thought that shuffleboard, because of the ground work required, plus the slower turnover, would not be able to compete with the amusement equipment. Even now some operators, who handle both types of equipment, feel that shuffleboard's future depends entirely on which way the amusement field goes.

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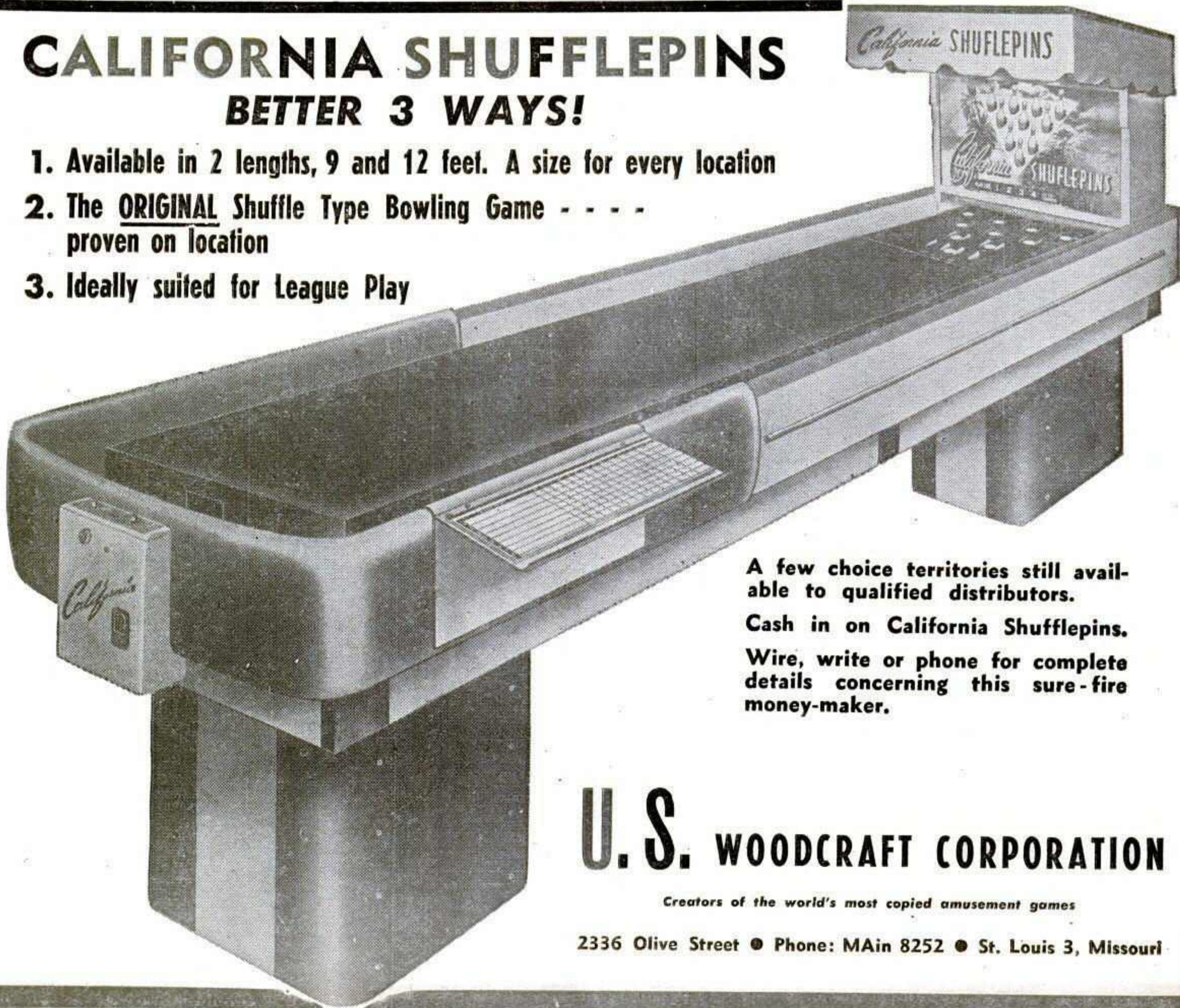
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Baruch Named To Hupp Post

CLEVELAND, Dec. 17.—The Hupp Corporation here has announced the appointment of Maurice Baruch as market counseling engineer with headquarters in New York City. Firm manufacturers the Hupp console-cup cold drink vender.

Baruch's previous experience covers both the cup vending and the carbonated beverage fields. His appointment is in line with Hupp's constantly expanding program in the vending field.

PUCK PATTEN
(Continued from page 87)

Detroit:
Michael Gaydos, a partner in the Gay-Dal Music Company, who has been considering the shuffleboard field for sometime, has just bought his first games in this class. . . . Ben Okum, of Okay Music Company, is adding a line of shuffleboards to his extensive music route. . . . Michael Benson, one of the pioneers in the shuffleboard field, added a number of new Rock-Ola units last week in a program of steady route expansion.

Dave Linden, special league coordinator for the Brilliant Music Company, is going out in the field January 1 to organize new groups, especially in the West Side areas where interest is reported showing a marked pick-up.

Boston:
Louis Blatt, of Atlas Distributors, AMI, 1024 Commonwealth Avenue, and Guy Digiovanni, office manager, left last week for Grand Rapids, Mich., to attend the AMI distributors meeting. Atlas Distributors plan a gala showing in the Hub of the new 1950 AMI models and will make a later announcement of the event.

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WURLITZER will continue to design phonographs that will lead the industry in eye appeal, play appeal and cost-saving features...

WURLITZER will provide up-to-the-minute models at reasonable intervals to bring to the phonograph industry newly developed engineering and tonal features...

WURLITZER will fairly price these phonographs so that they will continue to be outstanding values in the industry...

WURLITZER will maintain in its distributor organization men with experience and ability, and these men pledge to help you make the greatest success of your business...

WURLITZER will continue to promote to the public the best in music and to produce phonographs which will render this music at its finest.

With the Wurlitzer organization, distributors and operators, working hand in hand, we all may expect an ever increasing prosperity in the phonograph business.

THE RUDOLPH WURLITZER COMPANY

and its Distributors

Active Amusement Machines Co.
Philadelphia, Pennsylvania

Alfred Sales, Inc.
Buffalo, New York

Angott Distributing Co., Inc.
Detroit, Michigan

Brady Distributing Co.
Charlotte, North Carolina

Brandt Distributing Co., Inc.
St. Louis, Missouri

Bush Distributing Co.
Miami, Florida
Jacksonville, Florida

Cain-Caillorette, Inc.
Nashville, Tennessee

Central Music Distributing Co., Inc.
Kansas City, Missouri
Omaha, Nebraska

Commercial Music Co., Inc.
Dallas, Texas
San Antonio, Texas
Oklahoma City, Oklahoma

Coven Distributing Co., Inc.
Chicago, Illinois

Cruze Distributing Co., Inc.
Charleston, West Virginia
Louisville, Kentucky

Draco Sales Company
Denver, Colorado

Emarcy Distributing Co.
San Francisco, California

F.A.B. Distributing Co., Inc.
New Orleans, Louisiana
Columbia, South Carolina
Atlanta, Georgia

Hart Distributing Co.
Seattle, Washington

The Arthur Herman Co., Inc.
Albany, New York

Iowa Music Distributors, Inc.
Des Moines, Iowa

Knudsen Music Company, Inc.
Provo, Utah

Lieberman Music Co.
Minneapolis, Minnesota

Maestro Music, Inc.
Tucson, Arizona

Midland Music Distributors, Inc.
Indianapolis, Indiana

Music Distributing Co.
Pittsburgh, Pennsylvania

Northern Music, Inc.
Cleveland, Ohio

O'Connor Distributors, Inc.
Richmond, Virginia
Portsmouth, Virginia

Redd Distributing Co.
Allston, Massachusetts

Sicking, Inc.
Cincinnati, Ohio

Siegel Distributing Co., Ltd.
Toronto, Ontario, Canada
Vancouver, B. C., Canada
Montreal, Quebec, Canada

Southland Distributing Co.
Los Angeles, California

Steele Distributing Co.
Houston, Texas

Sterling Service
Moosic, Pennsylvania

United, Inc.
Milwaukee, Wisconsin

Walker Sales Company
El Paso, Texas

Williams Distributing Co., Inc.
Memphis, Tennessee

The Winters Distributing Co.
Baltimore, Maryland

Young Distributing, Inc.
New York, New York

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

SHOWBIZ TAX REPEAL DRIVE GAINS IMPETUS. Possibilities of the repeal of the tax become stronger as President Truman leans toward it (General Department).

LA VAUGHAN, ECKSTINE ON DISK. MGM inheriting Miss Vaughan's Musicraft commitments, pairs the two hot juke artists (Music Department).

ATLANTIC SIGNS UP FLOCK OF SOUTHERN TALENT, DISTRIBS. Two diskery execs ink a flock of new papers during a four-week tour (Music Department).

HEIDT RECORDS PREPS LP. Diskery also has eye toward an early use of 45 (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

AMI Airs Plans At Grand Rapids

(Continued from page 90)

invited to the annual Christmas party given by the firm for its employees and their children.

The Christmas party, held at the Civic Auditorium, featured a children's program, a Santa Claus giving presents to the kids, and dancing and refreshments for employees.

Factory Tour

As on Friday, today's program started promptly at 8 a.m. with breakfast at the Pantlind. Then followed a tour of the AMI factory, with distributors breaking up into groups of two and three each to take the conducted tours.

Rapid strides forward made by AMI in the past year were clearly explained by the thoroughness of the plant and the improved production methods being used to turn out the firm's Model B phonograph and other equipment.

Following the morning visit to the plant, where a crew was on hand in the various departments to explain the production, instruments and procedures for the visiting reps, the sessions resumed at the Pantlind, where a luncheon was followed by adjournment of the get-together at 3 p.m. An outstanding factor at this year's distributor gathering was the strong alignment of representatives throughout the country now handling the AMI line and the augmented and greatly strengthened sales org which has been functioning under the direction of Haddock.

Rob Spokane Op

SPOKANE, Dec. 17. — Burglars cracked two safes at Interstate Novelty Company last week-end, and E. M. Perry, owner, said they took \$5,000 in cash and checks. The loss was partially covered by insurance, he said.

Taylor Sets Up New License Fee

DETROIT, Dec. 17.—An annual license fee of \$7.50 per machine has been approved by the board for Taylor Township, following recommendations by the Michigan Automatic Phonograph Owners' Association (MAPOA) when the original proposal was introduced several weeks ago.

Significance of the action lies in the fact that Taylor Township covers a heavily settled unincorporated area adjacent to Detroit on the Southwest, with plenty of locations for machines. In most instances, Detroit operators, as well as suburban operators, have their routes extending into the area without any definite separation at the municipal boundary.

The new ordinance was drawn up by Irving B. Ackerman, of the Detroit Radio Company, counsel for the MAPOA, and sets the same license fee as established for the city of Detroit itself.

NE OPS IN DRIVE

(Continued from page 90)

first \$15 and 50-50 after deduction of \$15—or 60-40 depending on which arrangement op wants.

Factors which caused this situation facing the industry here in 1950 are:

1. Video competish, which drove ops to open up new locations. (With tele sets being installed in homes at a terrific rate, ops feel that soon location competish from video will be slim as novelty appeal is almost gone—video is noisy and demands too much attention—customer, once novelty appeal is gone, would rather have music, soft, so he can talk.)

2. New postwar competitiveness; new entrants in the biz.

3. Falling off in revenue of music machines forcing many ops to take on cigarette, candy, popcorn vending machines or pins and soft drink units. (Ops want contracts to protect other machines, too.)

4. High-pressure sales down the line from factory to distributor and from distributor to op.

WMG TO PUSH

(Continued from page 90)

lyzed from the shoulders down, he will be hospitalized for over a year, and possibly confined to a wheel chair the rest of his life.

In the meantime *Timbales*, a song he composed and recorded as the featured pianist in Freddy Martin's ork, has been released by Victor. Freddie is turning all the royalties over to his former colleague, Tom Gray, of Southern Wholesalers, has agreed to sell the disk to ops at factory cost.

De La Viez also asked local disk jockeys to plug the number.

"Everytime a calamity . . . hits a town, city or even the nation, the entertainment world is called upon to raise funds. Now it is a case of 'man bites dog.' The outer world is asked to help one in the entertainment world," he declared.



SHOW MORE NET PROFITS IN '50 WITH THE "100"

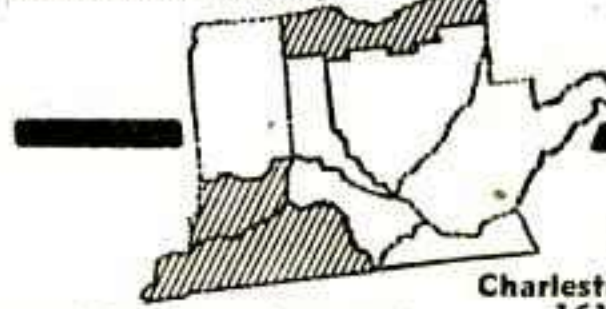
It's a cinch that your best spots will show you better collection records in 1950 with the Select-O-Matic on the job offering a full choice of 100 different song titles at 6 plays for a quarter.

You can be sure, too, that your records will show you more NET profits when you trade in old style phonographs for the more profitable "100". Less depreciation "write off" puts more of every collection into NET . . . with Seeburg's NO YEARLY MODEL CHANGE policy protecting your investment.



PLAN YOUR '50 PROFITS AROUND THE "100"

SHAFFER-SEEBURG



SALES-SERVICE STATES

Phone—Wire—Write

SHAFFER MUSIC COMPANY

Cincinnati, Ohio 2333 Gilbert Ave. Indianapolis, Ind. 1327 Capitol Ave. Columbus, Ohio 606 S. High St. South Bend, Ind. (Location to be announced later) Charleston, W. Va. 1619 W. Washington St. Wheeling, W. Va. 2129 Main St.

THE NEW HOSTESS!

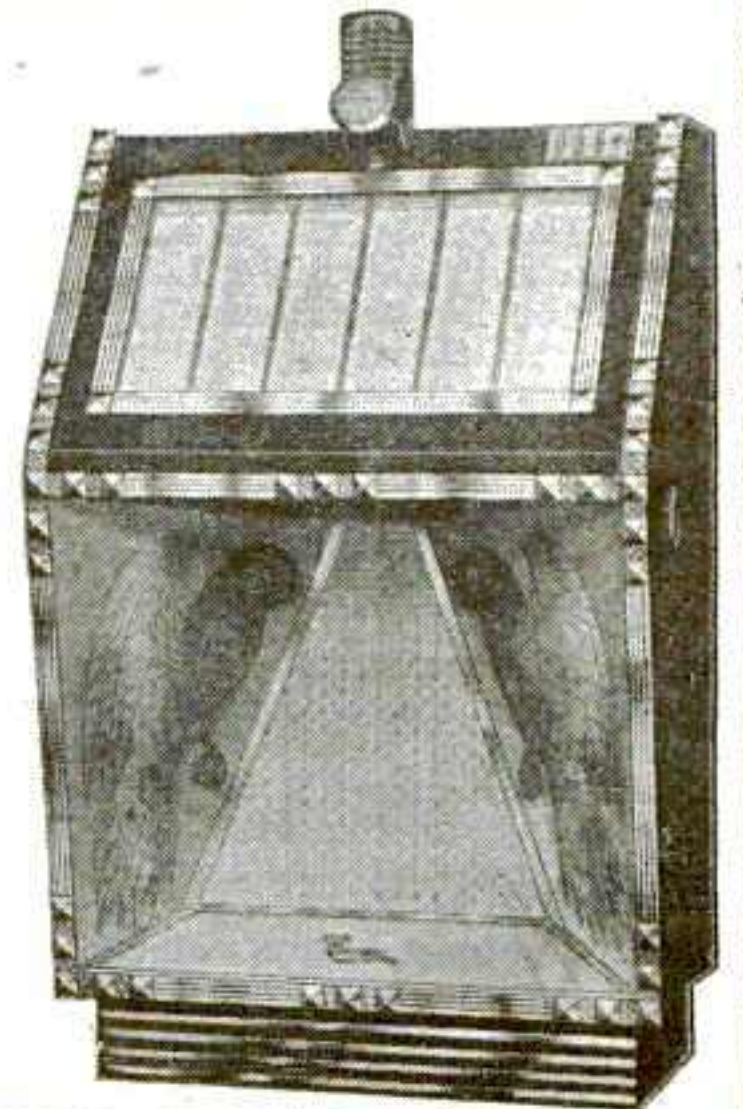
Modernize Your Wired Music Units With This Sensational New Cabinet

Attractively Illuminated Sparkling Metal Trim Beautiful Walnut Finish

SPECIFICATIONS:

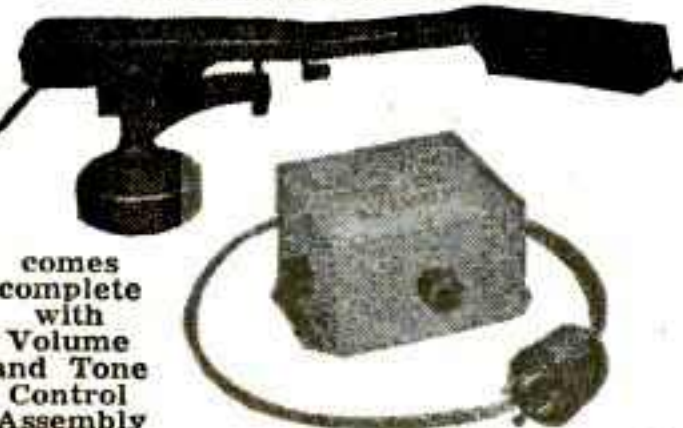
Height - - 53 Inches Width - - - 33 Inches Depth - - - 21 Inches

JACOBS NOVELTY COMPANY STEVENS POINT, WISCONSIN



South Wind TONE ARM

Especially designed for WURLITZER AND SEEBURG PHONOGRAPHS "light as a Southern breeze"



comes complete with Volume and Tone Control Assembly
No Record Wear, No Scratch, Long Life PERFECT REPRODUCTION
WURLITZERS (except counter models and P-12) \$11.95
SEEBURG Hi-Tones 9.95
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"Specify Model When Ordering."
PHILLIPS MFG. CO.
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Used or New Hillbilly or Western RECORDS

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

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4142 W. Armitage Ave., Chicago 39, Ill.
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WE PAY FREIGHT.

THE NATION'S FAVORITE AT YOUR RCA-VICTOR DEALER

"THEN I TURNED AND WALKED SLOWLY AWAY"

RCA-VICTOR No. 20-3174 Exclusive RCA-VICTOR ARTIST

EDDY ARNOLD

The Tennessee Plowboy Exclusive Management THOMAS A. PARKER Box 417 Madison, Tenn.



COINMEN YOU KNOW

Chicago:

Jack Webb, American Citrus Corporation, has promised to release full details of the new milk vending program he has helped set up for his Del Juice machine. Expects big things of the new type dairy deal. . . **Victor Vending Corporation** reports a rush of sales activity following introduction of the Triple Unit Topper. With the success of the Double Unit Topper already indicating a good potential in the multiple unit designs, President **H. M. Schaeff** forecasts the new "triple play" combination will corral an equally strong array of orders.

With cup costs and cream costs reduced, latter thru enrichment and smaller portions, **Bert Mills**, head of the Bert Mills Corporation, goes on record as hailing the continued profitable vending of a 5-cent cup of java. Bert says that operator interest in the Coffee Bar vander was rife during the four-day NAMA convention. Continued expansion in the coffee vending field is the word from the Mills firm. Company's new Soup Bar unit also comes in for mounting mention, Bert states.

Music operators continue to boost order totals for the Seeburg Selecto-Matic, comes word from Atlas Music Company. **Nate Feinstein** and **Harold Schwartz** are the busy boys handling the firm's headquarters activities, while **Joe Kline** and other Atlas roadmen hit order pay dirt. . . **Local vander maker, Fred Hebel**, of the Fred Hebel Corporation, turns in satisfying reports of activity at the NAMA exhibit. Firm's five-flavor ice cream bar machine focused attention of many conventioners, Fred says.

AMI's sales office here was a busy spot last week, with several out-of-town visitors dropping in for discussions with **Joe Calderon** and **Ed Ratajack**. Among them are **Jerry Kertman**, Rochester, N. Y.; **Herman** (See Chicago on page 106)

Philadelphia:

Al Rodstein and wife, **Miriam**, celebrated their 11th wedding anniversary December 18. Rodstein is associated with his uncle, **I. H. Rodstein**, in the Banner Specialty Company. . . **Delbert E. Veatch**, of U. S. Woodcraft, was here last week for a conference with his new distrib, **Frank Engel**, who is handling the firm's Shuflepins in four States. . . **Morris Gross**, of Scott-Crosse, in Chicago on biz last week.

Samuel Rogove, secretary-treasurer of Eastern Engineering and Sales, Inc., has installed the company's new Kenro ice cream vending machine in the offices in the Commercial Trust Building. . . **Ned and David Yaffe**, of Y and Y Popcorn Supply, have elaborated their 1950 plans as a result of their experiences at NAMA meet in Atlantic City. . . A Coca-Cola vending machine was installed for the first time in the lobby of the Star Theater in Harrisburg, Pa., by the theater manager, **William Whyte**.

Boston:

Installation of Tele-Juice machines in super markets in the area have been made, and are bringing in good revenue, according to ops. The machine, first introduced in this area at the Ford Fair in Boston Garden two years ago, dispenses chilled orange, apple, tomato and grape juice and chocolate flavored drinks in cans in a dime operation. One of the biggest fun spots, with all coin-operated games, in Boston, the Mardi Gras on lower Washington Street, in the heart of the theatrical district, is getting a big play. With 40 pinball machines, 18 penny skill games, four Panorams and a newly installed Chicago Coin Bowling Alley, the spot is thronged daily.

Brief and Important Late Digest of Coin Machine News

(Continued from page 78)

Venders in Drive Vs. Careless Smoking

Cigarette venders will play an important part in combating careless smoking thru a program initiated recently by a major cigarette manufacturer. **George D. Traver**, National Board of Fire Underwriters, has cited the co-operation of cigarette makers and vander operators, as exemplified by the Philip Morris & Company's "Make Every Week Fire Prevention Week" stickers for vending machines. The first vander sticker was recently placed on a machine on location at Idlewild Airport, New York.

\$100,000 Fire Hits Stylons Corp.

Flames swept thru a building in Long Beach, Calif., housing the Stylon Corporation, manufacturers of vending machines, causing damage estimated at \$100,000. Also destroyed in the blaze were a machine works and furniture warehouse. Stylon manufacturers a popcorn machine, coin-operated telescope and foot massager. New quarters for the company will be found immediately, according to **Ken Brown**, manager. Fireman were forced to battle the blaze four hours in freezing weather, hampered by exploding acetylene tanks.

Dallas Decca Rep Holds Open House

Decca Distributing Corporation, 139 Cole Street, Dallas, invited all coin machine distributors, record dealers and members of the press and radio to attend its open house last week. Manager **C. E. McNabb** announced reception was in celebration of firm's new warehouse and office building.

Detroit:

Harry Gaylord, of the Gaylord Manufacturing Company, is completing location tests of his new type penny ball gum vander, "Scoop," which he expects to put into production early this spring. . . **Fred King**, of the King Novelty Company, old-time coin machine inventor, is readying a new toy game for national distribution. . . **Edward A. Gorney**, of the Mercury Steel Corporation, in introducing his new low-priced quiz machine in January.

Al Broder is working out plans with the Brilliant Music Company to place the Quizzer in operation as a theater-type machine with special added features designed especially for that clientele included. . . **James P. Cobb** has one of the few coin-operated automatic laundries in this territory in the Clay Automatic Self-Service Launderette, using Bendix washers and auxiliary equipment. He reports the operation very satisfactory.

Bernard L. Kilbride Jr., partner in the Pointe Vending Machine Company, doubles as manager of the Dawn Theater. . . **Rudy C. Schroeder**, former popcorn vending op- (See Detroit on page 105)

Hartford, Conn.:

Weekly wrestling shows being promoted at the Hartford Auditorium by **Manny Leibert**, president of Vending Machines, Inc., continue to draw good business, according to Leibert. The name of Leibert's concern sponsoring the events is Sporting Events, Inc., with Manny as president and his brother, **Herb**, as vice-president. . . **Harold Lowe**, partner with Manny and Herb in Vending Machines, Inc., New Haven, was in Hartford conferring on the vending organization's 1950 plans.

Leonard Berens, sales manager of the record division of Stern and Company, Hartford area distributors for Columbia Records, reports that Mrs. Berens is expecting a visit from the stork.

Ralph Colucci, owner of State Music Distributing Corporation, Hartford, and Mrs. Colucci are observing (See Hartford on page 105)

New York:

Eddie Lane, head of the American Q-Ball Congress, was in Philly Thursday (8) to check personally the first television broadcast in a series the org is sponsoring there to hypotable placements. He claimed 500 locations phoned in following the show to ask for more info. . . **M. J. Zimmerman**, of Self-Service Sale Corporation, Hartford, was in town last week. With partner **Alex Warner**, he is starting a new premium plan for cigarette machine ops.

Mervin Marks, who recently added to his phono route by buying out the B & F Amusement Company, is undergoing treatment in an army hospital. An old wound, incurred in air combat during the war, is acting up. . . **Joe Green** and **Irv Holtzman**, partners in the United Machine Company of Long Island, have changed the name of their route to the Flushing Machine Corporation.

Frank Calland, business manager of the local phonograph servicemen's union, has framed a letter he received last week from the Pace Institute. The school reported naming Calland's son, **Drew**, student of the year. . . **Johnny Diamond**, of Heights Music, is on his honeymoon. He was married two weeks ago. (See New York on page 108)

Washington:

Sam Cohn, of General Distributing Company, recently lost over \$100 of sample records, which included some hot rumbas, when thieves broke into his car. . . WTOP disk jockey **Eddie Gallaher** featured **Tony Martin's** "Marta" as his juke box selection of the week of November 27-December 3. "The River Seine," with **Doris Day**, was his choice the previous week. Gallaher made two recent television appearances—one on **Evelyn Tyner's** show over WMAL-TV and the other when he served as master of ceremonies at the opening of the Akers Automobile Agency in the near-by Fairlington, Va., shopping center, also over WMAL-TV.

Bill Schwartz, editor of the WGM News Letter, is plugging **Cole Porter's** "Farewell Amanda." He reminds readers that Porter is giving the profits to the Cancer Fund. Schwartz said the Guild has had numerous requests from similar organizations thruout the country for copies of the WGM News Letter. . . WGM members are featuring "White Christmas." . . The Washington Guild is planning a dinner dance December 14 at the Shoreham Hotel for members and their wives. **Barnie Breeskin's** orchestra will supply the music. (See Washington on page 106)

Cincinnati:

Automatic Phonograph Owners' Association held its regular board meeting at the Hotel Gibson Tuesday (13) at 8 p.m. Attending were **Charles Kanter**, **Phil Ostand**, **Frank Michaels**, **Bill Harris**, **Al Lieberman**, **Nat Bartfield**, **Abe Villinsky**, **Norton Robinson** and **Robert Wood**. A guest at this meeting was **John K. Maitland**, manager of the Capitol Record Company here. . . The board members approved the application of **Sicking, Inc.**, as an associate member of the association.

It was decided that a social would be held after each regular APOA monthly meeting, starting in January. Also, lucheon and refreshments. . . Report on the Hit Tune for January, "Tell Me Lies," has the tune going very well. All the members of the association were asked to co-operate on this number which **Charles Kanter** wrote. . . **Abe Villinsky**, who operates the A & B Music Company, has purchased the route of **Simon Rissover**, also a member of the association.

EARLIER CLOSING
December 31 and January 7 Issues
On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.
Get your NEWS and ADVERTISING in Early.



The Jones Boys say,
 "Merry Christmas
 and Happy New Year!"

R. F. JONES CO.



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Philly Ops Set Up Co-Op Org

(Continued from page 78)

Philadelphia is a large and spreading city—operators have found that they must spend too much time answering service calls when that time could be utilized to better advantage in opening up new locations or improving existing locations. And since it is costly to provide additional service men, the co-operative idea appears to be the solution.

The plan, as being formulated, will provide for service men to be stationed in every section of the city. Instead of spending half the day traveling from one section of the city to the other, each service man will confine his calls to one particular neighborhood, and will answer the service calls for all the members in the co-operative. It will mean virtually giving instant service to the location. And with the service man getting to calls quicker, it will mean that the machines will be kept in better order.

Benefit All

"The proposed co-operative will spell the end of 'machine out-of-order' problems," observed Joseph Silverman, business manager of the Amusement Machines Association, who hailed the plan as "a step in the right direction." While the co-operative will represent a major economy move on the part of operators, Silverman added it will also be of benefit to the entire industry in that the playing public will find the machines "in perfect playing order at almost all times."

Silverman said that experience has shown that a machine not serviced promptly "kills off the week's collections since an out-of-order machine remains in a player's mind for several days and he hesitates to come back to the machine for some time thereafter." The co-operative, he said, will

Philly Officials Set Receiver of Taxes As Pinball Chief

PHILADELPHIA, Dec. 17. — The licensing and supervision of pinball machines and music boxes for the coming year has been transferred from the office of the City Treasurer to that of the Receiver of Taxes. The transfer, which brought objections from Treasurer-Elect Richardson Dilworth, was approved by the city council. Also transferred to the Receiver of Taxes was the licensing of transient vendors and of auctioneers.

The city solicitor ruled that under the city's charter "all local Philadelphia taxes must be collected by the Receiver of Taxes, and the licensing of pinball machines, juke boxes, transient vending and auctioneering actually is a tax on those types of business." The only taxes that the treasurer may collect, he added, are those on State fishing and hunting licenses.

Pinball machines and music boxes were first taxed under a council ordinance passed February, 1945. Dilworth charged the transfer of responsibility was a political move to shift eight jobs from the treasurer's office to the Receiver of Taxes before he takes over his post January 2.

provide the solution to most of the problems facing the operators in servicing their machines.

While the co-operative is entirely apart from the association, Silverman also pointed out, it was the mutual respect developed among the operators thru the association that made it possible for the members to get together on their own in this venture. And as an individual rather than as representative of the association, Silverman pledged full aid to help the co-operative succeed.

Record Reviews

(Continued from page 33)



ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
		RETAILER
		OVER-ALL
POPULAR		
RUSS MORGAN & ORK Decca 24814	Careless Kisses The always tasteful Morgan ork delivers a fine dance side with a country-styled ballad as the subject. Russ does the clean-cut vocalizing.	80--80--80--80
	Send Ten Pretty Flowers More of the dance band craftsmanship of Morgan is shown in this etching of a country rhythm item which has let off a few sparks. Morgan again sings.	82--84--80--82
BOB HANNON & JOHNNY RYAN (Danny Mendelsohn Ork) Decca 24794	There's a Broken Heart for Every Light on Broadway Van-and-Schenk type duet on the oldie could pull some tavern customers.	67--65--65--70
	Dear Hearts and Gentle People Lively performance of the hit tune can pick up hardly more than minor action because of the tough competition.	67--67--64--70
DICK HAYMES (Gordon Jenkins Ork) Decca 24803	Hush, Little Darlin' Sensitive performance of a pretty lullaby which has publisher plug support.	80--84--80--77
	Keepsakes (Sonny Burke Ork) Haymes does a competent job with a not particularly pleasing ballad.	66--69--65--65
VERA LYNN (The Mitchell Men-Robert Farnon Ork) London 535	Auld Lang Syne Pleasing intepretation of the evergreen Miss Lynn does it as a ballad and without the usual pretentiousness poured into the song.	70--70--70--70
	This Perfect Day Pretty ballad in the "Give Me Your Hand" class is delivered tenderly by Miss Lynn.	68--70--58--66
TED HERBERT ORK London 560	Dancer at the Fair Original instrumental sounds much like one of the old Ambrose-Sid Phillips items. It's probably destined for some disk jockey action and a steady slow sale.	67--70--65--65
	Just a Little Rocking Chair and You Real cute production in dance time of a pleasing bit of ballad with a duet, ensemble whistling, etc.	78--78--78--78
REGGIE COFF London 543	Tell Me Lies Britain's counterpart for Vaughn Monroe nasally warbles his way thru a sad and uninspired ballad with aid from rhythm and girls' vocal group.	57--60--56--56
	Ghost Town Goff draws a first-rate production for another of the inferior sequels to "Riders in the Sky."	62--65--60--60
ART MOCNEY ORK MGM 10588	There's a Lovely Lake in Loveland Lilting waltz ditty is treated to ensemble vocal, neat beat, a humming chorus in a thoro reading. One of Mooney's finest etchings.	89--90--88--90
	Hometown Band Plenty of spirit, a catchy marching song for the subject and a dinking which could conceivably pick up a load of coin.	85--85--84--85
TEDDY BRANNON ORK (Duckie Thompson) Regal 3241	Everybody Get Together Crisp, cleanly delivered jump novelty featuring a mean bary solo and unison chanting.	82--82--80--84
	Felix the Cat Up-tempo boogie jumper spotting okay take-your-turn solos generates plenty wattage.	78--78--76--80
BETTI MAYS (Swingtet) Regal 3243	Mays' Haze Strictly bop novelty showcases thrush scatting unison with a trombone in the Charley Ventura format. 'Bone's a standout—but side doesn't figure to fracture progressive fans.	58--61--58--55
	Slow Rock Instrumental built on a catchy riff figure weaves the good slow rock feel promised in the title.	75--75--73--77
RHYTHM & BLUES		
LITTLE WILLIE LITTLEFIELD Modern 20-726	Frightened Littlefield, of whom there is much talk these days, is badly balanced and barely audible as he tackles a blues-ballad.	72--70--70--74
	The Moon Is Risin' Same balance difficulty impares this side as well as Willie dishes out a blues of no particular distinction.	68--67--67--70
IVORY JOE HUNTER King 4326	It's You, Just You Hunter's convincing style tries hard to sell one of his less-convincing compositions.	67--68--65--68
	I Quit My Pretty Mama Hunter does a solid selling job both on the vocals and on the keyboard with this feelingful slow blues.	84--85--83--83
EARL BOSTIC ORK King 4328	Sugar Hill Blues Slow, insinuating blues instrumental which creates a fine mood. has a good beat but little else.	69--68--66--72
	Nay! Nay! Go Way! Big, firm beat is the highlight of this rhythmic nonsense bit.	67--65--65--70
MADMAN TAYLOR Gotham G-213	Mule Train Boogie A delightfully zany take-off, with a set of clever, satirically "hip" lyrics. Taylor delivers with zest.	77--79--77--75
	Bopdoodewadie Engaging nonsense singing and scatting studded with utterly irrelevant and comic remarks. The kind of thing Leo Watson used to put over so well.	70--72--68--70
FLOYD DIXON TRIO Modern 20-725	Cow Town Intriguing slow-drag blues, highlighted by Dixon's soft, sliding chanting and indigo guitaring.	82--82--80--84
	Forever and Ever Another slow blues mood job, well projected, the material doesn't sock like flip.	72--72--71--73
TEXAS SLIM King 4239	Heart Trouble Blues Potent Deep-South blues job, with Slim warbling with fierce conviction, backed by percussive, hard-hitting guitaring. A dramatic disk.	83--81--83--85
	Slim's Stomp Rocking guitar stamp instrumental in the Southern style.	72--70--72--74

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Kansas City, Mo.

Record Reviews

RATINGS
OVER-ALL
DISK
JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
RHYTHM & BLUES		
MEMPHIS SLIM Swingmaster 1010	Country Girl Strong blues job should score with both urban and rural fans. Lyric is meaty, and Slim chants it light and polite with a snarling bounce background.	83--83--82--84
	Believe I'll Settle Down Slow mood blues, with Slim warbling ingratiatingly; easy backing spots a crying tenor solo.	73--73--71--75
JAMES LOCKS Regal 3239	Baby Lovin' Blues Locks cries a slow blues impressively, with stickout piano in the rhythm backing. Fine blues warbling in the Chaz Brown school.	74--74--74--74
	New Orleans Woman Blues Heavy feeling in this sincerely conceived and projected slow torch blues.	78--78--78--78
JAMES QUINTET Derby 726	I'm Just a Fool Easygoing, beautiful ballad has the ingredients of a first-rate nickel-nabber.	84--84--83--84
	Paw's in the Kitchen Jump novelty has beat and enthusiasm, altho it's on the rough, loose-jointed side.	76--72--78--77
BUDDY JOHNSON ORK (Arthur Prysock) Decca 2481	It Was Swell Knowing You Warbler's Eckstyling and big band make a noble try with an arty piece of material.	71--72--70--70
	I'm Tired Crying Over You (Ella Johnson) Miss J. handles a back-beating ditty in cute fashion. Catchy, if light-weight side.	75--76--75--74
LOUIS JORDAN (Tympany Five) Decca 2481	I Know What I've Got Bluesy ballad at a dancey, moderato pace is warbled pleasantly by Jordan. A fairly routine effort.	73--72--72--74
	School Days Typical Jordan jump-boogie rhythm serves here for a slew of nursery verses chanted by the ensemble to a couple serviceable riffs.	83--84--82--84
SNUB MOSLEY & ORK Penguin 0859	Couldn't You Could Feeble material bogs down a fair-to-middlin' performance by a Jordan-pattern group.	61--60--62--62
	Blue Memories (Gordon J. McKay) Neither shows to much advantage.	57--60--57--56
TINY DAVIS ORK Decca 48122	I Never Get Tired Doin' It Weak double-entendre material gets an unenthusiastic vocal from Miss Davis.	63--NS--60--66
	Draggin' My Heart Around An old-time blues and rhythm ballad fave is done with feeling by Miss Davis.	73--73--72--74
ROOSEVELT SYKES RCA Victor 22-0056	Southern Blues Sykes warbles a conventional Deep-South blues, with a rhythm section riff figure creating added ear interest behind.	68--66--68--70
	My Baby Is Gone Fem group and Sykes are out of step on this medium boogie blues.	60--58--60--62
STEVE GIBSON & THE RED CAPS Mercury 8157	I've Been Living for You Fine ballad effort here, with lead voice selling strong, well backed by group. Number will have special nostalgia for Basie fans of the "Moten's Swing" era—the riff figures strongly here.	81--81--81--81
	Petunia Sprightly novelty has a light, easy swing. Ditty will appeal in pop as well as rhythm market.	75--75--75--75
SCAT MAN CROTHERS Capitol 57-70062	Just Lookin' Crothers warbles a la Louis Armstrong on a slow, unusual novelty ditty with bop backing. Material's good for kicks, but not much commercial pull.	67--71--67--63
	I'm the Only Man There's a large charge of laughs in this appealingly off-center ditty—and this one could hit. Laugh line here could become highly popular, and Crothers does it superbly.	82--84--82--81
COUNTRY & WESTERN		
SHORTY MORRIS Rich-R-Tone 454	Christmas Kisses Tune is reminiscent of "Candy Kisses." Morris sings with gusto and pathos in proper proportions.	68--68--68--68
	A New Sweetheart for the New Year Clever melodic twist incorporates "Auld Lang Syne," but there's not much more to this "You'll Be Sorry" message.	61--62--62--60
MACK McGUIRE & HIS HARMONY RANGERS Rich-R-Tone 456	Mule Train Too late for much action outside the label's home neighborhood. Nothing different here.	65--64--64--66
	Ten Pretty Flowers Unlikely to score outside the label's local domain.	62--60--62--65
JOE TAYLOR & HIS TAYLORMAIDS Red Bird 1004	Swingaroo Polka Rustic polka with rough gang vocal is good-natured, has a steady dance beat.	66--66--65--67
	Maumee Valley Of local interest only.	54--55--53--53
WAYNE RANEY King 824	Red Ball to Natchez Train song from the mountain country is powerful, authentic folk stuff.	77--77--77--77
	I'm Square Dab From the Country Number is closer to Raney's "Haul Off and Love You" vein. Cute slice of material.	79--80--78--78
"LITTLE" JIMMY DICKENS Columbia 20644	A-Sleepin' at the Foot of the Bed Here's a possible successor to "Country Boy." Dickens warbles it in the same heartfelt, amusing way, and it portrays a chunk of American country living with the same homey insight.	85--85--85--85
	I'm in Love Up to My Ears Dickens does a lively rhythm ballad of his own leffing with much verve and dash.	75--75--74--73

(Continued on page 100)

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SALT LAKE CITY, Dec. 17.—The R. F. Jones Company, coin machine distributor with offices here and in San Francisco, Denver, Portland and Seattle, has added two sales representatives, Marshall Pack, who will cover the Intermountain area work-

ing out of this city, and Ralph Perrin, covering the Northwest. Appointments were announced this week by R. F. Jones, president of the firm. Marshall Pack was formerly associated with the Commercial Credit Corporation, leaving that organization to join the navy where he served as an ensign. After his release from service, he was associated with Pan-American Airlines in New York and the Chevrolet Division of General Motors in Montana.

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Record Reviews

(Continued from page 99)

RATINGS	OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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ARTIST LABEL AND NO.	TUNES COMMENT	
COUNTRY & WESTERN		
LYNN CHARNEY Spinet 1003	Secrets Miss Charney sounds like a passable thrush off her job on this fair ballad. If My Head Had Only Listened To My Heart Same comment as above.	44--45--42--45 37--37--35--40
RED MURRELL Capitol 57-40262	The Letter I Forgot To Mail Murrell warbles robustly on a routine weeper. Sittin' on Top of the World Traditional Western blues gets a strong vocal and string orking.	66--66--64--68 72--72--70--74
JOHNNY BOND Columbia 20645	A Petal From a Faded Rose Not much heart or spirit in this run-thru of another rose tune. Put Me To Bed Number 2 Here's the side ticketed for action: a romping boogie blues in the Western manner, with Bond chanting the choruses zestfully. Harmonica on echo adds exciting quality.	57--57--56--58 83--83--82--84
CLYDE JOHNSON (Texas Hired Hands) High Time HT-129	The Great Outdoors Royalties on this record will go to the family of Johnson, who was drowned in Santa Monica Bay in September. Side shows Johnson warbling and whistling a Western rhythm song persuasively. Wind of the Western Night Slow ballad in range style doesn't measure up to flip.	68--68--68--68 65--65--65--65
BLUE FRIDAY & HIS DANIEL BOONE RAMBLERS Rich-R-Tone 425	Why Don't You Haul Off and Love Me? Striking, original conception of the hill hit, with steady-drive harmonica and guitar backing propelling a fine vocal. For the blue-jeans trade. Step It Up and Go Another hard-hitting side here in a punching, country-styled boogie blues. Rhythm guitars back-beat a pulsing beat behind solo struts and an effective, bleating vocal.	74--71--76--76 83--83--81--85
STUART HAMBLIN Columbia 20650	Blue Bonnets in Her Golden Hair Tune has a poetic charm, and Hamblin warbles it with lyrical feeling. Could be an important Western ballad entry. Pony Express A dramatic saga of the run of the Pony Express, with touches of "Mule Train" and "Riders in the Sky." Sound effects and Hamblin's warbling and recitation are topnotch.	85--85--85--85 74--75--70--67
BOB MCCOY Token 100	I've Got Beans in My Jeans A delightful little polka ditty gets a light-hearted Western rendition. McCoy has a definite quality. Sailing on the Sea of Love Material here is nothing more than a dime-a-dozen pop novelty, the McCoy gives it a run for its money.	70--70--70--70 60--60--60--60
MAURICE CHEVALIER (Raymond Legrand Ork) Decca 40135 (French)	F-lies Bergere The title gives you the idea. It's all in French, and Frenchy in the usual Chevalier tone. For the carriage trade. C'est La Nature Surprise! It's "Four-Leaf Clover" in Francois. Fine selection for the perpetual personality kid.	70--72--73--64 72--76--74--67
JOE BRINCIE Decca 45080	Cherry Polka Typical Slovenian-type instrumental, in the popularly accepted Yankovic style. Twilight Waltz Sparkly instrumental should be useful where jukes are for dancing.	78--77--78--80 71--70--70--74
SIX FAT DUTCHMEN RCA Victor 25-1140	The Old Schmaltz Waltz Collection of cliches snows under the vocalist here. Not up to the group's standard. Waltzing in the Woods Danceable, but uninspired side.	51--50--50--53 62--61--62--64
DANIEL SANTOS RCA Victor 23-1432	Almorzando (guaracha) The ace guaracha dispenser, with his trumpets and rhythm combo, shouts and talks up a wild dance side, but this monolog is for natives. La Primer Mujer (bolero) Slower rumba is danceable, and Santos chants with spirit, but the tune lacks distinction.	74--74--75--74 69--68--70--68
PEDRO VARGAS RCA Victor 23-1418	Madrecita (cancion) Osvaldo Farres penned this simple, affecting tune, and Vargas gives it the works. Henri Rene's orking is sensitive and lovely. Should hit hard. Hija De Mi Amor (cancion) "Daddy's Little Girl" in Spanish is a tear-jerker supreme. Vargas' tender treatment manages to wring plenty of juice out. Another beauty for the kingpin crooner.	87--87--87--86 87--87--87--86
FERNANDO FERNANDEZ RCA Victor 23-1431	Un Corazon (bolero) Intimate, impassioned warbling is enhanced by slick tasteful, beautifully balanced orking. Vagabundo (bolero) The Mex stylist takes one in rhythm and hands it more than the material merits.	79--80--78--78 71--71--72--70
DAMY SIMON Columbia 6353	Silencio (bolero) Firm, clean, pianistics are set against a strong rhythm section. The tempo and beat make for a top drawer rumba side. Bahia (samba) Simon does nothing startling here. In fact his tempo is slow and finger-work dull.	76--78--76--73 61--62--62--60
YAYITO TRIO Columbia 6360-X	Dulce Inspiracion (bolero) Guitars, claves and trio harmony create a liquid affair that rumba regulars can use. Dale Que Dale (guaracha) Free-wheeling number in typical tropical trio style is okay for the rumbugs.	73--74--72--72 73--74--73--73
LOUISIANA HAYRIDERS Coral 64024	When It's Harvest Time Lackluster performance of a not unattractive tune. When You Were a Boy on My Knee Same comment.	51--52--50--52 48--48--46--50

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Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST **TUNES**
LABEL AND NO. **COMMENT**

COUNTRY & WESTERN	
DAMY SIMON Columbia 6362-X	Uno (bolero) The popular Argentine tango tune lends itself smoothly to Simon's slow, rumba treatment. Liquid styling should appeal to Gringo piano buyers. Rumbatana (rumba) Bright, authentic rumba offers the pianist, who sounds like Damiron, a chance to get off some flashy 68-ing with a beat.
FELIX GROSS CRK Savoy 720	Love for Christmas- A blues for the holiday season has considerable of meat. Gross does a good turn on the vocal. Big beat and proper mood. You Don't Love Me Gross does another blues. This one is closer to the cut-and-dried formulae.
STONEY COOPER & HIS CLINCH MOUNTAIN CLAN-WILMA LEE Rich-R-Tone 452	The Girl in the Blue Velvet Band Wailing thrush delivers a weeper of slight distinction. What Good Will It Do Cooper sings the lyric of an attractive country ballad. Ork backing is heavy-handed.
FLOYD TILLMAN Columbia 20641	It Had To Be That Way Another original by the hot warbler-cleffer. A highly stylized rendition of a more routine opus. I Gotta Have My Baby Back This Tillman original is a pop entry too. His own version could make a splash in the rural market.
ERNEST TUBB-RED FOLEY Decca 46200	Don't Be Ashamed of Your Age The two engaging folk warblers team for a rollicking exchange on a winning comic novelty. Irrepressible spirit on this tabs it a best bet. Tennessee Border No. 2 If anything, even more dynamite here than in flip, as the boys cut up like a mountain edition of Crosby and Mercer.
DAVE DENNEY RCA Victor 21-0147	I Gotta Have My Baby Back Denney registers with a warm, sincere job on the fine Floyd Tillman ballad. My Bucket's Got a Hole in It The revived blues novelty gets a first-chop rhythm treatment from Denney and a swinging country group.
LOUVIN BROTHERS Decca 46187	Seven Year Blues Close harmony, brother style, strongly projected. Effectively accented ¾ beat impresses. Alabama This original ditty has truly noble proportions, registering with the dignity and sense of the soil of the classic folk songs. Delivery matches content.
REX ALLEN Mercury 6221	Little Brown Shoes Routine tearjerker gets a satisfactory rendition by Allen. Blues in My Mind Allen chants a country blues most compellingly, with a driving Jerry Byrd guitar solo booting the performance.
SALTY HOLMES Decca 46199	Cannon Ball Special String and mouth organ give with train and rushing-rail effects under Holmes's train-blues warbling. A spirited Western side. Nine Times Out of Ten Catching jingle gets a spanking rhythm rendition.
RED KIRK Mercury 6223	Cry Baby Heart Kirk has a throb in his voice, and puts plenty of punch into the promising tune that George Morgan hit with first. I Wasted a Nickel Another highly promising opus offers Kirk a stronger chance to step out on his own. Jerry Byrd's steel guitar gives him a boost too.
CARL STORY Mercury 6220	Heaven's Inside Story's group snaps out some fervent sacred shouting in the back-country tradition. I'm Pressing On Lacks some of the melodic and rhythmic interest of flip.
CLIFFIE STONE Capitol 57-40265	Can I Canoe You Up the River Moderate, jogy ditty is cute and catchy. Could get pop play. Just One Little Lie Lightweight popcorn ditty gets a lively group rendition, but offers nothing special to make it step way out.
CECIL BAILEY Bullet 1087	Heart of the West Tune is closer to a show tune than to a Western. Will have trouble finding its market. Dance at Your Wedding Not the pop of similar title, but a rip-tippy popcorn tune with a "Throwing Rice" lyric idea. Rendition isn't overloaded with character.
EDDIE DEAN Mercury 6219	Fool's Gold Fine warbling and echo chamber effects fail to give directness to a contrived folk song. I Wish I Knew Rendition here too is superior to material.
DAISY MAE Mercury 6222	Shadows of the Sunset Gal's throbbing tones on this sad opus should register in mountain sections. Darling, Don't Go Ditto with another plaintive piece of material.
LONZO AND OSCAR Capitol 57-40269	My Dreams Turned Into a Nightmare Novelty team turns in an amusing hunk of stuff. I'll Go Chasing Women Novelty introduced by Stuart Hamblin could catch some coin in this harmony rendition, tho much of the impact of the original is missing.

76--78--76--73
79--81--79--76
78--78--76--80
66--66--64--68
47--45--45--50
69--70--68--68
74--75--74--73
82--82--82--82
85--85--85--85
86--86--86--86
74--74--72--76
73--73--71--75
76--73--79--76
83--81--85--83
70--70--70--70
76--76--75--77
67--67--67--68
71--71--70--72
70--70--70--70
80--80--80--80
75--76--75--NS
70--70--70--NS
76--77--75--75
73--74--72--72
61--62--62--60
68--68--68--68
71--72--70--70
69--70--68--68
69--70--70--68
67--66--66--66
76--79--76--75
77--76--76--78

(Continued on page 102)

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Record Reviews

(Continued from page 101)



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
COUNTRY & WESTERN		
JOHN DOLCE (Sid Sherman's Square Dance Band) Capitol 79-40268	Red River Valley Calling is clear here, and the dance is on the simple side. 12-inch, disk means a good whirl without break.	77--76--78--NS
	Darling Nellie Gray Ditto. An excellent square dance disk.	78--77--79--NS
REDD STEWART (and His Kentucky Colonels) King 827	Baby Darling Stewart warbles a routine hill love ballad; gets heart and conviction into his work.	70--70--70--70
	You Can't Divorce a Loving Heart Lyric is one of those naturals that hits with the first impact. Warbler projects it with the right pathos.	84--84--84--84
MOON MULLICAN King 830	Moon's Tune Gay novelty jingle features Moon's warbling and rag-time piano playing.	78--78--77--79
	I'll Sail My Ship Alone Straight ballad job is pleasantly chanted and backed.	74--74--74--74
HOT JAZZ		
CHUBBY JACKSON Century 1505 and 1506	A Knight in the Village (Parts 1, 2, 3 and 4) These four sides on two single disks sound like a jam session which likely could have been taken off in Jackson's one-time Queens Village bop-nitery, hence the title. The featured tootlers are Flip Phillips whose powered tenoring is submerged in bad balance which emphasizes rhythm (on side one); Lennie Tristano, whose facile modern inventions are the highlight of the session (on side two); Bill Harris, whose tram gets the call on side four; Billy Bauer, Deniz Best and Chubby. Sides fall strictly into the collector's item department.	63--60--65--NS
CHARLIE PARKER QUARTET-ERROLL GARNER Dial 1015	Cool Blues Attractive medium tempo bop blues spots some rather reserved Parker and a bit of fly Garner.	71--75--72--65
	Quasimado Some of the finest Parker on wax emerges on this bop piece built from the chords of "Embraceable You". Here Bird performs with a sextet which includes Miles Davis and J. J. Johnson.	73--78--75--65
ERROLL GARNER Arco 1214	How High the Moon This is Garner of some years ago. Disking shows his jazz imagination as it was beginning to evolve his currently successful piano styling.	61--62--62--60
	Don't Blame Me Still lots of fine jazz, tho some of the elements of his current commercial style are audible.	65--65--65--65
ERROLL GARNER Savoy 724	I Don't Stand a Ghost of a Chance Garner's ringing tones and rolling style digest pleasurably the loveliness of this standard. One of his finest efforts.	78--80--76--78
	All of Me Another neat piano solo by Garner on another solid oldie. He does it as a rhythm piece and it makes a most satisfying platter.	75--75--75--75
ERROLL GARNER Savoy 723	I Only Have Eyes for You Another standard is handed the Garner keyboard treatment for happy results. Also on the Savoy LP featuring Garner.	77--78--76--78
	I Can't Believe That You're in Love With Me Garner does up the oldie with a frivolous bounce and with all of the styling which has made him one of the popular pop piano stylists of the day.	76--77--75--77
JAZZ AT THE PHILHARMONIC ENSEMBLE Arco 1216	Blues for Norman (1 & 2) Lester Young's tenoring kicks off this two-sided fast blues concert-recording extracted from the second JATP set for reissue as a single. Other featured jazz stars spotted include Charlie Parker, Howard McGhee, Al Killian, Arnold Ross, Willie Smith, etc. This was done in the days when JATP produced some real jazz moments instead of its current honk-and-sneak product.	63--65--65--60
JAZZ AT THE PHILHARMONIC ALL-STAR ENSEMBLE Arco 1218	Crazy Rhythm (1 & 2) The JATP group takes the oldie at a medium jump in this single disk reissue from Volume Three of the series. Highlight of the etching is some sparkling trumpet work by Dizzy Gillespie and some fluid Lester Young tenor. Also present are Charlie Parker, Al Killian and pianist Joe Jackson, who we think is better known as Mel Powell.	63--65--65--60
JAZZ AT THE PHILHARMONIC ALL-STAR ENSEMBLE Arco 1219	Sweet Georgia Brown (1 & 2) Brilliant opening piano solo by Joe Jackson, which is probably a pseudonym for Mel Powell, starts the concert etching with a sock and inspires a fine Dizzy Gillespie and a driving Charlie Parker set of solos. This single reissue is from JATP Volume Three. Side one could be a juke item in rhythm naves. Jazz of such distinction has not been the note of recent JATP stuff, tho admittedly the honks have been paying off.	70--75--70--65
INTERNATIONAL		
DOL DAUBER JAZZ-ORK RCA Victor 25-4018 (German)	Ein Madel Von Der Resperbahn Franz Kubesch warbles this one, from the film of same name. Should go in naves where film has played.	69--66--70--70
	Mach' Rotes Licht, Wir Wollen Tango Tanzen Tango is from same flick. Typical old-fashioned continental schmaltz.	70--68--71--71
BRUNO PALLES RCA Victor 25-7123 (Italian)	Perche Lasciasti Napoli? Neapolitan crooner has a distinctive sound that's helped by modern recording, but he lacks some of the expected sweetness for this type of material.	69--70--70--68
	La Prima Sera (beguine) With this pop, the warbler shows more effectively. For the Americanized and Latin-Americanized Italian market.	73--74--72--72

Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
INTERNATIONAL		
KARIN JUEL RCA Victor 26-1082 (Swedish)	Far Jag Lamna Nagra Blommor This effort by the Swedish chanteuse should do business in the right nabes. Material is very appealing.	68--68--70--66
	Ballad on Den Tysta Staden Classy bit of thrashing here. If gal looks like she sounds, should be okay for class cafes here.	71--72--72--68
TORALF TOLLEFSEN Columbia 12433-F (Scandinavian)	Black Masks Waltz Accordion solo maintains a strong steady beat. Accordion fans outside Swedish nabes are potential buyers.	69--68--68--70
	The Cuckoo Waltz Ditto for a clean-cut rendition of the universally popular standard.	71--70--70--72
RAY CHAMPA & HIS POLKA CHAMPS Continental C-1272	You're My Something Squeezy Slovenian-type polka is in the presently popular vein. Girl trio offers adequate vocal.	74--72--74--75
	Rainbow Waltz Well-performed dance side with no outstanding melodic attributes.	68--67--68--70
FRANKIE MULLEC ORK Continental C-1270	Cleveland Polka Organ, banjo, accordion, etc., serve up danceable polka fare, but male vocal harmony drags portions. Strong melody.	67--64--68--68
	Ee-I-Oh Polka Lads sing with more spirit here, and it's another catchy, dancey melody.	70--70--70--70
CARLO BUTI Columbia 15202-F	Sbocciano Le Rose Pop song will appeal to Buti's faithful followers, tho the recording sounds old.	72--72--72--72
	Per Non Amarti Piu More typical Buti stuff here. Should have broader appeal than flip.	79--80--80--78
CANTOR SHOLOM KATZ Columbia 57073-F	Unsane Tokof Cantor Katz has a big, wide-ranged tenor voice which shows to much advantage on this liturgical piece taken from High Holy Holiday proceedings.	75--76--73--NS
	Haben Yakir Li The cantor again sings with technical brilliance and much feeling as he does more Hebraic liturgy.	75--76--73--NS
CANTOR MAURICE GANCHOFF Columbia 57071-F	V'Chol Maaminim Ganchoff lacks brilliance but does a competent job of singing sections of a familiar Jewish High Holy Holiday prayer.	62--62--62--NS
	Ato Nigleiso Ganchoff displays a bit more singing versatility in his handling of another piece of Hebrew religious music.	64--64--64--NS
PEISACHKE BURN- STEIN & LILLIAN LUX Columbia 8257-F	Mama Yo Quiero Duet with Yiddish lyric on the Latin-American fave. Fine orking and big beat help build side's values. Strictly for Jewish nabes.	67--70--65--65
	Cuanto Le Gusta Honor Roll hit of a short while ago is done up brightly by the two Jewish theatrical favorites with Yiddish lyric and another topnotch ork boost.	67--70--65--65
RICHARD JOSEPH INGER Columbia 8255-F	Haganah March Inger packs spirit and feeling into his singing of the marching song of the Israeli army. Good fare for any Jewish market.	74--75--73--NS
	Die Befreiung Inger sings this victory song in Yiddish. It celebrates the rebirth of Israel.	72--74--70--NS
BRACHA ZEFIRA Columbia 8256-F (Hebrew)	Im Ein Ani Li Israeli thrush does a modern Hebrew folk song whose principle market will be among students.	58--59--57--NS
	El-Hanegev Israeli marching song utilizes a male chorus with the soloist. Limited market stuff and gal's voice leaves much to be desired.	60--61--60--NS
EDDIE GRONET ORK Columbia 18755-F (Polish)	Bingo Part-English part-Polish novelty is in oberek time. With this type material enjoying a vogue, could get play.	74--75--73--73
	Gin Rummy Polka Boy-girl novelty is sung in Polish. Snappy, up-to-date stuff, with a fair-enough dance beat.	74--75--73--73
MIKLOS GAFNI Columbia 15201-F (Italian)	Senza Nisciuno The Hungarian tenor's effort with the Italian standard has a load of Italianate flavor.	70--72--70--68
	I' Te Vuria Vasa More legit tenoring of standard Neapolitan material. Man's in fine voice.	73--74--73--70
MICHAEL C. HANAFIN Columbia 33508-F (Irish)	Dan Sullivan's Favorite Irish hornpipe is fiddled adequately, with piano accompaniment.	63--63--64--62
	Haste to the Wedding Sullivan's Shamrock Band Crude Irish band essays a traditional jig in rhythmic enough style. Recording has thin, aged sound.	66--66--65--68
EDDIE TERLIKOWSKI Columbia 12430-F	Hurry Up, Giddy Up Good polka has an English lyric utilizing a Polish phrase. Okay dance novelty.	74--75--74--74
	Bridget Polka Big band cuts this instrumental in a style between Polish and brass-band.	66--65--65--67
FRANKIE YANKOVIC Columbia 12429-F	The Girl I Left Behind The master touch of simplicity enhances the charm of this waltz both in the duet vocal and in the easy swinging small orking.	83--84--82--83
	Clink, Clink Polka Yankovic and his gang make a happy affair of a pleasant polka bit. Especially suited for Mid-western tavern jukes.	82--82--80--84

(Continued on page 104)

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Record Reviews

(Continued from page 103)



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
INTERNATIONAL		
JOHN McHUGH Columbia 33509-F (Irish)	The Kerry Dance Sweet, tender bit of tenoring on the Irish folk tune. Too legit for the jukes, however.	64--66--65--60
	Lark in the Clear Air Beautiful tenor rendition of an arty song. Man really sings.	70--76--73--60
QUINETTO SCOTTI Columbia 12412-F (Italian)	Tarantella Napoletana Familiar instrumental, with guitars, mandolin and flute, has a load of color and bouncy rhythm. For Italian nabes, but some jocks may like as a novelty.	77--78--77--77
	Duilio Pretty instrumental waltz gets a throbbing, lilting rendition.	75--76--74--76
CLASSICAL		
IZLER SOLOMON Conducting THE PHILHARMONIC ORK Discovery 1201 (12")	Tequila! (Parts I & II) This 'overture fantasie,' as it is described on the jacket, is the work of Paul Dunlap, a young composer who studied with Schoenberg and is now composing flick scores. The work is a synthesis of Mexican dance rhythms and folk melodies, recreating the revelry of a fiesta. It has life and feeling, and is glowingly interpreted by Solomon and the Columbus. Recording is dullish and distant, detracting from the listening enjoyment.	55--52--58--NS
JENNIE TOUREL- GEORGE REEVES Columbia (33) 3-325	Chopin: 1. The Maiden's Wish; 2. My Joy Small LP disk features Chopin piano pieces to which Polish words have been set. Miss Tourel warbles them with much dramatic sense, but less purity of voice. Should go in Polish districts.	71--72--70--NS
	Chopin: Melancholie Moody piece is more gratifying vocally. A lovely side.	78--80--76--NS
ALFRED PURCELL Crystal 244	Liszt: Hungarian Rhapsody No. 2, Parts I & II According to the label, the pianist is 13 years old. He's a precocious child, but record buyers are still looking for definitive recordings of longhair works. This ain't one of 'em. And it fades out at the side break!	41--42--40--NS
JOSEPH SZIGETI (Philharmonia Ork- C. Lambert, Cond.) Columbia 72869	Berlioz: Reverie and Caprice, Op. 8 (I & II) The music and its performance are pretty much earth-bound. Outside of fiddle music collectors with a penchant for completeness, this will be a hard one to sell.	60--60--60--NS
RELIGIOUS		
FIVE GOSPEL STIRRERS Gotham G-621	Sleep On, Darling Mother Pleasant, intimate-type spiritual generates only mild rhythm, but impact is from the clearly-pronounced message.	69--68--70--NS
	Don't Wonder 'Bout Him Another homey opus delivered in like style.	69--68--70--NS
STARS OF HARMONY Religious Tone 700	Saints Go Marching In Not much lyric on this traditional spiritual, but the group creates some rugged power by the very crudeness of its delivery.	63--62--64--NS
	God Is Real Virile group work doesn't quite come off here in a tricky arrangement.	65--65--66--NS
THE SOUL STIRRERS Aladdin 2028	My Life Is In His Hands Male group manages to sound relaxed and intense at the same time, as various soloists contribute color in a good-enough selection.	70--70--70--NS
	Silent Night Slow, but characteristically florid soloing by tenor is backed by humming group in gospel style.	71--73--70--70
THE TRUMPETEERS Score 5011	I'm So Glad Trouble Don't Last Always Male group propels this one with a strong steady beat. Good ensemble side.	72--73--72--NS
	Babylon's Fallen Brighter pace here. Powerful, tight beat results from precision projection.	76--76--75--NS
OTIS JACKSON Gotham G-619	Famine in the Land Jackson chants a clever topical spiritual directly and expressively, backed by a capable vocal group. Material based on the last depression.	71--70--72--NS
	Sure Do Need Him Now Another spiritual for the moment, this one striking a social note of wide appeal. Topic is anti-discrimination.	74--73--75--NS
ETHEL DAVENPORT (Jimmy Blythe Jr. Trio) Coral 55017	Dig a Little Deeper in God's Love Gal digs deep enough for a thumping fine Gospel side, with vibrance, clarity and good pulse.	77--78--77--NS
	Only a Look At a brighter pace than other versions, the quality shouter turns in a creditable coverage job on the high-riding Gospel number.	76--76--76--NS
MADAM ERNESTINE Gold Star 115	While the Blood Runs Warm Sisters shout harmony on a strong, striding prayer-meeting piece.	77--77--77--NS
	I'll Never Turn Back Despite single billing, Madame E. gets a strong assist, Marie-Knight-style. Disk is a powerful coupling.	78--78--78--NS
MAGIC STARS Phoenix 009	Stand by Me Inferior voices keep this one earth-bound.	58--56--60--NS
	Steal Away Group offers sincerity, but little more.	59--58--60--NS
THE DIXIEAIRES Lenox L-531	You Better Get Ready Fine arrangement, good voices and over-worked echo chamber here. Moderate-speed number has enough meat to get by.	70--70--70--NS
	My Dungeon Shook Rhythm spiritual, without tricks, is more potent. Great beat and balance in the jubilee style.	79--80--78--NS

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Calendar for Coinmen

December 21—Coin Machine Operators' Association of Harris County (CMOAHC) monthly meeting, Houston Chamber of Commerce Building, Houston.
 December 27—Western Vending Machine Operators' Association (WVMOA) monthly meeting, Los Angeles.
 December 29—Michigan Self-Service Laundry Association (MSSLA) regular dinner, discussion meeting, Leland Hotel, Detroit.
 January 3 and 17—Music Operators' Association of Indiana, Inc. (MOAI) semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.
 January 5—Washington Music Guild Inc. (WMG), monthly meeting, Washington.
 January 8-9—South Dakota Phonograph Association (SDPA) quarterly meeting, Yankton, S. D.
 January 10 and 24—Amusement Machine Association of Philadelphia (AMAP) semi-monthly meetings, Broadwood Hotel, Philadelphia.
 January 12—Michigan Automatic Phonograph Owners' Association, Inc. (MOPOA) monthly meeting, Maccabees Building, Detroit.
 January 12—Washington Coin Machine Association (WCMA) monthly meeting, Phillips Novelty Company, Washington.
 January 26-27—National Dairy Council (NDC) annual meeting, LaSalle Hotel, Chicago.
 February 6—Amusement Machine Operators of Greater Baltimore (AMO) regular monthly meeting, 2441 North Charles Street, Baltimore. (Association will hold its annual dinner dance February 5 at the Lord Baltimore Hotel.)
 (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

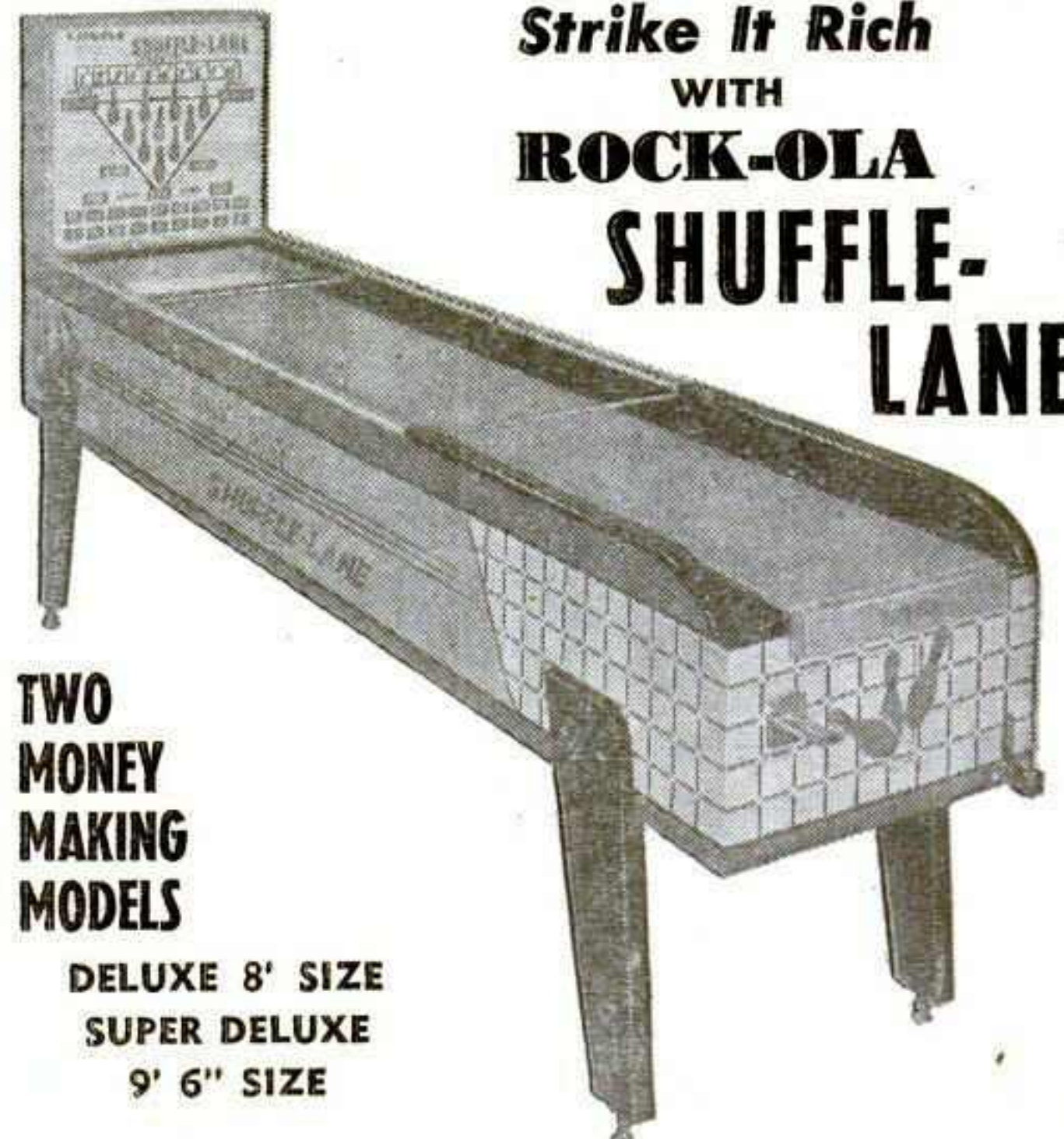
New York:

(Continued from page 94)
 Herman Silver, of Empire Music, has started a cigarette machine route. . . . Another music op to try his hand at cigarettes is Abe Bernstein, of Academy Music. He also has begun placing venders. . . . Joe Mack, local op, has opened an eatery in Astoria. Pizza is featured. . . . Hy Lederman left last week for a vacation in Miami.
 Barney Sugarman and Abe Green, top Runyon Sales execs were in Grand Rapids, Mich., last week to attend the AMI distrib meet. Irv (Kempy) Kempner, of the outlet's traveling sales staff, was preparing for another junket out of town, this time to up-State phono territories.

. . . Phil Koff and Eddie Sabagian, of Kwik-Kafe Vending Service, adding new locations for their dual coffee-coke units weekly. Their firm has the exclusive Rudd-Melikian franchise for this area.
 Joe Young, active here as the Wurlitzer distrib as well as with several vending accounts, reports greater use locally of Mira-Gold drinks in cup machines. The flavor has been most popular to date in the South. . . . H. J. (Pete) Foster, former distrib for the Mills cup machine, has joined Spacarb as veepee in charge of sales.
 Paul Zimmerman, of American National Dispensing, visited here last week to contact prospective coffee ops.

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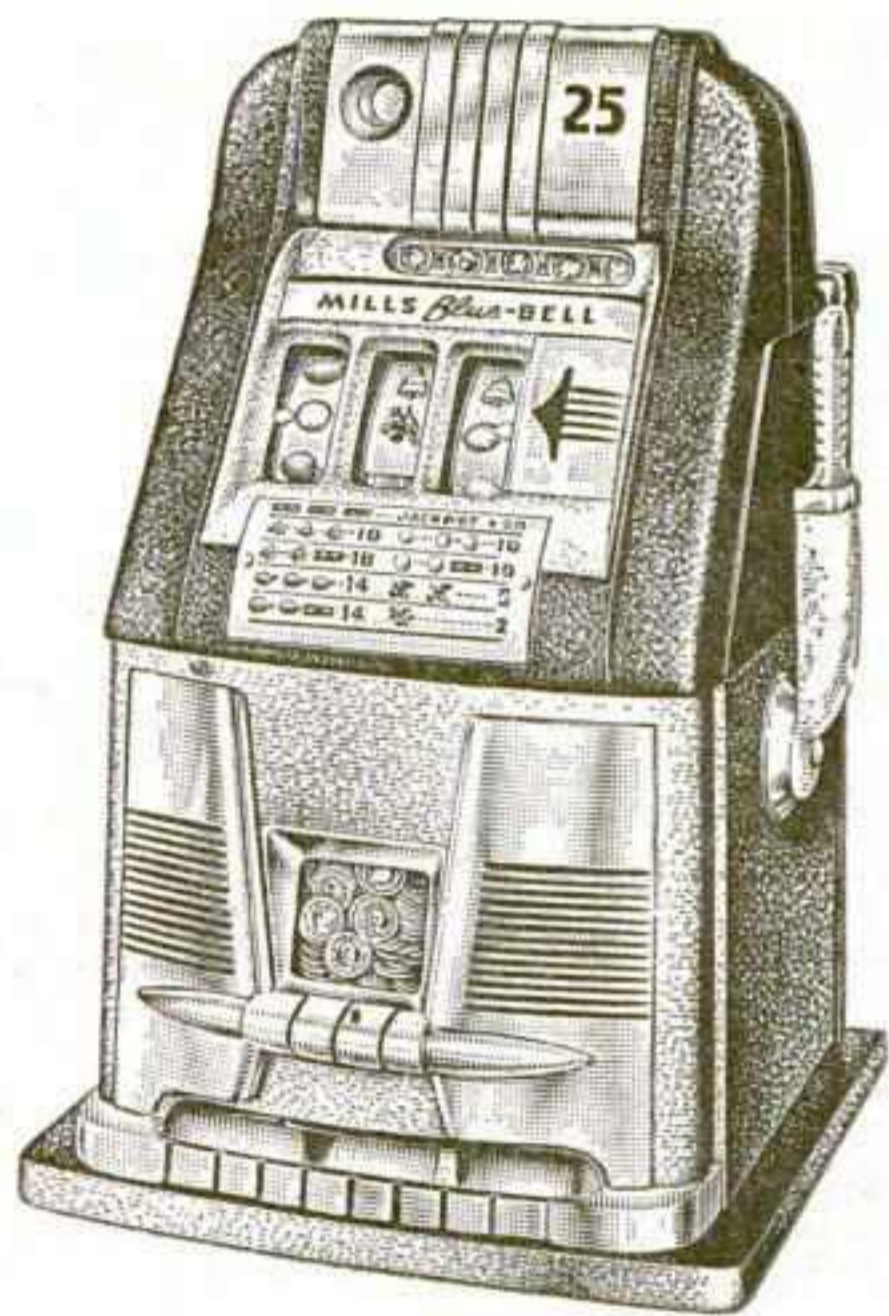
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WATCH FOR the WISE OWL!

Greatest Money Making Coin Machine in the World
What's everybody calling TRinity 3-5060 in Detroit for?



Mills Blue Bell!

The ideal, all-round machine for general operation. Blue Bell is finished in Hammerloid paint, a hard, durable, lustrous finish. Heavy, colorful, metal front decorations—colorful metal reward card with large, legible numerals. Colors: Ultramarine and cobalt blues, Chinese red brilliantly accentuated with polished ornamentations.

BELL-O-MATIC CORPORATION
4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

NEW! AMAZING! MONEY MAKING!

Strike It Rich WITH
ROCK-OLA SHUFFLE-LANE



TWO MONEY MAKING MODELS

De Luxe 8' Size
Super DeLuxe 9'6" Size

REAL GUTTERS RAISED PLAYFIELD

Mechanism Drawer for Easy Servicing

Cash In on This Money-Maker Now!

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FIVE BALLS		ONE BALL
Buccaneer \$80.00	Singapore \$17.50	Special Entry \$49.50
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1/3 Deposit With Order — Balance C. O. D.

ROYAL DISTRIBUTING, INC.

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AUTOMATIC COIN
America's Bell Machine Center

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products
7-BRAND NEW MILLS MODELS-7
 21 BELL • BLUE BELL • BLACK BEAUTY
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MILLS VEST POCKET BELLS, \$65.00
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NEW LOREN COIN CHANGER
 ONLY \$38.50
 FAST! ACCURATE!

Jobbers and Distributors, write for prices!

GUARANTEED, FINEST Reconditioned-Repainted SLOTS

Mills 5¢, 10¢ or 25¢ Prewar Bonus Bells \$ 99.50	Mills 5, 10 or 25¢ '47 Black Cherry ... \$119.50
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 DELUXE 8' SIZE
 SUPER DELUXE 9' 6" SIZE

REAL GUTTERS — RAISED PLAYFIELD MECHANISM DRAWER FOR EASY SERVICING
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NEW MARVEL COIN OR NON-COIN SCOREBOARD, \$115



EXHIBIT DALE GUN \$75.00

Used Shuffleboards 18, 20 or 22 Ft. \$100 and Up
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NOW DELIVERING ALSO CUBS, ACE and BUDDY
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Now Delivering—World's Greatest Counter Games

MARVEL and AMERICAN EAGLE

AVAILABLE IN 2 MODELS
 1—Non-Coin Operated, 1c or 5c Play
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 Marvel and American Eagle Completely Equipped for Token Payout



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 SMALL IN SIZE—BIG IN MONEY MAKING POWER



BUDDY 1c Play Featuring Cigarette Reels. Daval's famous Coin Divider and 2 separate cash boxes.

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WE WANT ACTION! ARCADE

Chicago Coin Pistols	\$115.00
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United Shuffle Skill	110.00
Dale Guns, Latest Model	115.00

WRITE FOR PRICES ON ALL NEW SHUFFLE TYPE BOWLING GAMES! YOU'LL SAVE LOTS OF MONEY!

Belgian Type Billiard Tables, 10¢ Coin Chute... \$74.50
 Crating \$10.00 Extra.

1/3 With Order, Balance C. O. D. Send for Free Illustrated Catalog.

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 Excellent Cond.—Write for Details
SIMPLEX
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FOR SALE
 Williams All Stars, \$100.00; Yanks, \$25.00;
 Bally Rapid Fire, \$50.00; Seeburg Chicken Sam,
 reconditioned and converted to Shoot the Bar-
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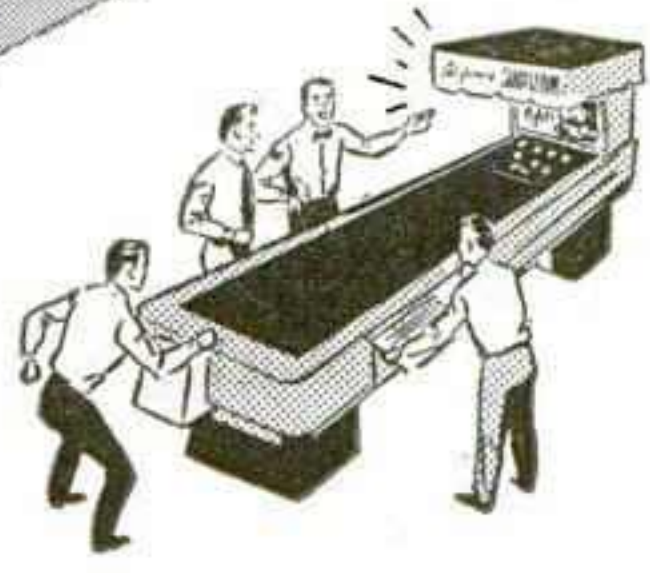
FRANK F. ENGEL

to all my friends

- 1. I am back in business in a new building with 20,000 square feet of space to serve you. Same firm name—same policy which made money for my customers and myself for 15 years.
- 2. I have a winner for you . . .

It gives me a great deal of personal satisfaction to make the following announcement:

CALIFORNIA
Shuffle Pins
 THE ORIGINAL
 SHUFFLE TYPE BOWLING GAME



IDEALLY SUITED FOR LEAGUE PLAY
1 TO 4 PLAY SIMULTANEOUSLY

My first shipment of three trailer-loads of CALIFORNIA SHUFFLE PINS sold out the first week. There are other trailer-loads on the way. It's a great game that will make money everywhere and KEEP making money for you. A size for every location—2 lengths—9 and 12 feet.

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APPROXIMATE SIZE
2 FT. WIDE X 8 FT. LONG

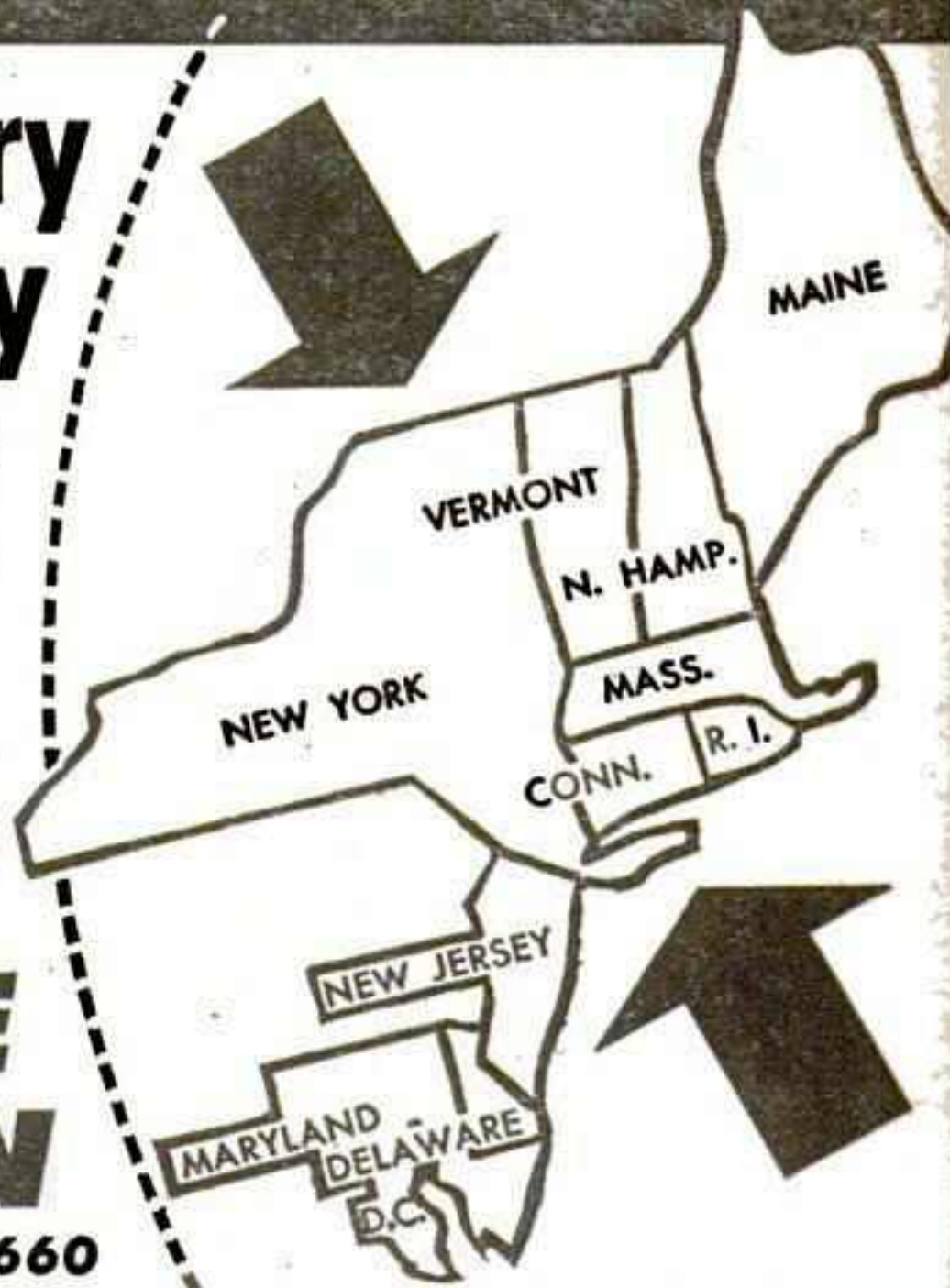
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There is No Substitute for United's Original
SHUFFLE-ALLEY

For Immediate Delivery
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CONTACT YOUR
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PLAZA 7-5660



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 Has brought much that is
 new and good, but nothing
 finer than the friendly
 spirit of this Holiday Season.
 In this spirit
H. C. EVANS & CO.
 wish you a
Merry Christmas
 and a
Happy, Prosperous
1950

NEW! AMAZING! MONEY MAKING!
Strike It Rich
 WITH
ROCK-OLA
SHUFFLE-
LANE



**TWO
MONEY
MAKING
MODELS**
 DELUXE 8' SIZE
 SUPER DELUXE
 9' 6" SIZE

**REAL GUTTERS — RAISED PLAYFIELD
MECHANISM DRAWER FOR EASY SERVICING**
Cash In On This Money-Maker Now!

ROANOKE VENDING MACHINE EXCHANGE, INC.
 1814 Williamston Rd. Roanoke, Va.



CAPTURING THE PREFERENCE OF OPERATORS AND PLAYERS ALIKE WITH THESE 2 OUTSTANDING WINNERS:

PIN-BOY AND BAND LEADER



OFFICIAL BOWLING
 STRIKES • DOUBLES
 TURKEYS • SPARES
 SPLITS • RAILROAD
 ★
 AUTOMATIC SCORING

EASY INSPECTION OF MECHANISM AT SIDE DRAWER

SIZE!
 9½ FT. LONG
 2 FT. WIDE

PUCK RETURNS AUTOMATICALLY AND FAST!
PUCK WITHHELD AT END OF GAME!



A RIOT OF 5-BALL ACTION!

- 5 KICKOUT HOLES
- ★
- 4 ACTION BUMPERS
- ★
- 1 FREE GAME BUMPER
- ★
- 6 ROLL-OVER SWITCHES
- ★
- 2 SKILL FLIPPERS
- ★
- TOP SCORE 9,400,000

Keeney PIN-BOY

It's just good business to own and operate Keeney's new PIN-BOY. It is puck-bowling at its best, because we build PIN-BOY from leg-levels to backglass with a perfection second to none. The popularity and earning power of Keeney's PIN-BOY is known. Order yours today.

YOUR KEENEY DISTRIBUTOR HAS IT, OR CAN GET IT FAST FOR YOU!

Keeney BAND LEADER

Four Kickout Holes at top count 10,000 each. One at center scores 50,000. Four Action Bumpers good for 10,000 each 'til lit, then jump to 100,000. One Free Game Bumper. Two Flippers. Six Roll-Overs: 5 for 10,000 lit; one for 50,000 lit. Top Score: 9,400,000. See. Compare. Keeney's Band Leader has tremendous appeal.

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 "THE HOUSE THAT JACK BUILT"
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to all our customers and friends
engaged in the coin machine business

and, of course

A Very Merry Christmas to
UNITED MANUFACTURING COMPANY

who literally saved our industry with

UNITED'S SHUFFLE ALLEY

BANNER SPECIALTY COMPANY

Endorsing Only The Best Since 1917

Philadelphia, Pa.

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NEW! AMAZING! MONEY MAKING!

**Strike It Rich
WITH
ROCK-OLA
SHUFFLE-
LANE**



**TWO
MONEY
MAKING
MODELS**

**DELUXE 8' SIZE
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9' 6" SIZE**

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New and Used

5¢ Blue or Brown Fronts	\$ 69.50
10¢ Blue or Brown Fronts	74.50
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5-10-25¢ Melon Bells	85.00
5¢ Black Cherrys	94.50
10¢ Black Cherrys	99.50
25¢ Black Cherrys	104.50
50¢ Black Cherrys	195.00
50¢ Jewel Bells	245.00
50¢ Pace—like new	175.00
5¢ Standard Chiefs	149.50
10¢ Standard Chiefs	159.50
25¢ Standard Chiefs	169.50
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New Mills and Jennings Slots and Consoles; New Safes—Single, Double, Triple Revolv- -arounds.	

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Voiceograph, Like New	\$325.00
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Lite Loagues, A-1	49.50
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Write • Wire • Phone • ADAMS 7254

**CENTRAL OHIO COIN
MACHINE EXCHANGE**

525 S. HIGH ST.

COLUMBUS 15, OHIO

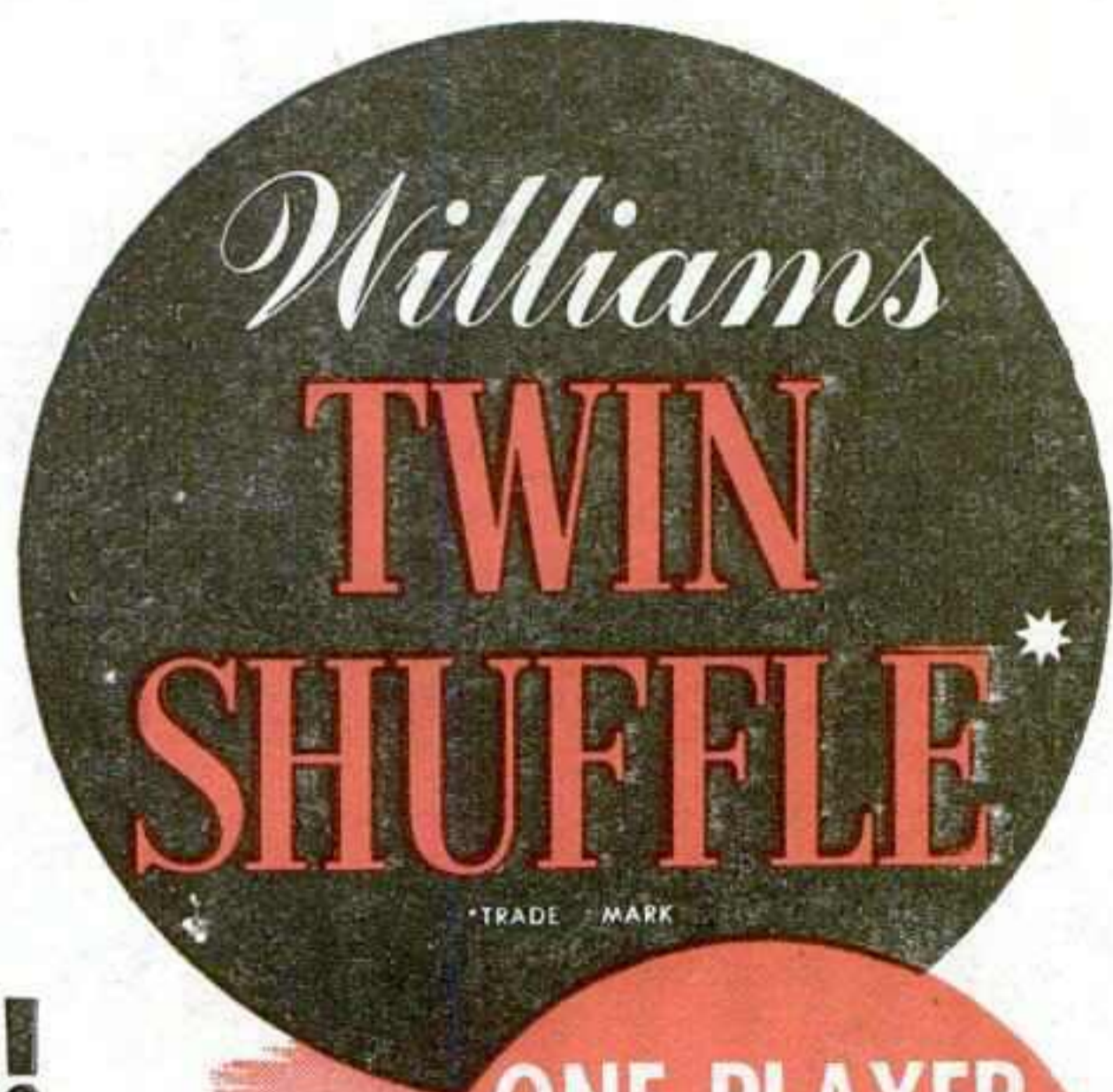
**You'll have fewer
out-of-order calls
with a Jennings!**

O. D. Jennings & Co. 4309 W. Lake St.
Chicago 24, Ill.

FIRST BOWLING TYPE SHUFFLE GAME
with AUTHENTIC BOWLING SCORING



for **1** or **2** PLAYERS!



GETS **DOUBLE** THE EARNINGS!

ONE PLAYER **10c**
TWO PLAYERS **20c**

ALTERNATING FRAME BY FRAME SCORING FOR EACH PLAYER!

STRIKES SPARES TURKEYS SPLITS RAILROADS ETC.!

- MECHANISM DOOR IN SIDE OF CABINET
- AUTOMATIC PUCK RETURN
- PUCK LOCKED IN AFTER EACH GAME
- IDEAL SIZE FOR ANY LOCATION—APPROX. 8 FT. LONG, 2 FT. WIDE

A TERRIFIC COMPETITIVE PLAY GAME!

RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER!



CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

SEE-IT BUY IT AT YOUR DISTRIBUTOR NOW!

**A MONEY MAKER you'll OPERATE
2 YEARS from NOW!!**

SILVER BULLETS

Exhibit's **NEW GREATER!**
PISTOL SHOOTING GALLERY

A COMPETITIVE GAME
2 NICKELS and ONE NICKEL PLAY

BUILT to serve the most realistic indoor target practice shooting ever offered to make a daily habit with location crowds all year round for BIG EARNINGS. YOU SHOOT with a realistic 45-COLT AUTOMATIC PISTOL with the sensation of the RECOIL and GUN KICK with each shot.

EIGHT TARGETS to AIM AT.
MOONSHINE JUGS and MOONSHINERS

TWO GUNS TO SHOOT—where the quickest draw to shoot fastest—aim the straightest is the WINNER...TWO LIGHT UP SCORE BOARDS register the HITS of each player. A LONE PLAYER can also enjoy target practice shooting. You are chasing 4 scooting moonshiners IN and OUT of their HIDE-OUTS at an apparent distance of 50 feet away from you. All this takes place in a colorful typical native backwoods scene.

SEE IT!! GET IT!! FROM YOUR DISTRIBUTOR

EXHIBIT SUPPLY CO. (EST. 1901) 4218-40 W. LAKE ST., CHICAGO 24, ILL.



BEAUTIFUL QUIET TONE CABINET—CHROME TRIMMED befitting to any type location. Occupies approximately 4 square feet of floor space.



EXHIBIT'S

SHANTYTOWN

**PROVEN the
OUTSTANDING
POPULAR 5 BALL**
SEE AT YOUR DISTRIBUTOR NOW!



SPECIAL LOW PRICES ON POPULAR GAMES

TRIPLE ACTION	\$39.50	SHANGHAI	\$29.50
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TOTAL ROLLS	29.50	GLIDER (Genco)	Write for Price!

All Games Cleaned and Checked! Specify Second Choice

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

S. L. Londen Music Co., Inc.

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JOE ASH

ACTIVE
COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
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Screwball	\$49.50	Humpty Dumpty	\$34.50
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"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

Save at Least Part of Each Week's Earnings
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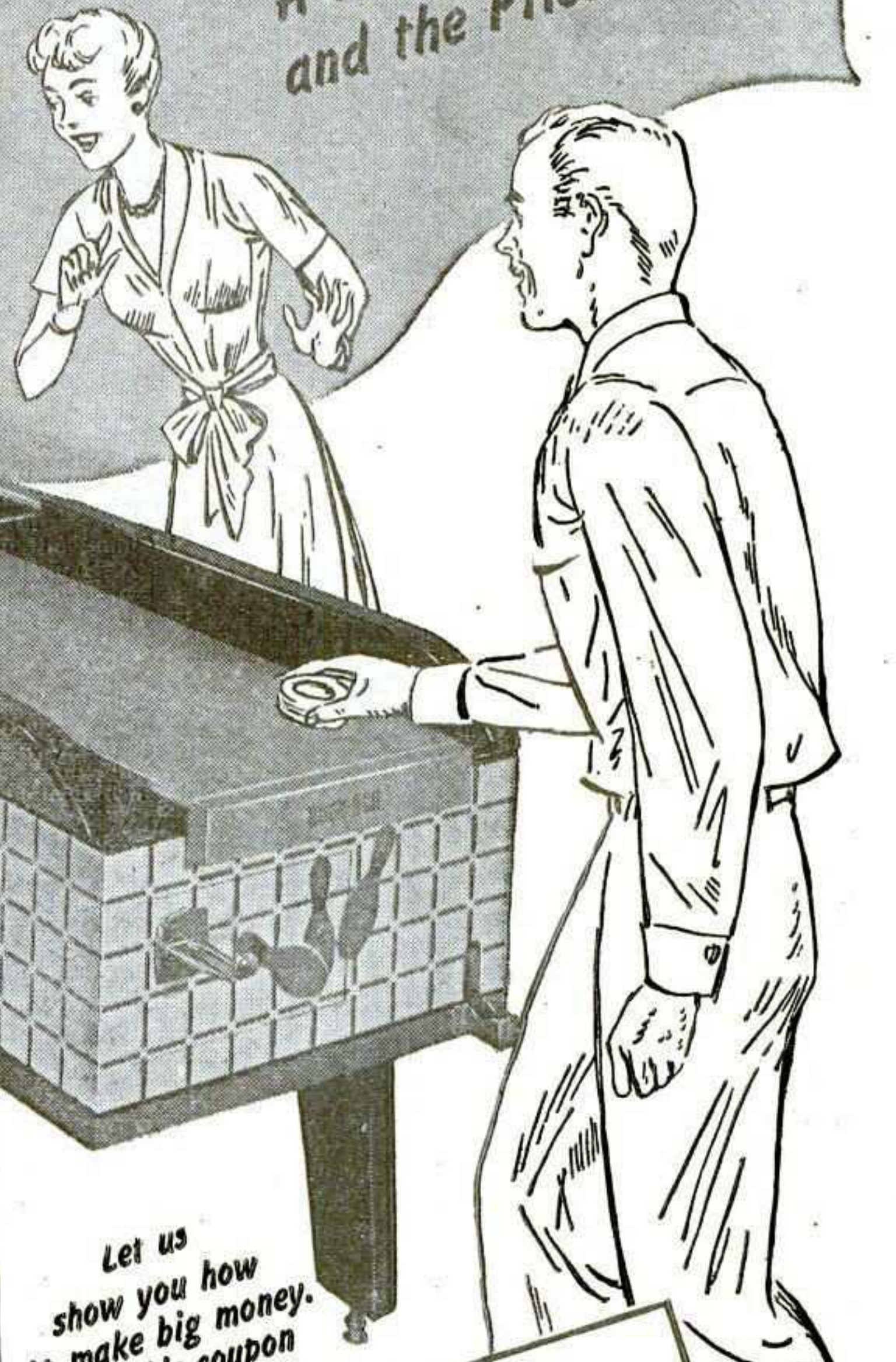
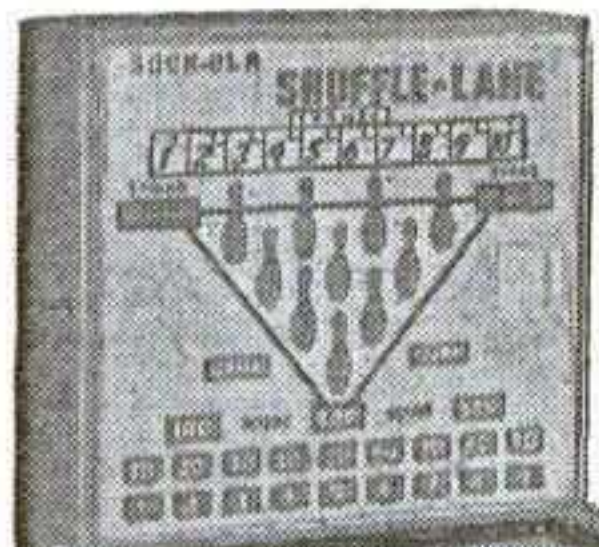
Strike!
it rich with

ROCK-OLA Shuffle-lane

New! Amazing! Money-making!

Shuffleboard's biggest name gives you—the world's finest Shuffle-Game.
Shuffle-lane strikes the right note with everyone—bowlers and shuffleboard players flock to play it—scores like bowling—is played like shuffleboard.

**A Real Money-Maker
and the Price is Right!**



Shuffle-lane features:

- Two money-making models—Deluxe 8' size, Super Deluxe 9'6" size.
- Real gutters simulate actual bowling conditions—Raised playfield permits real shuffleboard technique.
- Mechanism drawer on side of cabinet brings score control mechanism into full view for easy servicing.
- Gate released at start of game—locked in at finish. Coin operated 10c play—slide-type chute.

A PRODUCT OF
ROCK-OLA Manufacturing Corp.
800 N. KEDZIE AVE., CHICAGO 51, ILL.

Let us
show you how
to make big money.
Fill in this coupon
and mail it today.

Exclusive Sales Agent
STANDARD SHUFFLEBOARD LEAGUE INC.
3200 W. CHICAGO AVE. CHICAGO 51, ILLINOIS

I am interested in striking it rich, and would like full details on Shuffle-lane.

NAME _____ ADDRESS _____ CITY _____ STATE _____

1 CAN PLAY!

Chicago Coin's

2 CAN PLAY!

"BOWLING ALLEY"

PLEASE BEAR WITH US . . .

WE'VE BEEN SO SWAMPED WITH ORDERS FOR BOWLING ALLEY THAT IT WAS HUMANLY IMPOSSIBLE TO FILL ALL ORDERS. HOWEVER, WE'VE MORE THAN DOUBLED OUR CAPACITY AND STEPPED-UP PRODUCTION TO ASSURE YOU OF PROMPT DELIVERIES IN THE NEAR FUTURE!

Double Your Profit!

YOU GET 10¢ or 20¢ A GAME INSTEAD OF USUAL 10¢

NO OTHER BOWLING GAME ON THE MARKET TODAY CAN MAKE THIS STATEMENT!

HERE'S THE REAL LOW-DOWN ON THE BIGGEST THING THAT WE'VE EVER HAD THE CHANCE TO OFFER YOU!

GENUINE PLAYER COMPETITION! TWO CAN PLAY AT THE SAME TIME! NO WAITING UNTIL YOUR OPPONENT HAS COMPLETED HIS ENTIRE GAME. YOU COMPETE FRAME BY FRAME—MATCHING YOUR SKILL WITH YOUR OPPONENT'S, TOSS BY TOSS—NOW YOU'RE AHEAD—NOW HE'S AHEAD! EACH SCORE TOTALS SEPARATELY AND COMPLETELY AUTOMATIC! EXCITING, THRILLING! JAM PACKED WITH ALL THE KICK OF REAL BOWLING! STRIKES, SPARES, SPLITS AND RAILROADS!

**ACCEPTED EVERYWHERE!
LEGAL IN CHICAGO
LICENSED IN NEW YORK CITY**



APPROXIMATE SIZE—
8 FT. BY 2 FT.

1 or 2 CAN PLAY!

- IT'S FAST!
- IT'S PROFITABLE!
- IT'S THE ANSWER TO EVERY OPERATOR'S PRAYER!

10c—1 PLAYER
20c—2 PLAYERS

Chicago Coin Machine Co.

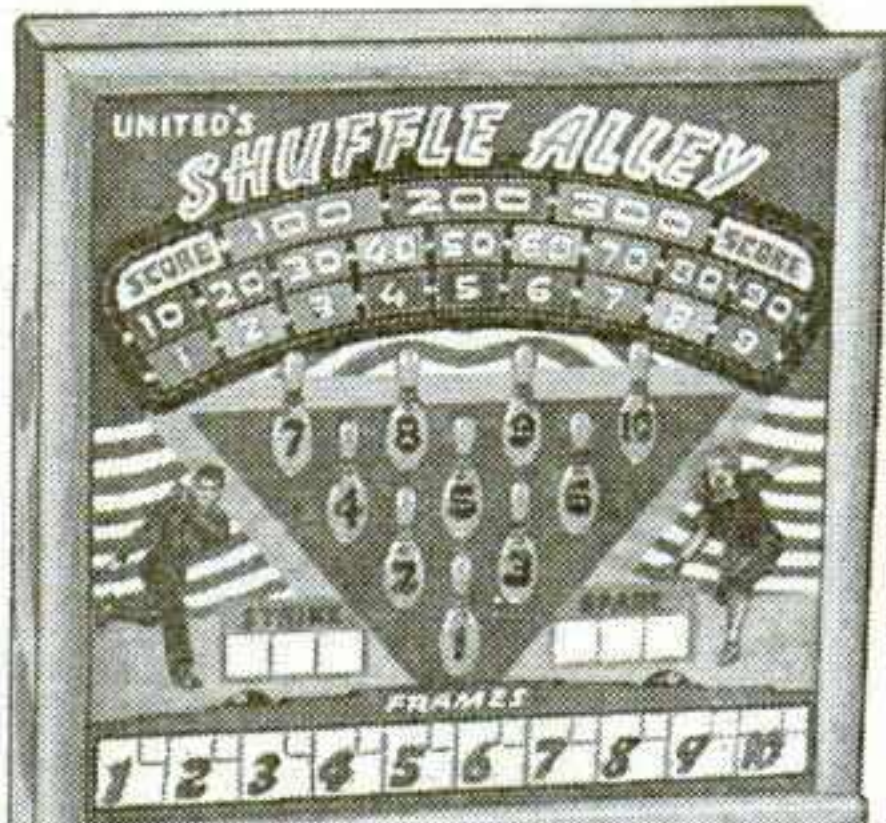
1725 Diversey Blvd.

Chicago 14, Ill.

UNITED'S SHUFFLE-ALLEY

THE ORIGINAL

Shuffle-Type Automatic Scoring Bowling Game
(Patent No. 2,192,596)



**Merry
Christmas
and
A Happy
New Year**

**ALL THE THRILLS
OF BOWLING**
SCORES EXACTLY LIKE BOWLING
TOTALLED AUTOMATICALLY

**WEIGHT RELEASED
AT START OF GAME**
RETURNS TO PLAYER AUTOMATICALLY
**WEIGHT LOCKED WITHIN GAME
AT FINISH**

**GREATEST NOVELTY GAME
OF THIS ERA**
EXCELLENT FOR COMPETITIVE PLAY
DEFIES DESCRIPTION

**ACCEPTED
EVERYWHERE!**
LEGAL IN CHICAGO
LICENSED IN NEW YORK CITY

BOWL

STANDARD BOWLING SCORING
TOTALLED AUTOMATICALLY

EQUIPPED WITH
**NEW
DROP CHUTE**

JUST  DROP IT IN

APPROXIMATE SIZE
2 FT. WIDE X 8 FT. LONG

SEE YOUR DISTRIBUTOR



UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

All Aboard! **K.C. Jones** 

... HIGHBALLING THE PLAY FROM MAINE TO CALIFORN-I-AY ...

with a **FULL HEAD OF STEAM BY GOTTLIEB!**



NEW TYPE PROGRESSIVE SEQUENCE!

LOCOMOTIVE BUMPERS!

SOUND EFFECTS!

EXTRA SCORE FEATURE PROGRESSES TO MAXIMUM OF HALF MILLION PLUS 5 SPECIALS!

FLASHING SEMAPHORE INDICATES MYSTERY SPECIAL!

ANIMATED TRAIN ON LIGHT BOX GLASS!

MYSTERY ROLLOVER KICKER!
New Tantalizing Recovery Feature!

"POP" BUMPERS

FLIPPERS!

Season's Greetings

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

LOOKS LIKE A
MERRY CHRISTMAS
 AND
HAPPY NEW YEAR
 FOR BALLY OPERATORS



Bally
Hot-Rods

Played with
FASTEST 5 BALLS
 in pin-game history!

Fastest play and fastest profits in years. Played with 5 balls but actually rivals one-balls in earning power. Get HOT-RODS today.

1 to 7 COINS PER GAME

1 to 7 SELECTIONS PER GAME

STANDARD 5-BALL SIZE CABINET

Bally
SHUFFLE-BOWLER

SKILL-SIZE: 9½ FT. LONG, 2 FT. WIDE
 Realistic Gutters on each side of Alley

REAL BOWLING THRILLS
 AMERICA'S FAVORITE GAME

OFFICIAL BOWLING RULES and SCORES
 Strikes, Doubles, Turkeys, Spares, Splits, Railroads

AUTOMATIC SCORING ON FLASHY BACK-GLASS

PUCK RETURNS TO PLAYER AUTOMATICALLY

PUCK LOCKED IN AT END OF GAME

Thousands on location prove SHUFFLE-BOWLER biggest money-maker in shuffle class. Order today for quick delivery.

CONVENIENT MECHANISM DRAWER IN SIDE OF CABINET

Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

CHAMPION KENTUCKY SPOT-BELL CLOVER-BELL

Season's Greetings

Give

*your locations richer money makers now
for long-run profitable operation in 1950!*

Now—get busy Holiday play and start 1950 off
with a long, steady run of much RICHER REVENUE.

Install Universal's PHOTO-FINISH. Because leading
operators of 1-ball games are now replacing with
PHOTO-FINISH, be assured your decision to buy
PHOTO-FINISH is based on proven performance.

INSTALL UNIVERSAL PRODUCTS—PROUDLY!



**UNIVERSAL'S
PHOTO
FINISH**

*Capture the
Holiday Play—Order Today*



**UNIVERSAL'S
Arrow
Bell**

TWIN
MULTIPLE
5¢ and 25¢
COIN HEAD

**GREATEST
CONSOLE
OF ALL TIME!**

Pep Up Your Locations...
**UNIVERSAL'S PHOTO-FINISH AND ARROW BELL GIVE
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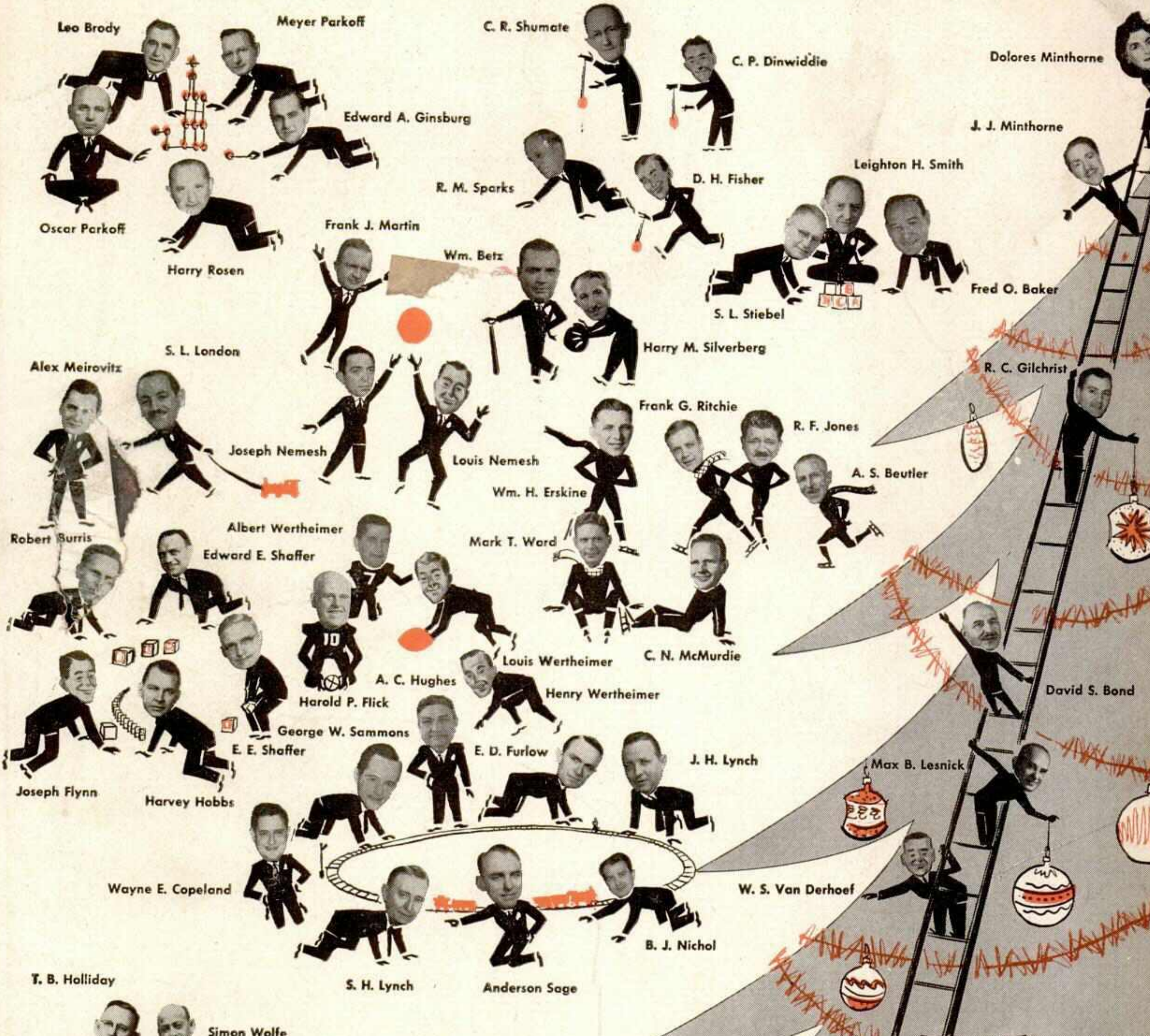
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