

The Billboard

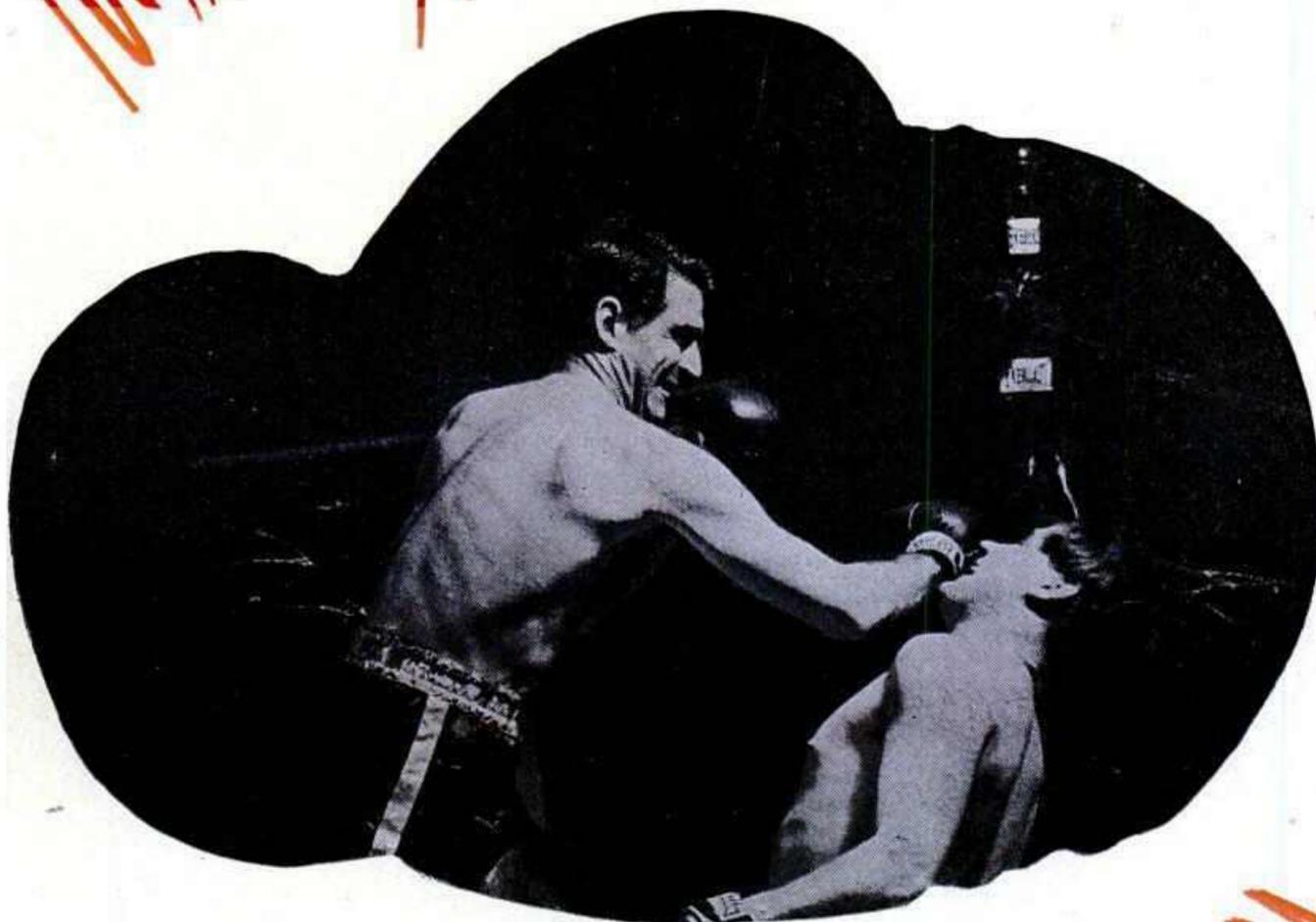


THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 18, 1948



Could be one of those storybook deals! Publicist George Evans played a substantial part in building Frank Sinatra into the big-buck brackets. Last week Evans and Sinatra split. Above is a new youngster, just 21, baritone Bill Lawrence, on whom Evans is readying an exploitation build-up which he believes will help make Lawrence the nation's next great songstar. Subscribing to Evans's high opinion of the kid is CBS's Arthur Godfrey, on whose 10:30-11:30 a.m. across-the-board Chesterfield Show Lawrence warbles regularly. Lawrence won top honors on Godfrey's "Talent Scouts" to grab morning spot. The lad also has signed an RCA Victor recording contract.



Sunday Punch

The time is **RIGHT NOW** to plan to deliver your **SUNDAY PUNCH** . . . to put across your biggest and best effort with the operators of America's 300,000 Juke Boxes.

Yes, in The Billboard's Special Juke Box Operator Supplement for 1949 you actually get better than The Billboard's every-week 100% coverage of the Juke Box Operator field.

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It all adds up to the biggest promotional opportunity of the year, and delivered to that vitally important segment of the music-record industry that plays to a daily audience numbered in the tens of millions . . . that accounts for an annual purchase of 47,000,000 records.

Plan now to deliver that Sunday Punch thru The Billboard's Juke Box Operator Supplement for 1949. Then follow it up from week to week for a genuinely sound, two-fisted, hard-hitting campaign that will put steam behind your exploitation efforts directed at the vitally important Juke Box Industry.

Remember the issue: January 22, 1949. Remember the deadline: For reservations, January 4; for copy and/or plates, January 6.

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CBS'S BATTLE FOR SURVIVAL

Wanted: Cheap Acts to Double In Lounges, Clubs, AM and TV

NEW YORK, Dec. 11.—A new drive for additional talent will find the three top offices—Music Corporation of America (MCA), General Artists Corporation (GAC) and the William Morris outfit—in more competition with each other in the immediate future, in the considered opinion of well informed showbiz insiders who have been thru previous economic cycles.

The main drive will be to get acts who can work in every field, from cocktail lounges, cafes, theaters, radio, pictures and television, but—and here the "but" is emphasized—who don't want too much money.

It was pointed out that there are already plenty of acts laying off, so why sign new ones? The reply was that there is plenty of work around but ideas of salaries keep most of them out. When these acts want to come back they've laid off so long that even \$1,000 for an act that previously got \$1,750 to \$2,000 won't find takers. The answer, according

to one source, was for acts to keep working so people wouldn't forget.

Gotta Be Choosey

In this drive for new talent, one office said, it will be choosey as to (See *Set-Up in Talent on page 44*)

Flying Carpet Puts Showbiz In Far Places

AM, TV, Legit, Orks Use Air

By Leon Morse

NEW YORK, Dec. 11.—Now used on a grand scale, air travel has given showbiz a scope never attained before, allowing for more dates in less time and under less pressure and changing the pattern of the lives of entertainers employing it.

Flying has made its outstanding contribution in the concert and lecture field where artists can and do (See *Plane Travel on page 50*)

Video May Bring Al Jolson Back To Winter Garden

NEW YORK, Dec. 11.—Al Jolson may return to the scene of his greatest successes, the Winter Garden Theater, if a deal now in the works succeeds. Jolson is reported ready to sign as emcee for at least the opening show of the new Mike Todd video series which will air from the famous legit house. The variety series is readying for a late January bow on Sunday nights over National Broadcasting Company (NBC).

The Jolson deal is said to be contingent upon approval of the Mammy-singer's radio sponsor, Kraft. NBC now is deep in negotiations with three prospective bankrollers, with the expectation that it will close a deal well before the opener.

Shelvey Theft Trials On

ATLANTA, Dec. 11.—Trial of Matt Shelvey, former national director of the American Guild of Variety Artists (AGVA), in Superior Court on a charge of \$20,000 larceny from the Henry Grady Hotel here will re- (See *Shelvey Theft on page 47*)

Thinks Only 2 Nets Will Live; Eyes Top Spot

Raids on NBC Indicative

NEW YORK, Dec. 11.—Ever since the Columbia Broadcasting System (CBS) started its unprecedented raids on the National Broadcasting Company (NBC) program roster, with accompanying expenditures which may yet exceed \$10,000,000, the radio and advertising fraternity has asked one question: What's behind the CBS maneuvering? The answer, essentially, is that the top-level thinking on the part of CBS execs has convinced them that the future, because of television, holds room for only two AM networks. William S. Paley, Frank Stanton and company, quite simply, want to insure CBS's position as one of those networks, preferably the No. 1 network. In the CBS book, then, this is a fight for survival.

This train of thought was confirmed this week by one of the highest Columbia execs. Beyond that are two essentially related facts. One is that network broadcasting, purely as a radio operation without outside ac- (See *What's Behind CBS on page 7*)

Chi "Prostitute" Ban Protested

NEW YORK, Dec. 11.—Seven organizations are sending telegrams immediately to Mayor Martin H. Kennelly, of Chicago, protesting the ban against Jean Paul Sartre's *The Respectful Prostitute* by the police. The action has resulted in the show being rerouted so as to skip Chicago, where it had been skedded to open December 27 at the Studebaker Theater.

If a satisfactory reply is not received soon, the orgs stand ready to take more drastic action, but exactly what is contemplated is not known. It is the opinion of the Chicago police censor, Capt. Harry H. Fulmer, that the play would disturb (See *Chi "Prostitute" on page 48*)

BILLBOARD BACKSTAGE

A Station Mgr. and a Record Man Mount the Disk Soap Box

By Joe Csida

In our December 4 *Backstage* piece we reluctantly mounted our soap box to pop off about the current record evolution (Columbia's 33 1/3-rpm, microgrooved, long-playing records and RCA Victor's imminent 45-rpm disks). Several readers accepted our invitation to do a little orating of

their own on the subject. Most interesting of the letters opposing our stand was one from T. J. Wertenbaker Jr., manager of WFMR, New Bedford, Mass. He says:

"If you don't mind, I'll use my own soap box—this little soiled one with (See *Billboard Backstage on page 23*)

TV Horning In on Radio, Disks, Flickers

"Parlor" Poll Tests Habits

NEW YORK, Dec. 11.—Owners of television receivers spend about 52 per cent less time on such home diversions as listening to radio or records, reading or indulging in a hobby than do non-video owners, according (See *TV Horning on page 18*)

Post-Ban Time, It Says Here

Diskeries Set To Cut; A&R Men Polish Ax

Initial Releases Lined Up

NEW YORK, Dec. 11.—The record industry is set to begin cutting with musicians within a few days, and the entire music industry, notably diskeries and publishers, is squared away for post-ban operations under the Petrillo-wax industry trustee plan. At press time, two steps remained to (See *Diskeries on page 19*)

He Heads Fund

PHILADELPHIA, Dec. 11.—Samuel R. Rosenbaum, noted Philadelphia attorney and patron of the arts, was chosen trustee of the American Federation of Musicians (AFM) royalty welfare fund yesterday (10). One-time president of WFIL, Philadelphia, Rosenbaum years ago was active in the National Association of Broadcasters and helped organize Broadcast Music, Inc. (BMI). He has supervised the Robin Hood Dell concerts and for years has been associated with the Philadelphia orchestra. During the war Rosenbaum served in the army with the rank of colonel and was cited for distinguished work with the army's radio division.

Wash. Okay Imminent Via Labor Dept.

Rosenbaum Named Trustee

WASHINGTON, Dec. 11.—An opinion is expected momentarily from the Justice Department giving the green light to a contract to end the music recording ban. It was learned authoritatively that leaders of the recording industry and the American Federation of Musicians (AFM) are (See *Wash. Okay on page 19*)

Santa's Equity?

SYDNEY, Dec. 11.—Men who play the part of Santa Claus for retail stores and other Christmas activities may have to join Actors and Announcers' Equity next year unless the Shop Assistants' Union (SAU) wins a reasonable hike in the pay. Equity claims that they are in reality actors and not shop assistants, but has agreed that if the SAU application for a hike is granted by the wage board, Equity will not dispute the classification. SAU is asking for seven pounds (about \$23) a week plus five pounds (about \$16.50) penalty rate. The penalty rate is for the risk of the long beard's catching fire and for sweating long hours in winter-type clothing in a climate where the temperature often hits 100 at this season.

This One



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Legit Scenic 'Economy' a Myth?

Stem Scoffs At West Coast Savings Boast

Says East's Quality Pays

NEW YORK, Dec. 11. — Recent bleats by producers spotlighting the economy in building legit sets on the West Coast are off the beam, in the opinion of top Broadway designers. According to the drawing-board boys, coastwise wages are actually higher and any savings stem from shoddy materials and cheaper methods of production.

If, states one of the Stem's top scenic architects, producers would settle for the same grade of work, quality of lumber and material, and would be satisfied with similar construction and painting practices, the sets could be turned out here just as economically—and perhaps more so. For example, he says, the backgrounds for *Magdalena*, handsome as they looked, could have been reproduced here at their Coast cost, provided that a similar construction job would have been acceptable. However, sets built locally assume future road travel and are carpentered and painted to stand up accordingly. While this approach does hike the original cost, in the long run it adds up to the best bet—permanency—as against a shoddy, temporary job.

N. Y. Costs Down

Actually, opines the same spokesman, local set construction costs have declined sharply over the past 12 months. Slowdown in production activities has as many as half a dozen studios and shops bidding on one show. The usual slack summer construction doldrums have run over into the profitably busy winter seasons. It is an unhealthy trade condition, since studio and shop rents have all taken a big jump and wages have increased 10 per cent, and still their operators must take it on the chin in competition for existence. A designer budgeting to get current costs down calls for competitive bids, and the (See *STEM SCOFFS* on page 48)

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\$ for Longhairs

HARTFORD, Conn., Dec. 11.—WTIC here last week pledged \$10,000 a year support for the next three years to help finance the recently revived Hartford Symphony Orchestra. The gift was presented to the Symphony Society of Connecticut by Paul W. Morency, veepee and general manager of the station.

AGVA, Cafe Ops Plan Road Units To Create Jobs

HOLLYWOOD, Dec. 11.—Details of a large-scale nitery circuit plan, designed to create jobs for low-priced acts and organized on a city-wide scale, were disclosed this week by Florine Bale, Coast topper for the American Guild of Variety Artists (AGVA). Project, awaiting a green light from national AGVA headquarters following local board approval this week, will call for organization of four local "road" units of four acts each. Signing a minimum of 12 cafes, acts would tour the circuit nightly, putting on show at four spots each night. Thus each unit will be guaranteed a minimum of three weeks' work, since units would interchange weekly until all spots had been covered.

The revolutionary plan, which AGVA hopes will prove a boon to unemployed talent, was developed by the union working with cocktail ops. Mark Erdman, lounge operator, will co-ordinate and package the units for resale to smaller spots. To protect its members, the union will insist on a minimum salary of \$150 weekly for a six-day week. Spots subscribing to the plan will sign minimum AGVA contracts and post cash bonds. To forestall larger niteries from asking the same deal, the units will be restricted to lounges or bars having 80-seat capacity or less. Acts will be guaranteed transportation between spots as well as showcasing aids, such as portable stages, microphones, spotlights, etc. Since many spots set for the deal have never used talent, precautions to insure a fair presentation of talent will be written into contracts.

Howard Bruce, act chieftain for the Arthur Silber Agency, will line up talent for the first units. Bruce said smaller spots have indicated interest in the plan since first disclosed, and felt that a minimum of 28 clubs

Old Golds May Drop Dodgers, Video and AM

NEW YORK, Dec. 11.—After seven years of airing the doings of the Brooklyn Dodgers, the P. Lorillard Company (Old Golds) this week was seen likely to bow out of the radio and television baseball picture for 1949. The company and its agency, Lennen & Mitchell, are pondering the situation, and the odds are somewhat less than even that they will renew.

Reasons for the move are the threatened television status for night ball games and the fact in the past year Old Gold has vastly increased its network broadcasting expenditures, adding the *Amateur Hour* on radio and tele, buying part of *Stop the Music*, and planning to add a new afternoon show featuring Bert Parks on the American Broadcasting Company.

A decision is likely by the end of next week, when Prexy Branch Rickey, of the Dodgers, is due back from the baseball confab in Chicago. Sportscaster Red Barber, the "verce" of Brooklyn, is under contract to the ball club, and will announce for whichever bankroller airs the games. The AM version is carried by WMGM, the video by the Columbia Broadcasting System. Old Gold recently renewed its radio and tele sponsorship of the games of both Chicago baseball teams.

Coast AGVA Leads Drive To Repeal 20% Nitery Tax

HOLLYWOOD, Dec. 11.—Coast nitery owners will organize forces in a drive to effect the repeal of the 20 per cent night club tax during the early months of the forthcoming congressional session. Move was spearheaded this week by American Guild of Variety Artists (AGVA) Coast topper, Florine Bale, with first meeting skedded to be held here Wednesday (15).

Since area bistro ops have no local or regional trade association to represent them, owners will be asked to contribute funds to a war chest. Dough will go for lobbying or to hire legal talent who will make pitch for tax repeal before legislators in Washington.

would come into the group at the outset.

Restricted to metropolitan Los Angeles district at the start, AGVA and agents will gauge results of local test before recommending that the circuit system be expanded nationally.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
BUTTONS AND BOWS
- No. 1 *Sheet Music Seller*
BUTTONS AND BOWS
- No. 1 *Most Played on Disk Jockey Shows*
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 *Disk via Dealer Sales*
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 *Disk in the Nation's Juke Boxes*
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 *Most Played Juke Box Folk Record*
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162
- No. 1 *Best Selling Retail Folk Record*
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162
- No. 1 *Most Played Juke Box Race Record*
BEWILDERED, Red Miller Trio, Bullet 295
- No. 1 *Best Selling Retail Race Record*
LONG ABOUT MIDNIGHT, R. Brown Mighty, Mighty Men, De Luxe 1154
- No. 1 *Sheet Music Seller in England*
BUTTONS AND BOWS

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 39 in Music Section.

"Ice Cycles" Closes Spokane Triumph; Preps '49 Edition

SPOKANE, Dec. 11.—*Ice Cycles* of 1948 closed its season here last Sunday (5) following a highly successful week's stand and left Monday for Hollywood to prepare for the 1949 season. Jim Harkins, manager, said final rehearsals for the 1949 edition would be held in Hollywood's Pan-Pacific Auditorium. The show will be outfitted at its prop and costume shop in Beverly Hills.

A sneak preview is scheduled for Albuquerque, N. M., December 20, prior to the annual Christmas Day premiere at Omaha. The Omaha opening will run thru January 2.

New stars to be added in Hollywood are Patricia Mathews, Australian gold medalist skater from *Ice Capades*; Marie McClenahan, former line girl in *Ice Capades* and understudy to Donna Atwood, and Willie Kall, ex-ballet boy for *Ice Capades* and comedian understudy, who will be in for a comedy act.

Good biz thruout the Northwest was capped by Spokane crowds 50 per cent larger than turned out for the show's last appearance two years ago, Harkins said. Five of the seven performances were sellouts. The 3,600-seat Spokane Ice Arena packed in over 20,000 persons.

The Shrine sponsored the first three performances and co-operated in an intensive publicity campaign, including a parade, window displays and lamp-post advertising. A photo contest tie-up with John W. Graham's store stirred up interest. So did talent tryouts, and three members of Spokane Figure Skating Club may be signed later, according to Harkins.

Construction Is Up 105% in Showbiz

WASHINGTON, Dec. 11.—Show business construction is humming along at a rate double that of 1947, the Commerce Department disclosed this week. Estimated costs of new night clubs, theaters, dance halls and hotels placed under construction in November totaled \$39,000,000. Compared with the figure of \$19,000,000 for November, 1947, the increase amounts to 105 per cent.

The Billboard

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Roger S. Littleford Jr.
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E. W. Evans Pres. & Treas.
Joseph C. Csida Vice-Pres.
Lawrence W. Gatto Secy.

Editors

Joseph C. Csida Editor in Chief
G. R. Schreiber Coin Machine Editor
William J. Sachs Executive News Editor

Managers and Divisions

W. D. Littleford, General Manager Eastern Division
K. Kemper, Advertising Manager
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800

M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill.
Phone: CEntral 6-8761

Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 5831

F. B. Joerling, General Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0443

C. J. Latscha Advertising Director
B. A. Bruns Circulation Manager
Main Advertising, Circulation & Printing Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUUnbar 6450

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The Billboard also publishes Turnover and Vend



THAT SUNDAY P. M. WHIRLIGIG

Or Adrenalin

NEW YORK, Dec. 11.—Establishment of a blood bank was announced by Columbia Broadcasting System (CBS) this week. Supposedly it's for CBS staffers and their families, but the way CBS is raiding the National Broadcasting Company (NBC) these days, a lotta people really thinks it's just a CBS mercy move.

CBS Reshuffles Sat. Night Sked

NEW YORK, Dec. 11.—The Columbia Broadcasting System is reshuffling its Saturday night shows, following the acquisition of *Gangbusters*, formerly heard on the American Broadcasting Company, and the skedding of a new Basil Rathbone series. Time changes are involved for three of the six shows in the 7:30-11 p.m. seg.

As of January 8, the probable line-up will see the Vaughn Monroe show in its regular 7:30-8 p.m. time, followed by *It Pays To Be Ignorant*, now heard at 9:30 p.m. At 8:30 p.m. Gene Autry will take over for half an hour, followed by *Gangbusters* and the Rathbone stanza. The hour-long *Sing It Again* show, now heard at 8 p.m., will follow at 10 p.m.

MCA Still Loves NBC and ABC \$\$\$

NEW YORK, Dec. 11.—Altho the Music Corporation of America (MCA) is doing its heaviest business these days with the Columbia Broadcasting System (CBS), it is not neglecting the other webs. Deals were brewing this week with the American Broadcasting Company (ABC) for a new hour-long radio program and with the National Broadcasting Company (NBC) for a video show.

The ABC show is being quietly put together by Herb Rosenthal, of MCA, and Bud Barry, ABC program chief. It is known that ABC has higher hopes for the ainer than it had even for *Stop the Music*, but no details about the stanza have leaked out as yet. The NBC tele project is an ice show built around Barbara Ann Scott, the young Canadian lass who scored in the Olympic games this year, and who is now handled by MCA.

MBS Gets in 7 P.M. Sunday Night Act

NEW YORK, Dec. 11.—The Mutual Broadcasting System this week became involved in the network battle raging around the 7 p.m. Sunday time, so it could learn the disposition of two new shows. Mutual Health & Benefit Insurance is pondering where to place its newly bought 25-minute version of *Mayor of the Town*, with a choice of the 7 or 7:30 period, depending upon how the opposition shapes up.

Also involved is the new Johnny Desmond show for Ronson lighters, which will fill the five-minute period after *Mayor*. Ronson inked Desmond this week, with the starting date fixed at January 9. Cecil & Presbrey is the agency.

Show Scramble Is Unabated; CBS, NBC Array Programs For Comedians' Warfare

Harris May Appear With Same Show on Both Nets

NEW YORK, Dec. 11.—Radio's bitter war, the program scramble between the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC) continued unabated this week, with Columbia apparently gaining further ground in its drive to whittle away top NBC programs. Here, as of the week-end, are the latest developments:

Altho not definite, CBS appeared well on the way to getting Wildroot to agree to shift *Sam Spade* from Sunday 8 p.m. This is a pivotal maneuver, for it enables CBS to spot Phil Harris, for Rexall, in the 8 p.m. slot. Harris is one of the Amusement Enterprises, Inc. (AEI) properties CBS acquired last week in buying Benny.

Wildroot execs, and Ben Duffy, president of Batten, Barton, Durstine & Osborn (BBDO), its agency, ended a meeting yesterday (Friday) without reaching a firm decision, but one is expected by Monday or Tuesday. Rexall, also a BBDO account, should *Spade* be moved, has reportedly agreed to spot the Phil Harris show both on CBS and NBC, where it now follows Benny at 7 p.m. using a transcription of the dress rehearsal. This would be an unprecedented situation, with the same show airing on one network, NBC, at 7:30, and repeated again at 8 p.m. over CBS. This would continue until February 20, when Rexall's contract expires with NBC, and would give that account time to decide which network it will finally buy. Late reports Friday (10) were that Rexall had assured NBC it had come to no final decision.

Pitch for Skelton

Also dependent on the Wildroot decision, is CBS's pitch to acquire the Procter & Gamble Red Skelton show on a capital gains buy of that comic's program. Skelton told *The Billboard* on the Coast he had not been approached by CBS. Reports are that the network is pitching at the Russel M. Seeds Agency (Freeman Keyes), which controls the package.

Meanwhile, the battle, with as fluid a front as ever occupied strategists, developed thusly at NBC:

The network had about set a deal whereby its 8 p.m. Sunday opening will be filled, starting January 2, by Fred Allen moving up from 8:30, his present time. This followed Edgar Bergen's disclosure from Hollywood that he was quitting radio for a while. Authoritative sources close to the Bergen situation—he was committed to a capital gains deal with Coca-Cola—stated that Bergen allegedly could not get the \$1,000,000 insurance policy coke wanted to buy, and that this cooled coke's interest.

To move Allen (Ford dealers sponsor him) up to 8 p.m., NBC released Standard Brands from a 13-week contract, recently signed, carrying the account thru March. But this still left NBC with two problems: Was the show to go into the 8:30 spot, and how to program if Allen goes thru with his plan to retire from radio for a while at end of June?

Heidt Replaces Benny?

NBC also settled on its replacement for Jack Benny as of January 2, with Philip Morris Cigarettes spotting its Horace Heidt talent hunt show in the Benny time at 7 p.m. Heidt now airs at 10:30 p.m. This gives NBC another half hour to fill, with the web stating it has had several offers by sponsors now on the air, both for the 8:30 and 10:30 spots. One possibility is that *Take It or Leave It* (Eversharp), handled by the Biow Agency, which also has Philip Morris, may shift from its present 10 p.m. Sunday spot into the 7:30 spot if Rexall does go to CBS. It also pits Philip Morris (Heidt) against Luckies (Benny).

Allen is figured gaining from the move, since it now places him in competition with the first half of *Stop the Music*. The latter program's strength gains appreciably in the last half hour, with which Allen now competes. But (See CBS, NBC Array on page 9)

That "Iffy" Sunday Line-Up

NEW YORK, Dec. 11.—Here's how the battling networks, the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC), shaped up their Sunday night programs as of this week. It's strictly an "iffy" line-up, insofar as CBS is concerned, the three big "ifs" being Wildroot's willingness to move to a Thursday night spot with *Sam Spade*, Rexall's willingness to shift Phil Harris from NBC to Columbia next February and Procter & Gamble's okaying the move from NBC to CBS—if the latter's capital gains deal with Red Skelton goes thru.

Columbia

6:30 Spike Jones
7:00 Jack Benny
7:30 Amos 'n' Andy
8:00 Phil Harris
8:30 Red Skelton

*—NBC is resigned to loss of the Rexall-Phil Harris show in February.

**—The deal to move Fred Allen from 8:30 to 8, replacing Edgar Bergen, was a virtual certainty yesterday (Friday).

***NBC is mum on who'll replace Allen at 8:30, but says it has had a number of bids already.

NBC

Ozzie and Harriet
Horace Heidt
Phil Harris*
Fred Allen**
Open***

On the Level?

NEW YORK, Dec. 11.—Lucky Strikes has just introduced its new radio advertising theme, "Feel your level best; get at the Lucky level." This, plus the shift of the Philip Morris Horace Heidt series to compete against Jack Benny, has led wisecracs to comment:

"Seems as tho Philip Morris wants to get at that Lucky level."

Pepsi Jingles Happy ABCTune

NEW YORK, Dec. 11.—Pepsi-Cola, which has been gandering network radio for some time without making the leap, this week was on the verge of closing with the American Broadcasting Company (ABC) for three half hours weekly. The program involved is *David Harding, Counterspy*, which formerly was heard as a once-weekly, 30-minute ainer. The plan is to air *Counterspy* on Tuesdays, Thursdays and Saturdays, from 7:30 to 8 p.m., starting in January.

The move would interlock Pepsi-Cola with General Mills, which utilizes the same time on Mondays, Wednesdays and Fridays and plays to much the same type of audience Pepsi is seeking with *Lone Ranger* and *Green Hornet*. Pepsi's agency is Biow.

RWG, Agencies In Peace Pact

NEW YORK, Dec. 11.—Negotiations between the Radio Writers' Guild (RWG) and the advertising agencies and independent package producers covering rights, minimums, the definition of a unit and re-use fees were concluded this week. Only the lesser details remain to be worked out. The terms of the agreement will be identical for both the agencies and the packagers.

However, five shows, led by *Ford Theater*, which refused to bargain with the RWG are still holding out. The union, nevertheless, is hopeful that when the pact is signed with the other agencies these programs will do the same.

Case, NY AFRA Prez, To Seek Re-Election

NEW YORK, Dec. 11.—Nelson Case, president of the New York unit of the American Federation of Radio Artists (AFRA), will run for re-election this year. Clayton Collyer, former local prexy, may oppose him.

In addition, the "liberal" AFRA faction will present several other candidates for local offices, including Ben Grauer, Dan Seymour, Virginia Payne, Julie Conway and Chuck Goldstein.

CBS Drops Harris's 'B'way & Vine' Show

NEW YORK, Dec. 11.—Radio Harris's showbiz gossip show, *Broadway and Vine*, is being dropped by the Columbia Broadcasting System. The show, skedded in the 3:55 to 4 p.m. period across the board, will air its last December 31.

The program is now sold co-op except on the West Coast, where it has no outlets.

U. S. Median Listening Set At Almost 6 Hours Daily

NEW YORK, Dec. 11.—American radio receiver ownership has climbed beyond the 90.4 per cent of ownership reported in 1946, and with a total of 37,623,000 U. S. families now owning one or more sets, set ownership has reached 94.2 per cent of all U. S. families. These figures, and related data, will be revealed next week by the Broadcast Measurement Bureau (BMB) in a new study called *Who Owns Radios?* The figures are as of January 1, 1948, with the Market Research Corporation and Alfred Politz Research having handled the field work.

Salient facts reported in the study follow:

40.9 per cent of the total 39,950,000 U. S. families (an increase from the 36,600,000 U. S. family figure of 1946) own more than one radio.

10,000,000 families own two sets.

5,000,000 families own three sets.

9,416,300 families own autos with radio receivers.

MAB Execs To Meet On Plans for 1949

SAGINAW, Mich., Dec. 11.—Officers and directors of the newly organized Michigan Association of Broadcasters (MAB) will meet Tuesday (14) to formulate plans for 1949. Composed of a comprehensive cross-section of this State's 51 radio corporations, the MAB recently convened on invitation of Milton L. Greenbaum, prexy of the Saginaw Broadcasting Company, operator of WSAM, who was elected its first president.

Other officers of the new org include Dr. Willis Dunbar, WKZO, Kalamazoo, veepee; Howard Finch, WJIM, Lansing, secretary-treasurer, and the following directors: Jack Sherer, WHFB, Benton Harbor; Stanley Pratt, WSOO, Sault Sainte Marie; Edward Baughn, WPAG, Ann Arbor, and Worth Kramer, WJR, Detroit.

MBS Due for New Show From Fram

NEW YORK, Dec. 11.—The Fram Corporation of Providence, manufacturers of oil and motor cleaners for automobiles, this week prepared to bow into web radio with a weekly five-minute show featuring Ed Thorgerson, newsreel commentator and comic. Fram is working out details with Mutual Broadcasting System for a Saturday night spot, starting next March. Time has not yet been set.

The agency involved is Van Sant, Dugdale & Company, of Baltimore.

Bucket o' Dough

ST. LOUIS, Mo., Dec. 11.—KXOK's farm editor, Charley Stookey, is now using a quiz show format in an effort to determine the rightful owner of a bucketful of money recently found in a pile of driftwood near the mouth of the Missouri River by Fritz Boedefeld, elderly Missouri hunter. The latter stumbled upon the money, enough to represent someone's life savings, when his dogs cornered a coon.

Determined that only the rightful owner should collect, Boedefeld insists on the correct answers to four questions—how much money was in the bucket, what kind of string was used to tie the rolls of bills, what newspaper was used to wrap them and what color is the inside of the bucket painted?

In high income families, 98.6 per cent own radios.

In middle income, 97.4 per cent own radios.

In lower income levels, 85.1 per cent own radios.

The total number of radios in the U. S. (in working order) is 61,953,000 receivers, plus 1,791,500 portable sets and 10,037,900 auto sets.

Listening habits reflected in the BMB study show that:

Median listening is 5 hours 53 minutes per day. In the morning the median is 1 hour, 48 minutes; in the afternoon, 1 hour, 53 minutes and in the evening, 3 hours, 6 minutes.

'Supper Club' Back To KFI and First

HOLLYWOOD, Dec. 11.—Chesterfield ciggies did an about face this week and decided to return local airings of *Supper Club* to KFI, Hollywood National Broadcasting Company (NBC) affiliate. After canceling show November 19 as result of KFI's refusal to shift frost warning airers which cut into *Club's* opening minutes, Chesterfield took show to KMPC, local indie. This week, however, bankroller gave in to KFI, repurchased the old time slot and bought an extra 15-minute slice for



KLZ National Sales Manager

LEE FONDREN

Fondren is continuing the bang-up job for KLZ's national accounts that made him widely known in agency-sponsor circles for seven years as KLZ's promotion and merchandising manager.

KLZ, DENVER

rebroadcast at 11:30 p.m. effective December 13.

Meanwhile KMPC was still contracted to carry the ailer in the 9 p.m. slot until January 7. Negotiations were under way to settle the contract amicably in order to eliminate duplication of stanza on two local outlets. Move put KMPC in a spot since the station went all out to promote the show, with continuous air plugs running daily pitching new acquisition.

BLS Surveys Job Chances, Will List Them for Veterans

WASHINGTON, Dec. 11.—A comprehensive study of radio and TV job opportunities is now being undertaken by the Bureau of Labor Statistics (BLS). It was learned this week. BLS plans to put out a study showing a breakdown of the number of stations, number of employees, working conditions and prospects for jobs in each of the 48 States. When completed, the survey is to be used chiefly for vocational counselling by the Veterans Administration (VA).

For several weeks, BLS statisticians have been canvassing the files of the Federal Communications Commission (FCC) and the National Association of Broadcasters (NAB) for data to use in the study. Trade publications have also been studied by BLS to get leads for the survey.

Pamphlet Form

Analysis of the statistical data is to be made by BLS experts, to be put out later by VA in pamphlet form. A counsellor in Chicago, for example, will be able to refer to the pamphlet and tell veterans interested in radio the number of broadcast stations in

operation in Illinois, the number about to go on the air, their location, rates of pay and hours of work.

In addition, the VA pamphlet will contain an outline of the qualifications for various types of radio and TV jobs. Information for this portion of the study is being gathered mainly from the NAB. VA counsellors also will be able to tell veterans who want to become announcers, for example, exactly how much and what kind of schooling is required and explain the qualifications needed. A woman wanting to become a studio receptionist could be told where to apply, how much she can expect to earn and into what jobs she might be able to advance.

Six Months Off

While VA will use its booklet for the benefit of veterans, BLS will issue its own report on the survey for the benefit of the general public. The work is not expected to be completed for another six months. Data already gathered must be coded by BLS and set up in tables before State-by-State analyses can be made.

Five Other Stations Encourage Listeners To Tune to WHDH

BOSTON, Dec. 11.—WHDH here has just concluded one of the most unusual time-buying deals in radio, the net result of which finds its programs being plugged on five other radio stations in nearby communities and one right in Boston. The deal, handled by Bill McGrath, manager of WHDH, has WHDH buying the sign-off announcement on the six daytime stations involved.

Other outlets plugging WHDH are WBET, Brockton; WCCM, Lawrence; WCRB, Waltham; WKOX, Framingham; WLYN, Lynn, and WORL, Boston, all of Massachusetts. They are daytime stations, signing off at local sunset. WHDH is paying each station regular card rate for the spot an-

nouncements, under 52-week contracts.

WHDH's pitch comes just as the other stations leave the air for the day—now around 5:30 p.m. The plugs are unusually direct, since they mention not only WHDH and its call letters, but its dial location, the program on the air at that particular time and top shows to be aired later in the evening. Thus, the other stations are saying, in effect, "for the best in radio, tune in WHDH."

Several other stations approached by WHDH, balked at the idea of boosting a competitor. They are, however, watching how the new arrangement works out and may sign up later on.

Yankee Web To Install FM For Bus Riders

HARTFORD, Conn., Dec. 11.—The Yankee Network, regional radio network in the New England States, has organized a frequency modulation division which will install FM in busses. The concern has been given New England franchise rights for Transit Radio, Inc., of Cincinnati. The latter outfit has already installed sets in busses in Cincinnati.

Bob Manby, until recently general manager of the Yankee owned-and-operated WONS, Hartford air outlet, has been promoted to a new capacity in the new, FM division. He will work directly under Tom O'Neil, network vice-president.

Conn. Not Set

As far as Connecticut bus companies taking on the new service, however, there's been nothing definite. Manby says, however, that negotiations are under way in New England, with a future announcement to reveal the negotiation developments.

R. J. Bennett, vice-president and general manager of Connecticut's biggest bus outfit, the Connecticut Company, said Wednesday (1) that his concern is "studying the situation." He added that he knows of several bus firms using the sets. Some difficulties, he noted, have developed in connection with actual operation of the sets. Maintenance and lack of proper set volume are among the problems, he said.

Fem Gabbers? No! Shout Britishers

LONDON, Dec. 11.—The announcement that women announcers would be used alternately on the popular British Broadcasting Corporation (BBC) program, *Housewives' Choice*, has brought a howl of protests from listeners.

Typical among the complaints is one which says: "We do not want any clacking women talking to us." One listener says that women announcers always "squeak."

One radio columnist writes that "the changes are being made, I gather, because so many people want to do the talking that more must be given a chance to avoid a charge of favoritism."

The BBC has not given up the idea of alternating announcers among its male and female staff, but the protests are expected to bring about a change.

WKNX ADDS 3 STAFFERS

SAGINAW, Mich., Dec. 11.—Three new staffers have been added to the WKNX roster recently. They include Ernest T. Guy, formerly promotion manager for WATL, Atlanta, who is program director and promotion manager; Don Meyer, disk jockey formerly associated with WRVA, Richmond, Va., and Gene Ellerman, chief newscaster, who produced and emceed the *Mississippi Valley Jamboree* while with KHMO, Hannibal, Mo.

Toubes Troubles

WASHINGTON, Dec. 11.—After having no trouble at all with such words as "zlotys," "kyanite" and "kweichow," government printers had a mental lapse with the result that a Commerce Department publication this week remarked that Poland is making a radio to sell for 30,000 zlotys. "The radio," said the Commerce Department, "will have four toubes."

WHAT'S BEHIND CBS PLANNING?

L. A. Examiner Joins Pro-Radio Process

HOLLYWOOD, Dec. 11.—Hearst's L.A. Examiner named Pat Hogan, vet staffer, to new post of radio editor this week, making paper third metropolitan daily to break away from anti-radio agreement and expand coverage (*The Billboard*, December 11). Hogan was introed to the trade at a luncheon of network press chiefs by Nick Kenny, *New York Mirror* pillarist, who trekked to the Coast to organize radio set-up.

With *The Daily News* and *Mirror* running full radio coverage, and Hearst's *Herald-Express* breaking into radio via expanded log listings, *The Times* became sole holdout. Its entry into the radio sweepstakes was held to be merely a question of time.

Jack Kirkwood Back In New ABC Series

NEW YORK, Dec. 11.—A new husband-wife situation comedy show was bought this week by the American Broadcasting Company and features comic Jack Kirkwood. Titled *At Home With the Kirkwoods*, the ailer will be put into the 11:45 to noon slot across the board, starting December 27.

The deal was set thru Century Artists, which handles Kirkwood.

P&G PROMOTES CRAIG

CINCINNATI, Dec. 11.—Procter & Gamble (P&G) this week upped William F. Craig to the post of manager of television from his position in the daytime radio department. Gil Ralston, formerly tele manager, moved up to executive producer of P&G video shows. The move was inspired by a need for more help to handle P&G's expanding tele interests.

England Steps Up Video Set Output

LONDON, Dec. 11.—Television output in England has jumped five times the average monthly production of last year. This was revealed in the House of Commons when government statistics disclosed that 11,876 television sets were produced in this country in September.

In 1946, when postwar production of domestic television sets was resumed, the average monthly output was only 530, increased further in 1947. Leading producers forecast a monthly production of nearly 20,000 within six months.

W. L. Wyatt, Socialist MP, raised the question in the House of Commons as to what the government was doing to promote research and export of British television sets and transmitters.

"The Americans," he said, "are at present pressing forward much faster than we are. In this country we have only 85,000 television viewers, against 700,000 in America, and our set output is 10 to 12 times fewer than in America."

WLXW, Carlisle, Pa., Bows

CARLISLE, Pa., Dec. 11.—WLXW, 1,000-watter, preemed here Saturday (4) on a daytime broadcasting schedule, 7:30 a.m. to 5:30 p.m.

Owned by Philip Mathews, the staff includes Jerry McDevitt, manager; Harry Lee, Vincent Shafmeister and Dave Taylor, announcers; Henry Palmer, chief engineer; Tommy Thompson, assistant engineer; Ed Caplan, sales manager, and Mrs. Henry Palmer, copy writer.

Webs See Future Limited To Only Two AM Networks; Plus TV Program Pay-Off

Accounts for Net's Recent Outside Expansions

(Continued from page 3)

activities, has ceased to be profitable, with one exception. This, in itself, is a startling disclosure. The other development is the pattern of CBS developments for the past two years—all concentrating on radio activities outside the sphere of selling time facilities, thereby developing additional sources of revenue.

With respect to the profit phase of network operations, *The Billboard* learned on the highest authority this week that of the four major networks only one will show a profit for 1948 and that same one was the only one to chalk up a direct profit from networking in 1947. This is NBC. CBS will show a profit, too, but it will be derived most substantially from the following sources:

First, its owned-and-operated stations. This represents by far the greater portions of the corporation's net profit. Second, its radio sales (station representation) operation. Also contributing, but to a much lesser degree, is the Housewives' Protective League. It is doubtful that Columbia Records (CR) this year will show a profit, partly because of its investment in long-playing (LP) records. But CBS expects CR to pay off increasingly in the future.

The American Broadcasting Company (ABC) has not showed a network profit either, it is claimed, altho it, too, is supposed to be showing a

net insofar as its owned-and-operated stations are concerned. The other web, the Mutual Broadcasting System (MBS), has not been designed to make a direct profit, but rather to build up incomes of its station stockholders.

Thus, the recent steps taken by CBS assume greater clarity and importance. It accounts for the web's purchase of the profitable Housewives' Protective League; its improvement and jockeying to improve its AM owned-and-operated stations, such as its purchase of KQW, San Francisco; its expansion into increased station representation via its Radio Sales, Inc., and above all, its whopping program of package programs, including its many no-name shows (*My Friend Irma*, *Crime Photographer*, et al.) and, of course, its current spree for stars—Jack Benny, *Amos 'n' Andy* and the others.

CBS, it is said, feels that the aspects of package programming are many angled. In the early days of the NBC raids it helped the web recoup from the hosing it got when NBC swiped its top shows. It has helped sell time, keeping affiliates content and increasing owned-and-operated station income; it has helped build properties for television. Above all, as in the case of the sock Thursday night line-up, it has built the CBS audience, thus improving the web's chances if and when its own version of the future—a two network layout—develops.

Into this background, then, the \$4,000,000 CBS has spent so far for Benny and *Amos 'n' Andy*, fits neatly. By owning those shows, CBS is projecting and protecting its AM future, and building for its TV future. CBS, in keeping with the other networks, anticipates in the not too distant future, a period of rate cutting and declining grosses for radio networks. Its outside activities will help make up that income; they will also strengthen the network until the time television revenue takes up the slack.

CBS believes that facilities will not be dominant in television as they are in sound broadcasting. TV signals, by and large, will be equal in strength, without a counterpart of 50,000-watters vs. 250-watters. Thus, viewing will be based primarily on program production and skill. In that department CBS has long had an edge, and now the web is proceeding to insure that edge.

One move, however, which CBS definitely will not take, is to enter a dogfight with NBC by trying to steal some of the NBC affiliates. Some years ago CBS was badly burned by just such a deal. This was when NBC tried to get G. A. Richards to change his Detroit affiliation for WJR from CBS to NBC. NBC offered Richards a terrific deal, which CBS, in order to hold on to the 50,000-watter, bettered. It has, according to authoritative sources, regretted it ever since. Thus, CBS feels that it would be suicidal to get into a fight whereby network affiliation compensation would be increased. If the network operation is not profitable now, what is the sense of cutting that income? Beyond that, CBS feels that it would suffer in such a pyrrhic warfare; NBC would, too, and only the stations would benefit.

NBC's Revised Star Philosophy

Web Says -- If Names Wanna Go, Let 'Em

Hypothes Show Building

NEW YORK, Dec. 11.—The National Broadcasting Company (NBC), which for years, more than any other network, has prided itself as the "network of the stars," will not, irrespective of the pressure placed upon it by its arch-competitor, the Columbia Broadcasting System (CBS) via the latter's capital gains star drive, counter with a like spending spree of its own. For years, NBC has hitched its dominant position to its stars. Now, says the web, if the stars want to leave, they may. NBC will not build up the prices of talent by counter-bidding; NBC will not demean itself by "crawling" and begging acts to stay on its facilities.

The NBC position, as a result, now is this: If NBC cannot survive, irrespective of how many talent and program defections it suffers, it has no right to exist.

This marks one of the sharpest reverses in network philosophy in years. Coming at the same time as the disclosure of the CBS thinking

Hooper-in-Law

NEW YORK, Dec. 11.—One of the funniest press release gags in some time was the one sent out this week by Young & Rubicam about Goodman Ace, whose show has just been axed by General Foods. The blurb read:

"Last week Ace received a phone call asking, 'What are you listening to?' 'My mother-in-law,' was the adamant reply."

behind its newest moves (see story on this page), it is especially revealing.

As a result, NBC is more than ever committed to its policy of splurging on a program building drive, as reported in last week's *Billboard*. Its decision is the result of thinking somewhat paralleling CBS's—namely, the increasingly hazardous economic future facing radio—altho its reaction is different. Basically, NBC can see no economic soundness in putting itself in hock to talent, at peak prices, with no surety of longevity and with what it feels may be limited as TV draws.

Even tho this policy is not solely the result of NBC's own choosing, in that CBS precipitated the crisis by its capital gains talent raids, it still marks a terrific switch by NBC. It also increases the web's problem, since it must now go thru the tough problem of building shows and finding creative program personnel.

Kellogg Can't Keep Offen That Network Radio

NEW YORK, Dec. 11.—Kellogg Cereals, which earlier this year canceled all its radio programs and renounced the medium, this week returned to the fold. The account is testing a new audience participation show, *Mother Knows Best*, on 30 Columbia Pacific stations, starting January 8.

When the account bowed out of radio, after many years of active sponsorship, it allowed as how it was going to concentrate on other media, primarily black and white. No accounting was given for the switch in policy.

The program will feature Warren Hull as emcee, with Herb Moss producing. It will be transcribed in New York, where Hull does a video show, for its Western airing. The show was built by Kenyon & Eckhardt, Kellogg's agency.

Rushton Succeeds Larkin

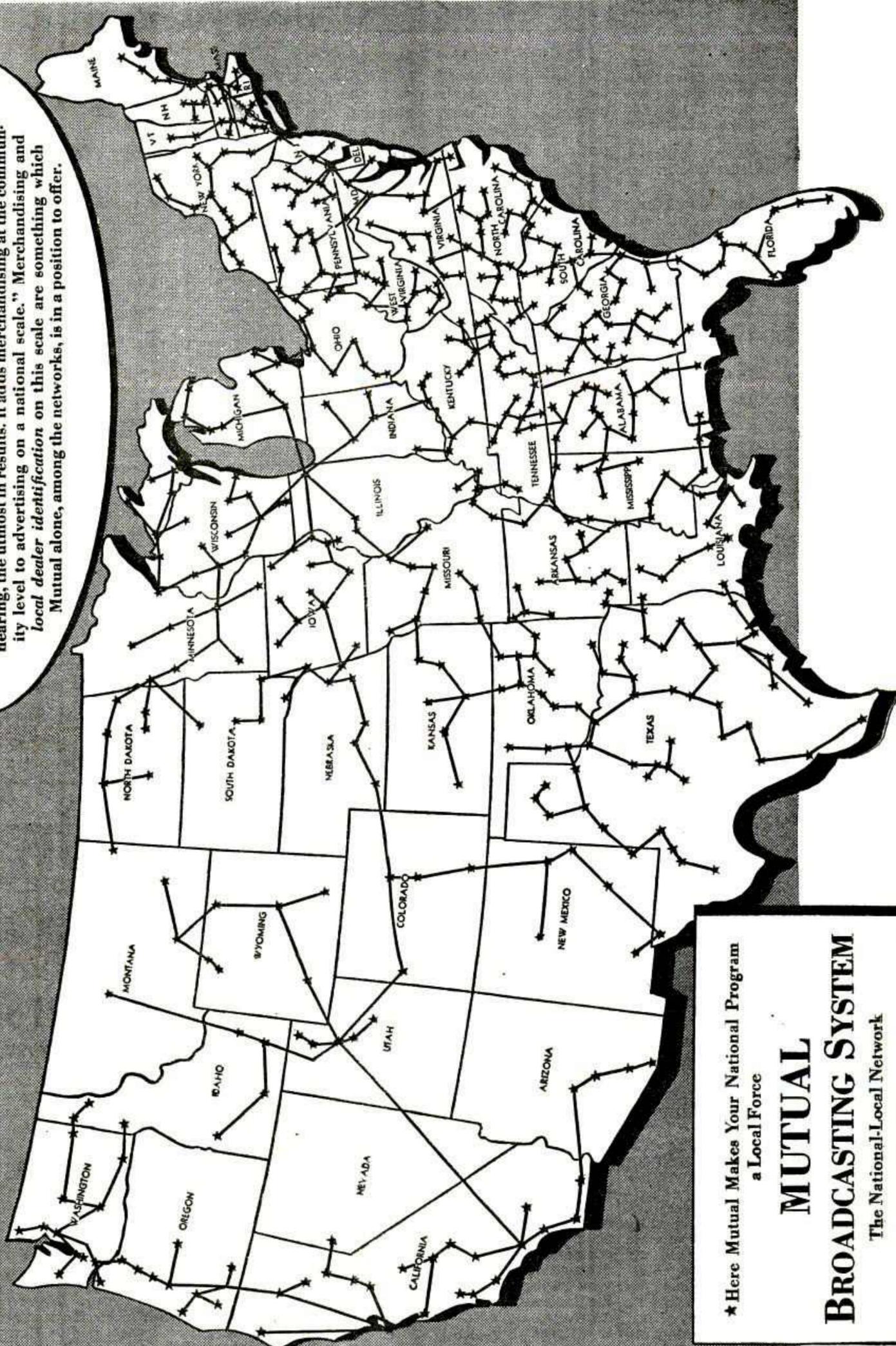
Worcester, Mass., Dec. 11. — Fred Rushton is the new radio editor and columnist on *The Worcester (Mass.) Telegram*, morning daily.

Rushton succeeds Paul Larkin, veteran *Telly* columnist, who died here last week.

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FRANCHISES OUT THE WINDOW

General Food Eyes Lambs TV Show; NBC's "Press" Nip-Up

NEW YORK, Dec. 11.—General Foods this week was nearing a deal for sponsorship of the *Lambs' Club Gambols* video show. The variety package features top showbiz names who are members of the organization, on a cuff or scale appearance basis, with proceeds going to the Lambs. The airer is aimed at slotting into the 8 to 9 p.m. Sunday period on the National Broadcasting Company (NBC), starting early next year.

The package price is about \$8,500. Only last week General Foods broke off negotiations with the Theater Guild for its dramatic tele show because the price was raised too high. *Gambols* is regarded as closer to the budget set for the food firm by the Benton & Bowles Agency.

NBC, which had planned to bounce *Meet the Press* off its video schedule, has done an about-face and is keeping the show on the air indefinitely. It's sponsored Sunday nights by General Foods, as half of that outfit's hour-long layout. The other half-hour seg, Martin Stone's *Author Meets Critic*, was renewed for 13 weeks this week. It, too, had been

slated to fold, but with the collapse of the General Foods-Theater Guild sale, both shows are to continue.

NBC had been anti-*Press* since that program provoked a \$100,000 damage suit, being brought by William Remington against Elizabeth Bentley. Beyond that, NBC wanted the show off since it regards it as a news program which, in keeping with the network policy, is supposed to be under NBC supervision. The package is produced by Martha Rountree.

NBC Hunts Legit House for Tele

NEW YORK, Dec. 11.—The National Broadcasting Company (NBC) this week was negotiating with several legit theater owners for purchase or leasing of a local house to serve as a video playhouse. One show certain to originate from which ever theater ultimately is secured will be the new Admiral full-hour variety program, which will tee off about the middle of January. Admiral now bankrolls *Welcome Aboard* over NBC on Sunday evenings.

The new show, produced by Myron Kirk, of the Kudner Agency, will feature a permanent variety stock company cast, which each week will perform new material written especially for it by a scripting team now being selected. Personnel is being hired exclusively from the William Morris office, which also casts Kudner's *Texaco* show. Altho no new time has been set definitely, most probable is the 8 to 9 slot on Fridays.

WMCT, Memphis, Bows, Joins 3 Nets

MEMPHIS, Dec. 13.—The *Commercial Appeal* tele station, WMCT—first in this State—preemed Saturday night (11) from its studios in the Coodwyn Institute Building here. The new station has affiliated with the National Broadcasting Company, the DuMont Network and the Columbia Broadcasting System, and will operate six nights a week from 7-10 p.m.

Opening night shows included the Philco-Collier All-American football selections, a pic newsreel and a 70-minute mystery theater show, *The Black Doll*. Henry W. Slavick is general manager and E. C. Frase Jr. is chief engineer of the station.

Golenpaul Screens 'Information, Please'

NEW YORK, Dec. 11.—Dan Golenpaul this week is screening a film edition of *Information, Please* for television use. The stanza features the regular panel of experts, including John Kiernan, Oscar Levant and F. P. Adams, with Clifton Fadiman emceeding. Guest on this particular show was Fred Allen.

Kiernan is also being offered via film in a quarter-hour series of nature talks packaged by International Tele-Film Productions, Inc., as *Kiernan's Kaleidoscope*.

Morgan-Delmar Tele Pkg. in the Works?

NEW YORK, Dec. 11.—A new video comedy package, featuring Henry Morgan and Kenny Delmar, was reported in the works. The show is being assembled by the William Morris office, which handles both Morgan and Delmar.

Pitches to the networks and agencies are expected to get under way by the first of the year, when the show's format is stabilized.

Big U Game TV Cooks Small Fry?

WASHINGTON, Dec. 11.—Rome Schwagel, manager of athletics at Georgetown University, takes a dim view of video's effect on smaller colleges. Schwagel said this week that telecasters will be buying into every professional sports event in the country. "They can't buy into all the colleges," he added, "but when they buy into big games and give them publicity, that's when the small schools will suffer."

Commenting on the report that the Ford Motor Company has offered \$100,000 for the TV rights to Notre Dame games, Schwagel declared: "That's fine for Notre Dame, but it's bad for the small fry. We get a pretty good game here which costs us a stiff guarantee. But Notre Dame is playing a good game, so the fans pass up our game to stay home and watch the Irish on television."

KSFO-KPIX Tests Pattern Dec. 15

SAN FRANCISCO, Dec. 11.—KSFO-KPIX's initial test pattern video broadcast for home set owners will be staged here Wednesday (15), station officials announced this week. The tele transmitter atop the Mark Hopkins Hotel has been ready for operation about a week.

Transmission of programs will begin before January 1, the day when the East-West Shrine football game will be telecast from Kezar Stadium. Estimates show about 500 sets installed here, with 5,000 expected to be installed within 60 days after television goes on the air. A deal is on with Associated Oil Company to sponsor the telecast of the Shrine game.

KGO-ABC is expected to conduct its test pattern about January 15, but regular program transmission will not begin for at least two months after that date.

2,042 New Sets in Milwaukee

MILWAUKEE, Dec. 11.—An increase during November of 2,042 television sets in this area has been reported by WTMJ-TV, following a check of dealers and distributors. This brings the total sets here to 11,295 as of December 1.

Eighty-eight per cent or 9,934 sets are in homes, with the remaining 12 per cent (1,361 sets) installed in public places. Sales, according to the station, totaled 7,153 sets during the past four months.

Cable Sharing To Juggle Net Time Buyers

Sponsors Have 3 Choices

NEW YORK, Dec. 11.—Television advertisers and agencies who have invested heavy money in the medium during its adolescence with the intention of developing a prime time franchise shortly may find that, for all their pioneering, they must now seek new time slots. This was the inescapable conclusion being drawn this week by top execs in the webs and agencies as the result of the continued network stalemate over sharing allocations on the cable link to the Midwest, which opens January 12.

Virtually unanimously, those who have attended the recent sessions with the American Telephone & Telegraph Company (AT&T) are agreed that none of the webs will come off with what it wants, even after considerable horse-trading of time slots. As a result, many top programs will have to be shifted to whatever cable times the networks ultimately get.

Hardest hit, of course, will be those bankrollers who have bought time on National Broadcasting Company (NBC). The other webs boast few sponsors at this point and are still in the building stage, while NBC has virtually arrived commercially, in the evening hours.

Swift's Case

A typical example of how the cable snarl can affect a franchise is the case of Swift, which airs Thursdays at 8:30 p.m. on NBC. That sponsor selected the Thursday slot to reach families before the heavy food shopping done for and on the week-ends. Should the ultimate time blue-print find NBC without the cable to the Midwest for that sponsor, Swift will have to restrict itself only to the Eastern cable at least temporarily, or it will have to buy its joint East-Midwest time from another network which does come up with the Thursday time it needs. In either event, Swift's investment in its NBC franchise may prove valueless from a long-range viewpoint.

The meetings between the webs and the AT&T Monday and Tuesday (6 and 7), in which the phone company presented its suggested sharing schedule, proved fruitless. The biggest hassles were over the 8 to 10 p.m. period Sundays, and the 5 to 8 p.m. period across the board, with (*Franchises Out the Window*, page 18)

Dentists To Learn Trade Via Tele?

MINNEAPOLIS, Dec. 11.—Adaptation of television for use in teaching doctors, dentists and students hospital operating room technique was demonstrated here Wednesday (1) with a world preem videocast of actual dental operating room procedure.

The experiment was conducted by KSTP-TV for the 200 delegates attending the Minneapolis district dental society meeting at the Nicollet Hotel here. The broadcast originated from Fairview Hospital.

Station technicians set up a closed-channel circuit, and transmission was by micro-wave relay using a reflector type transmitter on the hospital roof to a receiving antenna on the hotel roof. RCA Victor co-operated in the videocast, with images viewed on receivers in the hotel ball-room.

Dentists Perform

The broadcast showed two procedures. One had Dr. Ralph O. Christensen demonstrating surgical preparation for insertion of an immediate denture. The other showed Dr. George C. Porteous preparing a tooth for a porcelain crown. In each instance, another dentist gave the commentary.

The experiment was undertaken both by the dentists and radio manufacturers to determine video's adaptability in the practical aspects of teaching uses. The results were reported satisfactory, and those who viewed them said it was probable that extensive use of video will be made in hospitals and schools for the presentation of operating techniques in the future.

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<input type="checkbox"/> Virginia Rounds\$1.88	<input type="checkbox"/> Murad\$2.94	<input type="checkbox"/> Fatima\$1.53
<input type="checkbox"/> (P. or T.)	<input type="checkbox"/> Melachrino (20's)\$2.94	<input type="checkbox"/> Stratford\$1.22
<input type="checkbox"/> Marlboro\$1.83	<input type="checkbox"/> Marvels\$1.30	<input type="checkbox"/> Debs\$1.85
<input type="checkbox"/> (P. or T.)	<input type="checkbox"/> Mecca\$1.62	<input type="checkbox"/> (Rose Tip)
<input type="checkbox"/> English Ovals\$2.38	<input type="checkbox"/> Wings\$1.30	<input type="checkbox"/> Sheffield\$2.27
<input type="checkbox"/> Players\$1.98	<input type="checkbox"/> Parliament\$2.28	<input type="checkbox"/> Five Star\$1.49
<input type="checkbox"/> Lord Salisbury\$2.10		<input type="checkbox"/> Mogul\$2.98

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Investors Are Encouraged

WASHINGTON, Dec. 11.—Determined to give the video industry "all the good breaks" to get itself on a secure economic footing, the Federal Communications Commission (FCC) is quietly agreed on extending indefinitely its hands-off policy on TV programing. Thus, in processing video renewals, FCC will avoid applying the "performance" and "promise" yardstick as scrupulously as it does in studying of AM renewal bids.

The FCC's sentiment to avoid a Blue Book policy for video is closely related to the Commission's plan to lift the television freeze within a few months (*The Billboard*, October 23, December 11). The Commission's move to thaw the freeze as fast as possible is motivated primarily by the desire to safeguard the industry economically. Confirmation of the FCC's plan for an early end to the freeze came this week officially from Chairman Wayne Coy in his address before the Television Broadcasters' Association (TBA) in New York Wednesday (8). Coy's assertion that the freeze would not go beyond six months of the September date on which it became operative is far more specific and sanguine than the declaration he made in originally announcing the freeze. At that time Coy said that while he hoped it could be lifted in half a year, he saw possibilities for its staying as long as nine months or a year.

Expect Buying Wave

Anticipating an increasingly enthusiastic wave of investing in video when the freeze is lifted, FCC-ers envision a raft of new activity in video programing, and apparently the Commission people don't want to discourage the activity. The FCC is taking the view that TV is in an experimental phase program-wise as well as engineering-wise. Consequently, television is likely to be excused for any program transgressions for at least another year or two and maybe longer, according to the present FCC frame of mind. The FCC is taking the position that video casters are having a tough time programing without the FCC's trying to suggest any such policy as proposed for AM in the Blue Book.

ASCAP Licensing Pact Must Be Set by March, Panel Told; Sports Seen Revenue Source

NEW YORK, Dec. 11.—The afternoon panel of the Television Broadcasters' Association (TBA) video clinic here this week heard a variety of topics discussed by some leading tele executives. Participants were Robert P. Myers, assistant general attorney of National Broadcasting Company (NBC); George M. Burbach, manager of KSD-TV, St. Louis; Hugh M. Beville, research chief of NBC; Robert L. Coe, veepee and manager of WPIX, and Leonard H. Hole, general manager of WABD.

Myers, in treating television's legal aspects, noted that lawyers, too, are deep in study of the new medium, as much so as the operators. The top problem of the day, in his opinion, is the concluding of a satisfactory licensing agreement with the American Society of Composers, Authors and Publishers (ASCAP) for music. The free-licensing arrangement, in effect since 1941, is terminating and there is only time until next March 1 to work out a new plan. But, indicative of the problems, said Myers, ASCAP itself does not know its right with respect to the music publishers. With hundreds of individual rights having to be cleared each month, television broadcasters ultimately may be forced to set up a clearing house to take this time-killing detail off the backs of the stations and networks.

Revenue From Sports?

Burbach urged station operators not to be too eager to carry sports events, to the extent of paying excessive prices for those rights. He said it was not too fantastic to see the day when some of the sports promoters will be coming to stations to buy time to telecast their promotions, because the medium increases interest and ultimately gate receipts.

Beville listed four basic types of research data needed for the sale of television programs: Set ownership data, station service area and technical reception, relative program popularity and viewing habits, and responsiveness and sales effectiveness. However, he warned against becoming slaves to ratings, by allowing them to "tyrannize our operations by the many improper applications which have developed in radio."

Coe, speaking on station reception problems, advocated a five-point program: More co-operation from manufacturers in receiver installations and servicing, help from the Federal Communications Commission (FCC) in the form of revised rules and standards for use of more power by high-band stations, better public relations on how to get the most from a re-

ceiver, central locations for stations as an aid to the servicemen, and a uniform method of describing station power to advertisers.

DuMont Daytimes

Hole described DuMont's daytime programing operation, and stated flatly that it is here to stay. Despite the terrific problems involved, Hole said the idea had proved its worth, ratingwise and advertising-wise. Hole also noted that the success of the schedule in New York has caused numerous DuMont affiliates to inquire about receiving the show. DuMont, therefore, has requested large blocks of daytime time on the coaxial cables, not only covering the Eastern cities, but extending to the Midwest as well.

TV Industry Needs Legislation—Moser

CHICAGO, Dec. 11.—The pressing need for specific legislation to solve the many perplexing legal problems which now confront the television broadcasting industry was emphasized here this week by John B. Moser, local radio and television lawyer, at a meeting of the Chicago Television Council. Moser contended that cases involving rights to television shows and questions as to whether taverns and other public places should pay fees for video program reception were so contradictory that utter confusion would take place in the future unless the telecasters took steps to have defining legislation passed by Congress.

After tracing the history of court decisions on performance rights, Moser recommended that the television industry ought to band together to back passage of beneficial legislation. He said that decisions on telecast rights being made now, because of their conflicting analyses, were only adding to the confusion instead of establishing legal precedents. Unless conflicts could be kept out of the courts, where confusion would be increased, he said, telecasters might find their rights being usurped by many promoters of public showings for profit.

Eng. TV Set Owners Air Program Gripes

LONDON, Dec. 11.—Owners of television sets in England are complaining about the programs offered them by the British Broadcasting Corporation (BBC). The chief complaint is that program time is much too short.

BBC television programs usually begin at 8:30 p. m. and finish at 10. Viewers want programs to start nightly at 7:30 or earlier. They are also complaining about the number of repeat programs. They give as an example the rebroadcast of the play, *Villa Rose*, December 2 which was performed earlier in the week and which took up the complete evening program time.

Video Scores As Ad Medium For Plywoods

CHICAGO, Dec. 11.—Television has scored again here as a top advertising medium. Current case in point involves National Plywoods, Inc., distributors of Amerwood, a plywood board, and sponsors of the *Second Guesser* program on WENR-TV Sundays from 8 to 8:15 p.m. Since the company began sponsoring the show four weeks ago, it has been so swamped with orders it has not been able to keep up with them. Television alone is responsible for this, as the company uses no other mass media. In the past it has used only trade paper advertising, but as a result of the success of its WENR-TV show, it is contemplating expanding its present video show to a half-hour package and airing it in other markets via stations on the Midwest video network of American Broadcasting Company (ABC).

According to A. R. MacDonald, v.-p. of the MacDonald-Cook Company, agency on the account, sales results of the video series have been above all expectations. Queries have been coming in so fast, he says, that an accurate tabulation of them has not been possible. All possible customers making queries have not been contacted yet, and because of the results of the show, the company is going to have to expand its present sales force of 12. Show has been receiving over 200 phone call or post card responses per week since it went on the air November 7. Company has 600 dealers here, and most, according to the agency, report unusual sales volume since the video series started.

Format of the show is simple. A couple of dramatic skits are presented each week and prizes are given to viewers identifying historical characters portrayed. Commercials consist of demonstrations of the uses of the product, its quality and its strength.

1 Long, 2 Short

NEW YORK, Dec. 11.—All the fun of listening in on a rural party line—and nobody to say hang up. That's the situation one of *The Billboard's* staffers found himself in on a recent Sunday morning. Checking test patterns on his television set, he discovered that on one unoccupied channel his receiver picks up both ends of telephone conversations on calls placed thru the Bell System's mobile service operator from auto and trains. Wireless-tapping, he calls it.

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MOST

MERCHANDISE-ABLE

STATION

Textron Inks NBC Wednesday 8:30 Slot

NEW YORK, Dec. 11.—The Textron Corporation this week contracted with the National Broadcasting Company (NBC) for the 8:30 to 9 p.m. time on Wednesday nights, for a new video show. The J. Walter Thompson Agency is preparing a show, and altho no starting date has been set, is pointing for a mid-January opener.

Textron has not been in broadcasting in recent months, altho it sponsored a Helen Hayes radio series some time ago.

SEE TBA CODE DUE IN '49

Video Workmen

Staging Public Affairs Shows Far More Difficult in Television Than Radio, Sez Dwight Cooke

By Dwight Cooke

Behind all the whoop-la of television is a truism about the 20th century's gift to the weary world. TV lets us escape into a new and very exciting dimension of entertainment. It's antiquated thinking to believe people will prefer sound alone when they can get sight as well. The new survey figures which indicate audiences will tune in a poor television show rather than a top radio show make this truth inescapable. And TV is inescapable for anybody who works in show business. It's so exciting that if you come near it, you'll be obsessed with it whether you want to or not. Every time you do a television show you see a dozen brand-new ways to tell a story or hit a mood or explain a fact.

TV HAS already opened up whole new sides of entertainment. One example is the field of the dance with all its action and color. It was useless for radio; it's invaluable for TV, and there are plenty of other promising fields like comedy. Radio is really fresh out of good new radio comics. And only a few men have that unpredictable gift of being funny via your ear. Given the chance to mug which TV offers, there are 20 possible comedy TV finds for any one radio newcomer.

Dwight Cooke, a Mayflower descendant, Phi Beta Kappa and graduate of Harvard and Princeton, began his radio-television activities while writing for *Time* magazine, when he also wrote for the radio and film versions of *The March of Time*. As a freelance producer he launched the Charlie McCarthy show, made the Harper Prize Plays collection with his *Plain Mr. President*, and produced the weekly *Drew Pearson-Robert Allen* shows.

Cooke entered television in 1944 with WCBS-TV, where as news analyst he handled a four-hour broadcast of the 1944 election, later took over the chairmanship of *People's Platform*, and will soon be featured on the Columbia Broadcasting System (CBS) radio show, *You and the World*. When he's not before the mike or in front of the cameras he likes to make picture frames, raise vegetables and—yes, cook!

Pubserv Vista

But TV is even more exciting to those of us who struggle with public affairs and educational radio. For the first time in our lives we can stop talking about things. Now we have a chance to show how they work. Up to now we have been hamstrung by our knowledge that the human brain can retain very few facts or technical pieces of information it receives via the ear. We have always been trapped by the necessity of talking around this limitation. Just try to tell a man how to repair a carburetor without drawing a picture of it and you will see how hamstrung we have been.

Models and Graphs

We can show you just why more dollars in circulation mean higher prices for you. We can concoct toy models and graphs and thermometers which go into action while you watch and let you see the real facts instead of expecting you to just listen to our generalities. And we can count on making those facts interesting to you because we can make interesting pictures out of them—art, science, economics, power, politics, every field that concerns a citizen now can be made more real to our audiences.

On the Sunday afternoon *People's Platform* radio program debate, I open with a short talk of what is involved in the day's question. It has to be very brief or listeners will get restive, turn somewhere else on the dial for action. On our new Tuesday night television version of *Platform*, I set up the problem we are going to debate with film sequences from newsreels, charts, pictures, maps

and cartoons which keep you interested while I delineate exactly what all the fuss is about. And when the speakers open up, they know they are talking against a background of knowledge their audience has just seen. So we can go further on TV, be more helpful, and still be much clearer than we could on the air.

War's Lesson

I woke up to how much better a job TV can do back in the summer of '45. In the last weeks of the war against Japan, when she was being hit by air, land and water, from Mukden, Shanghai, Tientsin, Guam, the Philippines, Okinawa, Dutch Harbor, etc., the radio reports of these battles were a gibberish of geographical localities many people would have had a hard time finding on a map.

But I was CBS's television commentator that year. With all the pictorial devices of TV at hand—maps and charts and films and animations—we could assemble the whole mass of war news into one coherent picture. We could show how a fleet was steaming up from Guam while an army drove at Japan from Manchuria and B-29s came winging over from Iwo and Okinawa. We could put the whole set of actions on one single map and the cameras could roam around and show whatever I was talking about.

Today's Outlook

And the same kinds of opportunities exist today in TV wherever you look. Adult education, the area of helping people understand the world and the forces around them, never has had such a challenge and such an opportunity. Just as we could show how the strategy of the war worked out in 1945, so TV documentaries can picture to you how your refrigerator works or what makes the United Nations tick or how your own town government goes round. Anything you want to know TV can tell you—not by talking around the subject with words and similes, but by actually showing you the facts and forces and meanings involved in whatever concerns you.

But partly to counterbalance the enormous virtues of television, there are big drawbacks too. We used to talk of the clambake which is radio. When you turn from it to TV, you are hit by this fact: Television is a madhouse. It has made radio a mild dilemma by comparison. That holds true whether you are a producer or a performer. Just do a couple of TV shows and you come gratefully back to the cool quiet of a radio studio so peaceful—no matter how confused it is—so peaceful compared

to the incredible complexity and confusion of TV.

Budget Trouble

For we are trying to do the unheard of with television—to create "A" movies on sustaining radio budgets. TV seeks to compromise all the costly, time-using techniques employed to turn out good motion pictures with the pace and improvised catch-as-catch-can routines of a typical radio show, which comes back with a program every seventh day or oftener and which frequently puts a lot of the show together in rehearsal.

You just can't improvise on TV; there are too many insurmountable problems, too many different kinds of technicians involved, too many cameras to move into unexpected positions, too many lights and props and backdrops which work only where used as originally planned. And everything you do, or don't do, trips you up where you least expect it.

On the radio *People's Platform* when I talked about inflation, I cited the rise in prices, wages, production and profits. When I came to the same subject on the television *People's Platform*, Frank Schaffner, its director, and I planned a backdrop with columns of black ink to show this same set of rises. When we saw it all painted up we had to do the whole set over again. The Federal Reserve Board figures on profits made the profit column on our backdrop soar way up above the other figures. A casual watcher would have been sure we fixed up the whole chart to prove the contention of the Congress of Industrial Organizations (CIO) that profits are the chief culprit of inflation.

Multiply It 10-Fold

That is only a tiny detail. Double it in spades, add lighting, camera and prop problems, add the fact that the camera needs new visual material every 10 to 15 seconds and you get some idea of what a madhouse television is and probably will remain.

Few people who don't know the medium realize that a good motion picture shot may take half a day to work out even with crack cameramen and the best lighting in the world. And this only after five or eight bad takes. But TV is expected to look like good pictures when our lights are moved into guesswork places around a given piece of action while the television show is on the air. It is a wonder the results are no worse.

And no matter what kind of show you are concerned with in TV, there is a whole set of new headaches which would not have happened in radio. Take being a moderator. In radio, I can signal a man to stop talking when I feel his opponent needs a chance to speak. And I can even shake my fist at him if he won't pay attention to more polite signals. If I did that just once in television, I would get a horde of letters accusing me of being biased.

In radio, so long as you keep your mouth shut nobody knows whether the moderator is impressed with what one of his guests is saying. But on TV the audience sees you all the time. Look too interested and you are again accused of bias. Look impartial and you appear to have gone to sleep. It is a fantastically thin tight rope the TV moderator must learn to walk.

There's one more unsolved problem that faces all television commentators. In radio you talk right at the mike and look at it. But what should you do when a camera is watching you all the time? Hollywood rarely allows its people to look at the cameras. It knows the results are not too happy. But what's the poor TV commentator to do? If he looks at the (See *Video Workmen* on page 18)

Thaw Awaits Decision on UHF or VHF

Self-Policing Urged

By Sam Chase

NEW YORK, Dec. 11.—The fifth annual conclave of the Television Broadcasters' Association (TBA) Wednesday (8) drew a full house of 435 paid registrants (far more than expected) who heard that the current freeze on video station applications should be thawed out by February and certainly no later than May. Chairman Wayne Coy, of the Federal Communications Commission, top guest at the TBA luncheon, said that the original six-month estimate for the freeze's duration may prove accurate if the committee evaluating results of the recent engineering conference decides in favor of retaining the current very high frequency (VHF) band. Should it decide to move upstairs into ultra-high frequency (UHF), Coy said an additional three months probably would be needed to set up an allocations plan.

Problems facing the FCC in deciding which way to jump are many, Coy said, such as the method of allocation should the group find for an upstairs move. Coy said the FCC then would have to decide whether to allocate channels separately for UHF and VHF, or set up a master allocation plan for both. If the latter, Coy foresaw a delay of about three months in setting up a workable blueprint.

Many TBA members read into one section of Coy's speech an implicit appeal for a self-regulating code prepared by the television broadcasters themselves. This was further stimulated when TBA prexy Jack Poppele followed Coy's address with the ad lib comment: "I believe that from these remarks will come a code which we feel is necessary for the self-policing of our industry." Earlier, in his annual report to the membership in the morning meeting, Poppele had cited the recent statement of TBA's program committee, which pointed out that "until more operating experience can be obtained, an individual code or standards of practice for television is inadvisable."

FCC is now shaping a hands-off policy on TV programming (see story in this issue).

Questioned about this apparent contradiction after his postscript to Coy's speech, Poppele said he believed that Coy had inferred that the industry had better do its own policing. Poppele said he himself agreed and added that, altho broadcasters are doing a fine job of self-restraint, video shows ultimately would be dictated by advertisers, who have not been brought up from scratch in these traditions. He added that he now thought a code could be developed within the next year, starting with general principles and branching out to include definitive material relating to commercial and sustaining program, and to commercials, both quantitatively and qualitatively. TBA members have been requested to come up with suggestions for the applications of these.

Remarks leading to code talk stressed that "television's good name is in your hands." He warned that "to preserve it unsullied you will be called upon to be vigilant, unswerving, prepared to shut the gates of mercy upon the first offender." If video will "take precautions now not (See *SEE TBA CODE* on page 18)

Scripters Fight Hollywood Ban on Kinescoping for TV; To Enlist Legit Producers

May Test Case in Courts; Webs Interested

NEW YORK, Dec. 11.—A belief that tele will ultimately provide scripters a greater source of income than films is behind a drive by the Dramatists' Guild to test the refusal of the flicker firms to allow kinescoping of their story properties which are used on tele. The feeling is that the single shot leasing system in use on tele, as contrasted to outright purchases usually made by movie firms of legit material, will earn more for writers. Much of the huge coin paid for smash hits gets taxed and winds up paid to the government. In video, a scripter can count on a yearly income over a rather long period by leasing rights.

With this in mind the Guild is calling a meeting soon with the League of New York Theaters, the association of legit producers, to see what steps can be taken to protect tele rights to legit scripts when they are sold in the future. In addition, the Guild is contemplating a court test of the picture companies' refusal to permit kinescoping of story properties. To this end, contracts covering legit sales to pix are being scanned to find the one that will give the Guild the most substantial position if and when it goes to court. The alternative is a conference between the disputing parties to see if the matter can be settled by discussion.

Altho the networks have a sizable stake in the battle, it has been indicated they would help in such a test case only by supplying technical data as to the difference between the tele and pic mediums. The networks disagree with the film producers that kinescoping is a film comparable to a movie. The webs claim it is no more than a device to air a transcribed repeat, as in radio. Feelers have already been put out by the union to determine whether the webs would testify, since such testimony would cost plenty if outside experts were to be brought into court. Unofficially, the networks' reply so far has been that they would lend their assistance only if they were directly concerned in the case.

The Guild's position is that only the theater tele rights to legit properties were sold to the movie firms. They claim home video is different and that the pic companies, not being in a position to exploit home tele, are not entitled to such rights.

VIDEO WORKMEN

(Continued from page 17)

camera, the audience gets uneasy; if he doesn't, they think he is being evasive or self-conscious.

Television is busting out all over with problems. That is one of the things that is going to make it so engrossing for years to come. But it seems to me there is one big mistake most of the brains of TV are making today. And if it could be eliminated, shows could be improved without bigger budgets or better cameras, lighting and tubes. Of course, this does not refer to my own best of all possible TV directors, but it does apply to most public affairs shows most of the time.

People Are It

TV producers are necessarily insane about pictures. Any sight medium is a picture medium. Pictures mean action, or the show dies on you. But the TV people tend to forget that the raw material of showmanship is always people. The average television producer or director would be just as happy with a set of puppets as a cast; in fact, he would probably be happier. He could push and haul the puppets around with no trouble and they would stay put, without argument, wherever he placed them.

But people won't be pushed around and shouldn't. The central place where TV could forge ahead right now is in really concentrating and learning to get the best and most interesting out of human beings—their

WOMAN OF THE WEEK

(Continued from page 10)

sandwiches. It's the same thing at mid-mark and tag with two luscious models parading out the exclusive mink pieces from the sponsor's shop. Seeing the models twice makes it twice as effective in getting the fem viewers to gasp at the gorgeous creations. The announcer's copy isn't besmirched with mundane money figures, but the wordage blends with a setting that punches home the idea that the viewer must enjoy a mighty intimate speaking acquaintance with the mint. The product is class appeal, altho the stanza hits a wide mark for mass interest. It's a natural for some loan company to buy up the minutes following this show.

Maurie H. Orodener.

Franchises Out the Window; Sponsors Have 3 Choices

(Continued from page 15)

heaviest emphasis on the 7 to 8 p.m. time.

At the next meeting, Tuesday (14), some final agreement is likely to be reached if only because the participants have been worn down by attrition. It has become clear that ABC and CBS do not intend to yield to NBC on prime hours, altho they do not have the commercial accounts which NBC boosts ready for the expanded cable. Without doubt they hope to snare some NBC business when the latter web proves unable to provide cable service to the Midwest for some of its bankrollers.

Slots To Stick?

Feeling is strong that whatever agreement finally is reached, after due haggling and trading of time slots, is likely to endure for a considerable length of time, which is why the struggle has been so bitter. All the webs face the fact that they will have to do some drastic juggling of their programs, commercial and sustaining, to conform with the cable time they get. None wants to frighten away potential business or alienate current clients with the bugaboo of future wholesale time reshuffles, so every effort will be made to make

moods and faces and reactions.

Twenty per cent more effectiveness could be added to any public affairs television show by bringing the people out better. Keep the same ridiculously small budgets, the same absurdly short rehearsal time, the same inefficient equipment of the wrong sorts. But focus on making your performers comfortable, happy, relaxed, ready to show up at their best. Sacrifice some of your camera movements and quick cuts for human shots which will carry longer and watch the human element—radio's most important single factor in entertainment—watch that human element start coming thru and helping your shows.

After all, pictures are pictures, but people still make the world go round.

Coy Endorses Chi Demonstration of Zenith Phonevision

NEW YORK, Dec. 11.—Phonevision, a development of Zenith Radio, actually works and has proved it is practicable as a mechanical device, according to Wayne Coy, chairman of the Federal Communications Commission (FCC). Coy this week said that he had seen a demonstration of the device recently in the Chicago home of Eugene F. McDonald Jr., Zenith's president and general manager. The demonstration, Coy said, included part of the Notre Dame-Purdue football game, and reception was "as good as any other type of television."

Zenith would require a license from the FCC to transmit Phonevision programs commercially, but it is now operating on an experimental license in Chicago. Altho Coy said no application has been received from Zenith, McDonald recently told the executive session of the Motion Picture Association (MPA) that he expects to be operating in Chicago, with equipment on sale, within six months. The Phonevision system has reception thru telephone lines, with an "unscrambler" at the receiving end and no advertisers, but home viewers are billed by the phone company.

See TBA Code Due in 1949

(Continued from page 17)

to be tempted to the primrose path" it will avoid "the excesses, the remorse, the clamor for reform, the struggles for redemption that plague, in varying degrees, almost every other form of communication."

Poppele's report noted that TBA had helped video broadcasters reach agreement with the American Federation of Musicians, had sponsored the graduated scale of station operations which have replaced the mandatory 28-hour rule, and has organized opposition to unreasonable rates for web facilities.

TV HORNING

(Continued from page 3)

to a survey concluded by Audience Research, Inc. (ARI) among owners and non-owners of sets in three major cities. ARI, the George Gallup organization, also found in its samplings in New York, Philadelphia and Los Angeles that persons owning receivers go to the movies about 25 per cent less often than non-owners, but said this was not yet hurting films because "98.5 per cent of the 40,000,000 families—are as yet unaffected."

The survey broke down the effect of tele on the preceding night's habits by percentage of people involved, and by showing difference in time devoted to activities by owners and non-owners. Thus, while fewer owners visited friends, far more of them entertained friends than did non-owners. Similarly, a much larger percentage of nonowners participated in such activities as listening to records and radio, and reading books, magazines and newspapers. While 69 per cent of owners listed watching television as one of the activities the night before, the surprising total of 8 per cent of nonowners, also said they had watched television.

Breaking down the amount of time spent the preceding evening among sundry activities, the survey found that tele owners watched video shows for an average of 158 minutes each, and nonowners watched video for an average of 57 minutes each. The only other activity at which set owners spent more average time was record listening, by 80 minutes to 78. Otherwise, nonowners spent more time at all activities; hobbies, 122 minutes to 118; radio listening, 125 minutes to 65; books, 86 minutes to 53; magazines, 47 minutes to 41, and newspapers, 42 minutes to 36.

ARI also found that about half the average families in metropolitan areas would be interested in buying receivers now if prices were about \$200 instead of the current \$400 average.



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TRUMPET \$72.00
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IT'S POST-BAN TIME AGAIN

Wash. Okay Imminent Via Labor Dept.

Rosenbaum Named Trustee

(Continued from page 3)

so confident of an imminent favorable advisory opinion from the Justice Department that the industry-union group has designated Samuel Rosenbaum, of Philadelphia, to fill the trusteeship created by the contract as soon as the document is okayed by the Justice Department.

Justice Department sources revealed that the departmental opinion on the music-industry contract is likely to be rendered next week unless an unexpected hitch develops. The same sources indicated that the opinion will constitute an official favorable nod "unless an unforeseen change of heart develops over the week-end." The chief reason for the current delay is the role of the Labor Department in the matter, it was learned. A high Labor Department spokesman Friday (10) confirmed a report (*The Billboard*, December 11) that the Labor Department was asked November 29 by representatives of AFM and the record industry to bulwark the industry-union to the Justice Department for an advisory ruling on the contract. As the government offices closed for the week-end last night, Secretary of Labor Maurice Tobin had not yet decided whether he wanted the request channeled thru the Labor Department. Channeling the request thru the Labor Department would help the Justice Department to overcome a hurdle which had obstructed earlier action on the contract which was first submitted to Solicitor General Philip Perlman for an advisory opinion November 10 when the contract was hand-carried to the Justice Department by a union-industry delegation headed by Milton Diamond, chief counsel to AFM prexy James C. Petrillo. Under normal procedure, the Justice Department abstains from issuing advisory judgment on private contracts unless requests for the opinions are channeled thru the President of the United States or one of the President's executive agencies. The Labor Department is in the latter category.

Climax

Justice Department's preparation to act on the diskery-AFM contract is a climax to several months of efforts on the part of the diskery-AFM folk to get the government's blessing for the contract to end the disk-making ban which has been in effect since January 1. The diskery-AFM delegation headed by Diamond originally sought to get a legal okay for the document from the National Labor Relations Board (NLRB) several months ago, but the NLRB declined to act. The chief controversial issue in the contract is the trusteeship provision for use of royalties in welfare funds. Inasmuch as the Taft-Hartley Act has put a ban on union welfare funds, the AFM-diskery group has wanted what amounts to a federal governmental promise that putting the "trusteeship" contract into effect would not constitute a violation of the T-H law.

Politically, the diskery-AFM contract is considered to be on a sound footing. Even if a court test happens to develop concerning the pact's legality under the T-H law, such a court challenge would require more than a year before it could emerge

U. S. To Hear 1st Classic Trumpet

NEW YORK, Dec. 11.—First classical trumpet recital in the United States, designed to show that the trumpet can be used as a solo instrument, is scheduled for Carnegie Hall February 19, with Edna White the soloist. The date is regarded as having great interest in serious music circles inasmuch as the use of the trumpet as a solo instrument is a controversial topic.

Miss White, noted virtuoso, will play a variety of selections, plus a number of original numbers written especially for the concert by Virgil Thompson, Gena Branscombe and others. Coenraad Bos will accompany and Miss White will be assisted by the Andrew Tietjen chorus of 35 voices. Tietjen is conductor of the choir at Trinity Church. Carlton Sprague Smith, head of the public library's music division, will write the program notes.

The Conn Instrument Company is handling the advance sale.

Cetra-Soria Issues Cuban "Cecilia"

NEW YORK, Dec. 11.—Cetra-Soria diskery, American outlet for Italian Cetra masters, this week releases the first near-complete recording of the Cuban operetta, *Cecilia Valdes*. The work, which is based on Afro-Cuban themes and rhythms, was composed and conducted by Gonzalo Roig, who penned such hits as *Quiereme Mucho (Yours)* and *Yo Te Ame*. The performance, which features Ruth Fernandez and Martha Perez among others, was cut in Cuba last summer by Fernando Montilla and represents the first non-Italian waxing issued by the diskery here, according to Dario Soria, Cetra-Soria topper. The label has specialized in operatic waxings cut by top Italian talent, many of whom (including Tagliavini, Cloe Elmo, Italo Tajo and Ebe Stignani) are now appearing at the Met. Tagliavini, in fact, now records for RCA Victor via a special pact with Cetra-Soria.

Cetra-Soria has recently published its first complete catalog, a 24-page booklet, listing its available imported disks, as well as the sets pressed here from Italian masters.

MCA Makes Pitch For Hot Jazz Unit \$

NEW YORK, Dec. 11.—The Music Corporation of America (MCA) is making a pitch for some of the hot jazz unit coin which has been becoming increasingly lucrative across the country. The agency, in recent weeks, has been signing up small jazz units to management pacts as part of its drive.

To date, the agency has pacted trumpeter Roy Eldridge and his quintet, which features chirp Doty Salters; Howard McGhee's be-bop group, featuring Milton Jackson on vibes, and alto saxist Johnny Bothwell's quintet, which spots a boy and girl singing team. MCA's Erv Brabec has been conducting the operation for the agency.

from the lower tribunals to the appeals level, and by that time the T-H law might be vastly modified, if not repealed outright. This is believed by some political wiseacres here to be a factor in the Justice Department's mental approach to the contract.

Diskeries, Pubbers Confer On First Releases; Talent Rosters Slated for Revamp

(Continued from page 3)

be taken before cutting could be resumed. First, official word had still to come from Washington (see separate story). This word, according to every indication, would be forthcoming Monday (13) or Tuesday (14) from the Labor Department acting on an advisory opinion from the Department of Justice. Second, the contract remained to be executed. This latter, of course, could be done immediately after the Washington green light. So it was estimated today that dinking could get under way by Tuesday (14) or Wednesday (15) provided all parties worked and no unforeseen hitch developed.

Diskeries were alerted to the imminent lifting of the ban yesterday (10) when news leaked that Samuel R. Rosenbaum, Philadelphia attorney, had been selected as trustee. A check at the diskeries confirmed that plans were already laid calling for a revision of artists rosters, and that tunes and artists had already been assigned to cut the first post-ban releases.

Initial Victor Releases

RCA Victor, for example, has listed for initial releases Tommy Dorsey, Perry Como, Vaughn Monroe, Fran Warren and perhaps Rose Murphy. The company is plotting its course carefully and indicated that artists showing insufficient strength would be axed following careful consideration. Conversely, in those fields where Victor needs strength, new artists will be added. For instance, in the fem vocalist category, Fran Warren and Eve Young have been added and more are scheduled to be picked up. In male vocalists, Victor figures it is strong—ditto in novelty and instrumental groups and gimmicks. The big push for Victor will come in the pop dance and ballad categories. In the hillbilly and race category, too, Victor figures to get on the ball rapidly. On the other hand, the company's red seal label and the Continental and Latin categories have substantial backlogs. Victor has also inked Jane Pickens, Charlie Ventura's jazz group and Lucky Millinder for post-ban work, and tho the red seal label is in very good shape the firm made some artist additions last week (*The Billboard*, December 11).

It's known that Columbia, MGM, and Mercury will whittle down their rosters considerably, expectations being that Columbia and MGM are due for the most radical changes. Columbia has already lost the Golden Gate Quartet to Mercury. Capitol execs state they will keep artists they now have and will add new ones when needed. Additionally, Cap adds it will not record everything that comes along, but rather make fewer and better disks. Decca is also taking a down to earth, cautious attitude. Columbia within past weeks has also voiced a note of caution, indicating it would not go hog-wild on dinking.

At MGM, the diskery has been screening its film parent company's sound tracks for movie-tie releases, hoping to get AFM permission to use them.

The Ax

It is expected that the a. and r. axes will take considerable toll from the crop of name ork waxers. The reason is that this talent has meant little sales-wise during the ban period. Only a few orksters, such as Art Mooney, Blue Barron, Tommy Dorsey, Sammy Kaye, Kay Kyser, Freddy Martin, Les Brown and Spike Jones, have come up with hit disks in the past year. Most others have had rough sledding, particularly the war-born and postwar bred crop. Also the group of one-time hit makers are not expected to cut much ice with the a. and r. execs.

The attitude of the American Federation of Musicians (AFM) regarding the ork roster cuts has the diskeries somewhat worried. It is not yet certain, for instance, as to what the union will decide relative to the ban's effect on standing contracts. One belief is that AFM may decree that all standing wax pacts, which technically were voided during the ban, be extended for all or part of the time duration of the ban. Others believe that the AFM will decide not to take the time lapse into consideration following the lifting of the ban.

Major Tin Pan Alley publishers, who last week were chafing and complaining that the delay in lifting the ban was necessitating major changes in planning, had the feeling this week that the time had actually come. One major, for instance, pointed out that they had been holding back tunes which they wanted to record with musicians—and that if the ban-lift was further delayed they would be in a predicament. On the other hand, some hard-boiled pubs (and diskeries) were cynical about the whole business, the implication being, of course, that recording—with musicians—"has been going on all along 'in everybody's town called Mexico'."

In order to be available for recording, artists have been turning down engagements which would take them out of town for extended periods. Singers, for example, have been refusing Florida bookings, and orksters have nixed engagements they might otherwise have taken. This all ties in with fact that a dash for recording studio reservations has already been made.

Riccardi Appointed Petrillo's 1st Assist.

NEW YORK, Dec. 11. — A. Rex Riccardi has succeeded Harry J. Steeper as first assistant to James C. Petrillo, American Federation of Musicians (AFM) president. Steeper last week was elected international treasurer of the union, succeeding

Thomas F. Gamble who resigned because of ill health. Gamble was associated with the (AFM) since the early days of Joe Weber who preceded Petrillo as (AFM) president.

Riccardi, an assistant to Petrillo for the past five years, has a leading role in administration of AFM's recording, transcription, motion picture and agency business. For many years Riccardi, prior to joining Petrillo's inner circle, had been an executive of the Philadelphia local of AFM.

Feds' Drive Hits Terperies

20% Tax Edict Spurs Action By Revenuers

Ia., Calif., Neb. Hit

CHICAGO, Dec. 11. — Some 215 Iowa ballroom operators this week received a notice from their State collector of internal revenue, informing them that if they sell any kind of refreshments they are subject to the 20 per cent cabaret tax on refreshments, merchandise and service within the terpalace. It was also learned that internal revenue reps in California are putting on a concerted drive to enforce the Treasury Department's campaign to reclassify ballrooms as cabarets and therefore subject to the 20 per cent stipend (*The Billboard*, December 11). Nebraska terperies ops received a letter this week from their internal revenue rep, asking that they sign a statement that they knew of the Avalon Ballroom vs. U. S. decision. This decision is the one upon which the revenue department is predicating its attempt to reclassify ballrooms, for it was in this decision that the Seventh Circuit Court of Appeals upheld the feds' contention that a ballroom which serves refreshments falls into the cabaret classification (*The Billboard*, October 2).

Tom Roberts, legal counsel for the National Ballroom Operators' Association (NBOA), told *The Billboard* that the association is currently awaiting a decision on a claim for a refund which it filed in the case of a ballroom, which paid its first quarter of the 20 per cent cabaret tax. If and when the claim is denied, Roberts said that a suit will be instigated in the U. S. District Court of Southern Iowa. NBOA is still working on its attempt to secure a corrected amendment to section 1700 (E) of the code, which would specifically state that ballrooms do not fall into the cabaret tax category. Roberts pointed out that this will require congressional action.

Cap Dickering For Bldg. Lease

HOLLYWOOD, Dec. 11. — Capitol Records is currently negotiating to lease the old KHJ-Don Lee-Mutual studios on Melrose, vacated since the radio web moved to its new Vine Street headquarters. Deal, now nearing the paper stage, will give Capitol a five-year lease with option for an additional five. Taking over Melrose building would give Cap five studios, three to be used for recording and dubbing, which will give the Coast major ample elbow room for its expanded recording-dubbing load. This is expected to be multiplied once work starts on processing the Telefunken catalog which in itself will necessitate additional space for a long-hair wing of the artist-repertoire department.

Once deal is closed for the Melrose property, Cap will move its recording from Radio Recorders, where it heretofore did all its waxing. Diskery will remain in its Sunset and Vine headquarters, as well as continue holding its space in Hollywood Boulevard's Palmer Building. Skedded for moving to Melrose are the entire artist-repertoire and engineering departments. Others will probably move as well but haven't as yet been picked.

Non Comprenevous

NEW YORK, Dec. 11.—Milton Berle was quite upset by a story in *The Billboard* last week (December 11) concerning the confusion around the TV networks regarding the usage of the American Society of Composers, Authors and Publishers' (ASCAP) music. So upset he had his lawyers, Noonan, Kaufman and Eagan, write as follows: "... my client, Mr. Milton Berle, has asked me to advise you that he denies, vehemently, ever having suggested that the program (*Texaco Star Theater*) not use any ASCAP tunes, and I ask that your publication print a retraction of that portion of the story. ... Permit me to advise you that Mr. Berle has been a member in good standing, himself, of ASCAP for a great number of years and to think that he would utter such a statement, which would be inimicable to the interests of ASCAP, is beyond comprehension."

(Ed. note: Well, all right, it's retracted.)

BG Preparing New Type Band Theater Show

NEW YORK, Dec. 11.—Launching what may become the forerunner of a break from the standard name band theater presentation, Benny Goodman this week was prepping a specially designed band show which the orkster hopes to have ready for his Paramount Theater engagement here beginning Wednesday (15). BG hired a producer, Sherman Marx, who designed the Sherman Hotel music show which spots the Skitch Henderson ork, especially to build a theater presentation which could spot Benny's ork in a formal book show, with special lighting and scenic effects and a central theme.

Goodman was rehearsing the new idea over the week-end in Hartford, Conn., while his ork was playing the State Theater there. Paramount execs were due to inspect the idea for approval over the week-end.

F-B Talent Taking a Powder; Bands on Lam, Units Eye ABC

CHICAGO, Dec. 11.—Future of Frederick Bros.' Agency was a big question mark this week, with B. W. Frederick, chief of the local FB outlet, unavailable for comment as a generous exodus of talent from the office started. FB's three remaining band properties had either left the office or were pitching to the American Federation of Musicians' executive board for a release. George Winslow inked a five-year paper with General Artists' Corporation, while Ray Pearl had received his release from FB Monday (6). Tommy Carlyn, when contacted, said he had first contacted AFM headquarters in New York about a release in November and expected to hear definitely as to the union's decision within the next week.

Joe Musse, former chief of FB's Midwest cocktail department, who joined Associated Booking Corporation's local office last week, said he expects the majority of the cocktail units and singles who worked for FB to join him in moving to ABC shortly. He said that a number have al-

Musicraft Gets 2 Wks. To Prep Amended Plea

NEW YORK, Dec. 11.—Two groups of creditors of the Musicraft Company, which filed last week under Chapter 11 of the Chandler Act (*The Billboard*, December 11), held meetings yesterday (10), appointed committees and agreed to give the firm a two-week period to prepare an amended complaint to be submitted before Federal Referee Peter B. Olney December 21. One group comprises creditors of Musicraft's record holdings, the other of its plant holdings.

A meeting of the 10 largest creditors was set for Monday (13). At yesterday's meeting, creditors, expressing doubt as to whether Musicraft can operate in the black and not get deeper in debt during an arrangement period, were assured by firms' reps that they can show a profit over the next two or three months by which time they feel that they will have ironed out the situation. They estimate that they can sell some 100,000 platters by the end of March, which would mean a surplus of about \$5,000.

Halts Pressing?

It was also announced that the firm halted pressing operations at its Ossining plant (the Olympic plant on the West Coast has been closed for some time) and is farming out pressing to independent firms. A West Coast organization, unnamed, reportedly has offered to take over manufacturing and distributing for 11 Western States on a royalty basis.

Manufacturer creditors were informed that the two Musicraft plants were being offered for sale or for lease with assurances that the purchaser would be given Musicraft's pressing biz.

When the general creditors brought up the fact that several Musicraft artists wanted out on their contracts, company officials stated that they felt confident that performers would stay in line if an acceptable plan were worked out, especially with the ban's end apparently so near.

ready left FB to ink working pacts with ABC.

Departure of so many entertainers leaves FB at the lowest point in its history. The office was set up originally in 1930, after the Frederick Bros., Wichita ballroom ops, decided to enter the booking field. In 1931 they shifted to Kansas City, Mo., later opening in Cleveland in 1934, then in New York and Chicago.

Check of FB's Chi office personnel revealed that F. B. Frederick was the only booker left and calls at the office for three days indicated that he was out of town.

During the past three years, financial support was garnered from Herb Pauley, who left his Turnpike Casino, Lincoln, Neb., ballroom in 1945 to join FB as a v.-p., returning to the ballroom in 1948, and Tony Cavalier, Youngstown, O., dancery op, who came thru with loot this year. It was understood that Pauley had a deal working, whereby his loan will be fully repaid, but no word has been received on the Cavalier pay-back.

WM's Pruning Of Band Dept. Gains Scope

Cocktail Section 'Curtailing'

NEW YORK, Dec. 11.—The William Morris Agency curtailment policy in its band department (*The Billboard*, December 4 and 11) this week extended into its personnel and continued in its artist roster. It also was learned that the curtailment not only will affect the WM name bands but will also affect the office's small bands and cocktail units section.

WM virtually closed down its Chicago band department by letting Jack Archer and Bob O'Connor go this week. Archer and O'Connor were the agency's two Midwestern ork salesmen. Continuing to bear out the rumors of a deal between WM and General Artists Corporation (GAC), Archer told *The Billboard* in Chicago that his orders on being handed his notice were to turn over all his route sheets and contract to the GAC office in Chi.

Two Orks Go Over

Further indication of a GAC-WM deal was projected with the confirmation that two more WM ork properties were released for signature to GAC. These orks were the Buddy Rich aggregation and the Del Courtney crew. It also was learned that GAC execs were trying to land Johnny Moore's Three Blazers and the Joe Mooney Quartet from the WM small units section. And GAC continued to seek deals with Claude Thornhill, Charlie Spivak, Count Basie and Henry Busse. Duke Ellington, who was reported as being close to completing a GAC deal, still hasn't inked a pact with the agency.

Meanwhile, GAC execs Art Weems and Jack Whitemore, along with personal manager Louis Zito, flew to Pittsburgh yesterday (10) to confer with orkster Charlie Spivak. Spivak, who applied to the American Federation of Musicians (AFM) to seek a release from WM, is reported considering acceptance of a GAC proposition in line with the GAC pitch that the latter agency could obtain a release for any WM ork property willing to accept a GAC deal. It also was reported that Spivak's AFM appeal is not likely to come up for an airing before March, at which time the fourth leg of his seven-year WM deal will be completed.

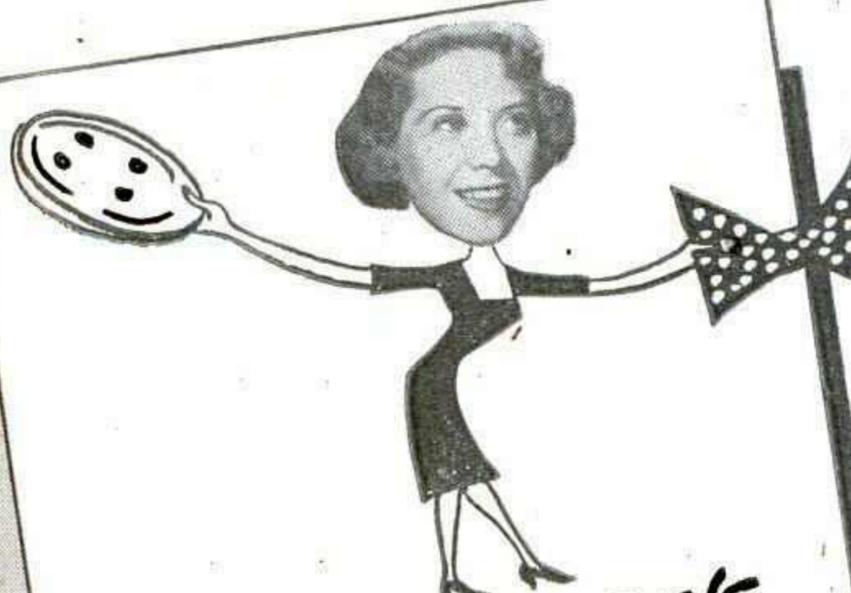
Rumors continued that Cross Courtney, WM band department topper, was on his way to GAC's band wing. But Courtney flatly denied that he was going to move into the GAC picture.

Simon May Get "All for Love"

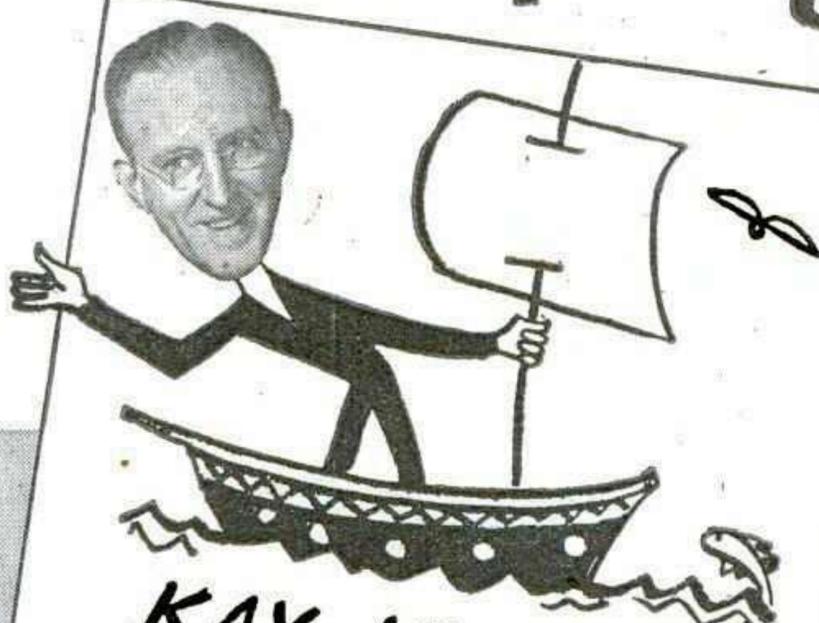
NEW YORK, Dec. 11.—Publication rights to the Allen Roberts-Lester Lee score of the musical *All for Love* appear set for the George Simon pubbery. The deal, for which Simon flew here from the Coast this week, would include all tunes in the show except *My Heart Is in the Middle of July*, which is Shapiro-Bernstein's by a previous arrangement. Simon is discussing the deal with producer Anthony Farrell. The show, starring the Hartmans, opens January 15.

Meanwhile, attorneys for the Louis Cowan Agency are reported about to send Simon a formal request to withdraw his tune, *Stop the Music*. The pubber, who had submitted the number to the agency for use on the giveaway show (*The Billboard*, December 11), is going ahead with publication and plugging plans despite agency objections.

Keep 'em in stock-Keep 'em spinning



**DINAH SHORE'S
BUTTONS
and
BOWS**
and
Daddy-O
COLUMBIA 38284



**KAY KYSER'S
ON A SLOW
BOAT TO
CHINA**
and
In The Market Place
Of Old Monterey
COLUMBIA 38301

The Billboard MUSIC POPULARITY CHARTS
Retail Record Sales PART IV

1. **1** BUTTONS AND BOWS... Dinah Shore... Columbia 38284-ASCAP
2. **2** ON A SLOW BOAT TO CHINA... Kay Kyser... Columbia 38301-ASCAP
3. **3** TWELFTH ST...
Week Ending November 28
Wm. H. Stone

The Billboard MUSIC POPULARITY CHARTS
Juke Box Record Plays PART V

1. **1** BUTTONS AND BOWS... Dinah Shore... Columbia 38284-ASCAP
2. **2** ON A SLOW BOAT TO CHINA... Kay Kyser... Columbia 38301-ASCAP
3. **3** TWELFTH ST...
Week Ending November 28
Wm. H. Stone

Riding high!



**Gene Autry's
HERE COMES
SANTA CLAUS
—
AN OLD-FASHIONED TREE
COLUMBIA 20377**



**Doris Day's &
Buddy Clark's
MY DARLING
MY DARLING
—
THAT CERTAIN PARTY
COLUMBIA 38353**



**Les Brown's
I'VE GOT MY LOVE TO
KEEP ME WARM
—
I'M A-TELLIN' YOU, SAM
COLUMBIA 38324**



**Xavier Cugat's
CUANTO LE GUSTA
—
TAKE IT AWAY
COLUMBIA 38239**

COLUMBIA RECORDS

Writer Reclassification Makes Headway at ASCAP

NEW YORK, Dec. 11.—Revision of its writer classification system by the American Society of Composers, Authors and Publishers (ASCAP) (*The Billboard*, November 20) is proceeding apace, with the plan now assuming definite shape. At a meeting of the writer classification board Thursday (9), a system for rating tunesmiths' output in parity with publishers' met with general acceptance.

The trinity of performance, availability and seniority, which have long been the criteria for publishers, may soon be the actual governing factor in scaling writers, according to the proposed plan. Till now, yardsticks for rating writers have been of a highly theoretical nature, and trade feeling has been that the actual scaling has been done arbitrarily. Also under special consideration at the Thursday meeting was the question of weighing performances of classical works. The feeling of the board is that choral, symphonic and other long works should count more in performance summations than the comparatively short pops. It was suggested that a point system be set up, whereby pops would receive one point, and classical performances two, three or more, depending on length.

The board will definitely come up with a new system, it was again vigorously stated, despite objections by any special groups. The board's stand is that revamping is not only their right but their duty, in view of the obsolescence of the current set-up and in view of their responsibility to the society under the by-laws.

It Still Cooks

HOLLYWOOD, Dec. 11.—Reverberations of West Coast ASCAP membership resentment against the New York office, vehemently aired at Prexy Fred Ahlert's recent visit here, were still sounding this week. A report was circulating that a petition had been making the rounds asking that the president of ASCAP be elected directly by the membership rather than by the board. Among the signatures to this putative document was said to be the hancock of no less a notesmith than Harry Ruby. This tale achieved such currency that Ruby is said to have sent a letter to Ahlert disclaiming any connection with the petition.

Also disclosed this week was the previously unpublicized fact that the Coast membership had passed a resolution at the Ahlert meeting asking that some sort of appeals board and branch office be established here, so that writers with gripes can get quick

Artists Mitt RCA's 45 R.P.M

HOLLYWOOD, Dec. 11.—RCA Victor recording artists here got a firsthand look-see at Victor's 45 r.p.m. disk demonstration and left the unveiling fully impressed that it's the "most sensational" innovation in the platter industry since perfection of electrical recording.

Jim Murray, Radio Corporation of America veepee in charge of the Victor division, personally supervised 45 r.p.m.'s intro to the artists. For the most part demonstrations were handled in an informal manner, with artists dropping in when their skeds permitted for a preview look and listen of Victor's long-playing baby.

Murray remained mum on Victor's 45 r.p.m. plans, stating only that it will be unveiled for the public "some time in '49." In the meantime artists who had seen and heard the new platters went into super-superlatives in describing it. Judging by wax talent attending demonstrations, it appears entire RCA Victor catalog will be affected.

action, and so that important Society information can be disseminated direct. Now tunesmiths have to relay their woes to New York, and important ASCAP news originating in the East usually arrives here first via the trade papers rather than official communications. Whether such a branch can be set up by exec fiat or whether it would require membership votes is not known here.

Gabor Suspends Mass. Pressing

NEW YORK, Dec. 11.—Don Gabor has suspended pressing at his 42-press plant in Webster, Mass. He has set January 3 as the hoped-for re-activation date, with a five-man skeleton crew in charge meanwhile. The bulk of the Webster business had been contract work for various waxeries, with some for his own Continental and Remington labels. Gabor, who has developed several plastic materials, says that Webster is re-tooling for plastic pressing only.

Beginning this week he will produce his own lines at the Belltone plant in Lodi, N. J., in which he has an interest. This plant makes only plastic disks.

Gabor, who had been placed on the unfair list by the American Federation of Musicians (*The Billboard*, December 11), says that he had received no notification of arrears from the union, and has sent a letter to AFM exec Rex Riccardi, protesting being posted on the Local 802 bulletin board without a word of warning.

Artie Shaw To Solo Longhair With Clary

NEW YORK, Dec. 11.—Artie Shaw, who plans to reorganize his band next spring, will appear as guest soloist with several symphony orchestras this season. The clarinetist, who will introduce a number of new longhair works for the instrument, is being booked by the Arthur Judson office, with the following dates already set:

ASCAP Membership Meeting Convenes, With TV Seen as Future Top \$\$\$ Producer

NEW YORK, Dec. 11.—The American Society of Composers, Authors and Publishers (ASCAP) holds its annual membership meeting Tuesday (14), with top brass alerted to the proposition that television may become the Society's heaviest source of revenue. A high-ranking member of the board late this week indicated that TV would loom large in discussions and reports at the Tuesday meeting in the Hotel Waldorf. Other matters reported scheduled are a report on the status of ASCAP with respect to the Leibell decision, a discussion of a suggested change in the by-laws whereby the Society's president would be elected by the membership rather than by the board and discussion on the writer-reclassification problem (see separate story).

The thinking of some of the ASCAP members with regard to TV takes cognizance of the possibility that the Society's income from standard broadcasting and theaters may be sharply reduced in succeeding years. The full story with respect to theater income will not be known for a long time, for successive appeals on the Leibell case will take it to the Supreme Court. As for income from

Jascha Inked

NEW YORK, Dec. 11.—RCA Victor announced the re-signing of Jascha Heifetz to a long-term pact. The long-hair violinist, who signed originally with Victor in 1917, has done all his waxing for the label, with the exception of several album sets cut in 1944 for Decca. The Heifetz signing foiled a strong bid for the artist by Columbia Records, whose attempted raid of the Victor red seal roster parallels the similar, but more successful raid by Columbia's parent outfit, the Columbia Broadcasting System, in its recent signing of Jack Benny, ex-National Broadcasting Company star.

Despite Distress Cries of Waxers Disk Sales Soar

NEW YORK, Dec. 11.—Despite cries of distress in some quarters to the effect that the record business is in the doldrums, a number of recent disks are chalking up smash sales figures. Prime example of this is RCA Victor's *All I Want for Christmas (Is My Two Front Teeth)*, recorded by Spike Jones. The disk will have hit the million mark in a few days. The figure is phenomenal in view of the fact that the record has been out just about five weeks. Last Victor disk which hit the million mark was Vaughn Monroe's etching of *Ballerina*, but this was accomplished over a much longer time period.

Columbia's *Buttons and Bows* is expected to have hit one million this week, and Decca's *A Little Bird Told Me*, out just about four weeks, is crowding the 500,000 mark. In the non-musical category Columbia's Ed Murrow album, *I Can Hear It Now*, selling at \$7.75 without tax, hit a figure of 25,000 sales in the first 10 days and continues a tremendously heavy seller.

Rochester Civic Orchestra, January 9; Denver Symphony, March 1; Leon Barzin's National Orchestral Association group at New York's Carnegie Hall, April 18.

Court Reverses Barton Decish; Asks New Plan

NEW YORK, Dec. 11.—Ben Barton's arrangement procedure took a unique turn in Federal Court Thursday (9), when Referee Peter B. Olney vacated an amended plan he had already signed. Referee Olney's reversal came after Attorney William Klein, representing the Songwriters' Protective Association (SPA), brought to court's attention a clause in the plan which would enjoin songwriter creditors from moving for reversion of their copyrights.

Klein, who is not acting for any specific creditor, but has been in the case for tunesmiths' interests in general, pointed out that, despite the protection granted by Chapter 11 of the Chandler Act, under which Barton has filed, to deny the writers the right to act for return of their copyrights would be a denial of equity rights. A. Halsey Cowan, Barton's attorney, had stated that he had obtained waivers of reversion claims from a dollar-and-number-majority of songwriter creditors. Under Chapter 11, such majority accord traditionally means that the remaining creditors are bound to follow suit. But Klein pointed out that the standard SPA contract provides writers with the right to regain their copyrights upon proper notification if the publisher fails to fulfill his obligations. Referee Olney agreed that this might throw a new construction on the case. Cowan suggested that those writers who had started copyright reversion proceedings before Barton filed under Chapter 11 might be allowed to continue their action, but that any writer who had not so moved was now restrained by the Chandler Act provisions.

New Angle to Case

Klein countered this by pointing out that some writers had tunes in the Barton catalog which had not been exploited and who were owed no money. These, he said, had nothing to gain by the arrangement procedure, and should be entitled to return of their tunes in cases where the publisher had not fulfilled contract provisions. Referee Olney also agreed that this aspect of the case might have merits.

The upshot was that Barton was asked to prepare a new plan which would meet with creditor approval and which would not restrict writers from exercising copyright reversions. He was granted an adjournment until December 20, at which time he is to submit the new plan. In the meantime, he will meet informally with creditors to try to establish an acceptable arrangement.

Precedental

Music biz lawyers are watching this turn in the affair with special interest. It is said that no reversion of song copyright has ever been obtained in court. The other precedental aspect is the possibility that action for copyright return may be permitted despite Chandler Act protection of individuals seeking to pay off creditors and continue in business. Also of interest is SPA's role in the case, acting to protect tunesmith rights and keep meaningful the SPA contract. At no point did SPA ask that Barton's plan be modified or rejected—it merely pointed out that certain matters of equity might be involved in the arrangement.

Kramer-Whitney Sit Tight

NEW YORK, Dec. 11.—The Kramer-Whitney pubbery, operated by the clefting team of Alex Kramer and Joan Whitney, pulled in its belt this week and prepared to coast, pending the release of key records on their intended plug tunes. Ed Mac-Caskey and Murray Sporn exited the firm in New York this week, but Wally Brady will continue on the Coast.

BILLBOARD BACKSTAGE

A Station Mgr. and a Record Man Mount the Disk Soap Box

By Joe Csida

(Continued from page 3)

the unfamiliar brand name. I realize that I should submit as you have, and as all good little fellows should, to the benevolent plans so carefully laid for my dollar by my betters with the brainy v.-p.'s—Columbia and RCA Victor.

"Since these two moguls were unable to sign a treaty by which together they might sabotage the lesser record companies in their bid for my patronage, I suppose I should be content to allow them my wallet for their own private battleground. They are now after bigger game—each other. As usual, I am in the middle.

"Of course, I am supposed to be the dictator. You keep telling me that. I simply try all the means of musical reproduction: Disks of various composition and size at various speeds, with various groove-widths, and for various stylus pressures, tape and wire with various equipment at various speeds. I make my decision, and all the v.-p.'s bow. I have spoken.

"I then write off my capital outlay of several thousand dollars, minus the assorted record baggage which my decision has made obsolete and which I can unload on my friends. My decision, inexpert and hopelessly biased by propaganda and circumstances, has not only cost the moguls less than a little laboratory work and an industry conference—they have made money hand-over-fist from it.

Mother's Burgers

"Among the circumstances which prevent me from choosing what may be the best and cheapest method of recording is this: I am crazy for those symphonies by Oscar Schmo, who records exclusively for Victor. If Victor chooses to release them exclusively as engraved with a pin on the blade of a meat grinder, that is how I am going to play them all day long, Mother and her hamburger be damned.

"So I make my decision. The lesser companies and the less fortunate big one scramble for my patronage. Bankruptcy take the hindmost. Now, is there any sense in that? Is that the American idea of the evolution of a superior product thru free enterprise? I submit that in industry after industry it has been the pattern for relentless crushing of small opposition to fat the purses of the mighty few. In every industry there are crises of standardization. Standardization is a necessary concession of individuality to economy. It should

Signature Plans Dept. Shake-Ups

NEW YORK, Dec. 11.—Signature Records will undergo a shake-up in its sales and promotion departments shortly. Prior to the diskery's shake-up statement, Jerry Ross, firm's sales manager, resigned from his post. The first victim of the firm's shake-up plan was its promotion man for the past couple of years, Dan Priest.

Ross already has been replaced by Marvin Adler, who previously worked in a similar capacity with the Rocking Horse kidisk outfit.

Signature plans to strengthen both its sales and promotion sections. The firm has no intention of cutting down either operation. Promotion-wise the diskery intends to employ a disk jockey promotion expert to handle its air exploitations and also will hire an independent publicity man to handle newspaper and mag coverage.

Meanwhile, the firm expects to complete the move of its New York plant to its new Shelton, Conn., location by the end of this month.

not be carried too far. But, where it is basic, as in this instance, surely a way could be found to settle the matter at an all-industry level without violating the anti-trust laws, and without throwing the controversial bones to us dogs.

"P. S.: I suppose you know that 33 1/3-rpm has been a recording standard for radio stations for years. Mechanically, it is easily obtained by gear reduction from 78 rpm. I don't know about 45 rpm as used with 78. And what about 45 as used with 33 1/3? Tell me about that."

No Bleeding

We understand that most FM station operators are having a tough time making a buck (tho for all we know Mr. Wertenbaker may have an operation of purest ebony). Nevertheless, as long as Mr. W. says, "Tell me about that," we will:

Our heart fails to bleed for a station operator who programs the bulk of his time with phonograph records (we presume Mr. W., like most FM stations, does), and then pouts because he may have to add an additional piece of reproducing equipment to play a new and better record over his air. As for answering the rest of Mr. W.'s excellent treatise, we stand on our original remarks.

For Sale?

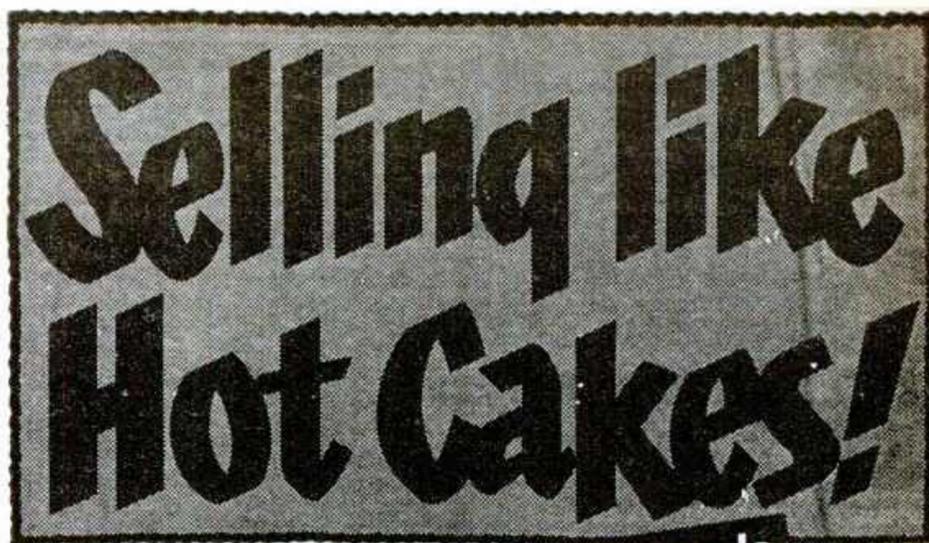
Among the folks in agreement with those remarks was Albert Franck of the International Records Agency, who makes it short and sweet with: "... Your 'On and Off the Soap Box' was swell. The world is too full of record 'critics' who pontificate on the flimsiest of informational foundations on any and all aspects of the record-making art. Too many, too, have opinions for sale." (The italics are Mr. Franck's.)

English Decca Named Distrib For Tempo Disks

HOLLYWOOD, Dec. 11.—English Decca will press and distribute Tempo records in the British Isles, Norway, Sweden, Denmark, Holland, Belgium, Portugal, Union of South Africa, Far East, Middle East and British West Indies. Deal was closed last week in London following meetings between Edward (Ted) Lewis, English Decca prexy, and Irving Fogel, Tempo topper. Inking with Tempo marks the second deal English Decca closed with an American firm this year. Lewis recently signed with Capitol to handle that company's catalog in Britain, in addition to his previous arrangement for American Decca's product.

Fogel-Lewis deal is for one year, with options for renewal by mutual consent of the two firms. Lewis will pick the disks he wants. First Tempo batch will be released this month via the English Decca channels and includes a series of etchings by Brother Bones and His Shadows. Foremost is the Bones version of *Sweet Georgia Brown*, currently climbing the upper rungs of best-seller lists in the U. S. Tempo's sig will be prominently credited on the English Decca label.

Manufacture-distribution tie-up with English Decca is the latest in a series of similar deals closed by Tempo's Fogel during his current European trip. Others include arrangements with Cetra for Italy, Turicaphone for Austria and Switzerland, and Polydor for Germany. Also, Fogel extended Tempo's distribution in France via *Le Chant De Monde*.



14 more Popular Records

- | | |
|---|--|
| GALWAY BAY | BING CROSBY Decca 24295 |
| MY GIRL'S AN IRISH GIRL | |
| A LITTLE BIRD TOLD ME | EVELYN KNIGHT Decca 24514 |
| BRUSH THOSE TEARS FROM YOUR EYES | |
| MAYBE YOU'LL BE THERE | GORDON JENKINS Decca 24403 |
| DARK EYES | |
| MY DARLING, MY DARLING | PETER LIND HAYES Decca 24519 |
| DAINTY BRENDA LEE | |
| BUTTONS AND BOWS | EVELYN KNIGHT Decca 24489 |
| I KNOW WHERE I'M GOING | |
| CUANTO LA GUSTA | |
| THE MATADOR | CARMEN MIRANDA and ANDREWS SISTERS Decca 24479 |
| POWDER YOUR FACE WITH SUNSHINE. | |
| ONE SUNDAY AFTERNOON | EVELYN KNIGHT Decca 24530 |
| TO MAKE A MISTAKE IS HUMAN | |
| IN MY DREAMS | ELLA FITZGERALD Decca 24529 |
| SAY SOMETHING SWEET TO YOUR SWEETHEART | INK SPOTS |
| YOU WERE ONLY FOOLING (While I Was Falling in Love) | Decca 24507 |
| GLORIA | |
| I WANT TO BE THE ONLY ONE | MILLS BROTHERS Decca 24509 |
| ON A SLOW BOAT TO CHINA | |
| THIS IS THE MOMENT | LARRY CLINTON Decca 24482 |
| SO TIRED | |
| I HEAR MUSIC | RUSS MORGAN Decca 24521 |
| AM I ASKING TOO MUCH | |
| RECESS IN HEAVEN | INK SPOTS Decca 24517 |
| PRETTY BABY | |
| SWINGIN' DOWN THE LANE | BING CROSBY Decca 24515 |

JUST RELEASED!

- | | |
|---------------------------|--|
| MISSOURI WALTZ | BING CROSBY |
| MARCHETA | Decca 25407 |
| THE BIRTH OF THE BLUES | BING CROSBY |
| THE WAITER AND THE PORTER | |
| AND THE UPSTAIRS MAID | BING CROSBY |
| | Mary Martin and Jack Teagarden Decca 25408 |
| THE BIRTH OF THE BLUES | GUY LOMBARDO |
| STORMY WEATHER | Decca 24531 |

Single Records 75¢ each (plus tax)



Vic Damone

Latest Release

"Suzy"

(WITH ITALIAN CHORUS)

MERCURY #5228

Any Season's Sensation

Currently
COPACABANA
New York

also

**VIC DAMONE SHOW for
Pet Milk**

NBC Coast to Coast
SATURDAY NIGHT

PERSONAL MANAGEMENT
LOU CAPONE

PRESS RELATIONS
SIDNEY ASCHER

BOOKINGS
WILLIAM MORRIS

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending December 10

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. BUTTONS AND BOWS** 1

By Livingston and Evans
Published by Famous (ASCAP)

Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; B. Brown, Varsity 114; Jeff Clay, Dana 2023; B. Hope-Clark Sisters, Capitol 15292; Grace Fields, London 355; H. O'Connell, Coast 8032.

Electrical transcription libraries: Sterling Young Ork, MacGregor; The Swingtones-The Jumpin' Jacks, NBC Thesaurus.
- 2. ON A SLOW BOAT TO CHINA** 2

By Frank Loesser
Published by E. H. Morris (ASCAP)

Records available: L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Henrickson, Capitol 15208; Kay Kyser, Columbia 38301; S. Lanson, Mercury 5191; A. Lund, MGM 10269; P. Martin, Victor 20-3123; E. Howard Ork, Mercury 5210; J. Frank, Varsity 117.

Electrical transcription libraries: Kay Armen, Associated; Louise Carlyle-Music of Manhattan Ork, NBC Thesaurus; Freddy Martin, Standard; Shep Fields, Lang-Worth.
- 3. MY DARLING, MY DARLING** 3

By Frank Loesser
Published by E. H. Morris (ASCAP)

From the Broadway musical production "Where's Charley?"

Records available: E. Young & J. Lathrop, Victor 20-3187; Jo Stafford-Gordon MacRae, Capitol 15270; Doris Day-Buddy Clark, Columbia 38353; Peter Lind Hayes Decca 24519.

Electrical transcription libraries: Phil Brito, Associated.
- 4. A LITTLE BIRD TOLD ME** 4

By Harvey O'Brooks
Published by Bourne (ASCAP)

Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Knight-Stardusters, Decca 24514; P. Watson, Supreme S-1507; Smokey Rogers, Capitol 15326.

(No information on electrical transcription libraries available as The Billboard goes to press.)
- 5. YOU WERE ONLY FOOLIN'** 5

By Larry Fortine-Billy Faber-Fred Meadows
Published by Shapiro-Bernstein & Barron (ASCAP-BMI)

Records available: Blue Barron, MGM 10185; Ink Spots, Decca 24507; K. Starr, Capitol 15226; E. Whitley-Green Sisters, Columbia 38323.

Electrical transcription libraries: Kay Armen, Associated; Blue Barron, Lang-Worth.
- 6. ALL I WANT FOR CHRISTMAS
(Is My Two Front Teeth)** 9

By Don Gardner
Published by Witmark (ASCAP)

Records available: Spike Jones & His City Slickers, Victor 20-3177.

(No information on electrical transcription libraries available as The Billboard goes to press.)
- 7. UNTIL** 6

By Jack Fulton, Bob Crosby and Hunter Kahler
Published by Dorsey Bros. (ASCAP)

Records available: T. Dorsey Ork, Victor 20-3061; The Charlottees, Columbia, 38329.

(No information on electrical transcription libraries available as The Billboard goes to press.)
- 8. LAVENDER BLUE** 10

By Elliot Daniel and Larry Morey
Published by Santly-Joy (ASCAP)

From the Walt Disney Film "So Dear to My Heart."

Records available: M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; V. Lynn, London 310; Sammy Kaye, Victor 20-3100; Dinah Shore-H. Zimmerman Ork, Columbia 38299; Jack Smith-The Clark Sisters, Capitol 15225.

(No information on electrical transcription libraries available as The Billboard goes to press.)
- 9. A TREE IN THE MEADOW** 7

By Bill Reid
Published by Shapiro-Bernstein (ASCAP)

Records available: S. Browne, London 123; P. Fennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2985; Margaret Whiting, Capitol 15122; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; Varsity 108; B. Brown-Varsity Ork, Varsity 108.

Electrical transcription libraries: Cyril Stapleton Ork, London; Monica Lewis-Ames Brothers, World.
- 10. MAYBE YOU'LL BE THERE** 7

By Sammy Gallop and Rube Bloom
Published by Triangle (ASCAP)

Records available: J. Fina Ork, Mercury 5180; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; Betty Rhodes, Victor 20-2189; Billy Butterfield, Capitol 397; Eddy Howard, Mercury 5214.

Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Mindy Carson-Hank D'Amico, Associated; Ziggy Elman, Lang-Worth; Eddy Howard, Mercury 5214.

The following Christmas standards, which should have been included in the "Honor Roll of Hits," were omitted due to the temporary nature of their popularity and in order to allow for the inclusion of the regularly popular hit tunes: "White Christmas" (should have been in eighth position) and "Here Comes Santa Claus" (ninth position).

USE THIS PAGE AS YOUR CHECK SHEET Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

- 1. BUTTONS AND BOWS**
BETTY RHODES RCA Victor 20-3078
- 2. ON A SLOW BOAT TO CHINA**
FREDDY MARTIN RCA Victor 20-3123
- 3. MY DARLING, MY DARLING**
EVE YOUNG AND JACK LATHROP RCA Victor 20-3187
- 6. ALL I WANT FOR CHRISTMAS**
SPIKE JONES AND HIS CITY SLICKERS RCA Victor 20-3177
- 7. UNTIL**
TOMMY DORSEY RCA Victor 20-3061
- 8. LAVENDER BLUE**
SAMMY KAYE RCA Victor 20-3100
- 9. A TREE IN THE MEADOW**
J. LOSS ORCHESTRA RCA Victor 20-2965
- 10. MAYBE YOU'LL BE THERE**
BETTY RHODES RCA Victor 20-2189

This week's **RCA VICTOR** release!

✓ **POPULAR**

- My Own True Love
Columbus Stockade Blues VAUGHN MONROE RCA Victor 20-3252
- You Grew Up To Be Some Baby
Oh! My Darling THE THREE SUNS RCA Victor 20-3253
- Marcella
Arizona Sundown FREDDY MARTIN RCA Victor 20-3254
- Sophisticated Swing
Roberts' Boos. COUNT BASIE RCA Victor 20-3255

✓ **FOLK**

- No Rodeo Dough
Sentimental, Worried and Blue SONS OF THE PIONEERS RCA Victor 20-3257
- Four Fiddle Polka
Call Me Darlin' Do SPADE COOLEY RCA Victor 20-3258
- Picture On the Wall
Keep On the Sunny Side THE CARTER FAMILY RCA Victor 20-3259*

✓ **RHYTHM & BLUES**

- If I Dream of You
I'm Gonna Pull My Hair THE CATS AND THE FIDDLE RCA Victor 20-3260*
- Hey Mama—Everything's All Right
Chicago Blues ARTHUR "BIG BOY" CRUDUP RCA Victor 20-3261

✓ **POP SPECIALTIES**

- Rumba Matumba
Cuban Cabby DESI ARNAZ RCA Victor 20-3256

✓ **TWO NEW ALBUMS**

- "Vaughn Monroe Sings" Album P-234
 - Begin the Beguine and The Moon Was Yellow RCA Victor 20-3220
 - Anniversary Song and Something Sentimental RCA Victor 20-3221
 - Oh Promise Me and Because RCA Victor 20-3222
 - The Whiffenpoof Song and Without a Song RCA Victor 20-3223
- "Polkas" Album P-235
 - Old Lady Polka and Minnesota Polka SIX FAT DUTCHMEN RCA Victor 20-3224
 - Helen Polka HENRI RENÉ
 - Yes-Yes-Polka LAWRENCE DUCHOW RCA Victor 20-3225
 - Beer Barrel Polka GLAHÉ MUSETTE ORCH.
 - Hot Clarinet Polka LAWRENCE DUCHOW RCA Victor 20-3226



Riding High... Climbing Fast

- All I Want for Christmas (My Two Front Teeth) SPIKE JONES RCA Victor 20-3177
- Until TOMMY DORSEY RCA Victor 20-3061
- For You PERRY COMO RCA Victor 20-3099
- Blue Christmas JESSE ROGERS RCA Victor 20-3243
- A Heart Full of Love EDDY ARNOLD RCA Victor 20-3174

RCA RCA Victor Division, Radio Corporation of America, Camden, N. J.

✓ ... Mail your order to your RCA Victor distributor!

Name _____

Street _____

City _____ State _____

* Re-Issued by Request!

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.

A RECORD-BREAKING YEAR FOR
ART MOONEY



**I'VE BEEN WORKING
ON THE RAILROAD**

Vocal by Ensemble

In The Market Place Of Old Monterey

Vocal by Bud Brees and Galli Sisters

M-G-M 10298

**I'M LOOKING OVER
A FOUR LEAF CLOVER**

The Big Brass Band From Brazil

M-G-M 10119

BABY FACE

Encore, Cherie

M-G-M 10156

BLUE BIRD OF HAPPINESS

Sunset to Sunrise

M-G-M 10207

**THERE'S A BARBER IN THE
HARBOR OF PALERMO**

The Night Has A Thousand Eyes

M-G-M 10260

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The **Billboard**

MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Based on reports received last three days of Week Ending December 10



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	Weeks to date	Last Week	This Week		Publisher
12	1	1	1	BUTTONS AND BOWS (F) (R)	Famous
2	2	2	2	ON A SLOW BOAT TO CHINA (R)	Melrose
5	4	3	3	MY DARLING, MY DARLING (M) (R)	E. H. Morris
6	3	4	4	WHITE CHRISTMAS (R)	Berlin
5	6	5	5	HERE COMES SANTA CLAUS (R)	Western
2	7	6	6	LAVENDER BLUE (F) (R)	Santly-Joy
3	10	7	7	A LITTLE BIRD TOLD ME (R)	Bourne
10	5	8	8	YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein-Barron
9	9	9	9	UNTIL (R)	Dorsey Bros.
5	8	10	10	SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
2	16	11	11	ALL I WANT FOR CHRISTMAS (R)	Witmark
28	9	12	12	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
2	12	13	13	WINTER WONDERLAND (R)	Bregman-Vocco-Conn
2	15	14	14	CUANTO LA GUSTA (R)	Peer
1	—	15	15	GALWAY BAY (R)	Leeds
26	13	16	16	MAYBE YOU'LL BE THERE (R)	Triangle
16	11	17	17	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
33	14	18	18	MY HAPPINESS (R)	Blasco
24	19	18	18	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
1	—	18	18	BOUQUET OF ROSES (R)	Hill & Range

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

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	English	American
10	1	1	1	BUTTONS AND BOWS	Victoria
11	2	2	2	WHEN YOU'RE IN LOVE	Bradbury Wood
14	3	3	3	MY HAPPINESS	Chappell
14	3	4	4	SO TIRED	Campbell-Connelly
2	9	5	5	MAYBE YOU'LL BE THERE	Victoria
33	4	5	5	GALWAY BAY	Box and Cox
31	5	6	6	DREAM OF OLWEN	Lawrence Wright
19	7	7	7	RAMBLING ROSE	Irwin Dash
4	8	8	8	BALLIN' THE JACK	Francis Day
18	6	8	8	YOU CAN'T BE TRUE, DEAR	Chappell
6	11	9	9	ANYTHING I DREAM IS POSSIBLE	Reid
7	12	10	10	UNDERNEATH THE ARCHES	Campbell-Connelly
11	10	11	11	YOU CALL EVERYBODY DARLIN'	E. H. Morris
11	13	12	12	LA VIE EN ROSE	Noel Gay
12	15	13	13	ALL DRESSED UP WITH A BROKEN HEART	Cinephonic
3	16	14	14	SABRE DANCE	Leeds
4	14	15	15	SAY IT EVERY DAY	Merrin
1	—	16	16	CUANTO LE GUSTA	Southern
3	18	17	17	IN MY DREAMS	Irwin Dash
1	—	18	18	LOVE SOMEBODY	E. H. Morris

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

POSITION	Weeks to date	Last Week	This Week	
8	1	1	1	BUTTONS AND BOWS
6	2	2	2	ON A SLOW BOAT TO CHINA
22	3	3	3	A TREE IN THE MEADOW
4	7	4	4	YOU WERE ONLY FOOLIN'
20	7	5	5	YOU CALL EVERYBODY DARLIN'
27	6	5	5	MY HAPPINESS
16	4	7	7	UNDERNEATH THE ARCHES
13	5	8	8	HAIR OF GOLD, EYES OF BLUE
4	9	9	9	GALWAY BAY
14	13	10	10	TWELFTH STREET RAG
4	11	11	11	UNTIL
2	—	12	12	SANTA CLAUS IS COMIN' TO TOWN
2	12	13	13	HERE COMES SANTA CLAUS
3	14	14	14	WHITE CHRISTMAS
1	—	15	15	LAVENDER BLUE

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity

Based on reports received last three days of Week Ending December 10



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 1,200 disk jockeys throughout the country. 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. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks on date	Last Week	This Week	Record	Label
14	1	1	BUTTONS AND BOWS.....Dinah Shore	Columbia 38284—ASCAP
6	2	2	MY DARLING, MY DARLING.....J. Stafford-G. MacRae and the Starlighters	Capitol 15270—ASCAP
8	3	3	ON A SLOW BOAT TO CHINA.....K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301—ASCAP
6	4	4	ON A SLOW BOAT TO CHINA.....F. Martin Ork-G. Hughes	Victor 20-3123—ASCAP
3	6	5	ALL I WANT FOR CHRISTMAS.....S. Jones and His City Slickers	Victor 20-3177—ASCAP
4	11	6	A LITTLE BIRD TOLD ME.....E. Knight-The Stardusters	Decca 24514—ASCAP
15	19	7	UNTIL.....Tommy Dorsey Ork-H. Prime	Victor 20-3061—ASCAP
4	8	8	ON A SLOW BOAT TO CHINA.....E. Howard Ork	Mercury 5210—ASCAP
7	10	9	BUTTONS AND BOWS.....The Dinning Sisters and Art Van Damme Quintet	Capitol 15184—ASCAP
20	5	10	TWELFTH STREET RAG.....Pee Wee Hunt	Capitol 15105—ASCAP

(S. Bechet & His New Orleans Feetwarmers, Victor 20-3120; Freddie Fisher, FM 301 & Regent 125; Liberace, Signature 15240; A. Smith & His Cracker-Jacks, MGM 10294; Eddie (Glim) Miller, Rainbow 70033; Jack Fina & Ork, MGM 10251; Varsity 106; B. Bishop Ork, Bullet 1061; N. Simons, Rego 1016; M. Herth Trio, Decca 24450; Varsity Ragtime Band, Varsity 106)

(Continued on page 109)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical point totals are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Songs	Publisher	Week of December 3-9				Add. Sur. Tot.
		SI—Sustaining Instrumental		CI—Commercial Instrumental		
		SV	CV	SV	CV	Pts.
A Little Bird Told Me	Bourne	0	8	0	7	127
A Tree in the Meadow	Shapiro-Bernstein	0	0	0	8	83
Bella Bella Marie	Leeds	1	6	0	2	65
Bouquet of Roses	Hill & Range	2	8	0	3	61
Brush Those Tears From Your Eyes	Leeds	2	4	1	3	77
Buttons and Bows (Pale Face)	Famous	0	0	0	14	279
By the Way (When My Baby Smiles at Me)	B.V.O.	4	6	0	1	70

(Continued on page 109)

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, December 3, 8 a.m., and ending Friday, December 10, 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. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 40 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated. The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

A Little Bird Told Me (R)	Bourne—ASCAP
A Tree in the Meadow (R)	Shapiro-Bernstein—ASCAP
Am I All of Your Future or Part of Your Past (R)	Fremart—BMI
Bella, Bella Marie (F) (R)	Leeds—ASCAP
Bouquet of Roses (R)	Hill and Range—BMI
Brush Those Tears From Your Eyes (R)	Leeds—ASCAP
Buttons and Bows (F) (R)	Famous—ASCAP
By the Way (R)	Bregman-Vocco-Conn—ASCAP
Clancy Lowered the Boom	Patmar—BMI
Cuanto La Gusta (R)	Peer—BMI
Far Away Places (R)	Laurel—ASCAP
For You (R)	Witmark—ASCAP
Galway Bay (R)	Leeds—ASCAP
Hair of Gold, Eyes of Blue (R)	Mellin—BMI-ASCAP
Here I'll Stay (M) (R)	Chappell—ASCAP
I Got Lucky in the Rain (R)	Sam Fox—ASCAP
It's a Most Unusual Day (R)	Robbins—ASCAP
Lavender Blue (R) (F)	Santly-Joy—ASCAP
Lillette (R)	Jefferson—ASCAP
Maybe You'll Be There (R)	Kramer-Whitney—ASCAP
My Darling, My Darling (M) (R)	E. H. Morris—ASCAP
On a Slow Boat to China (R)	Melrose—ASCAP
Pretty Baby (R)	Remick—ASCAP
Say It Isn't So (R)	Berlin—ASCAP
That Certain Party (R)	Bourne—ASCAP
The Money Song (R)	Crawford—ASCAP
Until (R)	Dorsey Bros.—ASCAP

(Continued on page 31)



A Check List of Top-Selling M-G-M Records Hits

POPULAR

WE GOT TO PUT SHOES ON WILLIE Never Make Eyes	Stanley Fritts and THE KORN KOBBLERS M-G-M 10324
BUTTONS AND BOWS The Matador	BETTY GARRETT M-G-M 10244
BLUE MOON Fools Rush In	BILLY ECKSTINE M-G-M 10311
TARA TALARA TALA Before Long	JOHNNY DESMOND M-G-M 10287
I'VE BEEN WORKING ON THE RAILROAD In The Market Place Of Old Monterey	ART MOONEY and his Orchestra M-G-M 10298
WHAT DID I DO I Love You Much Too Much	HELEN FORREST M-G-M 10262
ON A SLOW BOAT TO CHINA By The Way	ART LUND M-G-M 10269
YOU WERE ONLY FOOLING It's Easy When You Know How	BLUE BARRON and his Orchestra M-G-M 10185
CORN BELT SYMPHONY Every Day Is Just A Holiday	NEV SIMONS M-G-M 10257
DOWN THE STAIRS, OUT THE DOOR For Heaven's Sake	HELEN FORREST M-G-M 10312
EVERYTHING I HAVE IS YOURS I'll Be Faithful	BILLY ECKSTINE M-G-M 10259
THERE'S A QUAKER DOWN IN QUAKER TOWN A Strawberry Moon	BLUE BARRON and his Orchestra M-G-M 10297
CANADIAN CAPERS Siesta	JACK FINA and his Orchestra M-G-M 10289
DOWN AMONG THE SHELTERING PALMS If We Can't Be The Same Old Sweethearts	THE JACKIE BROWN QUARTET M-G-M 10286
I STILL GET A THRILL Bluer Than Blue	ART LUND M-G-M 10295

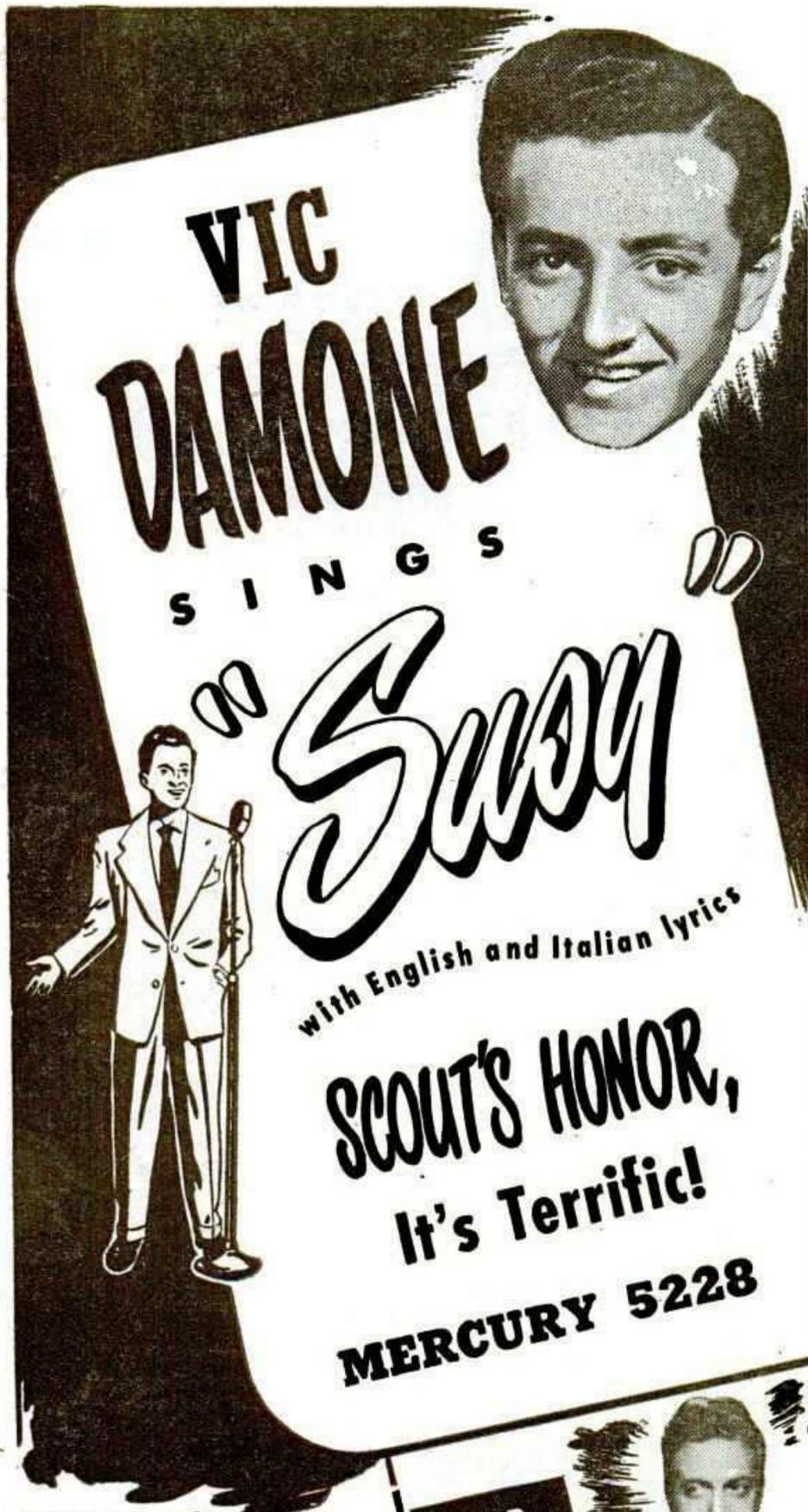
FOLK and WESTERN

LIFE GITS TEE-JUS DON'T IT Wind In The Mountains	CARSON ROBISON M-G-M 10224
COTTON PATCH BLUES Hop, Skip And Jump Over Texas	BOB WILLS M-G-M 10291
OKLAHOMA SWEETHEART I Heard About You	BUD HOBBS M-G-M 10305
INDIAN MAIDEN Spanish Darling	SHEB WOOLEY M-G-M 10304
GUITAR BOOGIE Boomerang	ARTHUR (Guitar Boogie) SMITH M-G-M 10293

EBONY SERIES

DOWN BY THE STATION A Ghost Of A Chance	SLIM GAILLARD M-G-M 10309
HE SENDS ME I Ain't Gonna Quit You	IVY WILLIS M-G-M 10301
IT'S TOO SOON TO KNOW I'm Thru With Love	MARIAN ROBINSON M-G-M 10300

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT



VIC DAMONE
SINGS
Sway
with English and Italian lyrics
**SCOUT'S HONOR,
It's Terrific!**
MERCURY 5228

TIP
WATCH FOR
Frankie Laine's
LATEST RELEASE!
IT'S A SENSATIONAL
JUMP TUNE!
FITS HIM LIKE
A GLOVE!



Mercury Records
THE COMPANY THAT STARS THE ARTIST!

TIP
WATCH FOR
John Laurenz'
LATEST...
ANOTHER BOUNCE
TUNE JUST MADE
FOR HIM!



Mercury Records

The **Billboard** MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Based on reports received last three days of Week Ending December 10

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italics.

Weeks to date	Last Week	This Week	Record Title	Label
13	1	1	BUTTONS AND BOWS <i>Daddy-O</i>	Dinah Shore...Columbia 38284-ASCAP
9	2	2	ON A SLOW BOAT TO CHINA <i>In the Market Place of Old Monterey</i>	Kay Kyser Ork-H. Babbitt-G. Woods...Columbia 38301-ASCAP
4	4	3	ALL I WANT FOR CHRISTMAS <i>Happy New Year</i>	S. Jones and His City Slickers...Victor 20-3177-ASCAP
6	3	4	MY DARLING, MY DARLING <i>Girls Were Made to Take Care of Boys</i>	J. Stafford-G. MacRae and the Starlighters...Capitol 15270-ASCAP
5	7	5	A LITTLE BIRD TOLD ME <i>Brush Those Tears From Your Eyes</i>	E. Knight-The Stardusters...Decca 24514-ASCAP
7	5	6	ON A SLOW BOAT TO CHINA <i>Czardis</i>	F. Martin Ork-G. Hughes...Victor 20-3123-ASCAP
5	9	7	MY DARLING, MY DARLING <i>That Certain Party</i>	D. Day-B. Clark...Columbia 38353-ASCAP
26	6	7	TWELFTH STREET RAG <i>Somebody Else Not Me</i>	Pee Wee Hunt...Capitol 15105-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 data 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.

2	18	9	HERE COMES SANTA CLAUS <i>An Old-Fashioned Tree</i>	G. Autry...Columbia 20377-ASCAP
8	10	10	BUTTONS AND BOWS <i>San Antonio</i>	The Dinning Sisters and Art Van Damme Quintet...Capitol 15184-ASCAP
2	23	11	WHITE CHRISTMAS <i>God Rest You Merry Gentlemen</i>	B. Crosby...Decca 23778-ASCAP
15	13	12	UNTIL <i>After Hour Stuff</i>	Tommy Dorsey Ork-H. Prime...Victor 20-3061-ASCAP
12	11	13	YOU WERE ONLY FOOLIN' <i>It's Easy When You Know How</i>	Blue Barron...MGM 10185-ASCAP
27	8	14	MAYBE YOU'LL BE THERE <i>Dark Eyes</i>	Gordon Jenkins...Decca 24403-ASCAP
4	15	14	ON A SLOW BOAT TO CHINA <i>I'd Love to Live in Loveland</i>	E. Howard Ork...Mercury 5210-ASCAP
3	16	16	A LITTLE BIRD TOLD ME <i>Pretty Papa</i>	P. Watson...Supreme S-1507-ASCAP
21	14	17	A TREE IN THE MEADOW <i>I'm Sorry But I'm Glad</i>	Margaret Whiting...Capitol 15122-ASCAP
2	26	18	LAVENDER BLUE <i>Down Among the Sheltering Palms</i>	S. Kaye Ork...Victor 20-3100-ASCAP
5	12	19	ON A SLOW BOAT TO CHINA <i>I Hate to Lose You</i>	B. Goodman Ork-A. Hendrickson...Capitol 15208-ASCAP
6	20	20	ON A SLOW BOAT TO CHINA <i>By the Way</i>	A. Lund...MGM 10269-ASCAP
8	17	21	CUANTA LA GUSTA <i>The Matador</i>	C. Miranda-The Andrews Sisters...Decca 24479-BMI
3	23	22	YOU WERE ONLY FOOLIN' <i>While I Was Falling in Love</i>	The Ink Spots...Decca 24507-ASCAP
3	—	23	BUTTONS AND BOWS <i>I Still Get a Thrill</i>	Betty Rhodes-H. Zimmerman Ork...Victor 20-3078-ASCAP
1	—	24	BUTTONS AND BOWS <i>I Know Where I'm Going</i>	E. Knight...Decca 24489-ASCAP
1	—	25	YOU WERE ONLY FOOLIN' <i>While I Was Falling in Love</i>	K. Starr...Capitol 15226-ASCAP
3	22	26	SO TIRED <i>Rambling Rose</i>	R. Morgan...Decca 24449-ASCAP
1	—	26	YOU'RE ALL I WANT FOR CHRISTMAS <i>Tara Talara Tala</i>	F. Laine-G. Fischer's Ork...Mercury 5177-BMI
3	18	28	SWEET GEORGIA BROWN <i>Margie</i>	Brother Bones and His Shadows...TR 852-ASCAP
2	—	29	GLORIA <i>I Want to Be the Only One</i>	Mills Brothers...Decca 24509-ASCAP
1	—	30	LAVENDER BLUE <i>So Dear to My Heart</i>	D. Shore-H. Zimmerman Ork...Columbia 38299-ASCAP

UP YOUR "TAKE" BY INCREASING YOUR



'MY DARLING, MY DARLING'

Jo Stafford and
Gordon MacRae and the
Starlighters with Orchestra

'GIRLS WERE MADE TO TAKE CARE OF BOYS'

Jo Stafford and Gordon
MacRae with Orchestra
CAPITOL RECORD 15270

'FAR AWAY PLACES'

Margaret Whiting and
The Chew Chiefs with
Orchestral Accompaniment

'MY OWN TRUE LOVE'

Margaret Whiting
with Frank DeVol
and His Orchestra
CAPITOL RECORD 15278

'HOLD ME'

'I WANNA GO WHERE YOU GO (Then I'll Be Happy)'

Peggy Lee
with Dave Barbour
and His Orchestra
CAPITOL RECORD 15298

'THAT'S A NATURAL FACT'

'FLO AND JOE'

The King Cole Trio
Vocals by King Cole
CAPITOL RECORD 15320

'THE PRISONER OF LOVE'S SONG'

Jo Stafford (Alias Cinderella
G. Stump) with Red Ingle
and His Natural Seven

'THE TRAVELING SALESMAN POLKA'

Jo Stafford with Tex Williams
and His Western Caravan
CAPITOL RECORD 15312

'HIGH SOCIETY'

'WABASH BLUES'

Pee Wee Hunt
and His Orchestra
CAPITOL RECORD 15299

'ON A SLOW BOAT TO CHINA'

'I HATE TO LOSE YOU (I'm So Used To You Now)'

Benny Goodman
and His Orchestra
CAPITOL RECORD 15208

'SO TIRED'

Kay Starr with Orchestra

'STEADY DADDY'

Kay Starr with
Dave Cavanaugh's Music
Featuring Red Norvo, vibes
Arnold Ross, piano
Jack Marshall, guitar
CAPITOL RECORD 15314

'A LITTLE BIRD TOLD ME'

'WHAT DID YOU DO TO ME?'

Blue Lu Barker
with Orchestra
CAPITOL RECORD 15308

JIMMY WAKELY

The Hottest Name in Western Music Today!

'WALKIN' THE SIDEWALKS OF SHAME'

'MINE, ALL MINE'

Vocals by Jimmy Wakely
with Cowboy Band
CAPITOL RECORD 15236

'ONE HAS MY NAME (The Other Has My Heart)'

'YOU'RE THE SWEET- EST ROSE IN TEXAS'

Vocals by Jimmy Wakely
with Cowboy Band
CAPITOL RECORD 15162

'I LOVE YOU SO MUCH IT HURTS'

'I DON'T WANT YOUR SYMPATHY'

Vocals by Jimmy Wakely
with Cowboy Band
CAPITOL RECORD 15243

HITS

COMING UP FAST!

'ONCE IN LOVE WITH AMY'

'TARRA TA-LARRA TA-LAR'

Dean Martin
with Orchestra
CAPITOL RECORD 15329

★ ★ ★

'I'VE GOT MY LOVE TO KEEP ME WARM'

'MORE BEER!'

The Starlighters
with Orchestra
CAPITOL RECORD 15330

★ ★ ★

'A STRAWBERRY MOON (In a Blueberry Sky)'

'DAINTY BRENDA' LEE'

Jack Smith
and The Clark Sisters
with Orchestra
CAPITOL RECORD 15328



RECORDS
H O L L Y W O O D

PHONE OR WIRE YOUR NEAREST DISTRIBUTOR TODAY!!!

Meet Milburn
Amos



FAMOUS
ALADDIN STAR
"It's simple arithmetic, bub!"
Nation's No. 1 Hit
BEWILDERED
AL 3018
backed by A & M BLUES
done by NATION'S NO. 1
BLUES Singer
AMOS MILBURN
equals greatest Nickel-pull of the year.
Ask your neighbor.
★ ★ ★
And don't forget another for the money."
CHICKEN-SHACK BOOGIE
AL 3014
backed by
IT TOOK A LONG, LONG TIME
ORDER FROM YOUR DEALER
ALADDIN RECORDS
HOLLYWOOD 27, CALIF.

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Based on reports received last three days of Week Ending December 10

BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's 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.

POSITION	Weeks (Last)	This (date) Week	Record	Label
1	12	1	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....	Capitol DBX-99
2	16	4	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....	Capitol DBX-93
3	27	3	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-34
4	27	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....	Capitol DAS-80
5	27	5	BUGS BUNNY (Three Records) Mel Blanc.....	Capitol CC-64
6	2	7	TWAS THE NIGHT BEFORE CHRISTMAS (One Record) M. Cross.....	Victor Y-20-Victor 45-5106
7	16	-	KING COLE FOR KIDS ALBUM (Three Records) King Cole Trio.....	Capitol DC-89
8	8	-	BAMBI ALBUM (Three Records) S. Temple-Chorus; P. Smith, director.....	Victor Y-395
9	17	13	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....	Victor Y-375
10	22	8	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....	Capitol CC-40
11	21	12	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-65
12	7	6	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians.....	Decca CUS-7
13	10	-	TUBBY THE TUBA (Two Records) Danny Kaye.....	Decca CU-106
13	16	10	JOHNNY APPLESEED (Three Records) Dennis Day.....	Victor P-368
15	22	14	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol DBS-84

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks (Last)	This (date) Week	Record	Label
1	163	1	Clair De Lune Jose Iturbi.....	Victor 11-8851
1	46	2	Bluebird of Happiness Jan Peerce-RCA Victor Ork, S. Levin, director.....	Victor 11-9007, Victor 10-1454, Victor 18-1074
3	124	-	Jealousie Boston Pops Ork; Arthur Fiedler, conductor.....	Victor 12160
4	1	-	Because L. Warren.....	Victor 10-1406
4	1	-	Stille Nacht, Neilige Nacht Madame Schumann-Heink.....	Victor 6723

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

POSITION	Weeks (Last)	This (date) Week	Album	Label
1	2	3	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator.....	Columbia MM-800
2	1	-	Christmas Hymns and Carols (Four Records) Robert Shaw and The Victor Choral Group.....	Victor MO-1077
3	79	-	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor Philadelphia Ork.....	Victor 1020
4	1	-	Chopin's Piano Music (Three Records) Vladimir Horowitz.....	Victor DM-1034
5	1	-	Encores First Piano Quartet.....	Victor MO-1263
5	2	-	Ravel: Bolero (Two Records) Koussevitzky-Boston Symphony Ork.....	Victor DM-352

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION	Weeks (Last)	This (date) Week	Album	Label
1	7	1	MERRY CHRISTMAS ALBUM (Four Records) B. Crosby.....	Decca A-550
2	3	2	TWAS THE NIGHT BEFORE CHRISTMAS (Four Records) Fred Waring.....	Decca 480
3	4	4	ROSES IN RHYTHM (Four Records) F. Carle.....	Columbia C-174
4	2	6	MERRY CHRISTMAS MUSIC (Four Records) Perry Como.....	RCA P-161
5	1	-	CHRISTMAS CAROLS (Three Records) P. Spitalny-Hour of Charm and the All-Girl Ork.....	Charm Record No. 1
6	16	4	THEME SONGS (Four Records) S. Kaye, T. Dorsey, T. Bencke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns.....	Victor P-217
7	2	10	CHRISTMAS MUSIC (Three Records) Ken Griffin.....	Broadcast G-500
8	102	9	GLENN MILLER (Four Records) Glenn Miller.....	Victor P-148
9	5	3	DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kay Choir.....	Victor P-228
10	1	-	COMIN' ROUND THE MOUNTAIN ALBUM	

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART V
TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending December 10

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.

Weeks to date	Last Week	This Week	POSITION	RECORD	ARTIST	Label
12	1	1	1	BUTTONS AND BOWS	Dinah Shore	Capitol 15105-ASCAP
9	2	2	2	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38284-ASCAP
4	4	3	3	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514-ASCAP
5	7	4	4	MY DARLING, MY DARLING	J. Stafford-G. MacRae and The Starlighters	Capitol 15270-ASCAP
6	5	5	5	ON A SLOW BOAT TO CHINA	F. Martin-G. Hughes	Victor 20-3123-ASCAP
23	3	6	6	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105-ASCAP
7	5	7	7	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet	Capitol 15184-ASCAP
3	15	8	8	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507-ASCAP

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22	10	9	9	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403-ASCAP
4	9	10	10	ON A SLOW BOAT TO CHINA	E. Howard Ork	Mercury 5210-ASCAP
3	12	11	11	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia 39353-ASCAP
6	11	12	12	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185-ASCAP
21	8	13	13	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122-ASCAP
4	28	14	14	BUTTONS AND BOWS	E. Knight	Decca 24489-ASCAP
2	19	14	14	ON A SLOW BOAT TO CHINA	A. Lund	MGM 10269-ASCAP
5	18	16	16	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson	Capitol 15208-ASCAP
2	20	17	17	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers	Victor 20-3177-ASCAP
4	28	18	18	GLORIA	Mills Brothers	Decca 24509-ASCAP
3	28	19	19	BRUSH THOSE TEARS FROM YOUR EYES	E. Knight-The Stardusters	Decca 24514-ASCAP
1	-	20	20	WHITE CHRISTMAS	B. Crosby	Decca 23778-ASCAP
5	13	21	21	CUANTO LA GUSTA	C. Miranda-The Andrews Sisters	Decca 24479-BMI
1	-	21	21	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243-BMI
3	26	23	23	A HEART FULL OF LOVE	Eddy Arnold	Victor 20-3174-BMI
2	-	23	23	BUTTONS AND BOWS	B. Garret-H. Mooney Ork	MGM 10244-ASCAP
4	22	25	25	DOWN AMONG THE SHELTERING PALMS	S. Kaye Ork	Victor 20-3100-ASCAP
1	-	25	25	LAVENDER BLUE	S. Kaye Ork	Victor 20-3100-ASCAP
13	14	25	25	THAT CERTAIN PARTY	Benny Strong	Tower 1271-ASCAP
6	21	28	28	ONE HAS MY NAME	J. Wakely and Cowboy Band	Capitol 15162-BMI
1	-	29	29	YOU WERE ONLY FOOLIN'	K. Starr	Capitol 15226-ASCAP
2	22	30	30	SO TIRED	R. Morgan Ork	Decca 24521-ASCAP
2	16	30	30	YOU WERE ONLY FOOLIN'	The Ipk Spots	Decca 24507-BMI

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

What Did I Do?	(R)	Triangle-ASCAP
You Call Everybody Darlin'	(R)	Mayfair-ASCAP
You Were Only Foolin'	(R)	Shapiro-Bernstein-Barron-ASCAP-BMI
You're All I Want for Christmas	(R)	Porgie-BMI

To Every Dealer and Coin Operator
 Our Christmas Present to
YOU

'BOOGIE WOOGIE SANTA CLAUS'
 75X Mabel Scott

'Merry Christmas Baby'
 Johnny Moore's Three Blazers
 featuring Charles Brown and Oscar Moore
 63X

'BLUE CHRISTMAS'
 65X Doye O'Dell

Coin Operators say
 This is the HIT Record!

'DOWN AMONG THE SHELTERING PALMS'
 76X

'ON MIAMI SHORE'
 PAUL MARTIN ...
 and His Orchestra

Exclusive records
NEW SENSATION

DECCA

"HAVE YOU EVER BEEN LONELY?" and

"LET'S SAY GOODBYE LIKE WE SAID HELLO"

DECCA 46144

ALWAYS A Best Seller!



ERNEST TUBB

- DECCA— THAT WILD AND WICKED LOOK IN YOUR EYE
46134 FOREVER IS ENDING TODAY
- DECCA— YOU NEARLY LOSE YOUR MIND
46125 I AIN'T GOIN' HONKY TONKIN' ANYMORE
- DECCA— SEAMAN'S BLUES
46119 WAITING FOR A TRAIN
- DECCA— A WOMAN WRECKED MANY A GOOD MAN
46113 A LONELY HEART KNOWS
- DECCA— BLUE-EYED ELAINE
46093 OUR BABY'S BOOK
- DECCA— WHEN THE WORLD HAS TURNED YOU DOWN
46092 I'LL GET ALONG SOMEHOW
- DECCA— TIME AFTER TIME
46091 I HATE TO SEE YOU GO
- DECCA— ANSWER TO RAINBOW AT MIDNIGHT
46078 HEADIN' DOWN THE WRONG HIGHWAY
- DECCA— YOU HIT THE NAIL RIGHT ON THE HEAD
46061 TWO WRONGS DON'T MAKE A RIGHT
- DECCA— CARELESS DARLIN'
46048 IT'S BEEN SO LONG DARLING
- DECCA— TRY ME ONE MORE TIME
46047 SOLDIER'S LAST LETTER
- DECCA— I'LL STEP ASIDE
46041 THERE'S GONNA BE SOME CHANGES MADE AROUND HERE
- DECCA— DON'T LOOK NOW
46040 SO ROUND, SO FIRM, SO FULLY PACKED
- DECCA— ANSWER TO WALKING THE FLOOR OVER YOU
46029 YOU'LL WANT ME BACK (But I Won't Care)
- DECCA— THOSE SIMPLE THINGS ARE WORTH A MILLION NOW
46030 I'M FREE AT LAST
- DECCA— THOUGH THE DAYS WERE ONLY SEVEN
46031 YOU WON'T EVER FORGET ME
- DECCA— FILIPINO BABY
46019 DRIVIN' NAILS IN MY COFFIN
- DECCA— RAINBOW AT MIDNIGHT
46018 I DON'T BLAME YOU
- DECCA— YOU WERE ONLY TEASING ME
46013 I'M BEGINNING TO FORGET YOU
- DECCA— I'LL NEVER CRY OVER YOU
46007 I WONDER WHY YOU SAID GOODBYE
- DECCA— WALKING THE FLOOR OVER YOU
46006 I'LL ALWAYS BE GLAD TO TAKE YOU BACK

Single Records 75¢ each (plus tax)

ORDER TODAY!



America's Fastest

Selling Records!

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Folk Record Section

Based on reports received last three days of Week Ending December 10

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly 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 folk records.

POSITION	Weeks Last	This	Record	Artist	Label
16	1	1	ONE HAS MY NAME.....	Jimmy Wakely.....	Capitol 15162—BMI
30	2	2	BOUQUET OF ROSES.....	Eddy Arnold, the Tennessee Plow-boy and His Guitar.....	Victor 20-2806—BMI
16	3	3	JUST A LITTLE LOVIN'...	Eddy Arnold, the Tennessee Plow-boy and His Guitar.....	Victor 20-3013—BMI
5	5	4	THEN I TURNED AND WALKED SLOWLY AWAY...	E. Arnold.....	Victor 20-3174—BMI
7	4	5	I LOVE YOU SO MUCH IT HURTS.....	J. Wakely and Cowboy Band.....	Capitol 15243—BMI
5	6	6	A HEART FULL OF LOVE..	Eddy Arnold.....	Victor 20-3174—BMI

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13	7	7	LIFE GETS TEE-JUS, DON'T IT?	C. Robison...MGM 10224—ASCAP
9	8	8	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys...Decca 46136—BMI
4	—	9	MINE ALL MINE.....	J. Wakely and Cowboy Band...Capitol 15236—BMI
8	12	10	I LOVE YOU SO MUCH IT HURTS	Floyd Tillman...Columbia 20430—BMI
10	13	11	DOG HOUSE BOOGIE.....	Hawkshaw Hawkins...King 720—BMI
4	—	12	BUTTONS AND BOWS.....	G. Autry..Columbia 20469—ASCAP
3	10	13	HERE COMES SANTA CLAUS	G. Autry..Columbia 20377—ASCAP
6	—	14	THAT WILD AND WICKED LOOK	Ernest Tubb...Decca 46134—BMI
2	—	14	THE GODS WERE ANGRY WITH ME.....	E. Kirk and String Band...Capitol 15176—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Larry Cassidy, Singing Cop and Capitol artist, is leading his own band, the Dixie Raiders. Ork is working West Coast spots, including Uncle Dave Ming's 97th St. Corral and Harmony Park, Anchiem. It includes Tommy Mills, drums; Vic Davis, piano; Bucky Lloyd, steel guitar; Tex Atchison, fiddle; Dave Barnum and Dick Hamilton, guitars, and Curley Armstrong, bass. . . . Folk music lost a good friend November 18 when Hal Horton, 55-year-old Dallas disk jockey and promoter, died of a heart attack. Hal, who last worked at KRLD, Dallas, as a d.j., was responsible for the success of many young entertainers, like Hank Thompson, Capitol star. . . . Jimmy Osborne, King artist, reports he became a daddy November 16. Jimmy has worked out a deal to do a daily show from the Lexington, Ky., tobacco warehouse over WLEX. . . . Hank Thompson is undecided about continuing the *Smoky Mountain Hayride*, network e.t. show which he and Hal Horton had been producing. Hank is doing personals in Waco, Tex. . . . Fiddler Red Herron, guitarists Bob Foster and Hank Garland and bassman Autry Inman are working with Cowboy Copas at WSM, Nashville.

James H. Stanton, proxy of Rich-R-Tone platters, has inked a three-year recording pact with Fiddlin' Leslie Keith and His Lonesome Road Boys, featuring Little Maggie. Group is heard three times daily on WCYB, Bristol, Va. . . . Jimmy Wakely has been signed to guest on the *Grand Ole Opry* NBC web January 1. He will play a Connie B. Gay, Washington, D. C., date later. . . . Bob Mason's Western Swingbillies, featuring Lloyd Cornell, have moved from WAGE, Syracuse, N. Y., to Canada, where they are featured on CFPL, London, Ont. They also are slated to do shows for the Canadian network. . . . T. Tex Tyler cut a number of radio shows for the Armed Forces Radio Station web last week. He's at the Town Hall, Compton, Calif., following a one-night tour of the West. . . . Big Slim is back at WWVA, Wheeling, W. Va., following a summer tour thru the East and Midwest. Hawkshaw Hawkins, recently with WFIL, Philadelphia, has returned to WWVA to work Big Slim's group. Slim's wife was injured during the summer when she was thrown from a horse. She is recovering. . . . The Sunshine Boys, Western artists on WSB and WSB-TV, Atlanta, leave soon for Hollywood, and a Columbia picture. Lads have worked several *Durango Kid* films with Charles Starrett and Smiley Burnette.

Mr. and Mrs. Western Swing, Dusty and Pammy Walker, heard on KOA, Denver, will have their first sides released next month on Ace label, Denver plattery. Besides their broadcasts, they operate the *Chez Jay* in Estes Park, Colo., and Pammy runs a ladies' dress shop. . . . Kenny Anderson, Singing Cowboy of KBYM, Billings, Mont., reports that Sam Nichols, MGM artist, has been appearing with him occasionally. . . . Tex Ritter, Capitol singer, returns to his San Fernando Valley home next week after a lengthy swing thru Pennsylvania and the Southeast. . . . Tex Williams and Smokey Rogers have completed the first two of a series of featurettes for Universal-International. Films which featured Williams' Western Caravan and chirp Lina Romay, are *Sun In the Sky* and *Cheyenne Cowboy*.

(Continued on opposite page)

The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section
PART VI
TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending December 10

BEST-SELLING RETAIL FOLK RECORDS

Records listed are hit 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 folk records.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
16	1	1	1	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BMI
32	2	2	2	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
5	3	3	3	A HEART FULL OF LOVE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174—BMI
17	4	4	4	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
8	5	5	5	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI

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 data 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.

5	5	6	6	THEN I TURNED AND WALKED SLOWLY AWAY	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174—BMI
11	8	7	7	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
3	9	8	8	HERE COMES SANTA CLAUS	G. Autry	Columbia 20377—ASCAP
4	12	9	9	LIFE GETS TEE-JUS, DON'T IT?	T. Williams	Capitol 15271—ASCAP
18	7	10	10	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
3	—	11	11	CHIME BELLS	Elton Britt	Victor 20-3090—ASCAP
2	10	12	12	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb	Decca 46144—BMI
9	—	13	13	BUTTONS AND BOWS	G. Autry	Columbia 20469—ASCAP
1	—	14	14	A SINNER'S DEATH	Roy Acuff and His Smoky Mountain Boys	Columbia 20475—BMI
4	14	14	14	GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	Capitol 15187—BMI

ADVANCE FOLK RECORD RELEASES

Back To Old Smoky Mountain	B. Dean & His Hi-Way Wanderers (I'll Take) DC 4101	*Keep on the Sunny Side	The Carter Family (Picture On) Victor 20-3259
Barbary Allen . . . Parts I & II	B. Atcher . . . Columbia 20481	Lights in the Valley	J. E. Mainer's Mountaineers (Maple on) Victor 20-3241
Blow the Whistle	Z. Manners Ork (Cigars, Cigarettes) Victor 20-3247	Little Buddy	Hank, The Singing Ranger (You Played) Victor 20-324
Boll 'Em Cab'age Down	Howington Brothers With the Tennessee Haymakers (Don't Play) DC 4107	Little Darlin' Waltz	C. Robison (See'n' Red) MGM 10237
Call Me Darlin' Do	Spade Cooley Ork (Four Fiddle) Victor 20-3258	Mansion on the Hill	H. Williams (I Can't) MGM 10328
Campin' in Canaan's Land	C. Monroe & His Kentucky Partners (Don't Forget) Victor 20-3249	Maple on the Hill	J. E. Mountaineers (Lights In) Victor 20-3241
Cigars, Cigarettes, Souvenirs	Z. Manners Ork (Blow the) Victor 20-3247	No Rodeo Dough	Sons of the Pioneers (Sentimental, Worried) Victor 20-3257
Cold, Cold Woman	F. Tillman (Please Don't) Columbia 20496	Old Smoky	B. Atcher (The Hunters) Columbia 20484
Devilish Mary	B. Atcher (Young Rogers) Columbia 20483	*Picture on the Wall	The Carter Family (Keep on) Victor 20-3259
Don't Forget To Pray	C. Monroe & His Kentucky Partners (Campin' in) Victor 20-3249	Please Don't Pass Me By	F. Tillman (Cold, Cold) Columbia 20496
Don't Play With Love	Howington Brothers With the Tennessee Haymakers . . . DC-4107	See'n' Red	C. Robison (Little Darlin') MGM 10237
Four Fiddle Polka	Spade Cooley Ork (Call Me) Victor 20-3258	Sentimental, Worried and Blue	Sons of the Pioneers (No Rodeo) Victor 20-3257
I Can't Get You Off My Mind	H. Williams (Mansion on) MGM 10328	The Hunters of Kentucky	B. Atcher (Old Smokey) Columbia 20484
I Love You So Much It Hurts	F. Tillman (I'll Take) Columbia 20430	Time Will Tell	C. Campbell's Tennessee Ramblers (I'm a) Victor 20-3239
I'll Take Her From the Valley	B. Dean & His Hi-Way Wanderers (Back To) DC 4101	You Played Love on the Strings of My Heart	Hank, the Singing Ranger (Little Buddy) Victor 20-3240
I'll Take What I Can Get	F. Tillman (I Love) Columbia 20430	Young Rogers the Miller	B. Atcher (Devilish Mary) Columbia 20483
I'm a Henpecked Man	C. Campbell's Tennessee Ramblers (Time Will) Victor 20-3239		*Reissue

FOLK TALENT AND TUNES

(Continued from opposite page)

Roy West, of the WGAR Range Riders, recently inked with Victor, will start a video show on WEWS, Cleveland tele station, soon. . . The Smile Time Trio, Chuck Brady, Betty Jean and Tex Grooms, KFEQ, St. Joe, Mo., has started a new show, *Inspiration Time*, designed for shut-ins. They recently staged a radio party for shut-ins, in which each listener was given the name of a shut-in to send a Christmas package to. . . Fiddlin' Chuck Flannery has left the Driftin' Pioneers on KFEQ to join Bob Manning's Riders of the Silver Sage at Fort Madison, Ia., with Don Boots, formerly of WKNX, Saginaw, replacing Flannery. . . Sunshine Sue, of WRVA, Richmond, Va., and the Old Dominion Barn Dance, became the mother of a girl, Virginia Sue, November 24. . . Bill Bender Jr. reports that Professor Lumpkin, University of Colorado, Boulder, Colo., has completed a 30-page pamphlet, listing 750 authentic folk songs, now on different record labels, tracing their origin and growth of popularity.

DECCA
"TENNESSEE SATURDAY NIGHT" coupled with
"BLUES IN MY HEART"
 DECCA 46136
 Star of the "Grand Ole Opry"
RED FOLEY



- DECCA 46143 JUST A MAN AND HIS DOG
- DECCA 46126 DON'T MAKE ME GO TO BED AND I'LL BE GOOD
- DECCA 46124 RUBY RED LIPS
- DECCA 46123 THE LAST THING I WANT IS YOUR PITY
- DECCA 46115 EVERYBODY'S GONNA HAVE A WONDERFUL TIME UP THERE
- DECCA 46081 EASY TO PLEASE
- DECCA 46074 NEVER TRUST A WOMAN
- DECCA 46068 LOVE TO YOU IS JUST A GAME
- DECCA 46058 TOO MANY BLUES
- DECCA 46052 I'LL BE TRUE TO YOU MY DARLIN'
- DECCA 46035 OLD SHEP
- DECCA 46034 FREIGHT TRAIN BOOGIE
- DECCA 46028 THAT'S HOW MUCH I LOVE YOU
- DECCA 46024 FOGGY RIVER
- DECCA 46014 ATOMIC POWER
- DECCA 46126 I'M WALTZING WITH A BROKEN HEART
- DECCA 46124 TELEVISION
- DECCA 46123 I'M PICKING UP THE PIECES OF A BROKEN HEART
- DECCA 46115 RIDE ON KING JESUS
- DECCA 46081 BACK TO TENNESSEE
- DECCA 46074 A SMILE WILL CHASE AWAY A TEAR
- DECCA 46068 OPEN UP THAT DOOR
- DECCA 46058 I'LL BE TRUE TO YOU MY DARLIN'
- DECCA 46052 HONEY, BE MY HONEY BEE
- DECCA 46035 ROCKIN' CHAIR MONEY
- DECCA 46034 A PILLOW OF SIGHS AND TEARS
- DECCA 46028 RYE WHISKEY
- DECCA 46024 LAY DOWN YOUR SOUL
- DECCA 46014 HAVE I TOLD YOU LATELY THAT I LOVE YOU

Single Records 75¢ each (plus tax)

DECCA RECORDS
ORDER TODAY!
 America's Fastest Selling Records!



KING DE LUXE RECORDS

THESE 'STARS' HITS! ALWAYS GIVE YOU HITS!

<p>ROY BROWN</p> <p>LONG ABOUT MIDNIGHT — 3154 WHOSE HAT IS THAT FORE DAY IN THE MORNING — 3198 RAINY WEATHER BLUES <i>Race</i></p> <p>RUTH WALLIS</p> <p>THE DINGHY SONG TONIGHT YOU SLEEP IN THE — 1183 BATHUB EVOLUTION — 1184 I CAN'T WED YOU <i>Pop.</i></p> <p>RED PERKINS</p> <p>ONE HAS MY NAME I LIVE THE LIFE I LOVE — 5047 YOU'RE GONNA REGRET IT ALL SOMEDAY SOMEDAY YOU'LL CALL MY — 5052 NAME <i>Folk</i></p> <p>LONNIE JOHNSON</p> <p>HAPPY NEW YEAR, DARLING BACKWATER BLUES — 4251 BEWILDERED I KNOW IT'S LOVE — 4261 <i>Race</i></p> <p>WYNONIE HARRIS</p> <p>GOOD ROCKIN' TONIGHT GOOD MORNING MISTER BLUES — 4210 BITE AGAIN, BITE AGAIN BLOWIN' TO CALIFORNIA — 4252 <i>Race</i></p> <p>HAWKSHAW HAWKINS</p> <p>I CAN'T TELL MY BROKEN HEART A LIE DOG HOUSE BOOGIE — 720 SOME OF THESE NIGHTS I DIDN'T HAVE THE HEART TO SAY GOODBYE <i>Folk</i></p>	<p>IVORY JOE HUNTER</p> <p>WHAT DID YOU DO TO ME — 4232 THE CODE SONG (I LOVE YOU) I LIKE IT NO MONEY, NO LUCK BLUES — 4255 <i>Race</i></p> <p>COWBOY COPAS</p> <p>ROSE OF OKLAHOMA — 737 BELIEVE IT OR NOT TOO MANY TEARDROPS PEACHES AND CREAM — 743 <i>Folk</i></p> <p>BULL MOOSE JACKSON</p> <p>I CAN'T GO ON WITHOUT YOU FARE THEE WELL, DEACON — 4230 JONES LOVE ME TONIGHT — 4250 WE CAN TALK SOME TRASH <i>Race</i></p> <p>LEE RICHARDSON</p> <p>IT'S TOO SOON TO KNOW LONESOME MORNING BLUES — 3196 WHEN I THINK OF YOU A FOOL FOR YOU — 3197 <i>Race</i></p> <p>TODD RHODES</p> <p>BLUES FOR THE RED BOY — 4240 SPORTREE'S JUMP WALKIE-TALKIE TODD'S IDEA — 4254 <i>Race</i></p> <p>MOON MULLICAN</p> <p>WHAT MY EYES SEE MY HEART BELIEVES — 722 WAIT A MINUTE THE TIE THAT BINDS WHY DON'T YOU LOVE ME — 745 <i>Folk</i></p>
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**KING RECORDS INC. DISTRIBUTORS OF
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1540 BREWSTER AVE. CINCINNATI 7, OHIO.

The **Billboard** MUSIC POPULARITY CHARTS

Race Records

Based on reports received last three days of Week Ending December 10

PART VII

BEST-SELLING RETAIL RACE RECORDS

Records listed are race 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 race records.

POSITION	Weeks to date	Last Week	This Week	Record
1	2	1	1	LONG ABOUT MIDNIGHT..R. Brown Mighty, Mighty Men... De Luxe 1154—ASCAP
2	4	4	2	BEWILDERED ..R. Miller Trio...Bullet 295
3	4	5	3	CHICKEN SHACK BOOGIE..A. Milburn...Aladdin 3014—ASCAP
4	8	7	4	BLUES FOR THE RED BOY..Todd Rhodes...King 4240
5	14	1	5	CORN BREAD ..Hal Singer Sextette...Savoy 671—BMI
6	10	6	6	IT'S TOO SOON TO KNOW..The Orioles...Natural 5000—ASCAP
7	9	3	7	BLUES AFTER HOURS....Pee Wee Crayton...Modern 20-624—BMI
8	2	8	8	BEWILDERED ..A. Milburn...Aladdin 3018
9	14	—	9	AM I ASKING TOO MUCH?.Dinah Washington...Mercury 8095—ASCAP
10	3	11	9	MERRY CHRISTMAS BABY..J. Moore's Three Blazers...Exclusive 63X—BMI
11	6	9	11	A LITTLE BIRD TOLD ME..P. Watson...Supreme S-1507—ASCAP
12	1	—	11	TREES ..A. Hibbler..Miracle M-501—ASCAP
13	2	—	13	GO LONG ..The Dixieaires...Gotham G-163
14	7	—	13	35-30 ..Paul Williams...Savoy 661
15	1	—	15	BETTER CUT THAT OUT...Sonny Boy Williamson...Victor 20-3218—BMI

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 data 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 RACE RECORDS

Records listed are race 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 race records.

POSITION	Weeks to date	Last Week	This Week	Record
1	5	4	1	BEWILDERED ..Red Miller Trio...Bullet 295
2	4	2	2	CHICKEN SHACK BOOGIE..A. Milburn...Aladdin 3014—ASCAP
3	3	—	3	A LITTLE BIRD TOLD ME..P. Watson...Supreme S-1507—BMI
4	7	7	4	LONG ABOUT MIDNIGHT..R. Brown Mighty, Mighty Men...De Luxe 3154—BMI
5	13	3	4	IT'S TOO SOON TO KNOW..The Orioles...Natural 5000—ASCAP
6	7	1	6	BLUES AFTER HOURS....Pee Wee Crayton...Modern 20-624—BMI
7	16	6	7	CORN BREAD ..Hal Singer Sextette...Savoy 671—BMI
8	5	7	8	BLUES FOR THE RED BOY..Todd Rhodes...King 4240
9	6	10	8	PLEASING YOU ..L. Johnson...King 4245—BMI
10	1	—	10	BEWILDERED ..A. Milburn...Aladdin 3018
11	4	13	11	DADDY-O ..L. Jordan Ork-M. Davis...Decca 24502—ASCAP
12	5	—	12	MY FAULT ..Brownie M-Ghee...Savoy 5531
13	13	9	13	AM I ASKING TOO MUCH?.Dinah Washington...Mercury 8095—ASCAP
14	1	—	14	LONDON DONNIE ..D. Byas...Savoy 668—BMI
15	3	—	15	WAXEY MAXIE...Paul Williams...Savoy 670
16	1	—	15	WRAPPED UP IN A DREAM ..Do, Ray and Me...Commodore C-7505—ASCAP
17	1	—	15	BARBADOS ..C. Parker...Savoy 936—BMI

ADVANCE RACE RECORD RELEASES

<p>Bashful Bubber Blows The George Barkley Quintet (You Gotta) Uptown 100</p> <p>Bewildered J. Medlin & The Three Riffs (I'm Glad) Atlantic 867</p> <p>Bump in the Road Boogie C. Howard (Sundays With) Specialty SP318</p> <p>Careful Love J. Liggins (Home-Coming Blues) Specialty SP319</p> <p>Chicago Blues A. Crudup (Hey, Mama) Victor 20-3261</p> <p>Cornshucks Blues Little Miss Cornshucks & Blenders (In the) De Luxe 3178</p> <p>Got the Hesitation Blues J. Widener (That's My) De Luxe 5048</p> <p>Hey, Mama—Everything's All Right A. Crudup (Chicago Blues) Victor 20-3261</p> <p>Home-Coming Blues J. Liggins (Careful Love) Specialty SP319</p> <p>I Learned a Lesson I'll Never Forget 5 Red Caps (Sugar Lips) MGM 10330</p> <p>I'm Glad for Your Sake J. Medlin & The Three Riffs (Bewildered) Atlantic 867</p> <p>In the Rain Little Miss Cornshucks & Blenders (Cornshucks Blues) De Luxe 3178</p>	<p>Let Me Love You, Baby B. Bennett Ork (Rockin' My) Columbia 30148</p> <p>*Long About Midnight R. Brown (Whose Hat) De Luxe 3154</p> <p>New Year's Resolution R. Milton (Porter's Love) Specialty SP317</p> <p>Paradise Valley Walk P. Williams "35-30" Sextette (Walkin' Around) Savoy 680</p> <p>Porter's Love Song R. Milton (New Year's) Specialty SP317</p> <p>Rockin' My Blues Away B. Bennett Ork (Let Me) Columbia 30148</p> <p>Signifying Woman Jazz Gillum (Take a) Victor 20-3250</p> <p>Sugar Lips 5 Red Caps (I Learned) MGM 10330</p> <p>Sundays With You C. Howard (Bump in) Specialty SP318</p> <p>Take a Little Walk With Me Jazz Gillum (Signifying Woman) Victor 20-3250</p> <p>That's My Lindy Lou J. Widener (Got the) De Luxe 5048</p> <p>Walkin' Around P. Williams "35-30" Sextette (Paradise Valley) Savoy 680</p> <p>*Whose Hat Is That? R. Brown (Long About) De Luxe 3154</p> <p>You Gotta Be Careful The George Barkley Quintet (Bashful Bubber) Uptown 100</p>
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A TRIPLE THREAT RELEASE

3 NEW RECORDS

NEW YEARS RESOLUTION
PORTERS LOVE SONG

SUNDAYS WITH YOU
BUMP IN THE ROAD BOOGIE

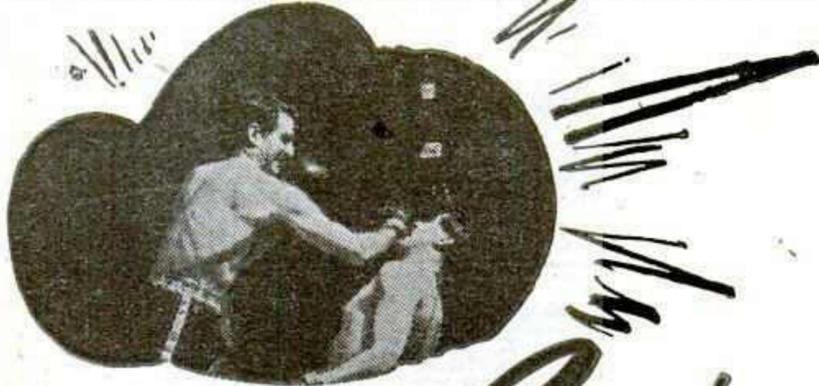
CAREFUL LOVE
HOMECOMING BLUES

ROY MILTON
SP NO. 317

CAMILLE HOWARD
SP NO. 318

JIMMY LIGGINS
SP NO. 319

Specialty records 311 VENICE BLVD. LOS ANGELES 15, CALIF.



Sunday Punch

(See Inside Front Cover, THIS ISSUE)

The Billboard
MUSIC POPULARITY CHARTS
Record Reviews
PART VIII

Based on reports received last three days of Week Ending December 10



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 available for appraisal within the market.

The Categories
 Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
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POPULAR
TERRY ALLEN
 (David Broekman Ork)
 (Atlantic 863)
Jade Green 74--84--74--65
 Tune's of the "arty" variety. Allen does an excellent job with tough melody and lyric. Good orking by Broekman, co-writer of the song.
Another Memory 70--70--70--70
 Smart lyric set into more ordinary musical pattern; pretty tune is done sympathetically by Allen.

THE BLUE JAYS
 (Coral 60003)
Doo-De-Doo on an Old Kazoo 84--84--83--84
 An old sound comes back with brand new impact here—a horde of warblers armed with kazoos blow out "music" so atrociously corny that it's engaging.
Calm Seas and Palm Trees 62--62--60--64
 Polynesian type tune emerges just ordinary without the kazoos.

JIMMY DORSEY ORK
 (Coral 60000)
The Darktown Strutter's Ball 74--75--72--74
 A reissue of a side that was a mighty item in its day — a boogie-woogie killer-diller with a jazzy June Richmond vocal.
Dusk in Upper Sandusky 71--71--70--72
 Also a re-release of a hit disk. This one's the Ray McKinley drum-nastic piece.

THE JESTERS
 (Coral 60007)
I Had a Hat 70--69--67--74
 A good barroom staple here, as the Jesters do a straight rendition of the old comedy tune.
Sure an' It's the Luck of the Irish 68--67--65--72
 Simple, uncomplicated rendition of an old-fashioned style harmonizer.

PEGGY LEE (Dave Barbour Ork)
 (Capitol 15298)
I Wanna Go Where You Go, Then I'll Be Happy 76--80--75--72
 Peggy sounds more like Kay Starr than Peggy Lee on this side; two Lee choruses sandwich a lengthy and boppish jazz-filled interlude.
Hold Me 86--88--86--83
 Peggy sings the oldie with much feeling and warmth but her vocal is detracted by too much background which is musically superb but commercially damaging.

ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
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POPULAR
GENE AUSTIN
 (Universal 141)
Don't Hang Around 75--75--75--75
 The catchy, ricky-tick old-style novelty gets an attractive treatment from the nostalgic Austin adenoids.
Dream On 72--72--71--73
 Fetching Western-flavored tune easily warbled, with the material well matched to Austin's pleasantly corny groove.

RUSS TITUS-ARTIE FIELDS ORK
 (Fortune 106)
Rose of Tangier 70--72--68--70
 Exotic tango ballad with good piping by Titus and good ork work.
Casey's Boogie 78--79--77--78
 "Casey Jones" set to a b. w. beat with fine orking and appealing rhythm singing by Purse, a Detroit disk jockey.

GORDON MacRAE
 (Capitol 15304)
Ramona 76--78--75--75
 MacRae sings the oldie in his virile fashion; his fans should go for it.
Do You Ever Think of Me? 75--77--75--73
 (Carlyle Hall)
 Another oldie garbed in a two-tempo clefting with MacRae turning a competent if not world-shaking job.

BOB HOPE WITH THE CLARK SISTERS
 (Capitol 15292)
Buttons and Bows 70--70--70--70
 Hope turns a fairly straightforward vocal on the tune from his coming pic; Dinah Shore's way in front of this late issue which may sell some copies due to the film tie.
That's Not the Knot 65--65--65--65
 Unfunny novelty not helped much by Hope; his name may sell some copies.

LOUIS ARMSTRONG & HIS ALL STARS
 (Jack Teagarden)
 (Victor 20-2848)
Please Stop Playing Those Blues, Boy 70--72--70--68
 Pops and Teagarden featured on a production blues number in the pat formula that's been a staple of the current Armstrong little band. Jazz with the light but not the heat.
Lovely Weather We're Having 67--67--68--66
 Louis sings and blows a pleasant little pop with honest feeling.
 (Continued on page 36)

TEMPO DISCOVERED
 RECORDED
 DEVELOPED

BROTHER BONES AND HIS SHADOWS

AND NOW THE "ME, TOO!" BOYS ARE ATTEMPTING TO CLIMB ON THE BROTHER BONES BANDWAGON!

but . . .
 If you want the real thing and not a SHODDY Imitation

Hear
BROTHER BONES AND HIS SHADOWS
 PLAY
SWEET GEORGIA BROWN
 (Backed with "MARGIE")
 TEMPO RECORD #652
 A Smasharoo From Coast to Coast
 AS WELL AS

- #648 I KNOW THAT YOU KNOW RED WING
- #668 CHINATOWN DOLL DANCE
 AND THEIR NEWEST SENSATION
- #672 JA-DA JIVE MELODY

The TEMPO-BROTHER BONES Records have the COIN MACHINES, the OPERATORS and the DISK JOCKEYS SPIN-HAPPY!

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THE ENTIRE COUNTRY IS WHISTLING AND CHEERING THE GREATEST HIT YET ON NATIONAL RECORDS

"SWEET GEORGIA BROWN"
"SHINE ON HARVEST MOON"

NATIONAL No. 9063 — by WHISTLING JONES
 Join the Throng — DON'T MISS UP ON THE BEST BET WE'VE HAD YET!

THE RAVENS THEIR RENDITION OF (You've never heard a better rendition)
"WHITE CHRISTMAS"
"SILENT NIGHT"
 No. 9062

VOTED THE NO. 1 VOCAL COMBINATION IN THE COUNTRY

BILLY ECKSTINE CHOSEN BY METRONOME AS THE NO. 1 MALE VOCALIST IN THE COUNTRY
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Record Reviews

(Continued from page 35)

RATINGS (100 Point Maximum)	90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
	40-69 SATISFACTORY • 0-39 POOR

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY DEALER OPERATOR

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY DEALER OPERATOR

POPULAR

ROSE MURPHY (Mercury 8112)
Midnight on the Trail 61--62--62--60
 Not much here in the way of music or laughs.
Swingin' Down the Lane 75--76--75--74
 Rose's cute cheeping is set off by her own ample 88-ing in a swiny standard.

PAN-PACIFIC TEMPO ORK (Coral 60011)
Shadow Waltz 65--65--64--67
 Competent delivery of the standard waltz in strict tempo, useful to dance studios and skating rinks.
Vagabond King Waltz 65--65--65--66
 Another strict-tempo standard, this one at 120 metronome beats.

POPULAR

FRANK PETTY TRIO (Coral 60012)
Pino Pantaloni (The Salami and Sausage Man) 66--67--67--65
 Pseudo-Italian novelty tries hard but offers little.
Would It Make Any Difference to You? 60--60--60--60
 Nothing special in this straight ballad rendition.

THE RAVENS (Jimmy Ricks) (National 9062)
Silent Night 82--82--82--83
 Highly distinctive disk- ing should get a more than fair share of plays this month.
White Christmas 83--83--83--83
 Easy-going jazz treatment of the perennial favorite, with "Jingle Bells" neatly interpolated, and the bass carrying off his usual honors.

FREDDIE "SCHNICKELFRITZ" FISHER ORK (Coral 60010)
Hot Time in the Old Town Tonight 67--66--66--70
 Corn orking with trio vocal of old-timer that should garner some juke coin around the holidays.
Tiger Rag 75--75--74--76
 Corn instrumental in the "12th Street Rag" genre.

THE SOFT WINDS TRIO (Mercury 5221)
Pin Stripe Pants 82--86--80--80
 Clever Bob Russell lyric on this novelty is sold beautifully by this promising threesome; originally sliced for the Majestic label.
My Sweet Patoot With the Bumpershoot 79--82--78--78
 Another cute novelty well handled by the trio; disk jocks should go for these guys in a big way.

JAN GARBER (Low Palmer) (Coral 60008)
My Dear 53--50--50--55
 Draggly waltz with sour orking and so-so vocal.
A Beautiful Lady in Blue 51--48--52--53
 Offering is thoroly cur- dled here.

LOUIS PRIMA ORK (Mercury 5218)
Hi Hi Trailus Bootwhip 68--68--66--70
 Not too impressive Prima waxing, originally cut but unreleased on Majestic; mostly unexciting ork work with brief Prima vocal.
I'll Walk Alone 68--68--68--68
 The Prima disk- ing of this tune helped make it; Lily Ann Carol does the vocal.

DICK BYRON- RALPH NYLAND- WALTER ZIEMBA ORK (Dana 2027)
More Beer 73--73--70--75
 Rousing Polish polka treatment of the new tap-room tune hit.
Lover 72--70--73--73
 Coarse-grained instru- mental polka has a strong tune and power- ful beat.

THE KING COLE TRIO (Capitol 15311)
For Sentimental Reasons 70--70--70--70
 One of Nat's very biggest diskings is reissued with new backing.
I Can't See For Lookin' 70--70--70--70
 New backing also is one of Cole's top old sides; pairing is a bargain buy for recently indoctrinated Cole Trio fans.

DEAN MARTIN & JERRY LEWIS (Capitol 15249)
The Money Song 74--76--74--72
 Martin is a pretty fine singer; Lewis is a zany guy. The combine turned out a pretty nice disk- ing.
That Certain Party 85--87--85--82
 The team do a better job with this revived oldie and make this wax debut noteworthy.

EVELYN KNIGHT & THE STARDUSTERS (Decca 24514)
A Little Bird Told Me 91--92--91--90
 Side is an overnight smash hit; should con- siderably enhance Miss Knight's wax values.
Brush Those Tears From Your Eyes 90--90--90--90
 Another sock disk- ing.

GEORGE OLSEN ORK (Mercury 5222)
Secrets 84--86--84--82
 Look out for this side; melody is based on Tschai- kovsky's fiddle con- certo theme; lyric is capably handled by an un- billed singer.
Who 66--66--67--65
 Dull interpretation of the evergreen showtune.

JULIE O'NEILL & THE PROM QUARTETTE (Russ David Dir.) (Coral 60006)
'Cause You're Too Slow 74--75--75--73
 Pleasing piping of a cute novelty ditty with bright rhythm group.
Let's Be Sure 66--67--67--65
 Modest straight-forward production of a show- type tune.

DANNY O'NEIL (Mercury 5223)
The Lord's Prayer 76--76--76--NS
 Sweet, but persuasive tenoring of the beauti- fully set prayer.
Trees 72--73--74--70
 Irish tenor is warm, but less effective with the setting of Kilmer's poem.

(Continued on page 111)

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The Billboard MUSIC POPULARITY CHARTS

PART XI

Album Reviews

Based on reports received last three days of Week Ending December 10

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points.

THE RATINGS (100 points—the maximum)
90-100 ... tops
80-89 ... excellent
70-79 ... good
40-69 ... satisfactory
0-39 ... poor

THE CATEGORIES

1. Production Idea (grouping of selection continuity) 15
2. "Name Value" 15
3. Caliber of Material 15
4. Manufacturer's Distribution Power 10
5. Exploitation Aids (Record company and other advertising-promotion, film, legit and other plugs) 10
6. Interpretation 15
7. Record Quality 5
8. Manufacturers' Production Efficiency 5
9. Packaging (art work, binding, wrapping) 10

MEDELSSOHN: Symphony No. 4, in A, Op. 90 (Italian) Boston Symphony Ork. Serge Koussevitzky, conductor (3-12") (Victor M-DM 1259) 79

This welcome set replaces an earlier Koussevitzky version made more than 12 years ago. Work itself is bright, melodious, and immediately appealing, and the fine Boston ork plays up all its inherent color.

JUKES Not suitable. JOCKS Ingratiating fare for classical and FM shows.

SCARLATTI SONATAS (2-12") Vladimir Horowitz (Victor MO-1262) 75

In these six so-called sonatas (they do not follow the strict sonata form and are so designated for want of a better name) Horowitz elicits all the delicate grace and disciplined fire of the early 18th century master.

JUKES Not suitable. JOCKS Top piano material.

GIANTS OF JAZZ (3-10") Golden Gate Quartet, Jeri Sullivan, the Brazilians, Benny Goodman, Tommy Dorsey, Charlie Barnett, Louis Armstrong, Mel Powell and Page Cavanaugh Trio (Capitol CC-106) 78

A Song Was Born (Parts I & II); Muskrat Ramble; Stealin' Apples; Redskin Rumba; Daddy-o.

This is a benefit album. Royalties were waived, participants worked for free, and the record company profits will be turned over in order that the Damon Runyon Fund for Cancer Research may profit.

JUKES "Daddy-o" - "A Song Was Born" (Part I) best suited. JOCKS Good spinning for a good cause.

SHOW TUNES—Artie Shaw and Ork (4-10") (Victor P-230) 80

Lover Come Back to Me; Rosalie; Villa; Carioca; Zigeuner; The Man I Love. These diskings, all reissues, date back to the late 1930's. This Shaw band at the time was frantically fighting for top band honors in the country with Benny Goodman and Tommy Dorsey.

JUKES Limited value in all sides. JOCKS All sides okay for pop and jazz twirlers.

PERFUME SET TO MUSIC ALBUM—Ork and Chorus, Leslie Baxter, director—Dr. Samuel J. Hoffman and the Theremin (4-10") (Victor P-31) 72

Toujours Moi (Always Me); Fame; Tzigane; Jet; Possession; L'Ardente Nuit (Ardent Night).

Harry Revel in this package turns out his second set of six sides; first was the "Music From the Moon" set on Capitol making use of the Theremin, the talking instrument first employed in the score of the "Spellbound" flick.

JUKES Not suitable. JOCKS Good for all types of spinners.

THE LITTLE RED HEN—Frank Luther—Milt Herth (1-10") (Decca C.U.S. 11) 80

Classic kiddie story is offered in an adaptation by Luther, who also wrote the pleasing musical jingles. Luther's style remains a model other kidiskers could well follow.

JUKES Not suitable. JOCKS A library standard.

GOLDILOCKS AND THE THREE BEARS—Frank Luther—Milt Herth (1-10") (Decca C.U.S. 9) 80

Another unbreakable disk in Luther's series of adapted story classics. Luther's ditties are delightful and his informal, clear-toned delivery, with just-right tempos, are custom-cut for the "very young" age group.

JUKES Not suitable. JOCKS A library standard.

EARLY AMERICAN FOLK SONGS—Bob Atcher (4-10") (Columbia H-6) 65

Barbary Allen; De Ladies' Man; Methodist Pie; Devilish Mary; Young Rogers the Miller; Old Smoky; The Hunters of Kentucky.

Fine tune selection is delivered in an almost too-straightforward fashion. The popular folk singer's interpretations are generally colorless. He lacks the engaging charm to make a dent in the album market.

JUKES Not suitable. JOCKS For an occasional "Collector's Corner."

BARTOK: Concerto for Orchestra—Pittsburgh Symphony Ork—Fritz Reiner, director (6-12") (Columbia MM-793) (12918-D to 12923-D) 78

Written as a memorial to Natalie Koussevitzky in 1943 and initially performed in 1944, this powerful work by Bela Bartok, the Hungarian composer who in the three years since his death has finally gained some of the recognition he rightfully deserved.

JUKES Not suitable. JOCKS A must for FM and longhair spinners.

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- C-1508 On the Sunny Side of the Street
C-1509 Tortilla B Flat
C-1519 Sweet Sue, Just You
C-504 My Honey's Lovin' Arms
C-539 About Face
C-542 Don't Leave Me, Daddy
C-547 Esquire Bounce
C-551 Back in Your Own Back Yard
C-554 Tain't Me
C-591 Don't You Leave Me Here
C-595 Love Nest
C-596 Everybody Loves My Baby
C-598 Take Me to the Land of Jazz
C-599 Shim-Me-Sha-Wabble
C-580 Guess Who's in Town
C-585 Pickin' at the Pic
C-570 Carry Me Back to Old Virginny
C-571 You'd Be Frantic Too
C-578 Whistlin' the Blues
C-577 I Can't Believe That You're in Love With Me
C-579 Night and Day
C-581 It Had to Be You
C-603 Nobody Knows You When You Are Down and Out
C-604 Mandy, Make Up Your Mind

- C-605 You Can't Cheat a Cheater
C-7502 Save Your Sorrow
C-7503 Now Is the Hour
I Hate To Lose You
Summer Moon
Serenade

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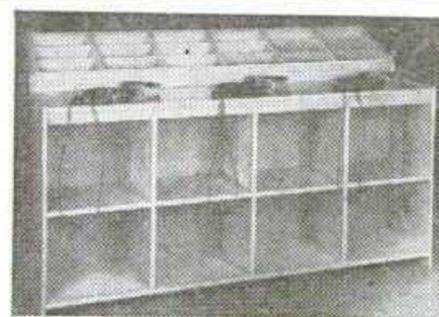
- F-5285 Selection of Hebrew Dances
F-5454 Rhapsody in Blue
F-5490 Maracas—Rumba
F-6282 Champagne Cocktail
F-8568 Mission to Moscow
F-8584 Arana de la Noche—Tango
F-8604 Tango de la Luna
F-41001 Love's Melody
F-41002 Nuares
F-41003 Hors D'Oeuvres
F-41004 Streamline Strut
F-41005 The Night Ride
F-41006 Wood and Ivory
F-41007 Copanahgon—Quick-step
F-41008 B'Wanga—Quick-step
F-41009 Limehouse Blues
F-41005 Dodging a Divorcee
F-41005 Midnight in Mayfair—Quick-step
F-41006 Nocturne (Chopin)
F-41006 In the Still of the Night
F-41007 Night and Day
F-41007 Pablo the Dreamer
F-41008 Let's Keep It That Way
F-41008 Parrot, The
F-41009 Copacabina—Samba
F-41009 Edmundo Ros Rumba Band
F-41009 Steppin' Out at Midnight
F-41010 Barrel House Boogie
F-41010 Liza (Gershwin)
F-41011 Quintet of the Hot Club of France
F-41011 Body and Soul
F-41011 The Man I Love

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VOX JOX

A National Accounting of Disk Jockey Activities

SAUCE FROM THE BIG APPLE . . . The be-bop poll conducted by Leonard Feather, of WMGM, and Symphony Sid, of WMCA, returned Dizzy Gillespie as trumpet and big band winner, Charlie Ventura as small band topper, Billy Eckstine as top warbler and Sarah Vaughan as chirper champ. Gold bop pins go to winners. . . Critics from trade mags will rate the new releases on Jack Lacy's *Saturday Record Review* over WINS. . . Eileen O'Connell, WMGM, will distribute gifts to hospitalized kids on Christmas day. . . Ray McKinley and Johnny Desmond led off the guest appearances on the Bea Wain and Andre Baruch third anniversary show at WMCA Friday (10).

GRIPES AND SWIPES . . . Says Alan Bergmann, WNDR, Syracuse: "Varsity's *The Most Beautiful Girl in the World*, by Ted Straeter, is terrific, but unavailable here. People are in love with it, and Varsity would make a fortune if they'd distribute up here—but fast." . . . Scott Douglas, WFCL, Pawtucket: "Rhode Island was noticeable by its absence in your disk jockey supplement. We try to do the same job in this neck of the woods as the boys in the bigger cities, and tho we don't have the same size audiences, it's comparable on a smaller scale." . . . A moan from Willis Conover, WWDC, Washington: "I can always get my hands on Mercury and the other labels Mercury distributes here, such as Nation, Sitting In, etc., but absolutely nothing from Victor, Columbia, Decca, Capitol, London, Signature, MGM, Exclusive, Commodore, or any one else in the way of regular releases of new platters. I wrote letters a month ago to outlets for the four majors, and didn't even get replies except for one very cordial brush from Capitol."

GIMMIX . . . Bill Bullington, KSGM, Sainte Genevieve, Mo., has listeners send in their selections of the nation's top 10. Those who match or come closest to *The Billboard Honor Roll of Hits* get invited to the studio to run a piece of Bill's show. . . Bob Kearns, WIBW, Topeka, Kan., does a *Salute to FM* three nights a week. . . Jim MacDowell, WHFB, Benton Harbor, Mich., plugged Benny Strong's Tower disks of *Certain Party* and *Red Head Gal* prior to Strong's appearance at a one-nighter there, with prizes going to the "cutest red headed gal" at the dance. . . Ken Hill, KVSM, San Leandro, Calif., features a "memory" tune from the '20s on every show. He digs up old platters in Salvation Army depots and junk yards, with his most interesting find recently the Victor platter of *That Certain Party*, by the Happiness Boys, with Dave Kaplan at the 88. "It's actually more creative and entertaining than any of the new versions," says Ken. . . Jim Adam and Red Reed, WHKP, Hendersonville, N. C., use a mystery tune daily, with a platter to listener who correctly identifies it. Platters accumulate if no one guesses right.

TUNE TOUTING . . . Roger Nash, WEAR, Pensacola, Fla., claims "Slim Gaillard's *Down by the Station* is going to be another *Cement Mixer*." . . . Gordon Phillips, program director at WROV, Roanoke, Va., opines that Tommy Dorsey's Victor platter of *You Can't Share Love* and Eddy Howard's Mercury disk of *Dainty Brenda Lee* are "set for great things." . . . Bailey Hutchins, WQBC, Vicksburg, Miss., says that the new Peter Lind Hayes Decca platters are the greatest things since Brillo.

CHICAGO CHATTER . . . Ultimate peak in co-operation between a ballroom op and d.j.'s was reached the other day in Fort Wayne, Ind., when Paul Price, Jim Voors, Bill Jellison, Morry Whittaker and Dan Pierce, all of WFTW, Fort Wayne, informed Johnny Apt, op of the Prom Terrace, local dancery, that they'd donate blood for Apt's hospitalized wife, Thelma. Mrs. Apt, who gave birth to a son, Larry Wayne, had to have several transfusions, and the quintet of platter pilots recently decided to build a radio show, boosting the local Red Cross Blood Bank, for December 9, at which time they'd each contribute a pint of blood during a show emanating from the center. . . Al Benson, Chi Negro jockey, is sponsoring a basketball team. . . Bill Evans, prominent local free-lancer, into New York the week of December 12 to discuss platters with record firm execs. . . Miller Music sending out 3,000 miniature lead sheets of *Down Among the Sheltering Palms* with Eddie Hubbard's pic (he's the local ABC Chesterfield jock). . . Sam Di Cara, ex-Harmonicats flack, has decided to locate in Chicago and has taken over p. m. duties for Rosemary Wayne, local free-lancing d. j. He will also handle orkster Ralph Martier. . . Gil Newsome, KWH, St. Louis, flew Dick Bradley, prexy of Tower Records, back to Chicago last week in order to hear the entire Tower catalog. . . Newest fem platter pilot in Chi is Sheryl Leonard, now doing three shows weekly over WAIT.

EASTERN BEAT . . . Bob Heller, brother of Ed Heller, the Rainbow Records topper, does a daily plattercast from a local record shop for WTUX, Wilmington, Del. . . French warbler Charles Trenet guested on Ranny Weeks' *Record Rack* over WCOP, Boston. . . Bernie Moore, WKNB, New Britain, Conn., has been promoted to production manager of the wattery's FM branch. . . Jim Strong is the new deejay on WKNB-FM. . . Billy Martin, WCCC, Hartford, and his bride, the former Margaret Shea, honeymooned in New York recently. . . Joe Girand, who handled the *1290 Club* show from the window of a Hartford record shop, has shifted back to the regular WCCC studios. . . Lyman Manser, WWNY, Watertown, N. Y., has inaugurated a *Saturday Collectors Corner*, featuring rare disks and commentary. . . Alan Owen is going strong at WMD, Atlantic City. . . Lloyd Moss, ex-802 trombonist, is doing an across-the-board platter show titled *Midnight Review*, at WEST, Easton, Pa. . . Hartford jocks Mitchell Batters, WHT; Jack Downey, Crean Patterson and Everett Seltzer, WONS; Ed Martin, Joe Girand and Ed Weston, WCCC, and Al De Caro, Bernie Moore and Jim Strong, WKNB, took turns at a sales booth in a local department store to sell Christmas seals. . . Frank Wilgus, sports caller at WJLK, Asbury Park, has added a platter stint to his chores.

WESTERN WAX WHIRL . . . Flack Hal Halpern air-guested with Cleveland jocks Walt Kay, WJW; Hal Morgan, WGAR, and Joe Mulvihall, WTAM, to pitch for Harry Revel's *Victor Perfume Set to Music* album. . . Bob King, WMOH, Hamilton, O., intersperses recipes and style hints with his platters. . . Norman Geron, WWSO, Springfield, O., has made a specialty out of interviews with college and high school home-coming queens on his *Make Belleve Ballroom* show during the football season.

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Low-Cost, Four-Tune Disk Set for Release January 15

CHICAGO, Dec. 11.—The revolutionary four - selection - record, a standard-size 10-inch platter which plays two two-and-a-half minute numbers on each side, announced recently by Bill Putnam, prexy of Universal Records here (*The Billboard*, July 31), will market for 79 cents retail, instead of the previously announced \$1.05, making it the newest entrant in the waxeries' race to give record buyers more for their money. Putnam said that his first records, under the label Double Feature, will be released January 15.

The double feature record, a subsidiary of Universal Records, is made possible thru the use of "quality control," a gimmick patented by Cook Laboratories of New York. This control addition makes it possible to squeeze five minutes of playing time on a 10-inch platter, where previously the top was three-and-a-half minutes. The record has a conventional appearance, except for a 1/8 of an inch spiral connecting groove between the first and second tune on the disk. No new pressing equipment is necessary, for the gimmick is utilized in cutting the masters. First master cutting equipment capable of turning out the four-on-one platter has already been tested and set up at Universal Recording Studios here.

Harmonicats Release Set

The January 15 release will be six platters, all made up of tunes from the Universal catalog. Only four-side tune selection thus far announced is the Harmonicats doing *Peg o' My Heart*, *Harmonica Boogie*, *Cat's Polka* and *My Wild Irish Rose*, the four biggest Harmonicat sides to date. Other artists slated for releases January 15 are Gene Austin, Orrin Tucker, Tom Mix and Flash and Whistler, hillbilly team.

In addition to the items from the Universal catalog, the double feature records will cover all hits and sleeper items, Putnam said, with a release of the four-on-one disk expected each week.

Putnam said that equipment for making the double feature records is being taken on by Universal under an exclusive licensing agreement with Cook Laboratories and Putnam has already put patent applications in for certain other items, aside from those of the Cook's lab, concerned with the production of the new disk. The double feature platters have been put

Arnold and RCA Ink 7-Year Pact

NEW YORK, Dec. 11.—The longest term pact ever signed by an RCA Victor folk artist was inked this week when Eddy Arnold renewed with that diskery. The singer, a consistent top-seller, signed to record a minimum of four records per year for a term of seven years, according to J. L. Hallstrom, manager of RCA Victor's popular artists and repertoire department. The Tennessee warbler, who is managed by Thomas A. Parker, has waxed for Victor since 1944. His recordings are supervised by Steve Sholes, Victor's country music department head.

Arnold last week concluded a 13-week air stint as star of the Columbia Broadcasting System's (CBS) *Home-town Reunion* show, and January 1 starts a daily show, *Checkerboard Jamboree*, over a 250-station web thru the South and East. In addition, this show will be carried as an open-end electrical transcription package over 100 other stations. The show will be produced by Monogram Radio Features and is to be sponsored by Purina Mills. Arnold will transcribe the live show whenever his personal appearance schedule takes him on the road.

thru almost six months of exhaustive testing, both by retailers and juke ops on all types of home and juke equipment before release of the first disks. The double feature disk improves durability of a disk surface, Putnam averred, and will play on any standard turntable and with any standard needle.

Putnam's primary research led him to believe that the double feature record would not operate on standard juke boxes, but recent experiments have developed an adaptor for juke use. The adaptor, already in production and being considered by several prominent juke box manufacturers for incorporation into their new models, makes it possible to place both double feature and standard 10-inch platters on a box. The new adaptor will market for under \$5 and can be attached to a box by any serviceman in a short time. The juke box arm can be made to cut off after the first selection and also pick out either the first or second selection. Putnam's double feature platter is especially important for a juke op, for it enables an operator to double the amount of selections on his box and increase the potential play, while cost is pared proportionately.

Hwd. AFM Local Race Assuming Tug-o-War Note

HOLLYWOOD, Dec. 11.—Race for presidency of Local 47, American Federation of Musicians (AFM), got down to the name-calling stage this week as principal candidates began flooding membership with vote-influencing propaganda. With current Prexy J. K. (Spike) Wallace facing a split ticket, the December 20 election may prove closest in local's history. Wallace is opposed by Ray Menhennick and Charles Green, the former an outspoken Wallace opponent. Green, a long-time board of directors member and close friend of Wallace, bolted the administration this year to oppose Wallace's re-election.

The Wallace-Tegroen administration this week issued a mail blast at Menhennick accusing him of radical leanings. Brochure charged that the Menhennick ticket was "led by a known left-winger, supported by the entire left-wing element of Local 47... They will almost certainly throw Local 47 on the side of every left-wing cause and can be expected to call strikes for political purposes."

Menhennick countered with written condemnation of Wallace's regime, accusing Wallace of "red baiting." Charges were made that the administration "intimidated membership, negotiated secret contracts, made major policy decisions behind locked doors, and threatened members with reprisal for supporting the Menhennick ticket." His anti-Wallace leaflet prominently reprinted a statement attributed to Wallace in which the prexy was alleged to have said "the membership—I'm sick of the membership."

Bitterness between candidates was more in evidence than at any previous election, since many issues involved personal feuds between contenders. Because of growing rate of unemployment among local members, campaign will probably get dirtier before election time. Boiled down, Wallace's strategy is to blast Menhennick's political leanings and point up own record in office. Menhennick was putting his pitch to the members on the basis of more work for more musicians, while Green has so far been relatively quiet.

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Curricula Held Best Targets For Promotion

NEW YORK, Dec. 11.—The American Music Conference (AMC) held its sales and advertising workshop at the Roosevelt Hotel here Wednesday (8), with dealers, publishers, advertising agency execs and reps of instrument manufacturing companies discussing ways of promoting the music business so that all facets of the industry might gain thereby. Louis G. Lamair, AMC president and head of Lyon & Healy in Chicago, presiding at the panel discussion, stated that perhaps the most important objective in promoting music generally was the necessity of establishing the study of music in the public school curriculum—in other words, bring it down from the high school level so that the school-attending public gets an earlier start. Lamair also pointed out that, according to AMC survey, musical instruments currently in use are "aged"; pleasure and social prestige are the chief reasons why parents want their children to play instruments; 26 per cent of those who plan to study music are "lost"; ownership of radios and records goes hand in hand with ownership of instruments.

Shaw Suggests Pop Media

Arnold Shaw, Leeds Music Corporation exec, suggested that an attempt should be made to have publishers co-operate in using the back page of sheet music for advertising copy designed to make the public more music conscious. Much music advertising, Shaw said, is "tired." He advocated use of more popular advertising media, such as film shorts, and shorts records and comics to promote the idea that "music is fun." AMC, Shaw indicated, should help the publishers educate the popular music field to these promotional angles.

Included in the panel discussion, in addition to Lamair and Shaw were Dr. Albert Haring, of Indiana University, marketing consultant to AMC; Philip Lesly, vice-president, Harry Coleman & Company; William Mills, AMC exec secretary; Robert Holley, president, Robert Holley & Company; John Margro, Ruthrauff & Ryan; Jack Feddersen, exec vice-president, Selmer, Inc., and Stuart, Julius, York, Pa., music dealer.

D. C. Music Guild Has Jam Session

WASHINGTON, Dec. 11.—A jam session with Sam Donahue and Freddie Slack sitting in with the Lionel Hampton ork, topped the entertainment put on at the first annual banquet of the Washington Music Guild (WMG) Tuesday (7). Also featured were Patti Page, Mercury songstress; Alan Dale, Signature vocalist, Dave Denney, hillbilly from the Musicraft label; Bobby Brandt, dancer from the Cairo Club, and Donna Mason, King Cole Room canary.

The juke operators' banquet honored Hirsch de la Viez, founder of WMG; Police Chief Robert Barrett, and Eddie Gallaher, who features a juke box hit parade on his disk jockey show.

Disk folk present included Bob Thiele, Signature Prexy; Irv Green, of Mercury, and Frederick Turner and Hal Nussbaum, of the Decca Distributing Corporation.

NEW LABEL FOR DETROIT

DETROIT, Dec. 11.—Another new record company is being set up here by L. J. Henderson, orchestra leader, who has not yet discovered the title of his firm's label. Henderson has bought several unreleased masters from the Sultan Record Company.

History Teacher Making History — As a Pubber

BOSTON, Dec. 11.—At a time when the music business is in a pothole, Lee Morris, Boston's tune and wordsmith, has wound up a deal that has its history-making aspects. And that's all right with Morris, who also teaches history in a Boston high school. Morris's story is one in which persistence is the dominant theme.

Years ago he began doing parody lyrics to pop tunes and selling them to nitery performers. He branched out to writing whole shows to the music of others, and even staging them in Boston, New York and Florida.

His first original tune to catch on was *If I Only Had a Match*, which really made the grade last season, reaching the Hit Parade and getting a terrific play on radio and juke boxes.

"After the *Match* was published last year," says Morris, "things were so confused in New York I couldn't get my other songs listened to," so, with Hub business man Charles Richmond, Morris formed his own company. The first release offered "two Lee Morris songs, naturally." They were *Dare To Dream* and a Scottish jodelty, *Tish, Tish, McTavish*, for which Morris did both tunes and lyrics. A Boston boy, Bobby Wayne, sang the lyrics.

A local radio station, WHDH, featured the record and the response was enough to encourage Morris to take the recordings to New York, altho all his friends advised against it.

Morris nearly got stampeded in the rush—everyone wanted to buy the songs. But he turned down three major publishers to make a package deal with Decca and Supreme Music, subsidiary which published *How Soon?* and *Near You*. Decca took both songs and will release them on their new Coral label, and they also signed Bobby Wayne to a contract.

Columbia Builds Waxing Studios

NEW YORK, Dec. 11.—Columbia Records has built a new recording studio here which will replace its Liederkranz Hall wax stages. The diskery has quietly constructed the new studio thru the ban months. It is designed for high frequency recording and will be used to cut both Columbia's pop and masterworks hereabouts. The diskery intends to give up masterwork waxing at Carnegie Hall in favor of the new studio which is located on 30th Street.

The new studio is ready for immediate waxing and requires only the momentarily expected Petrillo okay before its baptismal date.

Line-Up for AGMA's Benefit Announced

NEW YORK, Dec. 11.—Top names scheduled to perform at the annual Christmas party of the American Guild of Musical Artists (AGMA), to be given at the Metropolitan Opera House December 26 for the benefit of the AGMA welfare fund, include Helen Jepson, Dorothy Kirsten, Felix Knight, Cloe Elmo, Jussi Bjoerling, Eleanor Steber, Italo Tajo, Tagliavini, Lawrence Tibbett (AGMA prexy), Alec Templeton, James Melton, Isaac Stern, Svetlova, Rosario and Antonio, the Met ballet and an augmented Met chorus. Wilfred Pelletier will conduct and Deems Taylor will be emcee.

The house will be scaled at regular Met rates, with the annual sellout virtually assured.

Silver and Davis Reaping Harvest

NEW YORK, Dec. 11.—The song-writing team of Abner Silver and Benny Davis, recently returned from England and France, is beginning to harvest the crop from material they planted in those countries. Two songs started in England, *She's a Home Girl* and *When the Organ Played Ave Maria*, have now been placed here with Bregman, Vocco & Conn (BVC) pubbery. A score penned in Paris for a French film featuring Jan Kiepura and Marta Eggert has been placed here with Redd Evans's Jefferson Music.

The cleffers have recently completed the score for the new Copa City revue in Miami, which Tommy Valando's Laurel Music will publish. Still another effort, *We the People of America*, goes to BVC.

The boys themselves go to Miami around the middle of December in time for the opening of their revue.

Jolson, Sinatra Resume Disking

HOLLYWOOD, Dec. 11.—Following on the heels of Der Bingle's first disk date since the ban (*The Billboard*, December 11), Al Jolson this week cut his first sides for Decca since the ban's inception. Jolie, with the Mills Brothers providing vocal backing, etched *Down Among the Sheltering Palms* and *Is It True What They Say About Dixie?*

Also impatient to record was Frank Sinatra, who waxed three sides during the past 10 days, breaking a wax silence in effect since he did a post-ban version of *Nature Boy*. Tunes cut were *Once in Love With Amy*, from Frank Loesser's *Where's Charley?* score; *Sunflower*, Famous Music ditty being hailed as a sleeper, and another show tune, *Why Can't You Behave* from *Kiss Me, Kate*. Instrumental backings will be dubbed in, with tunes skedded for early release.

Capitol's Mystery: Where're Albums

CHICAGO, Dec. 11.—Bob Jacobson, Capitol's Minneapolis chief, had to call off an extended promotion for the Damon Runyon Cancer Fund this week after only three days of plugging by Clelland Card, WCCO platter spinner, because the office was running out of prize albums. Card played a mystery disk, *Soft Shoe Shuffle*, by Jan Garber, from December 1 to 3, asking that listeners write in the correct answer together with some comment about the Runyon fund. The Garber disk, which was released late in November nationally by Capitol, was kept out of the four States covered by the Minneapolis Capitol distributorship. By the evening of December 3, 500 listeners had sent in correct answers and Capitol was forced to cut off the prize, a free copy of the new *Giants of Jazz* Album. Seems that Card's show, *Spinner Sanctum*, carried far into the West and Midwest, where disk was already being pushed by d. j.'s and available on jukeboxes and in retail stores, with the result that out-of-district listeners were getting the correct answer.

Only a handful of the right answers came in from the four States covered by Jacobson's sales.

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Airline Ties In With Laurel for 'Far Away' Bally

NEW YORK, Dec. 11.—A new twist in publisher ingenuity was evidenced this week in a deal made by Tommy Valando's Laurel Music with Pan-American Airlines. The deal provides for the latter to take over the back cover of all sheet copies of Laurel's current plug, *Far Away Places*, to promote the airline's accessibility to (natch) "far away places." Sale of this space to an outsider is a trade innovation, since most publishers ordinarily utilize it to plug their own catalog items.

Pan-American's fondness for the Kramer-Whitney tune has been further demonstrated in an agreement made with Dinah Shore, whereby the chirp's Columbia platter of the tune is heralded on widely distributed travel posters, sharing billing with P-A's own far away places.

Pan-American officials denied any discussion of a proposed helicopter service between the Brill Building and Lindy's.

Leeds Caught Up in Release Date Snarl Over "Pussy Cat"

NEW YORK, Dec. 11.—The latest hassle to develop on publishers' release dates on records is one revolving around Leeds Music's *Pussy Cat Song*. Situation, as usual, has the publisher in the middle. RCA Victor cut the tune with Perry Como, Decca with Patti Andrews and Bob Crosby, and London with Joy Nichols and Benny Lee.

Leeds' release date on it was January 3, but RCA Victor rushed it out to distributors, and the latter into dealers' stores this week. Decca and London are pressing, for some sort of action by Leeds against Victor, and Lou Levy, Leeds' prexy, is mulling the problem. If Leeds is able to come up with a practical solution, it will be the first time a publisher has devised a means of controlling a major plattery on release dates.

Jack Hallstrom, manager of RCA Victor artists and repertoire, maintained that the diskery had nothing whatsoever to do with jumping the *Pussy Cat* release date. RCA instructed all its distributors that the Como disk was not to be released to dealers, or for that matter to disk jockeys, until January 3. "If some distributors have violated our instructions," said Hallstrom, "we will do our best to straighten them out, altho this is occasionally quite difficult."

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Kassner, Bron Ink U. S. Deals, Return to Eng.

NEW YORK, Dec. 11. — English pubbers Edward Kassner and Sidney Bron, partners in the Yale, Merrin and Edward Kassner firms, embarked for England Thursday (9) after four weeks here, during which time they negotiated a number of deals with American pubbers. A reciprocal arrangement was made with Dave Dreyer whereby Dreyer established an Edward Kassner Music, Inc., firm here, and Kassner, on his return to England, will set up a Dave Dreyer Music, Ltd., there. This set-up amounts to a renewal on a different basis of a working arrangement Dreyer had with Yale Music, which was purchased by the Kassner interests last year. Previously Yale had a first-refusal privilege for Dreyer tunes in England. The first Kassner tunes scheduled for Dreyer plugging here are the ballad, *Is It Too Late (To Start All Over Again?)*, and the novelty, *There's More Fish in the Sea*. Kassner will begin work immediately on Dreyer's *More Beer* novelty.

The English firm also acquired the European rights to *Until* from the Dorsey brothers, and to *Lillette* from Redd Evans's Jefferson pubbery. Another deal was set with Berle Adams's Pic and Preview Music Corporation for the British agency rights to the special Louis Jordan disk material, including *Run, Joe, Run*. Involved but inconclusive negotiations were carried on with Jack Robbins for the standard material in his J. J. Robbins, Inc., catalog, which includes works by the Brazilian Villa-Lobos, among others. A pact signing is expected within two weeks.

Leeds' Discussions

Discussions with Leeds' Lou Levy concerned several tunes Krassner had placed with that American firm previous to this visit.

The visiting pubbers, whose visit was encouraged (with top monetary allowance) by the British government, expressed the usual British complaint that British artists and the British Broadcasting Corporation (BBC) are favoring American tunes, that American exploitation methods, spearheaded by popular American artists are the scale-tipping factor, altho the predilection for the material is not shared to the same extent by the general British public. British pubbers' best bet is to get their tunes recorded by American artists, with the disks to be released in England. Bing Crosby's waxing of *Galway Bay* was the big factor in that tune's English success, it was pointed out. Kassner also pointed out that, while the quantity of American tunes is overwhelming, many American pubbers have been especially cooperative in attempting to modify the unequal earning-power situation, and cited the Leeds, Dreyer and Shapiro-Bernstein firms in particular. Leeds, Ltd., in fact, has made hits of several English tunes in England besides sincere efforts to make American dollars with English tunes here.

Uptown Disk Firm Bows in Race Field

NEW YORK, Dec. 11.—Leonard Cohen, formerly with the P. H. Milemore distribbery here, has established a new disk firm titled Uptown, specializing in race platters. First release in a backlog of pre-ban masters is a pair of tenor sax sides by Bubber Brooker which are already smoking up attention.

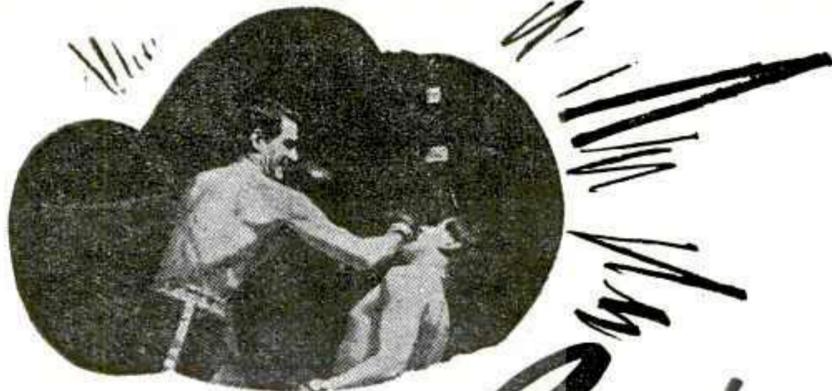
Distrib arrangements have been set with Portem here, Chord in Chicago, Marnell in Philadelphia, F&M in Cleveland, Schwartz Bros. in Washington, and Belmont in Newark. Disks sell for 79 cents. Bill Martin is handling a. and r. chores for Uptown.

CAP INKS LAURENCE

HOLLYWOOD, Dec. 11. — Capitol this week disclosed it signed Marcel Laurence, French organist, and will release his first platter January 7. Laurence was signed by Jim Conkling, Cap's artist-repertoire chief, when he was vacationing on the French Riviera during his European jaunt last April. Laurence, however, was not recorded until a week ago when Alan Livingston, Cap a. & r. man currently in Europe, made two etchings of the Hammondist. Sides include *Let the Rest of the World Go By* and *Pigalle Rag*. Laurence's manual style is said to be similar to that of Ken Griffen.

BMI Board Adds Wallen

NEW YORK, Dec., 11.—James E. Wallen, treasurer, controller and assistant secretary of the Mutual Broadcasting System (MBS), was elected to the board of directors of Broadcast Music, Inc. (BMI) at the board's regular quarterly meeting Tuesday (7). Wallen replaces Robert D. Swezey, MBS official who recently resigned from the web. The BMI board also named Charles E. Lawrence as assistant treasurer. Lawrence has been with BMI since its inception, except for a year's hitch with Associated Music Publishers, a BMI subsidiary,



Sunday Punch

(See Inside Front Cover, THIS ISSUE)

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STEP-UP IN TALENT COMPETISH

Three Top Agencies Prep Race For Acts Who Can Work in Any Field -- and Do It Cheap

Idea Is To Keep 'Em Working, So They're Not Forgotten

(Continued from page 3)

whom it signs. Out of maybe 50 or 75 names coming in daily, "we sign one—and then only after we have scoured the field and know where we can put the act." If necessary, said another source, "we book the acts net—a practice never followed except in the case of top attractions—just to keep the acts going and developing."

Another office said it was looking for new faces in the \$300-\$500 class, tho it ruefully admitted that it was having a tough time keeping its own people working. It attributed this to the same old cry—they want too much dough and there's no interest for that kind of money.

The biggest lure large offices will wave before prospective signers is that being on their lists will insure their being pushed all over the country. They admit they use acts signed to other offices from time to time, but only on demand, and even that will be cut to the barest minimum.

If the large offices really set out to bring in new people it will hit the indies right in their pockets. Indies, who handle the bread-and-butter stuff, manage to put their acts into various spots from time to time. Occasionally an indie gets a cafe

Few London Niteries Try Shows as Gim To Overcome Slump

LONDON, Dec. 11.—The battle of London's night life industry is getting hotter among the clubs and restaurants seeking to overcome the slump which has hit the West End.

Before the war there were floor-shows at almost every club. Some spots would like to restore these attractions, while others say it is not possible with government control on prices for meals and other charges.

The Bagatelle drew a crowd when it featured Roberta, the Parisian cabaret singer. The Embassy Club puts on a revue said to have cost \$24,000, beginning at 1 a.m. Prices for refreshments have been reduced, but the \$4 entrance fee (by invitation only) stands. This is a Paris-style show.

Another club, Murray's, is to have a circus show.

The entertainment industry is watching these experiments and by Christmas they should know whether glamour will still attract money after dark.

Montreal's Samovar To Fold; Grauer's Tzigane Triumphs

MONTREAL, Dec. 11.—The war which broke out between the Samovar C 'e and Carol Grauer, who ankled the spot as manager, booker, host, etc., some weeks ago, is nearing a close with the Samovar just about getting ready to shutter for the first time in 20 years.

Grauer, who took over the operation of the new Tzigane Room when he left the Samovar, has succeeded in drawing most of the biz, which consists of an arty, carriage-trade crowd.

exclusive and uses his own list for as long as he keeps the joint. But if the spot is lucrative enough the large offices manage to take it away because they have the attractions. (This means that the indies, in turn, have to go to the big offices to set their acts.) If it does set one and the office wants it and really romances it, the chances of the indie's keeping the act are slim.

In most cases there are contracts in existence, but with indies finding jobs harder to find, and with many acts finding their own jobs, the chances of being held to contracts isn't very good for the small guy.

Large offices also say that while it is next to impossible to get the big names to take less, they are putting the pressure on their smaller acts to take cuts. If they refuse and prefer to lay off, they are given their releases.

In an effort to find performers that can work in every field, MCA, for example, now has daily huddles where all acts are combed and each department is asked for ideas. A recent example of close co-operation was a visit made last week to a cafe op, who was closing anyway, by a cafe seller, the theater topper and radio exec, all from the same office. In the past, if there were any problems in a cafe, just the cafe man would make the call.

This changed attitude is a far cry from the one followed by talent agencies during the boom years. Their approach was a strictly cynical one. Their primary interest was in servicing accounts not worrying about actors. Today, with cafes doing dives, the effort is being made to keep acts happy so they don't wander.

Lamberti & Dew For "Vanities"

HOLLYWOOD, Dec. 11.—Professor Lamberti was set for the headline spot in the 11th edition of Earl Carroll's *Vanities* opening here Christmas night in the theater-restaurant operated by the late producer. Virginia Dew, understudy for the late Beryl Wallace, gets featured fem billing in the new show.

Other newcomers will include French pantomimist Robert La Mouret, and singer Paul Martinez. Hold-overs from present show are Bob Gentry, emcee; gagster Bobby Morris, and dancer Jean Richey. Al Lyons continues to handle ork chores.

Production of the new revue will be handled by Harry Long, former assistant to Carroll, with Edwin Gale directing choreography. Present ops of the club said new edition will call for increased talent budget and will seek to retain traditional features developed by Carroll.

Ops scoffed at rumors that spot would be sold or shuttered declaring that Carroll's principal heir to the club, wealthy socialite Mrs. Jessie Schuyler, fully intended to continue operation of the lavish club. Mrs. Schuyler, who originally financed the erection of the theater, now controls its operation under terms of Carroll's will.

N. Y. Harem Shuts Dec. 18; Can't Find New Sock Show

NEW YORK, Dec. 11.—The Harem will close December 18 after Myron Cohen finishes his four-weeker. The spot will be closed for about four or five weeks and will either open as a supper club, doing one show a night, or may be sold to other interests.

Ralph Watkins, operator of the Royal Roost, is bidding for the room and may get it if he and Abe Ellis, who is said to hold the lock and key, can make a deal.

The current show, according to Nat Harris, Harem op, breaks at \$19,000. For the three weeks ended Tuesday (7), with Myron Cohen as the headliner, the room took in \$66,000. This means that for those three weeks the room made a profit of about \$9,000, or \$3,000 a week. But it was Harris's inability to come up with a following socko show that forced the shuttering.

The Harem was originally rented as a protection by E. M. Loew and Lou Walters in the event that the present Latin Quarter building was demolished. A change in the building code, however, gave the LQ three more years, so interest in the Harem by the LQ lapsed. The Harem now has an eight-year lease with an option to be taken up in 1950.

Seating of Agt. Auburn Starts Storm at AGVA

NEW YORK, Dec. 11.—A storm is brewing in the American Guild of Variety Artists (AGVA) over the election, confirmation and seating of Tom Auburn, Montreal, to AGVA's national board.

After Auburn accepted the post, it was discovered that he held an AGVA franchise as an agent and is associated with May Johnson. The beef is over the fact that, as an agent, Auburn is not eligible to be an AGVA member, let alone hold a seat on the union's top policy-making body.

According to AGVA, this handing out of agent franchises to AGVA members was a common affair in 1947, when Matt Shelvey was running the org. There are at least a half dozen musicians in Philadelphia alone, musicians who work on jobs, who have AGVA franchises.

The New York executive board has demanded that Auburn resign from the national board and is now searching the record to see if there are any other AGVA members, in official capacity or not, who hold agents franchises.

Newark Adams Sets Full-Week Flesh Bow

NEW YORK, Dec. 11.—The Adams, Newark, N. J., will reopen December 30 with full weekers after being shuttered for flesh all season, except for Monday night showing dates.

The house closed when musicians demanded a new deal. The new contract, with American Federation of Musicians (AFM) to sign first, was delivered to the Adams last week and calls for \$85 for sidemen, \$115 for leader; 30 shows weekly and a 10-week guarantee. These are the

Dale Cracks Injunction on Hub AGVA

Trial Set for December 14

NEW YORK, Dec. 11.—The American Guild of Variety Artists (AGVA) got a legal setback in Boston, when its rep, Emil Lowe, was hit with a temporary injunction preventing him from acting in that capacity until a trial December 14 settled the matter.

Action was brought by Fred Dale, old Shelvey appointee, who continues to act as AGVA rep in the Boston area, disregarding a discharge by the national board. Meanwhile, Dale, thru his attorney, J. M. Waxman, brought suit against Lowe for \$10,000 charging false arrest.

The injunction against Lowe was signed by Supreme Court Judge Joseph L. Hurley, and obtained, said AGVA National, without calling in Lowe to get his side of the case.

Attacks To Follow?

Boston associates of Dale said that this legal attack against AGVA National is the first of many similar actions to be started in other areas. Attorneys for AGVA National are trying to induce AGVA brass to force a trial in New York Supreme Court in an action started last year in which Matt Shelvey was involved. The case is now in the Supreme Court's hands but hasn't been moved for trial by the Dale people. AGVA lawyers say this could be remedied by forcing a trial which would determine the legal rights of Dale and others refusing to recognize the rule of AGVA National.

Philly Casino Sets Thomas

PHILADELPHIA, Dec. 11.—Danny Thomas will go into the Latin Casino here instead of Palumbo's, as originally set. The switch occurred when the Palumbo brothers found themselves in the middle of a situation insiders say they brought on themselves.

A few months ago Frank Palumbo sent wires to Thomas and the Morris office, handling Thomas, offering him \$15,000 for a week's stand and asking that offer be put on record. Later, when the office arranged cafe dates for around \$10,000, the Palumbo brothers, who had already signed the deal, asked for an out.

Harry Steinman, of the Latin Casino, now buying all the top names in sight, jumped in and got Thomas, who opens for him January 31. The spot, now playing Tony Martin, had the Ritz Brothers ahead of him. Harvey Stone will precede Thomas.

Negro Policy for Mapes

TORONTO, Dec. 11.—Arthur Lee Simpkins, singer currently headlining at the Fiesta Room of the Prince George Hotel here, will open at the Mapes Hotel in Reno, Nev., December 28, inaugurating a policy of Negro performers.

same terms which were in the old contract.

The first show, still in the dicker stage, has Mable Scott, Buddy Rich and the Three Stooges. The second show, already set, has Charlie Barnett's band and Janis Paige.

VAUDEVILLE REVIEWS

Strand, New York (Friday, December 10)

Capacity, 2,700 seats. Price policy, 75 cents-\$1.50. Number of shows, four daily; five, Saturdays. House booker, Harry Mayer. Show played by name band on bill.

The theater has one of the most exciting shows on the street. It moves like quicksilver, builds skillfully and finishes with a blaze of fury to pull some of the biggest hands heard here in a long time.

Much of the presentation and its success is due to the competent work of Harry Mayer, booker, who set the show, and to Leo Morgan, whose lighting and personalized drop helped build it into what it is.

The major lure on the bill is, of course, Dizzy Gillespie and his 15 be-boppers. The same gang worked across the street in a cafe to big biz, and the hope is it will repeat here. Oddly enough, be-bop isn't as hard to take as this reviewer once thought. It's noisy and brassy and has peculiar sounds, but has a primitive appeal that makes it exciting. Gillespie's biggest here was his Victor hit, *Manteca*, a Latin number with be-bop overtones. In this one, Gillespie showed comic bits that pulled many a giggle. His closer was pure bop, *Oo-Pop-a-Da*, starting with a vocal (See *Strand, N. Y.*, on page 47)

Oriental, Chicago (Thursday, December 9)

Capacity, 3,200. Prices, 50 to 98 cents daily. Five shows week-days; six on week-ends. House booker, Charley Hogan. Show played by Carl Sands's house band.

Three new acts to this locality, plus an established name headliner, make this pre-Christmas package 50 minutes of fast entertainment. Carl Sands's house ork started swiftly with a well-scored medley of current pops, closing with some fine vib work by drummer Smith Howard. House ork is getting a fine blend that makes it the equal of many touring orks.

The Roberts Sisters and White, tap trio, have applied the feminine touch to the usual three-men-on-a-pedestal routine to good effect. Gals, whether working singly or in combination, batter out neat cleating of both the standard and sliding variety to good hands all the way. Threesome, working on raised platform, have an abundance of pep that really puts their stuff across.

Park and Clifford, another new act, have taken the standard hand-balancing turn from the sublime to the ridiculous. Boys, both on the heavyweight side, do hand balancing that rates with the best while doing unison and harmony singing. Novelty of their work is surprising and got them fullest attention. Their closer, in which they performed some arresting balancing feats while the under-man is lying on the top of a baby grand, took them off to a huge mitt.

The Slate Brothers, now pared to two and a new blonde foil, Sandra, don't have anything so serious that a couple of new gimmicks wouldn't cure. While the two boys' gags aren't bad, it's still their hokey props like the coat hangers coming down from the top of the stage that pull the yocks. Hackneyed bits like the painter who comes up with the pic of the huge thumb got apathetic reaction. Guys walked off to just so-so mitting.

The King Cole Trio has never sounded better. Guitarist Irving Ashby has reduced the volume on his amplifier to a point where it matches perfectly into the rocking, big-tone bass of newcomer Joe Comfort. Result is an excellent background for the leader's continuously top vocal efforts and a real riding combination on their instrumentals. Did two encores at show caught.

Pic, *The Girl From Manhattan*.
Johnny Sippel.

Capitol, New York (Thursday, December 9)

Capacity, 4,627. Prices, 70 cents-\$1.50. Five shows daily. House booker, Sidney Piermont. Show played by name band on bill.

The new show is a weakie, tho individual acts try hard to make it run like a bill with heft. Main fault is its lack of building to anything that can register with the thin house out front when caught, a condition that doesn't help any act, no matter how strong. A sock comic might have helped. Without such an act the current bill, a two-weeker, doesn't figure to do much business.

Topliner is Bill Robinson, who closes the show. His talk got polite laughs, and a new bit, a soft shoe number to *Easter Parade* with the house asked to hum, got fairish returns. Robinson's standard hoofery is always pleasant but hard; strong enough to close.

Luba Malina worked hard to get them off their hands. She belted each tune out with showmanlike skill. She looked properly seductive and had good songs, yet when she finished, it was one of those okay-kid-take-your-bow-and-off things. Her strongest was a simulated strip that livened things up a little.

Ladd Lyon and his brother, Jerry, (See *Capitol, N. Y.*, on page 47)

Hippodrome, Baltimore (Thursday, December 9)

Capacity, 2,200. Prices, 40-70 cents. Number of shows, four daily. House booker, Ed Sherman office. Show played by Jo Lombardi and the house band (12).

The house ork under the direction of Jo Lombardi starts the show rolling with a medley, *Dixieland Jamboree*, featuring a highly competent session at the skins by Mitchell Kaye, and a smooth muted trumpet solo of *Stardust*. The band would do well to throw in a number or two every week; they're good enough.

John Laurenz takes the first spot, immediately going into his record hit, *Hair of Gold*, altho it would have seemed a bit more appropriate on the recall. The lad runs thru all the styles, *Sunny Side*, a well done *Temptation*, and a novelty number from his new picture, *Tipped My Hat*. He has ease—almost too much at times, for the lyrics are almost inaudible beyond the first few rows. However, he got a nice hand on all numbers.

Monica Lewis

On the other side of the vocal register, Monica Lewis scored solidly. Gowned strikingly in blue, the nifty blond chirp opened with a bouncy *Buttons and Bows*, and got in stride with a couple of ballads. Past performance on the Decca and Signature labels paid off, judging from the palm whacking. A couple of novelties rang the bell, but while ballads are the Lewis forte, the pace was a shade too slow.

Fiddling Coley Worth got plenty of laughs with his standard act, got big laughs thruout and finished to a big hand.

Winding up were the Dunhills, three neat boy tappers who do amazingly clean unison work and spot each other thru a couple of rhythm numbers. Each lad shows tricky footwork of his own, one doing an acro bit, with the over-all effect grabbing a sound mitt.

Pic, *Smart Girls Don't Talk*.
James A. Carter.

Radio City Music Hall, New York (Thursday, December 9)

Capacity, 6,200. Price range, 80 cents-\$2.40. Number of shows, four daily. House booker-producer, Leon Leonidoff. Show cut by house symphony ork directed by Alexander Smallens.

The stunning *Nativity* scene, the 16th edition of this theater's annual Christmas show, is still a top sight attraction. As an opener, the religious scene, for pure spectacle, is alone worth the price of admission. The rest of the show more than holds its own. With its two chief acts, acrobats and trained bears, the presentation is built around a circus theme. This also offers a chance to unveil some of the most massive and beautiful sets seen east of Hollywood. The ending, in which a huge lighted clown is formed, is another piece of frosting on the Christmas cake.

Pallenberg's bears will do much to entertain both adults and children. The two animals go thru an assortment of tricks. They ride all kinds of bikes, stand on totem poles, roller skate, rotate poles on their backs, dance and row a boat.

The five Cristianis (three men-two women) are as agile and as capable a troupe of acrobats as have been seen in a long time. Their jet propelled cartwheels and half-twist somersaults got big responses.

In between these acts the glee club sings *Be a Clown* and then makes like funny men by playing fake concertinas, harps and pianos. The Rockettes get a chance to show their stuff in two numbers: the first is a lion tamer's turn, with George Tatar wielding the whip. The dancing group, however, shows better during their second spot when, costumed as poodles, they go thru their usual top-notch precision terping for big hands. Jack Powell helps the proceedings along with a drumming act in which he uses the sticks on everything in sight.

Pic: *Words and Music*.

Leon Morse.

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Club Charles, Baltimore

(Tuesday, December 1)

Capacity, 325. Price policy, no cover, no minimum. Shows at 8:30 and 12. Operators, Tom Shaw, Lou Shaw, Moe Levy, Booker William Morris Agency. Publicity, Irv Klein. Estimated budget this show, \$5,500.

The room takes on added luster with the first appearance of Harry Richman in nearly two years. All the first nighters and the show mob were in to see him, but considering the heavy nut, it'll take a lot of business, in the face of present conditions about town, to show black.

Richman is as usual the showman, with his overwhelming personality projected in every number. Although the familiar voice slips a bit on the high ones, the handling of the famous musical trade-marks remains superb. Richman leads with his *Never Marry an Actor*, skipping rapidly thru *Sunny Side*, *It Had To Be You* and, of course, *Birth of the Blues*. Each new lead-in drew solid hands, but then they all came to see Richman and anything went. Working at the piano (incidentally a striking picture, with a sparkling green piano and dull light) the vet song man won them with a group of snappy parodies and neatly woven mixture of short and zippy bits and chatter. The fact remains that Richman, as an artist, commands attention, and if the voice or routines wear around the edges, his charm and nostalgic appeal are still box office.

Walter Long Jr. Hoofs

The dancing of Walter Long Jr. plays a large part in this building of a good show. Long, a handsome young tapper reviewed here some time ago, shows plenty on the ball and works as though he enjoys it. He slashed a smooth soft shoe and a tricky rhythm number, displaying sharp footwork and imagination. Long's emcee chores were handled with a veteran's ease and created a very favorable impression.

Not faring quite so well, at the opening show, was comic Bobby Sargent. The young lad works fast and gives it plenty of push, but the material is pretty weak. Impressions of Cantor and Jessel stood out among others, but the whole routine lacked continuity. A lengthy immigrant bit meant little, but was bolstered by an unusual green-lighted bit which got a lot of laughs and could be worked on even further.

Two production numbers by the Wally Wanger girls, a boogie and a magador thing with Long on the vocal, spotted good looks, flashy

NIGHT CLUB REVIEWS

Chase Club, St. Louis

(Tuesday, December 7)

Capacity, 1,000. Price policy \$1-\$1.50 cover. Manager, Harold Koplar. Publicity, Jeanne Dunaway; maître d' Hack Ulrich. Booking, non-exclusive. Estimated budget this show, \$5,000.

This line-up of headliners stacks up as a solid, sock show from start to finish. The bill is loaded with names who have proved their drawing power in other clubs, and it is hoped will reaffirm their magnetism here. Sharing spotlight honors are Mel Tormé, Jackie Miles and the Benny Strong orchestra.

Strong opens the show with a medley of his recorded favorites, including the now popular *That Certain Party* and *That Redhead Gal*. Strong, who does a nice straight job of emceeing the show, is no great shakes as a vocalist but does all right on dressing up the old novelty numbers. Doris Donovan, sharp looking brunette canary with the Strong aggregation, offers *Buttons and Bows* in cute fashion.

Mel Tormé comes on next with his highly stylized song interpretations. Tormé is like olives, you like him or you don't, there is no in-between. His phrasing is highly imaginative and certainly unorthodox, his innate showmanship indisputable. He received nice reception here with his standard numbers.

Closing the show is Jackie Miles, brash comic fresh to these parts. Miles's material is very sharp, fast and clever. He imbues his stories with a certain peculiar charm that is refreshing. For hecklers he unleashes a rapier-like wit, and at show caught he had plenty of chance to use it. He winds up his act with a take-off on a Gene Autry movie that is best thing he does. The lad is very funny and due to make a big hit during his three-week stay here.

The Strong band (12) plays for dance music and also for the show. However, Tormé has his own pianist and Miles's musical requirements are negligible, so Strong's main duties in the show are specialties.

Abie L. Morris.

wardrobe and neat routining.

More than a nod goes to Norman Brooks and his band for the excellent show backing and capable cue handling, as well as some thoroly palatable dance fare. James A. Carter.

El Morocco, Montreal

(Monday, December 6)

Price policy, \$2-\$2.50. Shows at 8:30 and 12:30. Capacity, 257. Operators, Eddie Quinn and Yvon Robert. Booking policy, William Morris Agency (Dick Henry). Publicity, Elmer W. Ferguson. Estimated budget this show, \$1,400. Estimated budget last show \$2,100.

Comic Jack E. Leonard's opening December 6 usually a slow night, found the spot filled for both shows—which means that in the few times the hoty funster has played the room he's established himself as a solid drawing power. The 325-pounder's laugh-provoking technique is sure-fire for cafes. His material, which brought a stream of yocks from the hepsters and family trade alike, is clean as a whistle and sold solidly.

Leonard's forte, as shown currently, is the fact that he has an alert mind for ad lib and throwaways for people who like their humor both subtle or straight, and as far as sight comedy is concerned there are few who can top him when he does that Fred Astaire take-off.

Paula Bane Chirps

Paula Bane, who does the warbling, clicked in a limited way, her main drawback being that she has yet to discover the difference between legit and cafe delivery. The gal is a looker with pleasant pipes, but certainly those *Donkey Serenade* and *Oklahoma!* special material items aren't for her.

The Emerald Sisters won a warm palm with their comedy knockabout acro stint, all their tricks being sold for sock results. The gals have slick showmanship.

The Wally Wanger line gives the show pleasing production effect with three numbers that are much above average. Julia Alemida's solo bit in the Spanish number was well delivered.

Bunny Dixon, a cute trick, has been added to the lounge for vocalizing and 88'ing. She does a fine job. Wally Newman's ork gives adequate show backing.

Charles J. Lazarus.

Cotillion Room, Hotel Pierre, New York

(Tuesday, December 7)

Capacity, 365. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Operator, Hotel Pierre. Booking policy, non-exclusive; publicity, Madeline Riordan. Estimated budget this show, \$1,250.

The final show of the 1948 year has three act instead of the customary two. The result makes for pleasant enough entertainment, even if only one act of the three was really outstanding.

The toppe of the bill was Frakson, one of the top magicians in the biz. His cigarette vanishing trick, an oldie, is like something brand new when he does it. His card tricks, with customers pulled into the act, was equally effective. In the latter he uses a king-sized goblet and king-sized cards, so a customer can "handle" the trick to the customary "oohs" and "ahs." Frakson also showed a new gimmick—a pane of glass in a frame thru which he put various rods. His finish got a beautiful mitt.

Complicated Songs

Patricia Windsor has acquired considerable poise since last caught. But what she has gained in that direction, she's lost in others. Her arrangements on semi-longhair, standards and pops are so complicated they were hardly understandable. It gave the Charlie Reader band a chance to do some marvelous backing, but it also took the pla away from the singer. For example, she did *My Darling*, introducing it as way up on the best-seller list, which it is. But the trade here isn't interested in best sellers. It likes pleasant music and songs it can understand. In any case, Miss Windsor started with *My Darling* and via an elaborate arrangement dragged in *Because*, never once going back to *My Darling* despite having made the

(See Cotillion Room on opp. page)

Embassy Room, Hotel Statler, Washington

(Thursday, December 2)

Capacity, 325. Price policy, \$1.50-\$2 cover after 10 p.m. Shows at 8:30 and 11:30. Owners, Statler chain. Manager, Herbert C. Blunk. Publicity, Walton Smith. Estimated budget this show, \$2,500.

With a versatile display of dramatic talent ranging from high comedy to pathos, Peter Lind Hayes has been bowling over the customers who have been packing the Statler's Embassy Room nightly. Whether he is talking, patterning, reciting or clowning, the unaffected Hayes dominates the floor thruout the half-hour act which seems all too brief. The Hayes personality prevails even when Hayes retreats to a shadowy corner of the stage to pretend boredom while his pretty wife, Mary Healy, stands in the spotlight reciting lines which, she informs the audience with unconcealed pride, were authored by her talented mate.

Despite its air of informality and simplicity the Hayes act is obviously the product of deft, careful planning, right down to the choice of music for the opening and closing musical cues—some bars from Prokofiev's appropriately whimsical *Peter and the Wolf*. Restraint is always the keynote, even as Hayes gives a take-off of a garrulous narrator in a Pete Smith travelogue. Casually but nimbly Hayes shifts the pace with a rib-tickling rendition of *Minnie the Moocher*, in which he gets clever accompaniment from the orchestra directed by Bob Millar.

Hildegard Take-Off

The graceful Mary Healy makes her entrance in an atmosphere of subdued lighting, ethereal music and some farcical clowning by her husband who simulates desperation at trying to distract the audience from his beautiful wife, who is fluttering around the room like a zany wraith-nymph in *Blithe Spirit*. Miss Healy does an uproarious impersonation of Hildegard becoming involved with a fictional western-drawling lumber king, Mr. Goodpile, played by Hayes. Another clever impersonation is Miss Healy's version of Ethel Merman. Best of all is Hayes's character sketch of a retired punch-drunk pug named PUNCHY Callahan. Hayes's PUNCHY is an unforgettable person who draws laughs and pity with seemingly careless ease as he recounts his ring exploits, recurrently sniffing hard thru a nose that has been punched much too often. PUNCHY is a winning fellow even when he resorts to familiar gags in describing his World War I adventures: "My outfit was so tough the chaplain went over the hill."

Millar's superbly restrained ork deserves a lot of credit for being marvelously in tune with the Hayes show.

Ben Atlas.

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New York:

Pre-Xmas B. O. Dips--330G; Strand 30, MH 100, Cap 50

NEW YORK, Dec. 11.—Broadway quickly slumped back to normal pre-Christmas biz with \$330,000 collected last week as against a strong \$475,000 take the previous Thanksgiving week.

Roxy (6,000 seats; average \$89,000) was off to \$90,000 after a terrific \$138,000 gross achieved the eight days before. The bill is Mickey Rooney, Borrah Minevitch, Rosario and Antonio and the Ice Show with Joan Hyldoft and Arnold Shoda. Pic, *When My Baby Smiles at Me*.

Radio City Music Hall (6,200 seats; average \$115,000) slipped to \$100,000 the second week with the Theron Troupe, Hal LeRoy, Ben Beri and *The Hills of Home*. The previous stanza was good for \$122,000. The new attraction, reviewed this week, is the Cristianis, Pallenberg's Bears and *Words and Music*.

Para Dives to 60G

Paramount (3,654 seats; average \$76,000) dived 30G to a \$60,000 gross last week, after a hefty \$90,000 collected the first week with Nellie Lucher, Red Buttons, Raul and Eva Reyes, Stan Kenton and his ork and *Miss Tatlock's Millions*.

Capitol (4,627 seats; average \$66,000) also slumped to \$50,000 the last seven days with this bill. The previous week's biz was \$68,000. The new show (reviewed this week) is Bill Robinson, Luba Malina, George Paxton and his ork and *Let's Live a Little*.

Strand (2,700 seats; average \$40,000) grossed only \$30,000 the third and last week with the old bill. The previous seven days saw \$45,000 collected. The attraction was Tim Her-

bert, the Szonyis, Frankie Carle and his ork and *Fighter Pilot*. The new presentation (caught this week) is Dizzy Gillespie and his ork, the Deep River Boys, Maxine Sullivan, the Berry Brothers, Spider Bruce and *The Decision of Christopher Blake*.

STRAND, N. Y.

(Continued from page 45)

jive double talk duet between Joe Carroll and Gillespie. It was complete madness, tho also a little tiresome. Pruning is indicated.

Other acts on the show, for the non-bop trade, did splendid jobs. The Deep River Boys actually stopped the show with their bouncy arrangements. The lads did five numbers, winding up with their *Get Up Those Stairs*, and tied everything into a knot.

Bruce Team Clicks

The surprise of the bill was Spider Bruce and two straighters, Charles Ray and Vivian Harris, in a hilarious sketch involving a deacon and his flock. Bruce, working in blackface, is an actor who can read lines. Ray and Miss Harris are excellent foils. As a team the three people raised some terrific yocks.

The Berry Brothers haven't lost any of their speed. Their flash precision cane tossing and on-the-button spins were still in evidence, winning big hands.

Maxine Sullivan was lit to present her to the best possible advantage. She worked in blues, violets and greens for full body spots and a pin white spot for her face. Presented that way, she could have sung almost anything and registered. Instead, she did her standards, like *Cockles and Mussels* and *Loch Lomond*, adding a couple of newies for pace, and wound up way ahead. The band also had Johnny Hartman, singer, who works even slower than Perry Como. The thin, wiry boy, however, has a solid legit voice with a lot of warmth in it.

The finale had everybody out in a crazy be-bop session. The band went berserk, the Deep River Boys beat it out at one mike, Miss Sullivan yelped at another mike, the Berry Brothers bounced around and the house roared.

Pic, *Decision of Christopher Blake*.
Bill Smith.

COTILLION ROOM

(Continued from opp. page)

pitch about its being a hit song. Her lighting was strictly a la Hildegard, blues, reds, ambers and whites, all fading and coming up in dramatic fashion. The effect was beautiful. It was so beautiful that it detracted from Miss Windsor's work. One watched the lights instead of the singer. Basically, Miss Windsor is a pleasant soprano with a good range. But she's not strong enough to compete with vari-colored lights and material which is mostly on the slow side, hypod by tricky arrangements. There's a lot of showbiz value in simplicity that Miss Windsor might explore.

Fosse and Niles

Fosse and Niles, a new dance team in these parts, impressed by their youth and their hard work. Both kids have obviously had ballet training and used it together with taps. But if they looked good they didn't have an act that showed much originality. Most of their steps were about the same. Only their music was different for each number. An East Indian satirical dance was overplayed, and their Eddie Leonard thing with heavy taps, tho flashy, meant little. Incidentally the kids should know that Leonard never did taps. His famous *Ida* was done with sand

CAPITOL, N. Y.

(Continued from page 45)

did a fine job on the handstands on the table and the hoke comedy "plant" routine. The act, long a standard, got good hands for the wind-up.

Anna Sten, in on a deal with the picture which she's also in, represented a problem. The gal is basically a dramatic actress without an act. Alan Zee, house producer, gave her a gimmick about how bebop sounds to a legit actress, protected her with George Paxton and Johnny Bond, out of the band, and put her to work. The two lads covered up for Miss Sten enough so her faults weren't too glaring. Zee's routine helped get her on and off in okay fashion, which was something, anyway.

Ork Cuts Good Show

The George Paxton band (five sax, three rhythm, three trombone and four trumpet) did nicely for the show and had only one spot as its own, in which it did a listenable *Caprice Viennois*. Johnny Bond, trumpet, came down to do a parody on *I'm a Big Girl Now*, written for him by Alan Zee, which helped get some giggles.

Rose Marie Calvin, band chick, looked properly sultry and her off-the-shoulders gown was seductive enough for the balcony trade. But if the gal looked sexy, her voice in her one number, *You Came a Long Way From St. Louis*, showed a raspy quality, possibly evidence of a cold, which didn't help her. Her poise, however, showed a tremendous confidence.

Pic, *Let's Live a Little*.

Bill Smith.

SHELVEY THEFT

(Continued from page 3)

sume Monday (13). Judge Ralph Pharr this week denied a defense motion for dismissal. Indicted with Shelvey is Arthur Kaye, former AGVA Southeastern rep with headquarters in Miami.

Fred Collier, Grady Hotel treasurer, testified he gave sums of \$8,000 and \$12,000 on two occasions for AGVA's welfare fund, on representation that the union would overlook its rule against permitting members to appear in the hotel's matinee floor-show. Kaye said Shelvey and Kaye thereafter took a trip to Cuba, where Kaye said later they had "a terrific time." AGVA officials from New York testified the \$20,000 never reached the welfare fund.

steps. Both Foss and Niles are young, fresh and apparently show a willingness to work hard. They were almost beat when they finished. With more imaginative routines they can go places. On looks alone they'd do nicely in a legit musical. Bill Smith.

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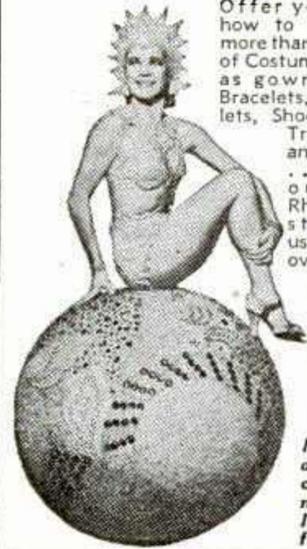
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Stem Scoffs At West Coast Economy Sets

Says East's Quality Pays

(Continued from page 4)

winner usually absorbs an over-all cost drop of up to 25 per cent out of profit margin. The producer wins, but it is a situation, he believes, which can't go on indefinitely if construction outfits are to be kept available.

In effect, a top consensus seems to be that if a producer wants to keep set costs down he should look to himself and his director. Both are too frequently guilty of a desire for over-production and obviously a designer is ready and willing to match their notions. While too much background economy may sink a play by depriving it of acting values, there is no valid excuse for the expensive construction called for by hidden items—matters which are never seen or sensed by an audience. An illustration of this practice is evidenced by the sets (both built and painted by the same studio) of two current Stem plays. Both are equally effective in their way, but one cost one-third less than the other. In one case velour was used as against duck. One utilized expensive window moldings for realism; the other didn't. Since both the velour and the duck were covered with paint and the moldings by curtains, it seems reasonable that the substitution of the cheaper material and the elimination of the fancy trimmings hurt nothing but the director's ego, while handily cutting production costs.

While these "hidden cost" considerations are vital enough to a straight play, they become handsomely magnified when applied to musicals. High trimming of portal openings is the frequent cause of cost hikes. A 17-foot high trim, 32 feet wide, for example, will mask a drop 24 by 42 feet. If, however, the producer's, director's or designer's delusions of grandeur call for increased portal dimensions to a 20-foot trim and a 38-foot width, a drop 26 by 50 feet is necessary—adding a 25 per cent boost to material and paint cost to mask it.

Admittedly, considerable of the hidden cost factor may be laid up against the designer, according to another of the T-square boys. There is naturally a desire to dazzle the director and the producer, if given a free hand, to put in details which are seen only in close-ups and which vanish at a distance of 20 feet. But no solution of the problem of reducing scenic costs, he thinks, can stem from coastwise construction or taking advantage of current under-employment in local shops. It can come only from careful budget planning to eliminate hidden waste—a thoughtful huddle on the part of producer, director and designer.

Theater in Capital Sought By Stock Producing Pair

NEW YORK, Dec. 11.—Dean Goodman and Jess Kimmel are dickering for a theater in Washington to present stock. Negotiations for the fair-sized house are in their final stage, but nothing has been set yet. The theater would operate on a policy of non-segregation, thus complying with Actors' Equity's position against Jim Crow in the city.

While the concentration would be on stock, road attractions would be booked if a deal could be worked out with the United Booking Office. Kimmel is a former stage manager and director, and Goodman is an actor and summer stock producer.

BROADWAY OPENINGS

ANNE OF THE 1,000 DAYS

(Opened Wednesday, December 8)

SHUBERT THEATER

A drama by Maxwell Anderson. Staged by H. C. Potter. Setting and lighting by Jo Mielziner. Costumes by Motley. Music by Lehman Engel. Business manager, Victor Samrock. Stage manager, Scott Jackson. Press representatives, William Fields and Walter Alford. Presented by the Playwrights Company and Leland Hayward.

Anne Boleyn.....Joyce Redman
Henry.....Rex Harrison
Cardinal Wolsey.....Percy Waram
Thomas Boleyn.....Charles Francis
Servant.....Ludlow Maury
Henry Norris.....Allan Stevenson
Mark Smeaton.....John Merivale
Duke of Norfolk.....John Williams
Percy, Earl of Northumberland.....Robert Duke
Elizabeth Boleyn.....Viola Keats
Serving Woman.....Kathleen Bolton
Servant.....Cecil Clovelly
Mary Boleyn.....Louise Platt
Madge Shelton.....Margaret Garland
Jane Seymour.....Monica Lang
Sir Thomas More.....Russell Gaike
Thomas Cromwell.....Wendell K. Phillips
Bishop Fisher.....Harry Irvine
Prior Houghton.....George Collier
A Messenger.....Harry Selby
Balliff.....Fred Ayres Colton
Balliff.....Harold McGee
Clerk.....Terence Anderson

Once more Maxwell Anderson walks with Tudor royalty thru tumultuous historical pages to the rhythm of blank verse. But he has scripted no chronicle play of political alarms and-excursions. This is a superbly eloquent tale of emotional conflict—cruel, tender and bawdy by turns, but always mounting steadily in dramatic excitement. It is Anderson at the best of his craftsmanship and a solid hit for the Playwrights Company and Leland Hayward.

Since Anderson's attention is focused on the years when Anne Boleyn became Henry VIII's second queen, politics perforce enter into it. But Henry's break with Rome, his plundering of the churches and ruthless arrogance in grinding out all opposition are merely a background for an absorbing character study of two turbulent natures. Via a series of soliloquies and flashbacks there unfolds a saga beginning with Henry's lust for young Anne and her eventual bargain with him to make her Queen of England. Follow the months when her power is supreme, since she is smart enough never to let her king believe he has entirely possessed her. Then comes the cooling of Henry's passion, caused by her inability to give him a male heir. Her reward is an offer of safety by banishment and annulment or a trial on trumped-up charges of adultery. Defiant to the last and knowing the wherewithal to wound Henry most deeply in his vanity, Anne goes to her death and thereby assures her paramount interest, the baby Elizabeth's right to succession to the throne. At the last, summing up her 1,000 days of queerly combined love and hatred for Henry, she finds that only one brought complete happiness—and Henry sullenly hearing the signal gun announcing her execution knows that he will never quite be rid of her memory.

Rex Harrison Scintillates

Rex Harrison's Henry is sparkingly effective. He underscores the slyness, cupidity and selfishness of the character without emphasizing the grossness usually attributed to it. His Henry is an arrogant grown-up boy—with a mean, crafty streak in him but with an ingenuous honesty when cornered into admitting his conniving. It is a subtle portrait. Joyce Redman's Anne is worthy of a similar frame—calculating, tough-fibred, a diminutive tigress when aroused. Hers is a performance that will be remembered when the awards season comes around.

In a huge supporting cast, Percy Waram's Wolsey, John Williams's Norfolk, Robert Duke's Northumberland and Russell Gaike's Thomas More are standouts.

H. C. Potter's direction sharply highlights the varying moods of the script's episodic vignettes. Jo Mielziner has contributed an effective unit

THE TELEPHONE

and

THE MEDIUM

(Opened Tuesday, December 7)

CITY CENTER

Lyrical dramas with books, scores and lyrics by Gian-Carlo Menotti. Staged by the composer. Sets and costumes for "Medium" by Horace Armistead. Musical director, Emanuel Balaban. Lighting, Jean Rosenthal. Company manager, Gilman Haskell. Stage manager, Serge Sokoloff. Press representatives, Jean Dalrymple and Marian Graham. Presented by The New York City Center.

The Telephone
Lucy.....Maria D'Attili
Ben.....Paul King
The Medium
Monica.....Evelyn Keller
Toby, a Mute.....Leo Coleman
Madame Flora.....Marie Powers
Mrs. Gobbineau.....Derna De Lys
Mr. Gobbineau.....Paul King
Mrs. Nolan.....Virginia Beeler

According to the program, the New York City Center presents (by arrangement with Chandler Cowles, Efrem Zimbalist Jr. and Edith Lutyens) the Ballet Society's production of *The Telephone*, followed by *The Medium*, for a limited run. Back a year ago last May at the Mansfield the Cowles-Zimbalist-Lutyens presentation offered no bows to anyone but themselves, the Ballet Theater having been only instrumental in sponsoring a previous off-Stem offering of *Telephone*. However, let it be reported that the City Center's revival of the Gian-Carlo Menotti opera bouffe-lyric drama combo is completely top-drawer—and at pop prices will certainly pack the town's culture center for the next four weeks.

The Telephone, of course, remains a vocal pas de deux—a coloratura bit of nonsense having to do with the repeated efforts of an overly ardent tenor to propose to a lissome soprano with interruptions from Mr. Bell's mechanism. It comprises a chanting tour de force for the lady—in this instance Maria D'Attili—with splendid backing from Paul King. It again sparks no great interest, but it serves admirably as an intro for Menotti to get really lyrically, dramatically under way.

"Medium" Enchants

If this reporter's guess is correct, it is the *Medium* which has the Menotti double bill going—a melodically delightful Grand Guignol bit—which chills as it enchants. Marie Powers, who has made the role of the fake seeress peculiarly her own, again is tortured by conscience and the imaginary return of her own best spooks. She is once more superbly vocal in her venomous design to break up the incipient love affair between her offspring and her assistant. Evelyn Keller is again impressive as the terrified daughter and Leo Coleman is ditto as the bedeviled mute who loves her and is killed for his pains. Derna De Lys, Paul King and another vet of the original cast, Virginia Beeler, are equally helpful in lesser roles as the red-wigged charlatan's customers.

Against Horace Armistead's macabre lighted setting, the *Medium* retains all the drive and chilling impact of its Stem original. In fact, if anything its performance has gained by experience. An amplified orchestra at the City Center and a splendid reading of the score by Emanuel Balaban also add plentifully to the oral over-all. In sum, this Christmas season revival of Menotti is artistically and commercially sock.

Bob Francis.

setting and Motley's costuming is superb.

Anne, in sum, is somewhat of a triumph for all concerned. Maybe what Anderson needed to get back on the beam was a thoro-going costume piece. At any rate, this is it.

Bob Francis.

Chi "Prostitute" Ban Protested

(Continued from page 3)

racial relationships and offend Negro groups, but Fulmer, who has not seen the play, refused an invite by New Stages to catch it before it closes, with all expenses paid. This action—judging without viewing—is one of the things that is particularly objectionable to the trade.

The orgs participating in the protest and a strategy meeting held Friday (10) include the League of New York Theaters, Actors' Equity, Dramatists' Guild, Critics' Circle, Association of Theatrical Agents and Managers, New Stages and the American Civil Liberties Union.

Fog Hits London B. O.'s

LONDON, Dec. 11.—West End theater attendances dropped 10 to 20 per cent during the fog which pitched London into almost complete darkness for five days and disrupted transportation at peak hours. Managers report the drop was not nearly as bad as they had expected. The cheaper seats were hit hardest. Established successes, booked solidly ahead, suffered little. These, such as *Oklahoma* and *Annie Get Your Gun*, held their own. A few reserved seats were unoccupied at each performance, however.



BROADWAY SHOWLOG

Performances Thru December 11, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrimore)	12-3, '47	429
Born Yesterday (Henry Miller)	2-4, '46	1,200
Bravo (Lyceum)	11-11, '48	36
Edward, My Son (Martin Beck)	9-29, '48	84
Goodbye, My Fancy (Morosco)	11-17, '48	29
Harvey (48th Street)	11-1, '44	1,734
Life With Mother (Empire)	10-28, '48	61
Light Up the Sky (Royale)	11-18, '48	28
Mister Roberts (Alvin)	2-13, '48	344
Play's the Thing, The (Booth)	4-23, '48	241
Private Lives (Plymouth)	10-4, '48	80
Red Gloves (Mansfield)	12-4, '48	9
Respectful Prostitute, Hope is a Thing With Feathers (Cort)	8-16, '48	311
Silver Whistle, The (Biltmore)	11-25, '48	21
Summer and Smoke (Music Box)	10-6, '48	77

Musicals

Annie, Get Your Gun (Imperial)	5-16, '46	1,071
As the Girls Go (Winter Garden)	11-13, '48	33
High Button Shoes (Broadway)	10-9, '47	492
Inside U.S.A. (Majestic)	4-30, '48	259
Love Life (46th Street)	10-7, '48	76
Make Mine Manhattan (Broadhurst)	1-15, '48	382
My Romance (Adelphi)	10-19, '48	63
Small Wonder (Coronet)	9-15, '48	101
Where's Charley (St. James)	10-11, '48	72

ICE SHOWS

Howdy, Mr. Ice (Center)	6-22, '48	171
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OPENED

Anne of a Thousand Days (Shubert)	12-8, '48	6
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COMING UP

(Week of December 13, 1948)		
Lend An Ear (National)	12-16, '48	

CLOSED

Young and Fair (Fulton)	11-25, '48	24
Saturday (11)		
Temporarily until new theater is found.		

OUT-OF-TOWN OPENINGS

CASTLE ON THE SAND

(Opened Wednesday, November 24)

PASADENA PLAYHOUSE, PASADENA, CALIF.

A drama by Zoe Akins. Directed by Robert Milton. Settings by Scott McLean. Technical director, Fred C. Huxley. Press representative, Oliver Prickett. Presented by Pasadena Playhouse, Gilmor Brown, supervising director.

Graves.....	Maurice Lappin
Archer Stanhope.....	Charles Peters
Allie Janeway.....	Blanche Gladstone
Teddy Pearson.....	Ken Harp
Antoinette Greeley.....	Janice Varney
Laura Pearson.....	Irene Denny
Marion Janeway.....	Rose Mary Emma
Arthur Palsley.....	Robin Hughes
George Janeway.....	Onslow Stevens
Fred Pearson.....	George Eldridge
Lella Janeway.....	Jacqueline de Wit
Stuart Donnelly.....	Cliff Smith Jr.
Joe Boyd.....	Ted Cohen
H. K. Rogers.....	David A. Leonard
First Waiter.....	Jim Woolum
Second Waiter.....	Murray Klater
Emerald Lee.....	Peggy Badey

This new play by Zoe Akins (adapted from her short story, *Rings and Chains*), is in essence an unfinished product, having neither clearly defined plot development nor sharp characterizations. The play's prospects for commercial success in its present form are slim. Conceding the previous high record of the playwright, it may be possible for her to refurbish the script to a point of general acceptance.

The plot rehashes the familiar thesis that many a loving wife and family measure the intensity of their devotion by the size of papa's bank-roll. When the dough vanishes, love chills. For proof, Miss Akins offers a candid picture of the Janeway family, with papa George (Onslow Stevens) a picture of dignity, devotion, and a person of highly sincere moral principles. His wife (Jacqueline de Wit) and two spoiled daughters contribute little to his peace of mind, presenting to him a continual picture of insecurity and doubt.

Running true to form, the women openly flaunt their true feelings after Janeway loses his money. Determined to hold on to his family at all costs, Janeway gambles with another's dough in wheat speculation, recouping his fortune. To test his family's feelings, he withholds the news of his newly acquired wealth, offers to settle a small annual allowance on the threesome in return for releases on all future claims. The fems grab the offer, only to discover later that had they elected to stick by their supposedly impoverished pater, they would have all benefited handsomely.

Handicapped by weak dialogue and lack of pace, there is little the cast can do to develop sound characterizations. By far the best of them is Onslow Stevens, who manages to make the most of his role in sustaining the embittered, disillusioned George Janeway. As the cold, ruthless wife, Jacqueline de Wit does okay. The supporting cast is merely adequate, save for Peggy Badey, who breathes life into a flossy chorus girl role, and Rose Mary Emma. Robert Milton's direction needs bolstering. Settings by Scott McLean are excellent.

Alan Fischler.

OH, MR. MEADOWBROOK

(Opened Monday, December 6)

WALNUT STREET THEATER, PHILADELPHIA

Comedy by Ronald Telfer and Pauline Jamerson, staged by Harry Ellerbe, sets by Wolfgang Roth, presented by John Yorke. CAST—Grace McTarnahan, John Cecil Holm, Sylvia Field, Ernest Truex, Vicki Cummings, Morton L. Stevens.

After a road break-in which started a month ago in Princeton, followed by a stanza in Toronto and another in Boston, then a week's lay-off for re-write, *Japhet*, now retitled *Oh, Mr. Meadowbrook*, arrives here on its final lap toward a Stem unveiling.

Actually, Ernest Truex is the only reason for the play's being. And while it offers, via his contributions, a fair measure of pleasantries, there's little premise or purpose to keep a fresh line of customers calling at the box office. Only a sense of loyalty to Truex will bring 'em in here. It's expecting too much of the product paraded across the boards to keep a house comfortably filled for any profitable length of time.

According to authors, Ronald Telfer and Pauline Jamerson, Truex is an Englishman who learned about Kinsey only what a taxidermist might learn from stuffing dead animals. Middle-aged Mr. Meadowbrook harkens to the advice of a psychiatrist and makes his maiden voyage to these shores to learn something from our women which took the erudite Indiana University professor exactly 804 best-selling pages to tell about.

Meadowbrook, coming to a Connecticut living room, finds his timid nature where women are concerned holds fascination for three of the fems flitting around the single stage setting. In seeking amorous adventure, he squirms and cowers in the pursuit of Sylvia Field, who makes up for her lack of glamour with her stamp collection; Vicki Cummings, an alluring blonde who sees in the old gent a chance to break her stage contract, and Grace McTarnahan, already the wife of a playwright (John Cecil Holm), Meadowbrook's host. Morton L. Stevens, as the play producer, rounds out the cast.

In the quest of the three ardent gals, it's Miss Field, as Sophie MacDonald, Scotswoman, who handles the household chores, who wins the jackpot in proving that her yearning for an Abyssinian air-mail stamp is as marked as her yearning for the man Meadowbrook.

Justice compels the admission that the play runs smoothly and the cast plays it out with fine spirit. While Truex is highly diverting on all counts, including those for laughs, *Mr. Meadowbrook* doesn't add up enough to bring it out of the mill-run category. When it hits Broadway, it will have still a third title, *Maiden Voyage*, but any number of titles can't save this one.

Maurie Orodener.

SIGHT UNSEEN

(Opened Monday, November 23)

CENTER THEATER, SEATTLE

A comedy by Rosemary Foster and Warner Law. Staged by Bill Noble. Settings by Jeanne Herget. Costumes by Suzy Fukuyama. Stage manager, Wilbur Wengren. Press representative, Jean Ashford. Presented by Tryout Theater, Inc.

Etta.....	Beverly Davis
Miss Potter.....	Jacquelyn Whitney
Archibald Andrews.....	Jim Olson
Lady Judith Elliott.....	Frances Gable
Mrs. Millicent Malone.....	Helen Rooney
Henry Malone.....	Ken Reisdorff
General Sir Thomas Elliott.....	Jackson Conley
Lady Hortense Elliott.....	Heldi McFarland Elliott
Lady Penelope Elliott.....	Janet Green
Mat.....	Mordie Eskenazi

Tryout Theater (TT) lights its new Center Theater headquarters with Rosemary Foster's and Warner Law's *Sight Unseen*. *Sight* somehow manages to emerge as one of the most hopeful comedies ever okayed by the TT board. An accurately paced production gives its fantastically looney story a sock full of professional potentialities.

For centuries the ancient English

So-So Season For Toronto

TORONTO, Dec. 11.—The Royal Alexandra, biggest legit house in Canada, open 52 weeks in the year, has found the current season satisfactory but not outstanding, according to Ernest Rawley, house manager.

Most recent legit tenant was *Escape Me Never* with Elizabeth Bergner, which closed Saturday (4) with a fair \$14,800 at \$3.60 top in the 1,525-seat house.

Among the productions which have played since fall—*John Loves Mary*, *Oklahoma!*, *Silver Whistle*, *Goodbye My Fancy*, *Freden-Savoy Gilbert* and *Sullivan, Japhet, Man and Superman*, *Escape Me Never* and currently *Annie, Get Your Gun*—only *Annie* and *Oklahoma!* can be classified as being in the real sock bracket, running up grosses of \$36,000 and \$33,000 respectively, and most of it in advance.

Coming up are the *Drunkard*, offered by a local company, *O Mistress Mine* and *Brigadoon*, and likely but not set yet are *Medea*, *Carousel*, *Monte Carlo Ballet* (annual visit), *Oklahoma!* (repeat), *Born Yesterday* and *Allegro*.

The pre-Broadway showing of *Fancy* and *Silver Whistle* got so-so treatment from local aisle sitters, with consequent so-so b. o.

All productions play on a split percentage basis and are booked by the United Booking Office in New York. Recently the house inaugurated 1 p.m. matinees on account of the power crisis which necessitated cut-off at certain hours. This has not affected business to any great extent.

Harry Fischer Now Manager

HARTFORD, Conn., Dec. 11.—Harry Fischer, former legit comedian, has been appointed manager of the Strand Theater, flicker house at Westfield, Mass., operated by Western Massachusetts Theaters, Inc.

manor house at Barnsley has been inhabited by ghosts of lusty hoydens and cavaliers from the Olde England of Gin Lane. When the modern mistress of the manor decides to sell the old shack to a thoroly manifested American widow bakery queen, the spirits rebel. They scare the old gal, break up the romance between their mistress and her somewhat swish fiance and bung up the household in general. Finally, an ingenious third act weaves the whole deal back into focus.

Ghosts Click

Director Bill Noble has held his direction in keeping with the calculated incongruity of the show, and the four ghosts pretty well walk off with the evening. His pacing is such that present and past characters complement each other like good jugglers. Noble does not force the fantastic elements, but allows them to carry themselves.

The cast of *Sight* is competent. Jim Olson, the suitor who wishes to exorcise the spirits, plays with authority, as does Ken Reisdorff, the final love interest. Janet Green, as the spiritous Restoration dazzler, is tops among the ladies, while Jackson Conley, as the century-old general, gets lots of yocks with an over-Falstaffian performance. Helen Rooney, one of the best character women in these parts, tends to miss some of the immense chances offered by her role. The part demands more abandon than Miss Rooney is giving it.

Jeanne Herget's one set is more than adequate.

Sight Unseen is not yet Stem gravy. Some of the dialog is trite, and its love angles are inconsistent. But the basic structure and the underlying theme are essentially amusing. If the script balanced the direction, *Sight* might have a Stem chance. At present the old manor house still elevator strictly local. Wil Stevens.

ROUTES Dramatic and Musical

Annie Get Your Gun (Royal Alexandra) Toronto.
Allegro (Nixon) Pittsburgh.
Brigadoon (Shubert) Chicago.
Blackstone (Strand) Elmira, N. Y., 15; (Auditorium) Rochester 16-18.
Born Yesterday (Murat) Indianapolis, 13-15; (Memorial Auditorium) Louisville, 17-18.
Command Decision (Studebaker) Chicago.
Carousel (Auditorium) Fort Worth, Tex., 15; (Texas) San Antonio 17-18.
Desert Song (Hartman) Columbus, O., 13-15; (Taft) Cincinnati 16-18.
Escape Me Never (Avon) Utica, N. Y., 15; (Erlanger) Buffalo 16-18.
Finian's Rainbow (Shubert) New Haven, Conn.
Harvey (Court Square) Springfield, Mass., 13-15; (Horace Bushnell Aud.) Hartford, Conn., 16-18.
High Button Shoes (Great Northern) Chicago.
Heiress, The (Selwyn) Chicago.
Japhet (Walnut St.) Philadelphia.
Jenny Kissed Me (Plymouth) Boston.
Kiss Me Kate (Shubert) Philadelphia.
Man and Superman (American) St. Louis.
Mr. Roberts (Erlanger) Chicago.
Medea (Blackstone) Chicago.
Make Way for Lucia (Colonial) Boston.
Oklahoma (Iowa) Cedar Rapids, Ia., 13-15; (Paramount) Waterloo 16-18.
Oklahoma (Cass) Detroit.
Oh Mistress Mine (Locust St.) Philadelphia.
Street Car Named Desire (Harris) Chicago.
Show Boat (Curran) Sa; Francisco.

Coast "Lend an Ear" Closing 200G Stanza

HOLLYWOOD, Dec. 11.—*Lend an Ear*, the revue which was launched here this summer and in which is currently doing its pre-Broadway run in Boston, will close locally January 8 after a run of 30 weeks. Produced by Frank Gilbert and William Eythe, *Ear* claimed a new Coast record for a revue which charged the full scale of \$1.80 to \$3.60 per seat.

Show has played to consistent S. R. O. biz in the 378-seat Las Palmas Theater. With a nut of \$30,000 the gross will pass the \$200,000 mark by the end of the run. A considerable portion of profits from the local company have been poured into the Broadway production, which Eythe and Gilbert are producing in partnership with William Katzell.

Local company will be reorganized for a road tour. The plan is to bring a Coast cast into Chicago soon after the Broadway company settles for a run, thus putting two companies on the boards almost simultaneously and cashing in on timeliness of the yet-to-be released score and flack values.

Legit Bally Plan Snagged by Union

NEW YORK, Dec. 11.—The League of New York Theaters is being forced to make a decision as to whether it wants to continue its plans for a nationwide legit publicity and propaganda bureau. The producers' org decided that it wanted such a scheme operated by a public relations outfit, but ran into a stone wall when the Association of Theatrical Agents and Managers (ATAM) claimed that its jurisdiction of legit entitled one of its members to the job.

The League had a conference with the ATAM Wednesday (8), but the union refused to budge from its demand. Now the producers must decide next week whether they want to give an ATAM member a crack at the job or forget the whole idea. The union feels that not only would it be allowing encroachment on its jurisdiction, but that any public relations firm cannot possibly know as much about legit as a man who works in the theater.

Royalty Suit Settled

NEW YORK, Dec. 11.—Louis Lottito, executor of the estate of Harry Kaufman, accepted \$27,000 as a settlement of Kaufman's royalty claims against the Shuberts and Olsen and Johnson. The litigation stems from Kaufman's participation in the production of *Laffing Room Only* and *Sons of Fun*. The settlement included the discontinuance of counterclaims against the estate for \$60,000.

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Burlesque

By UNO

WARREN IRONS, former partner of Arthur Clamage, is in New York on a business-social visit. Irons's last burly possession was the Folly, Kansas City, a Midwest Circuit spoke, now being managed and operated by Eddie Ross. . . . The Hirst unit due at the Hudson, Union City, N. J., December 19, will have four headliners in Rose LaRose, Nadine and Binder and Rosen. Other principals are Phil Seed, Heller and Helene, Chick Hunter, Yvonne and Jeanette Loeffler. . . . Hon Nickels, who recently sold the Gayety, Baltimore, to the Hirst Circuit after about 30 years of tenancy, will remain on the premises operating his nitery underneath the theater. Continuing as manager will be Gus Flaig. . . . Marion (Smiles) Lee is slated to be the new team mate of Harry (Hickey) LeVan. Smiles is to replace Lettie Boles, wife of LeVan, who died a month ago. . . . Ed DeVelde, former straight man, is ill in Bellevue Hospital, New York. . . . Jimmie Cavanaugh Jr., sailor, on furlough from his New London base, visited his dad, straight man for Billy (Zoot) Reed, while in Union City. . . . Vini Faye and Steve Thomas, newly teamed, were set to open at the Club Rio, Bridgeport, Conn., December 13.

DAVE COHN has Arabella Andre featured at the Howard, Boston, after being held over in niteries in Fall River, Mass., and Hartford, Conn. . . . Buddy Lasher, house singer, wound up six weeks at the Roxy, Montreal. Other exits were Krömer and Diamond. . . . Francine Boggi was birthday-partied at Sidney Schlanger and Joe Bologna's Nest bar and grill in Union City last week. Attending were Eppie Oakene, assistant manager, and Martie Knoff, treasurer, as well as the entire house staff of the Hudson. . . . Jai Leta moves from the Howard, Boston, to the Carousel nitery, Manhattan, December 16, thru Bob Starr. . . . Jack Coyle, who was replaced by Jimmie Cavanaugh as Zoot Reed's straight man, is now playing niteries with his wife, Janita, in Houston. . . . Mickey Owens's latest bookings include Beverly Landis, Olga Taranova, Renee Scott, Gunghai and Soude, at the Gayety, Norfolk; Lili Dawn, four weeks at the 19th Hole, New York, and Shillelah (Ginger Maloney) Ginsberg, his new strip find, at Weiner's, Brooklyn. . . . Jack Howard and Louise Jenkins are back with Mae West playing their old characters in *Diamond Lil*. . . . Marsha Blue (Mar-Shan) opened at the Gayety, Columbus, O., December 10. . . . Mitch Todd returned to the Grand, St. Louis, after a tour with a girlie show on the Cavalcade of Amusements. Ditto Rose LaRose, her first reappearance in four seasons. New chorines at the Grand are Rosalie Partka; Ducky Darnell, from Detroit; Carolyn Martin, from West Coast stock; Labern Beick, Louise Robinson, Peggy Hurbarger, Alice Massey, Theresa Craft and Terry Miller. . . . Saul Fields, George Smith and Harry Fields have renewed their trio act shelved 10 years ago. The act broke in at the Rex, Newark, N. J., last week for the Al Greene Agency and is now playing Loew vaude. On the side the Fields are in the auto biz and Smith is with a department store in the Bronx.

Plane Travel Widens Scope Of Performer

AM, TV, Legit, Orks Go to Air

(Continued from page 3)
handle double the number of dates, have the time to take holidays, live like human beings and still pull in all the dough they can make. For example, Lauritz Melchior flew 15,000 miles from September 29 to November 27 on concert dates and will do another 7,000 between December 10 and January 7. This kind of travel is impossible by ship and rail.

In the band biz, plane travel is only coming into its own. Even the Kay Kyser, Tommy Dorsey and Vaughn Monroe are great flyers, not many orks take to the airways. However, one of the problems—planes which couldn't carry bands with more than 28 musicians—has been solved now the airlines are using new aircraft that carry 40 and 50 persons at a clip.

It is the belief of Frank Nichols, of the Music Corporation of America (MCA), that the future will see the big-proven bands following the main terminal air routes and playing only the cream of one-nighters in large cities. This would apply to units such as Dorsey, Goodman, Monroe and others of stature such that they do not need to play tank towns to become established. The other orks, the young bands breaking in, would play the small towns.

In radio's *Week-End With Music* three kids have been flown in each week from all over the country to appear on the show. When Arthur Godfrey had his early show, he appeared on it here one day and flew to the Coast the next to do the broadcast. Stars commute between New York and Hollywood to do guest shots. Programs are even flown from city to city. Air travel is even being used for tele. Vivian Blaine hopped here from the Coast to appear on the *Texaco Star Theater* last week.

Legit with its heavy scenery to carry is not exactly made to order for plane travel. Only on long road jumps have planes been employed. However, they have more than proved their worth. *The Play's the Thing* closed July 28 and flew to Denver, where it opened July 31 for a three-week stint when biz was slow last summer. It flew back in two days on its return jump. Ordinarily two weeks of playing time would have been lost and the engagement wouldn't have been taken but with airplanes available a highly successful engagement was racked up. Last year *Oklahoma* flew to London for its English stand.

With the lush coin to be picked up playing the London Palladium, night club headliners have been flying to London. The American concert artist also has been appearing more frequently in foreign concert halls because he can travel by air. Instead of waiting for boats and adjusting to ship schedules, performers can take a plane and practically go to work on arrival, saving them time and allowing them more bookings in the States.

It seems evident that this trend is to continue until the public has only to clap its hands and performers will appear on a flying carpet.

Gleason Replaces Howard

PHILADELPHIA, Dec. 11.—Jackie Gleason, last in *Follow the Girls*, joins the cast of the *Along Fifth Avenue* revue to take over the co-starring spot of Willie Howard. Withdrawing from the cast because of illness and on the advice of doctors, Howard bowed out after the Wednesday (8) night performance, with Gleason sharing

Magic

By Bill Sachs

HAVING OVERCOME what he terms "his worst season," La-Mar, Cambridge, O., magicker, is back in the groove again after completing a successful Glenford, O., High School date December 9. Following an engagement in the auditorium at Carrollton, O., April 2, under American Legion Post auspices, La-Mar suffered an attack of the flu, which developed into systemic toxemia and neuritis of the left leg and knee. His illness caused him to cancel some 60 auditorium dates skedded for the summer and fall. La-Mar recently was released from Conrad Sanitarium, Magnetic Springs, O. George E. Foley, advance agent for Signor Chillo many years ago, assisted La-Mar at the Glenford show. . . . George Marquis, skilled conjurer, wound up an Indiana-Ohio tour for Maller Bros.' Theater Circuit December 3 in Defiance, O., and started on a new tour the following day. . . . J. C. Admire, who closed as pilot for Darrell the Magician last week, is framing the Hardini Magical Circus in conjunction with G. B. Hubler. Current plans call for the six-person show to hit the road January 15, with high school and city auditorium dates making up most of the junket. Admire was in advance of the Hardini show for three seasons. . . . Bob Nelson Enterprises, Columbus, O., magic factory, was the subject of an illustrated story carried in the September 25 edition of *La Razon*, one of Buenos Aires's leading newspapers. Piece was syndicated in the leading papers in Cuba and Latin-America and Bob is having copies of the story reproduced for a number of friends. . . . Birch the Magician was the subject of favorable front-page publicity in the November 20 edition of *The Fort Scott* (Kan.) *Tribune* anent his two-performance stand in Memorial Hall there under Junior Chamber of Commerce auspices. A three-column photo depicted Birch and Jaycee members constructing a hole-proof and leak-proof box from which the magicker did his escape turn. . . . Pittsburghers coughed up a neat \$21,878 to see Blackstone at the Nixon Theater there for a week, while Cleveland last week netted the show's coffers \$18,652.

GORDON BATHKE, formerly known as Gordon the Wizard, has changed his title to Sleight-of-Hand Gordon. His one-man show, which has been playing school dates in Southern Illinois to fair results, will close until after the holidays. . . . Werner (Dorny) Dornfeld is mourning the loss of his mother, Mrs. A. F. Dornfeld, who died December 9. . . . Thomas Magrum, ace manipulator, chalked up a successful engagement at the Pulaski, Tenn., High School, November 26. R. A. Rose, an amateur magicker around Pulaski, who took in the show, says that Magrum provided patrons with an interesting show and succeeded in making friends with the entire student body, adding that his manipulations were tops. . . . Dr. Harlan Tarbell played a return stand at the Cincinnati Club December 12 with his mystery show. . . . Frank Caesar, well known veteran magus, died December 8 after suffering a stroke, which followed a three-week hospitalization.

the marquee billing with Nancy Walker at the next day's matinee. Howard has been under a medico's care since the Broadway-bound production arrived here last week.

Scenic Artists Go Into Arbitration

NEW YORK, Dec. 11.—Unable to reach an agreement over a demand by the Scenic Artists' Union (SAU) for a 50-cent-an-hour wage increase, the union and scenic studios will appear before the State Mediation Board Tuesday (14) to see if the matter can be settled.

The scenic artists, who are receiving \$3.50 an hour, feel the 14 per cent wage hike is needed to cover the rise in the cost of living since the last pact was signed.

Standing firmly behind the scenic studios in their refusal to agree to the salary hike is the League of New York Theaters. The producers, who indirectly pay increases to scenic labor, are opposed to any at this time.

No City Center Legit This Year

NEW YORK, Dec. 11.—Because of the success of Jose Ferrer in *The Silver Whistle* on Broadway there will be no legit season at the City Center this year. Ferrer produced the legit shows for the Center last year and the execs there are reluctant to proceed without him. Now that he is a click on *Whistle* he hasn't the time to give to the project. The City Center will therefore pass up legit until next season.

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Yeager Recalls '25 Operations Of 3 Tom Shows

NORTH LITTLE ROCK, Ark., Dec. 11.—C. L. Yeager this week came out in friendly rebuttal over a recent article penned by Henry Phillips to the effect that there were 10 Tom Shows out under canvas after 1924. Yeager pointed out that there were at least three of them on the road in 1925 the three he recalls being Stee's Tommer out of Illinois; the William J. Harvell Tom Show, owned by William Valentine, and Stetson's Tom Show, owned by Fred Whetten.

"I was agent for the Whetten show," says Yeager, "and in 1925 the show moved on all new trucks, each of which pulled a four-wheeled trailer. The cookhouse was set up on a new truck and served cafeteria style. And the food was good every time I was on the show."

"The reason I recall three shows during that year was that we played thru North Dakota and into Minnesota without opposition. There had been a Tom Show in Iowa ahead of us so we went thru Iowa in two jumps and headed for Nebraska. The first town we were scheduled to play was Emerson, but we had to blow the date when the wardrobe truck caught fire. I had Hoskins, Neb., billed for the following Sunday night and since it was my week-end to return to the show I arrived in Hoskins about 10 a.m., only to find that the show had not come in."

"I left immediately for Emerson and when I arrived I met Whetten pulling the four-wheeled trailer with his new car. With the help of the natives we managed to make the scheduled appearance at Hoskins and it proved a winner. Business reports from the show were good enough to make the other two Tommers mentioned above come over into Nebraska territory."

"I closed with Whetten in Colorado and jumped into Omaha. In the spring of 1926 Harvell's show contacted me for the agent's job, but other business interests kept me from accepting. But to my knowledge the show went out in 1926 and chalked up a successful tour."

Charleston Group Chartered

CHARLESTON, W. Va., Dec. 11.—Carver Theaters, Inc., with offices in the Union Building here, has received a charter from the secretary of State to operate, own and lease picture shows, amusement businesses and concessions. Authorized capital stock is \$1,000. Incorporators were W. R. Burkett, Mary M. Harper and Benjamin R. Starks Jr., all of this city.

Gaston Drive-In Chartered

RALEIGH, N. C., Dec. 11.—Secretary of state has issued a charter to Gaston Drive-In Theater Corporation, Charlotte, N. C., which proposes to operate theaters. Authorized capital stock is \$100,000, with \$300 stock subscribed by A. B. Craver, P. E. Young and T. M. Chisholm, all of Charlotte.

Swords Builds Theater

YOE, Pa., Dec. 11.—Reuben Swords, who has been presenting 16mm. motion picture shows here for some time is building a new 204-seat theater for commercial operation. New playhouse is expected to be ready by the end of the month. Policy will be two film changes weekly, operating four days a week.

Edwin Lessier is presenting his magic and mystery show in schools and halls in Aroostook County, Maine, to fair results. . . Miles Players are around Indianapolis, using E. F. Hannan's *Sweet Bye and Bye* at sponsored dates.

All-Time Champ of Roadshows

By Harry Birdoff

DOWN thru the years quite a bit has been said about the colorful Tom show troupes that came to the small towns at dawn, setting the natives on their ears with the noon street parade, and then at nightfall would fold their tents like the Arabs and as silently steal away. One that is very clear in my memory, but of which no mention is made in the formal annals of the stage, is the old Stetson company. In its odd way it made theatrical history as the all-time champ of roadshows.

A dog-eared poster in my possession bears the date of 1925 with the legend, "Fifty-Fourth Annual Tour of Stetson's Show." I believe the company was owned at that time by the Charles F. Ackerman estate, for Ackerman himself had passed away the preceding year. He had begun as a musician in the Stetson retinue, which meant doubling in brass in the street parade, as well as playing in the pit. Then he enacted *Simon Legree* for 34 years running, and his acting proved a triumph indeed.

Ackerman Carries On

It fell to Ackerman's lot to carry on the famous title. In the spring of 1923 he bought the imponderables from Peck & Jennings' Stetson's *Uncle Tom's Cabin* company. An associate, "Wildcat" Tom Aiton, closed the deal shortly after for the scenery, wardrobe and parade equipment. The latter then distributed these between the two Newton and Livingston companies. A year later he became joint owner with David Livingston and they highlighted the Stetson affinity rather strongly on their playbills. This latter company was owned and managed in 1926 by C. E. Yarnell and F. D. Whetten and was called Newton, Pingree & Holland's Famous and Original Stetson's U.T.C. company.

The Stetson title, as we shall see later, was carried conspicuously on the posters of many rival Tomming companies. Aiton soon secured the Mason Bros. use of the title from Walter Brownlee and Claude Reed. Brownlee had managed the original Washburn Western Stetson company during the 1920's with a bang-up showmanship thru Pennsylvania, Indiana and Ohio. Aiton also acquired in 1930 the old Stone & Stetson company, when John Stone's health had failed and he could no longer carry on. After a couple of months on the road they felt the brunt of the depression. The company folded in January, 1931. This brought to an end the famous Stetson title, in its 66th year.

I am certain that this was the last Tom show of any importance. No other roadshow equaled it in the sustained run of a single play.

The longevity of Stetson's was in great measure due to the managing genius of Leon W. Washburn, who took hold of the reins in 1880. The country was overrun with Tom show companies. He advertised, "\$1,000 will be paid to anyone who will prove that the above notices are not genuine!"

Washburn's posters were unequalled. On one occasion he was asked by George Lowery, who had enacted *Lawyer Marks* with various companies, what script he would use. "What's the difference," answered Washburn, "as long as it leads up to the pictures on our advertising—*Eliza's Flight*, *The Slave Market* and *Eva's Ascent*."

At the turn of the century the Stetson posters boasted in full glory. This is from one dated 1904: "It

Peoples Closes for Winter

HARTFORD, Dec. 11.—Peoples Forest Drive-In Theater on Route 44 has closed for the winter. Theater is operated by Vincent Youmatz, Winsted, Conn. This year marked spot's second operating season.

stands like a towering monument of all that is great. Its record is the beacon of success and stands the test of time. The *Whale and the Minnow*, the *Rose and the Weed* have been used so much they are too old for us. We are up to date. . . It is now, and will be for all time, the invincible monarch of them all! We know nothing of rivals. We are positively, undeniably, incontrovertibly the mightiest U.T.C. company on all the green earth!"

During Leon Wells Washburn's (or L. W.) long management, there were four companies, each one called Stetson's Big Double Spectacular *Uncle Tom's Cabin*. C. T. Brockway headed the Eastern contingent; Al Gould operated along the Pacific Coast and Northwest; Major William Kibble (a former lightning gun spinner in the street parade) led the third company, and Grant Luce, with L. W., toured the Midwestern States. Each outfit had 56 ponies, 25 hounds, 20 chariots, 8 donkeys and 8 carloads of scenery. The street parade turned every town into a glorious holiday.

Washburn retired about 1910. He purchased the Grand Opera House in Chester, Pa., remodeled it and renamed it the New Washburn. He offered vaudeville and movies. This sedentary existence for 15 years made the old trouper yearn for the excitement of the open road. Then he sold his small theater. Aged 69, he sought the familiar Tom show routes. He played thruout Michigan and found that the grand old historical drama had the same drawing power. At the close of the season, however, Washburn was in a wheel chair.

Boyden Leaning To Hall Dates; Buys White Pix

CONNELL, Wash., Dec. 11.—R. R. Boyden, operator of Boyden's School Assembly Show, said here this week that the unit is going in more and more for hall dates, especially since it has been having difficulty playing school dates. He said that business has been fair, with most of the dates being played under auspices. Lester Boyden is doing the booking.

Boyden recently purchased the pic library owned by Burley G. White and it is his plan to mix vaude with pic presentations. While the show was in Cle Elum, Wash., recently Boyden's troupe met Gallette's Hypnotic Show, with Alford Gallette as manager, and his brother, Rene Gallette, giving most of the show, which has been clicking in small towns. Gallette is using window sleeps as bally and they have proven successful. The Gallettes have been working Western Canada for several years.

Sablosky, Park - In Plan N. J. Drive-In

PHILADELPHIA, Dec. 11.—The Sablosky theater interests here have joined with Park-In Theaters, Inc., headed by W. W. Smith, to bring the first drive-in theater to Southern New Jersey next season. Proposed drive-in will be located on Delsea Drive and will service Millville, Vineland and Bridgeton. It is expected to be completed for operation next April.

Locally, the Lincoln Drive-In is taking advantage of the weather and remaining in operation until January 1. All other drive-ins in the area have closed for the season.

Abe Sunberg, who manages the Lincoln, goes to Albany, N. Y., with the closing of the spot to become assistant manager for the Hellman-Fabian theater interests, operators of a chain of open-air spots.

Brunk's Unit Gets Red One At Carlsbad

Pitcaithley Lauds Cast

CARLSBAD, N. M., Dec. 11.—Henry Brunk's Comedians' week-long engagement here proved a red one despite cold weather, according to Al Pitcaithley, former repster and tent show man and currently program director for Station KAVE here. Pitcaithley was with Brunk in 1930 and the show's appearance here marked the first time Al has visited a tent show since 1942 when he was with Frank Ginnivan.

"I had about given up ever showing my son, Dwight, a toby, but my wife, the former Lynne Townsend, and the lad enjoyed the show," Al says. "Brunk has a good cast and show," he continued, "and it included Henry and Mercedes Brunk, Charlie and Glenn Brunk, the Acklevs, Rai Bailie, Lucille Clemons, Cliff and Bunny Olson, Bernie Baker and John Lawrence."

Stanley and Cornelia Siebenthal are still here, with Stanley in his seventh year as head of the high school music department. The Siebenthals also were with the Brunks at one time. Pitcaithley trouped with them on the Jack Collier Show in 1934. Mrs. Siebenthal is the former Cornelia Calkins, of the Calkins Sisters ork with Grandi Bros.' Stock Company.

Pitcaithley said that he recently saw Bill Fleck, former husband and manager of the late Mildred Harris Chaplin, once a feature with the Heffner Vinson Show. Bill is in commercial work, traveling out of Los Angeles.

Al says his hat is off to Will H. Locke and Edmund L. Paul for their fine articles published in these columns recently.

Pike Drive-In Ends Season

HARTFORD, Dec. 11.—Pike Drive-In Theater in suburban Newington, Conn., has closed for the season. Joseph Dolgin, Hartford, is general manager.

Bobby Grant to Niteries

NEW ORLEANS, Dec. 11.—Bobby Grant is playing local niteries after closing his *Stars Over Harlem* revue in Tennessee.

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THE FINAL CURTAIN

BALL—Mrs. Eva, 64, former actress, November 21 in St. Francis Hospital, Olean, N. Y. Mrs. Ball's debut in show business was as an extra with the Dick Ferris Stock Company of Minneapolis. Three years later she joined the Boyd Stock Company, where she met and married Jack Ball. Later they returned to New York and joined the Emma Bunting Company. Subsequently they launched their own company at Wheeling, W. Va., and toured with it for eight seasons. The company also played the Keith and Loew vaude circuits. Besides her husband she leaves a sister, Mrs. Clinton Green, Minneapolis. Burial in St. Bonaventure Cemetery, Olean, November 24.

BARRETT—William E., 49, well known in outdoor show business, recently in Miami. Survived by his widow, Louise, and two daughters, Mrs. Wendell Hill and Linda. Burial in Miami.

BEDDOE—Mrs. Lucy M., 83, of the former song and dance team of James and Lucy Allison, December 6 at the home of her son, James, in Grand Rapids, Mich. Mrs. Beddoe and her husband, who died in 1920, came to this country from England 50 years ago and played the major vaude cir-

cuits. She also leaves a daughter, Mrs. Rosamond Hill, of London. Burial in Fulton Street Cemetery, Grand Rapids.

CAVENAUGH—Richard W., 64, operator of an outdoor advertising service in Grove City, O., for 24 years and former billposter with various circuits, December 5 at his home in that city. Cavenaugh had also been a theater operator in Cleveland and Dayton, O., and advertising agent for the Hartman Theater in Grove City. Survived by his widow, Frances. Burial in Green Lawn Cemetery, Grove City, December 7.

CLAYTON—Henry, proprietor of the skating rink at Cleveland Park, Spartanburg, S. C., December 4 in that city of a heart attack.

CORNELY—Henry, 59, violinist and music teacher, December 1 at his home in Jacksonville, Fla. For 17 years he directed the orchestra at the old Mason Hotel in Jacksonville, now the Mayflower, and he had played over Station WJAX since its opening in 1925.

DEVINE—Al, 73, sound truck operator with the Florida Amusement Company the last four years, November 28 in Naples, Fla., of a heart ailment. Devine was formerly with the Pete Jones, Majestic Greater, Peppers All-State and the Hock shows. Survived by a son, Bill, of Chicago. Burial in Arlington National Cemetery, Washington.

HELMER—Max, 55, violinist and founder of the Jackson, Mich., Symphony Orchestra, December 13 in that city of a heart attack. No immediate survivors.

HENNING—Walter C., 60, father of radio's Les Tremayne, December 6 in San Francisco of injuries sustained in an auto accident in Mill Valley.

KELLERMAN—Marcus, 68, operatic baritone and symphony concert soloist, November 6 at his home in Detroit. Kellerman at one time sang with the Oscar Hammerstein Opera Company in New York, and was soloist with the Cincinnati Symphony Orchestra under the direction of Eugene Ysaye. Some 25 years ago organized and was co-director of the Detroit Light Opera Company. Survived by a sister, Mrs. Lena Kindel, Cincinnati; two daughters, Mrs. Cecilia Norton and Mrs. Wilma Marsh, and a son, Luddy, all of Detroit.

LAMB—Chester A., 82, veteran animal supply man, recently in Detroit. He made headquarters in Grand Rapids, Mich.; Dayton, O., and Detroit for over 50 years. Lamb was on the road for a few seasons with a carnival. Survived by two sons, Joseph and Frank, both animal dealers, and a daughter. Interment in Woodmere Cemetery, Detroit.

LARKIN—Paul W., 53, copy editor and writer of the *Radio Rambling* column in the *Worcester* (Mass.) *Telegram*, December 3 in that city. He was correspondent for *Variety*.

LLOYD—Charles M., 78, veteran vaude and screen actor, December 4 in Hollywood. Buying Jesse L. Lasky's *Hoboes* vaude act in 1911, he toured all the top U. S. circuits for 10 years. He later appeared in many Hal Roach film productions. A son, daughter and sister survive.

MacGREGOR—Harmon B., 70, former Broadway actor, December 4 in Marblehead, Mass. He appeared in

numerous Shubert and Frohman productions, including *When We Were 21* and *Mixed Marriages*, before his retirement in 1930. He also played in films. His widow and sister survive.

MILLS—Frederick A. (Kerry), 79, popular songwriter, December 5 in Hawthorne, Calif. In 1893 his song, *Rastus on Parade*, brought him to New York to become a music publisher. Other tunes followed, including *Red Wing*, *When the Bees Are in the Hive*; *Meet Me in St. Louis, Louis*, and *At a Georgia Camp Meeting*. He also wrote the score of the musical show, *The Fascinating Widow*.

MURDOCK—John J., 85, president and chairman of the board of Radio-Keith-Orpheum (RKO) Pictures Corporation, December 8 in Los Angeles. After beginning in showbiz as manager of several Chicago and New York theaters, he became general manager of the old Keith vaude circuit in 1913, which later became Keith-Albee and finally RKO. His widow, son and daughter survive.

PETTITT—Wilfred, 38, playwright, poet and screen writer, found dead aboard his yacht December 9 at Newport Beach, Calif. Besides numerous screen plays, his legit show, *Devil's Carnival*, has been optioned for Broadway production. His widow survives.

ROBERT—Rose, former chorus girl and member of the vaude team, Pastorius and Robert, recently in San Francisco. Survived by her husband, Arnold F. Pastorius.

SHANIN—Ben, 56, indie vaude and cafe agent, November 30 in New York. Beginning in 1930 with the Freddy Simon Agency, he was also associated with the John Singer and the Matty Rosen agencies. His daughter survives.

VOGEL—Mrs. Lloyd, wife of the manager of Natatorium Park, Spokane, December 4 in that city. (Details in Parks Department.)

WALLACE—Fred Gale, 66, veteran staffer of the Fulton Theater, Pittsburgh, November 28 in that city. An early movie roadshow manager, he was also associated with such Broadway musicals as *Floradora* and *Adele*. His widow, two brothers and a sister survive.

WOLF—Samuel J., 68, writer and sketcher for *The New York Times* and other periodicals, December 3 in New York. His widow and two daughters survive.

Marriages

ABRAMSON-LEWIS—Ephraim M. Abramson, WPIX engineer, and Jame C. Lewis December 4 in New York.

BARRY-STONE—Len Barry, manager of Sid Field, and Helga Stone, British Broadcasting Company singer, December 1 in London.

BLACK-WAYLEN—Ivan Black, legit and radio press agent, and Jennie Waylen December 6 in New York.

FISHER-CASS—Carl Fisher, manager of the Hudson Theater, Jersey City, N. J., and Peggy Cass, legit actress, December 4 in that city.

GENTNER-WOLFORD—Robert Gentner, assistant manager of Loew's Poli Theater, Hartford, Conn., and Arlyne Wolford December 4 in Hartford.

HORWITT-BOWER—Arnold Horwitt, author of *Make Mine Manhattan* sketches, and Joan Bower, legit actress, December 4 in Greenwich, Conn.

JURGENS-DAVIDSON—Dick Jurgens, orchestra leader, and Mariam Rae Davidson, former artist's model, December 6 in Berkeley, Calif.

KILHAM-SCALISE—Eugene F. Kilham, WBZ-FM program supervisor and WBZ production staffer, and Elizabeth Scalise November 25 in Boston.

MARTIN-MILLER—Bill Martin, announcer at WCCC, and Margaret Miller November 25 in Hartford, Conn.

MAYER-DANKER—Louis B. Mayer, movie magnate, and Lorena Danker, December 4 in Yuma, Ariz.

MILLER-ARAGONA—Bob Miller, assistant treasurer of the Hudson Theater, Union City, N. J., and Angela Aragona (Pat Paige), chorister at the same theater, November 26 in Union City.

MURRAY-WALTERS—Ken Murray, stage and film comedian, and Betty Lou Walters, chorus girl in his Hollywood revue, December 1 in Riverside, Calif.

PFEIFFER-THORP—Jules Pfeiffer, legit producer, and Josie Thorp, radio actress, November 16 in Chicago.

PHELPS-WILLOUGHBY—Stuart W. Phelps, television director at KTTV, and Margaret Willoughby, November 29 in Hollywood.

ROSE-MITCHELL—Al Rose, promoter of jazz concerts in Philadelphia, conductor of the *Journeys Into Jazz* record programs on WFIL and head of the Arkay Record Company, and Mary Mitchell, non-pro, in Philadelphia November 15.

SELIGMAN-EHRENBRAUN—Bernie Seligman, with the William Morris Agency theater department, and Thelma Ehrenbraun November 25 in New York.

SHEEHAN-BARRINGTON—Charles Sheehan, carnival concessionaire, and Pearl Barrington in Bennettsville, S. C., recently.

SHULMAN-KLEIN—Arthur Shulman and Edna Klein, with the cafe department of General Artists Corporation, November 24 in New York.

SONITZ-BASILE—Carl H. Sonitz, advance man of the Hamid-Morton Circus, and Elsie Janet Basile, daughter of band leader Joe Basile, November 27 in East Orange, N. J.

STURDIVANT-PEASE—Paul Sturdivant and Marjorie Pease, copy writer at Station WCCC, November 24 in Hartford, Conn.

WALDREN-BERGMAN—William Waldren and Dorothy Bergman, both members of the *Howdy, Mr. Ice* company, December 6 in New York.

WATTS-NEELY—Art Watts, comedian on the Jack Kane burly circuit, and Norma Neely, chorus girl at the Park Theater, Youngstown, O., November 28 in Cleveland.

YAWN-STEPHENS—E. H. Yawn and Viola Stephens, both of the C. A. Stephens Shows, November 24.

ZELLE-KREHEL—Joseph Zelle, Bridgeport, Conn., orchestra director, and Marian Julie Krehel, Bridgeport, November 25 in that city.

Births

A son, Robert Jr., to Mr. and Mrs. Robert Eskridge recently in St. Louis. Father is in the KXOK news department.

A daughter, Maureen, to Mr. and Mrs. James Sullivan November 25 in New York. Father is treasurer at Broadway's Capitol Theater, where the mother was formerly employed.

A boy to Mr. and Mrs. Anthony Veiller at Good Samaritan Hospital, Los Angeles, November 24. Father is a film producer.

A daughter to Mr. and Mrs. James Mason at Cedars of Lebanon Hospital, Hollywood, November 25. Father is the film star; mother is the former Pamela Kellino, actress and authoress.

A daughter to Mr. and Mrs. Don Taylor at St. John's Hospital, Santa Monica, Calif., November 25. Father is under contract to Universal International. Mother is the former Phyllis Avery, Broadway stage actress.

A daughter to Mr. and Mrs. Alfred Zeisler at Cedars of Lebanon Hospital, Hollywood, November 25. Father is film director; mother the former Evelyn Sarr, actress.

A son, William Jeff, to Mr. and Mrs. E. H. Broome recently. Father is assistant to Frank Peppers, owner of Peppers All-State Shows.

A son, Damon, to Mr. and Mrs. Bill Josephy November 16 at Hollywood Presbyterian Hospital. Mother is actress Barbara Reed; father is a motion picture talent agent.

A son to Mr. and Mrs. Curly Bray November 22 in Rock Island, Ill. Father is with WHBF.

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OF MY
SISTER

"DOT"

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DECEMBER 24, 1945

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Your Husband,

GEO. B. HILL

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MARGIE LEE
(MOTHER) STERLING
Who Passed Away Dec. 13, 1940.
"She is Just Away."
W. W. "Bill" Sterling

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AND OUR DEAR MOTHER
MRS. WILLIAM F. KORHN
WHO PASSED AWAY DECEMBER 17, 1945

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PITCH FOR EARLY CONTRACTING

Kochman Unit Adds Midget Thrill Cars

NEW YORK, Dec. 11.—Jack Kochman's Hell Drivers thrill unit will feature Crosley cars as well as the standard Dodges in 1949, it was reported here this week.

The undersized cars were used this fall for the first time at several sneak preview spots with good results. They will not be used to supplant any of the featured thrill events in which big cars are used, but will be presented in newly devised routines.

Kochman's unit is again set for appearances.

Big Holiday Show Set for N. Y. Armory

Rent, Prices Are Cut

NEW YORK, Dec. 11.—Elaborate holiday doings will preem Christmas Day at the 71st Regiment Armory, Park Avenue and 34th Street, and run thru January 2. Titled Holiday Carnival, the event, patterned after the costly Merry Christmasland Expo staged last year in Grand Central Palace has, by comparison, moved into the low-rent area and will aim for masses by lowering its admission to 50 cents for everyone, as opposed to last year's ding, which was \$1.50 for adults and \$1 for moppets.

Crowd lures are set for every square foot of the vast hall and should provide tempting entertainment fare unless a major storm again decides to day and date with the show, as happened last year when the initial promotion of the National Children's Corporation could be (See *Holiday Show Set on page 80*)

SLA Auxiliary PP's Hold Get-Together

CHICAGO, Dec. 11.—Past presidents of the Ladies' Auxiliary, Showmen's League of America, held a get-together party Sunday, November 28, in the Celtic Room of Hotel Sherman here.

Past presidents and guests present included Evelyn Hock, president of the Past Presidents' Club; Mrs. Nan Rankine, Mrs. Marie Brown, Mrs. Margaret Hock, Mrs. Blanche Latto, Mrs. Henry T. Beldon, Mrs. Edith Streibich, Mrs. Louis Keller, Mrs. George Rollo, Mrs. Ida Chase, Mrs. L. M. Brumleve, Mrs. Delgarian Hoffman, Mrs. Sam Gluskin, Mrs. Viola Fairly, Mrs. Phoebe Carsky, all past presidents, and guests Mrs. Elsie Miller, president of the auxiliary for 1949; Mrs. Sadie Schwartz, Mrs. Pearl Hall, Mrs. Max Goodman, Mrs. Harry Hennies, Mrs. Sam Levy, Mrs. Al Wagner, Virginia Kline, Mrs. Ralph Glick, Viola Blake Parker and Mrs. Sidney Thomas.

Miss Hock presented each past president and guest with a gift.

Cocktails, followed by a steak dinner, were served.

Hamid Inks CNE, Other Fairs, Parks

Vess Joins Sales Force

NEW YORK, Dec. 11.—George A. Hamid, head of the booking office bearing his name, this week announced the contracting of a three-ring circus program for grandstand presentation at the Canadian National Exhibition (CNE). Altho not yet ready to announce the acts, Hamid said the program would run for about an hour and a half and be presented in the afternoon and early evening as was his show this year which was supplemental to the featured Olsen and Johnson production.

Negotiations were concluded last week in Chicago during the outdoor meetings. At that time Elwood A. Hughes, CNE manager, reaffirmed that Olsen and Johnson would be back for the 1949 show.

In Chicago Hamid also contracted to provide nine acts for the Du Quoin (Ill.) Fair. His troupe next year will appear at that annual for only six days, with talent for the week-end being booked in the Chicago area, Hamid said.

30G London Stage

Both the London, Ont., and Rutland, Vt., annual bought bigger shows, (See *Hamid Inks CNE on page 80*)

Belgian Floating Com. Fair Skedded For 8 U. S. Cities

WASHINGTON, Dec. 11.—Eight U. S. cities are on the itinerary of the Belgian Floating Commercial Fair, Commerce Department reported this week. A large ship, as yet unchosen, is to sail in January loaded with sample merchandise from Belgium.

The voyage of the floating fair is to last about 10 weeks and will hit Los Angeles, San Francisco, Seattle, Houston, New Orleans, Philadelphia, New York and Boston, as well as ports in Central America and Canada.

NAPM Members Gather in Chi

Interesting trade show and program set for annual confab in Hotel Sherman

CHICAGO, Dec. 11.—The annual convention of the National Association of Popcorn Manufacturers (NAPM) will be held in the Hotel Sherman here. Sessions open Monday morning (13), with registration at 8:30 a.m. The exhibit hall will be open daily until 9 p.m. Monday and Tuesday, with an earlier closing hour (See *NAPM Membership on page 80*)

Close-Ups:

Ottawa's Ex Has Boomed Under Versatile McElroy Management

By Jim McHugh

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

HERBERT HOOD McELROY, general manager of the Central Canada Exhibition, Ottawa, inherited his quality of leadership and interest in civic affairs from a well documented line of forebearers dating back to the Battle of Waterloo. His antecedents and himself were active participants in all of England's and the Dominion's conflicts. Between times they have served in public and semi-public capacities. Herb has headed up the exhibition since 1927 and can survey with satisfaction the jump in receipts from \$114,202.56 to \$274,939.28.

Modest and unassuming, Herb tends to minimize his own importance in relation to the success of the annual. He credits the institutional quality of the exhibition and the progressive attitude of the various presidents and members of the board of directors.

Herb is a native son, having been born only 18 miles from Ottawa. His great, great, grandfather, after fighting with the Duke of Wellington's army, became allied with a colonization scheme and emigrated to Canada. The forest was cleared by hand to locate the McElroy homestead where Herb was born in 1886. His folks ran a country store and this provided a perfect atmosphere for his father who was vitally interested in community affairs. Herb added to the family's military tradition when he enlisted in 1914. He went overseas to serve as a gunner. He was promoted from the ranks to become an officer. He was wounded and returned to Canada where he entered the life insurance business.

In 1921, after using the intervening years to pile up a host of friends, he (See *OTTAWA'S EX HAS BOOMED on page 54*)



HERBERT HOOD McELROY

WFA Gets Plea From Carnivals

Show owners urge convention delegates be authorized to sign at annual meeting

SAN JOSE, Calif., Dec. 11.—Fair secretaries and managers should have the power to sign contracts with show owners during the annual conventions of the Western Fairs' Association. This was urged by Orville N. Crafts, owner of two shows bearing his name, at a discussion between carnival reps and delegates to the WFA convention here this week.

Carnival owners are placed at a disadvantage, Crafts said, because fair boards, in most cases, have not delegated authority to their convention delegates to sign up shows. As a result, show owners have to wait another two or three months before being sure of their routes for the next year, Crafts pointed out.

See Era of Good Will

Fair managers generally agreed that this situation was unsatisfactory but argued that it had been brought on by the carnivals themselves in many instances due to fair boards' skepticism of carnival owners' words. This statement drew denials from George Coe, business manager for the West Coast Amusement, and Ted Levitt, that org's general rep, who pointed out that no carnival owner could back out of a date because of the deposit he is forced to put up, if for no other reason.

Nathan Cohn, secretary of the newly formed West Coast Show Owners' Association and rep for the Golden West Shows, said that a new era of better relations between showmen and fair managers was in the offing, and that misunderstandings of the past would be forgotten now that the two groups were having a chance for the first time to openly discuss their various problems.

Discuss Per Capita Deals

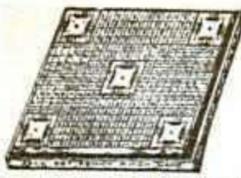
The merits of booking shows on percentage or on a per capita basis were discussed. Most show owners agreed that a per capita deal was alright during lush years but that an org would be liable for a beating if business conditions were off.

W. Lee Brandon, former general agent for Crafts and now with the California Shows, claimed that carnivals should be permitted to operate at fairs on the over-all permit obtained by the latter. He pointed out that once a carnival moved on a fairgrounds it lost its identity and for (See *WFA Gets Plea on page 80*)

Stamford, Greenwich, Conn., Set Plans for Trade Expo

STAMFORD, Conn., Dec. 11.—Russell Waterbury, president of the Stamford Chamber of Commerce, announced last week that Max Spelke had agreed to become director of the Stamford-Greenwich trade exposition, tentatively skedded for next September.

The exposition, first of its kind here in 25 years, will be designed to show the manufacturing wares of the combined communities. It will be staged in Cummings Park.



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Ottawa's Ex Has Boomed Under Versatile McElroy Management

(Continued from page 53)
 was elected alderman to represent the ward in which the exhibition was located. By virtue of his election he automatically became a director of the exhibition, a civic enterprise. His real interest in association affairs resulted in his serving as chairman of several committees. This participation led him to make application for and be appointed to the post of general manager. His closest association to the fair business previously had been thru his uncle William who had served as secretary of the county fairs for a number of years.

Herb has been happy in his tenure which has seen the fair not only survive but make rapid advancements which were scarcely curtailed by a war-enforced lapse in operations. The absolute ending of operations at the home base of the exhibition might have sounded the death knell for lesser annuals. However, as Herb explains, "We kept the junior fair, one of our most important assets, functioning by staging it in conjunction with county fairs in the vicinity of Ottawa. The name of the exhibition was kept alive among the youth of the land, and they flocked to the revival."

Youth Participation

"Ours was the first Class A fair, including Toronto, to establish a prize list for the boys and girls. We started competition in a tent. The show is recognized by the government as a leader in junior farm work," Herb says.

Herb is also proud of the fact that

prize money in all exhibiting departments has been increased by 33 1/3 per cent during his association with the annual. This has been instrumental in the exhibition obtaining the finest possible exhibits available, he says.

The exhibition has grown to big business from a humble beginning in 1887 when a group of public-spirited citizens pooled \$10,000 of their own money to finance an agricultural association. Since then the fair has paid out more than \$5,000,000 in prize money, and operational expenses, while the Winter Fair, which it also sponsors, has paid out more than \$1,000,000 since 1902. Since 1888 approximately 11,000,000 people have visited the exhibition.

First Food Show

One of the most satisfying accomplishments pointed to by Herb is the pure food show, beautifully housed in its own permanent building. He is proud that its inaugural preceded that of the food show at the Canadian National.

"Government grants are really small and we couldn't afford to give the prize money we do without the revenue derived from our grandstand and midway shows," Herb says. "That is why we want the best in entertainment. Following this policy has helped to make this the largest one-week exhibition in Canada."

There is little needed at this time, apparently, in the way of major improvements at the exhibition. The plant is near perfect—spacious and thickly populated with fine, permanent buildings. The location is un-

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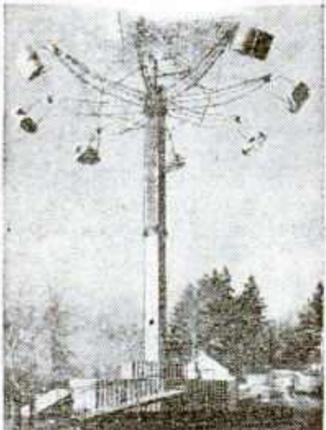
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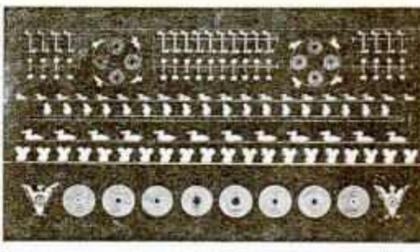


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surpassed since the site, Landsdown Park, accessible to thousands by foot, is bordered by the picturesque Rideau Canal.

Athletic Program

Herb and the directors of the exhibition are currently concerned with the newly inaugurated major program fostering youth activities. The Coliseum has been refurbished and equipped with a dove-tailed portable floor adequate for dancing, basketball, volley ball, track meets, boxing and other events. Small fees are charged clubs and schools "simply so the participants will value and care for the accommodations and facilities offered." The grandstand infield has been redesigned and contains a running track, baseball, football, and lacrosse playing and practice fields. Only amateur sports are fostered.

"We have always been concerned with the youth of the country since our whole future is wrapped up in them," Herb says. "This program, which is dependent only upon the future success of the exhibition, is partially aimed at combating juvenile delinquency and will be well worth the money and work involved."

Elective Offices

Herb's accomplishments in fair business were recognized by the Canadian Fairs Association which named him president in 1941 and by the International Association of Fairs and Exhibitions which elected him president in 1944. He is a past president of the Ottawa Kiwanis Club. He held the elective post of alderman in the city council for eight years. Currently he is a director of the YMCA and the Boys' Club and a member of the board of St. James Church. During the war he organized the blood donor service for the Red Cross in the Ottawa district.

Herb credits Mrs. McElroy, who also comes from pioneer stock, with much of the credit for his successes, especially those controlled by the voting public. They have a married daughter living in Halifax.

Both Herb and Mrs. McElroy have a vast number of friends and relatives. The latter, Herb facetiously remarks, considerably boost the annual attendance at the exhibition which runs around 300,000.

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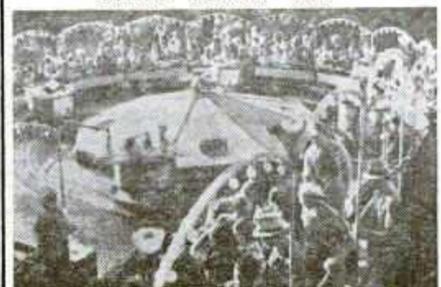
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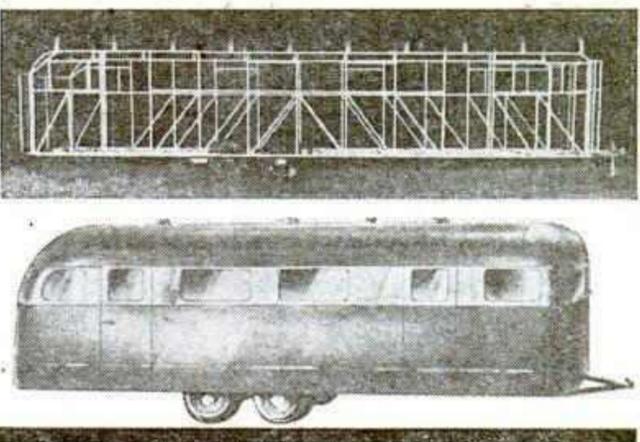
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Talent Topics

Slim Collins, clown, who closed his fall tour with Hamid-Morton in Atlanta November 17, will spend the holidays with his family in Long Island City, N. Y. He opens February 10 in Memphis with the H-M show. . . . Floyd Arnold, the musical rube and tramp clown, with Rogers Bros.' Circus the past season, is in San Antonio, doing Santa Claus in the Sears Roebuck store.

Selden, the Stratosphere Man, was contracted for the '49 Minnesota State Fair, St. Paul, during the recent Chicago outdoor convention. Ernie Young, Chicago booker, closed for Selden, who also was in attendance at the meeting. . . . The Flying Valentines, flying act; Lucy and Danlo, novelty, acrobatic and dog act; the Great Lippincott Company, three-people magic and illusion act, and the Delwix Animal Circus, two-people act, with horses, dogs and monkeys, will be booked for '49 fairs thru J. C. Michaels Attractions, Kansas City and Chicago, J. C. Michaels Sr., announced.

The Ward-Bell Flyers closed their '48 season with the Polack Bros.' Circus Western Unit at Charleston, W. Va., Sunday (12) and headed for Champaign, Ill., where they were to set up winter headquarters in the old gym at the University of Illinois. The unit again is contracted on the Polack Western Unit for '49, with a double wide, seven-people flying return act. The catchers are Harold and Elliott Ward and the leapers are Betty and Gus Bell, Mildred Keathley, Dorothy Ward and Eddie Kohl. Also to rehearse at Champaign will be the second act, the Flying Wards, with Bob Porter, Jack Harris, Walter Long Jr. and Lamoyne Williams. This act will go out with the Polack Eastern Unit in '49.

Wyatt Davies, clown, closed with the Tom Packs Circus in New Orleans December 5.

Jimmy Jamison, high diver, returned to New York last week after eight months of Scandinavian park dates.

Out in the Open

Among Denver showmen attending the outdoor convention in Chicago were Mr. and Mrs. Sam Good, Mr. and Mrs. George Banks and Sam Gates. . . . Jack Blue, free act booker; Fred Haliburton, circus band man, and Scott Lamb, of the Larry Nolan Shows, all of Denver, attended recent Shrine ceremonies in Denver.

Having closed a successful season as billposter with King Bros.' Circus, Leo Loranger stopped off in Cincinnati last week while en route to Amarillo, Tex., where he will begin his outdoor posting duties for Gene Autry entourage's personal appearance tour, which gets under way in the Lone Star State in January.

Babe Patricia Powers, veteran trouper, is now working as information room clerk at Hotel Sherman, Chicago. . . . Billy Lorette, veteran clown, who is a patient in Oak Forest Infirmary, Chicago, will celebrate his birthday Thursday (16). . . . Ty Tyson, of the Midwestern Theatrical Attractions, St. Paul, was injured in an auto accident en route to the recent Des Moines convention of the Fair Managers' Association of Iowa and as a result failed to make the convention. He suffered severe bruises to his chest and right arm and was confined for several days. . . . Mrs. Billy Lee, of Williams & Lee, St. Paul booking agency, was called home from the Des Moines convention by the sudden death of her brother.

Interesting facts revealed at the recent convention of the Fair Managers' Association of Iowa: Area of all county and district fairs in that State adds up to the huge figure of 10,000 acres. H. L. Pike, re-elected president of the Iowa State Fair, Des Moines, has been a director of that annual for 46 years.

Ed Bohn, formerly with Hunt Bros.' Circus as ticket taker on the front door, now is connected with the Toddle House System's and is stationed in Stamford, Conn. . . . Jim Stutz, Pan American World Wide Exhibit, celebrated his birthday December 4 on the Silas Green Show, at Quincy, Fla., as the guest of Manager Warren. . . . Justus Edwards, press agent for Polack Bros.' Western Unit, spent a

few days in the Polack Chicago office en route from Charleston, W. Va., to his home in Oquawka, Ill., where he will spend the holidays with his mother and brother.

Lou Davis cards that he recently day and dated Johnny Howard's Snake Show with much visiting between the two units. Last week he showed Voth, Tex., with his Oddities on View.

WHEELS OF ALL KINDS PADDLES—LAYDOWNS

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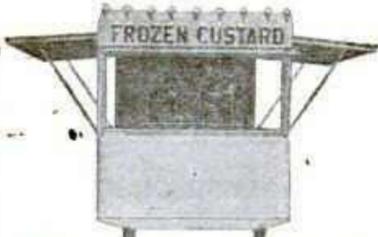
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Carlisle Fair, 3 Maine Spots Sign Manning

NEW YORK, Dec. 11.—Ross Manning, owner of the shows bearing his name, yesterday (10) announced the signing of the Carlisle (Pa.) Fair. President W. G. Morrison concluded negotiations for the annual.

The Carlisle midway contract was held for the past three years by Prell's Broadway Shows.

This will mark the first departure for Manning from his usual New York and New England territory. He will attempt to sign several other Pennsylvania fairs, he said.

Manning also announced the contracting of the Holton (Me.) Fourth of July celebration for the third successive year. Commander Rellon G. Cole, of the sponsoring American Legion, made the award. Also inked were celebrations in Millinocket and Brewer which, Manning said, gave assurance that his usual Maine route would remain intact.

Manning will leave today for Florida for an extended vacation.

Martin Arthur Names Chas. Camp Imperial Expo's New Gen. Agt.

SAN JOSE, Calif., Dec. 11.—Settlement of the Pacific Coast waterfront strike enabled Imperial Exposition Shows to be unloaded from the ship that brought the org from Honolulu. According to the show's owner, M. E. Arthur, who attended the Western Fairs Association convention here, the org has been tied up since September 7. The show played its final Island date on Labor Day.

Charles Camp has been appointed general agent for the show. Camp, formerly with Pacific United Shows, was general agent for Bailey Bros.' Circus in their Canadian junket early this year.

Arthur says he will hit the road with about 12 major rides, four kid rides, 40 concessions and 12 shows. Personnel includes George Harr, lot superintendent; Fred Stewart, chief electrician; George Smith, mechanic; Art Converse, Side Shows, and Eddie Lloyd, Girl and Posing shows. Remainder of the staff will be announced later, Arthur said.

George Flint Named SLA's '49 Chaplain

CHICAGO, Dec. 11.—George Flint last week was named chaplain of the Showmen's League of America by R. K. (Bob) Parker, newly elected league president.

Other Parker appointments included H. A. (Whitey) Lehrter, tyler; Arthur Morris, counsel; Louis Herman, Canadian counsel; Neil Webb, Canadian secretary; Dr. Max Thorek, American Hospital, and Dr. John C. Havlik, Alexian Hospital, both of this city, physicians.

Frank Bergen Improves; May Return Home Soon

CHICAGO, Dec. 11.—Frank Bergen, owner of the World of Mirth Shows, patient in Alexian Brothers' Hospital here, expects to be discharged some time next week and will return to his home in Richmond, Va.

Bergen was stricken with pneumonia while attending the recent outdoor convention in Chicago.

Bergen reports that he received "so many flowers from showmen and various show organizations, that they weren't able to get all of them in the room."

Western Show Owners' Org Aims at Repeal of 20% Tax

SAN JOSE, Calif., Dec. 11.—Election of officers of the year-old Western Show Owners' Association was held here this week in conjunction with the annual Western Fair Association convention. Those elected include Orville Crafts, president; First Vice-Presidents Mike Krekos, Martin Arthur, Larry Ferris and Bob Schoonover. Nathan Cohn was named executive secretary.

Primary purpose of the organization is to put outdoor show business in California on a firm footing, spokesman said, and also to assist and aid legislation "favorable to carnivals and shows and if possible the correction of any unfavorable laws."

The organization intends to improve public relations and also to work closer with the Western Fairs Association and other fairs.

Seek Low Price Exemption

The first objective will be an attempt to have the wartime 20 per cent amusement tax removed from admissions under 25 cents, it was reported. This would help those in the lower income brackets to patronize outdoor shows, it was pointed out.

Legal representatives will be appointed in Washington, Oregon, Arizona and California to lobby for lowering of carnival license fees along with other matters relative to show business, it was also reported.

Corporation papers have already been filed, Nathan Cohn, also legal counsel for the association, stated. Cards and certificates to members will be issued in the near future.

Plan Wider Membership

The organization is composed of carnival, circus and amusement park owners. It is planned to offer associate memberships to concessionaires. Honorary memberships will be given

Hills Attend Chi Convention, Order Canvas and Rides

ARANSAS PASS, Tex., Dec. 11.—Mr. and Mrs. H. P. Hill, owners of Hill's Greater Shows, returned here to quarters from Chicago where they attended the recent outdoor convention. Hill reported he purchased all new canvas, a new Merry-Go-Round top and made a deal for a new kiddie boat ride and a Merry-Go-Round Chariot ride to be delivered in the spring.

Hill also reported he had booked Mr. Murphy with a Penny Arcade, diggers and race horse game, and Mr. McKay with his new Crime Show and several merchandising concessions.

Winter quarters officially open next week and building will start at once on the 200-feet of kiddieland fronts and the enlarging of the front gate. Other projects will be the addition of five new light towers, the rebuilding of the Merry-Go-Round, construction of new ticket boxes with fluorescent lighting and building of a new 50-foot Funhouse on a semi-trailer.

All work in quarters will be under direction of Clyde L. Runnells.

Recent visitors here have included Jimmie Grace and Mr. Byers, of the Byers Enterprises; Mack and Rosie McQueary, of the Twentieth Century Shows; Ike and Faye Wolfenberger, Mr. and Mrs. Johnny Martin, Mr. and Mrs. Arthur W. Martin, Red and Cleo Hughes, A. Cohen, Larry Lawrence and Gene Haddad.

Roy S. Chile and party from Clovis, N. M.; Mr. Cohen and Larry Lawrence were guests of Mr. and Mrs. Hill on a fishing trip. The Hills, accompanied by Mr. and Mrs. A. W. Martin and Mr. and Mrs. C. L. Runnells, also took a trip to Mexico

to Pacific Coast Showmen's Association, Regular Associated Troupers and Show Folks of America!

A board of directors also elected at the meeting includes Harry (Polish) Fisher, Tony Soares, Margaret McCloskey, O. H. Allin, W. Fuller, Tony Masseth and P. Pickard.

Orgs belonging to the association include the two Crafts shows, California Shows, Ferris Greater Shows; Imperial Exposition Shows, Inc.; Golden West Shows, Pacific Shows, Centennial Greater Shows, West Coast Amusement Company (West Coast Shows), American United Shows, Fuller Shows, Redwood Empire Shows and Pacific Coast Shows.

23 Orgs Repped At Iowa Confab

DES MOINES, Dec. 11.—Twenty-three carnivals were represented at the annual convention of the Fair Managers' Association of Iowa here at the Des Moines Hotel Monday and Tuesday (6-7).

Of these, only one, the Hennies Bros.' Shows, moves on rails and that org had previously stitched up its two fair dates in the State—the Iowa State Fair, Des Moines, and the Clay County Fair, Spencer.

The remaining shows represented scuffled for the remaining 90-odd fairs in the State. Past custom prevailed, tho, with the bulk of the smaller fairs withholding their carnival signing until meetings of the fair boards in their home towns.

Carnival reps on hand included Mr. and Mrs. Harry Hennies, Hennies Bros. Shows; Art Signor, Bill Rollins and Babe Ebman, World of Today Shows; Mr. and Mrs. Alva Merriam, Merriam's Midway Shows; Mr. and Mrs. John L. Robinson, Model Shows; William T. Collins, William T. Collins Shows; L. P. and W. T. Hale, Hale's Shows of Tomorrow; Mr. and Mrs. George Dyer and Mr. and Mrs. William Dyer, Dyer's Greater Shows; H. W. Bartholomew and J. H. Sharp, American Beauty Shows; H. A. Hansen and Alvin Van Dike, Victory Exposition Shows, and Al Humpke, Gracelana Shows.

Also Clement Smith, Mr. and Mrs. Ben Mesenbrink and son, Bernie; Don Ritchie, Tom Davidson and Mrs. Bessie Curtis, Boone Valley Shows; Charlie Carroll, John McDonald and Mr. and Mrs. P. F. Eversole; Veterans United Shows; Mr. and Mrs. John Francis, John Francis Shows; L. B. Lamb, Bob Jackson, Frank Vasulka and Ross Sinderson, L. B. Lamb Shows; Mr. and Mrs. John McKee, John McKee Shows; Joe Green, Snapp's Greater Shows; Don M. Brashers and R. L. Bishop, American Midway Shows; W. E. (Bill) Snyder, Royal Crown Shows; Herb Shive, Lawrence Greater Shows; Ken Gorman, Sunset Amusement Company; Herman T. Reynolds, All-American Midway Attractions; J. H. Eckerson, Royal United Shows, and Al Martin, 20th Century Shows.

Concessionaires included Ted Webbe, custard, and Harold (Whitey) Elliott. Show suppliers noted were Pete Leslie, Sure-Way electrical junction boxes, and John Lempart.

Report E. J. Harris New Part Owner of Pacific United

LOS ANGELES, Dec. 11.—Pacific United Shows, formerly owned by Tony Soares and Leo Sackson, has had a change of partners, it is reported.

Sackson is said to have sold his interest to E. J. (Eddie) Harris, concessionaire, in order to devote full time to a store he recently opened in Grass Valley, Calif.

Burke Elected SFA President

400 cast ballots in San Francisco club election—Albright first veepee

SAN FRANCISCO, Dec. 11.—Eddie Burke, booker, Monday (6) was elected president of Show Folks of America, Chapter 2 to succeed M. (Whitey) Monette. Other officers included Charles Albright, first vice-president; Ted Levitt, second vice-president; Bill Coles, third vice-president; Albert Roche, recording secretary; Edna Raiford, corresponding secretary, and Adam McBride, secretary-treasurer.

The board of directors include Mike Krekos, Frances Seber, Council Raiford, Milt Williams, Doris Monette, Harry Freidman, Teddy Texiara, Marie Burke, Dr. E. Mannheim, Lloyd Monette, W. (Bill) Kindel, Mary Texiara, Tony Soares, Mickey Hogan, Ralph Meeker, Jack Christianson, Tony De Fabro, Bob Schoonover, Patty Treanor, Charles Camp, Sam Miller, Earl Douglas, Harry (Polish) Fisher, Nellie Baker, Harry Myers, Ethel Weidmann, Joe Franks, Margaret McCloskey, Art Craner and Norman Schue.

Approximately 400 of the 650 paid-up members took part in the election, which gave Burke 257 votes, Nathan 172, and Henry Balk 6.

The members present voted to burn the mortgage on the burial plot at Mount Olivet Cemetery in honor of retiring president, Whitey Monette, at the installation of the new president, Eddie Burke, the first Monday in January.

SLA Members Raise Orphans Yule Party Fund in 15 Minutes

CHICAGO, Dec. 11.—The sum of \$1,500 was raised within 15 minutes among members of the Showmen's League of America at its Saturday, November 27, meeting to cover the cost of the annual Christmas party for orphans sponsored by the club. Approximately 250 orphans will be entertained at the party, which is to be held Friday, December 24.

Al Sweeney is chairman of the committee. Sub-committees and their members follow:

Arrangements and transportation—James Campbell, chairman; Ed Sopenar, Charles Bohdan, Ozzy Breger, Oliver Barnes, Petey Pivor, Jimmy Stanton, George Brooks, Whitey Woods, Lou Leonard and Jack Duffield.

Refreshments and decorations—Max Brantman, chairman; Tom Sharkey, Jack Benjamin, Jack Hawthorne, Isaac Maletz, Hugo Mallman, Jack Levine, Mel Harris, Charles H. Hall, Bob Revolt, Frank Ehrenz, Sam Solomon, Ralph Wiberly, Sam Pers and Sam Arenz.

Gifts—Solly Wasserman, chairman; Joe Streibich and Ray Oakes.

Entertainment—Dave Malcolm, chairman; Jimmy Stanton, George Flint, Charles Zemater Sr., and Ralph Pope.

Checkroom—Lou Berger and his wife, a member of the Ladies' Auxiliary of the League.

To Tour Year for Amvets

WASHINGTON, Dec. 11.—The Herbers and Ragan Educational Hygiene Exhibit has signed to play for one year under the auspices of the Amvets National Service Foundation, which has its headquarters here.

The itinerary has been laid out by Irving W. Parker, Amvets' field tours public relations officer of Hollywood.

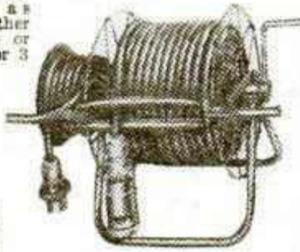
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MIDWAY CONFAB

Harry and Rose Lewiston, Side Show and arcade operators, purchased a home on Monica Avenue in Detroit.

Modern fair meeting seems dull compared with the old days when agents made their own gin.

Capt. R. V. Ritz, Motordrome operator, has returned to his home at Pontiac, Mich., after closing the season in Florida with Royal Crown Shows.

Jack Brooks is working Hale Brothers, San Francisco, as Santa Claus for the fifth straight season. This marks Hale's 19th year in the Kris Kringle role.

Charles S. Noell, general agent, reports he contracted the 1949 Gibson County Fair, Princeton, Ind., August 29-September 3, for Tivoli Exposition Shows during the recent Chicago meetings.

During the Chi meetings a showman was seen palming off another show's midgets as his own.

Jack D. and Donald M. Harris, sons of Roxie Harris, owner-manager of the Ohio Valley Shows, recently joined the army and are stationed with Company 4, 32d Motorized Tank Battalion, CCB, Third Armored Division, Fort Knox, Ky.

pany, are back in quarters at River Rouge, Mich., after a Florida vacation. Hilo advises the show will carry eight office-owned rides next season, including the recently purchased kiddie swing ride. Org will open early in April in the Down River area south of Detroit.

Hedda Henderson, daughter of Tom and Etta Henderson, concessionaires, appeared on Tommy Bartlett's Welcome Travelers radio show while attending the outdoor convention in Chicago with her parents. Hedda won a television set for her appearance. Earlier this year Hedda was elected queen of the Rosa Pearson School in Paris, Tex.

With the first of the winter fairmen's meetings over, we have yet to hear any manager claim that he and his agent were pursued.

Cameron D. Murray, manager of W. G. Wade Shows' No. 2 Unit, is confined to his home with a bronchial infection. . . Mr. and Mrs. Charles H. Hodges, Side Show operators, returned to their Coldwater, Mich., home after attending the outdoor convention in Chicago. . . D. Wade, general agent of the W. G. Wade Shows, returned from a business trip thru Northern Michigan.

James C. (Jimmy) Donahoe, formerly with American Exposition Shows, is seriously ill with pneumonia in the Charleston General Hospital, Charleston, W. Va. He'd like to read letters from friends. . . Lance Stipe, manager of the shows bearing his name, is in St. Paul winter quarters where his new home is nearing completion. Recent guests of the Stipes were Mr. and Mrs. Walt Sondag and Ed and Bob LaValle.



JACK WILKERSON and Bill Hogan, now sojourning in Lake Charles, La., after a season together on the Snapp Greater Shows. Jack and Bill first trouped together on the Hort Campbell Shows 30 years ago.

The Vivona brothers, owners of Vivona Bros. Amusement Shows, their families and 30 guests recently gave a surprise birthday party for Toby Kneeland on his 44th birthday. . . Andy and Ethel Knight and Bob LaRue visited in Indiana after closing with the L. B. Lamb Shows. They are now back in Florida for the winter. Andy and Bob will be back with the Lamb org next season with their short-range gallery and slum joints.

Report from the front: Agent, who attended the meeting solo but signed no fairs, claims that for five days he was a victim of amnesia.

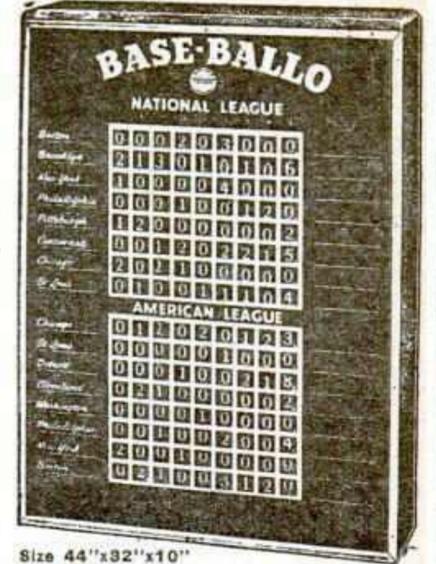
C. L. (Jack) Raum, Raum's Grandstand Attractions, in on a booking tour of Michigan, Ohio and Indiana. He will return to his ranch at Ozark, Mo., after the Michigan fair meeting in January. . . Mr. and Mrs. Roscoe T. Wade took a business trip to Portland, Ore. En route they visited Mr. and Mrs. Victor Ferguson, corn game operators, at Lumberton, Mo. Mrs. Fred Miller, secretary of the W. G. Wade Shows, left the org's Detroit winter quarters by plane December 8 to spend the holidays with her husband in New Orleans.

Carl (Shorty) Smith and wife, Estella, who closed the season with the Foley & Burk Shows, will remain in San Francisco until the Show Folks of America banquet and ball and then leave for their home in Klamath Falls, Ore. . . The B. & H. Shows closed the season at Fairfax, S. C., December 4, after a nine-month season. Equipment was sent to quarters at Sumter, S. C. W. E. Hobbs, owner-manager, will start work there after January 1. E. A. Murray, assistant manager, is wintering at his home in Bamberg, S. C.

Harry Craig, owner of the Heart of Texas Shows, Saturday (4) bagged a seven-point buck while hunting with his son near Uvalde, Tex. . . The contingent of arriving showfolk at Aransas Pass, Tex., continues to rise. Recent arrivals included Mr.

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As jungle cannibals prepare them. Female Heads, long hair, prepaid, \$8.00; Male Heads, pp., \$6.00; Devil's Child, 2 ft. long, pp., \$20.00; Wolf Boy, pp., \$15.00; Ape Boy, pp., \$15.00, about 18 in. long; Fish Girl, about 16 in., pp., \$15.00. We manufacture any attraction you want. Best manufactured attractions in the world. Send all orders to
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Now Contracting for 1949 Season
RIDES—SHOWS—CONCESSIONS
STILL DATE SEASON
OPENING VICINITY DETROIT
Last of April.
12 Weeks of Solid Bona Fide Fairs, Starting Last of July.
Privileges Now Being Let
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Contact NOW!
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Condition like new. For sale, or will trade for Kiddie Roto-Whip.
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FOR JAMES E. STRATES SIDE SHOW
Freaks strong enough to feature, Working Novelty Acts of all kinds. Long season. Good treatment. Best of meals.
Opening January 24th at Largo.
Have For Sale: Pit, Pit Cloth, Banners, equipment enough to frame small size Show.
Write—Wire:
CLAUDE BENTLEY, Side Show Mgr.
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CARNIVAL FOR SALE

#5 Eli Wheel, 28 Ft. Merry-Go-Round, Spitfire, Kiddie Auto Ride. All rides perfect mechanical condition. Good transportation. 1947 66 Kw. G.M.C. Diesel Light Plant, run 700 hours, perfect condition, mounted in special built Nabors Van, like new. Plenty of wiring. 30x50 Ft. Side Show, like new, with electric chair, violet ray, escape cabinet, etc. Bingo and other Concessions. 1 Mermaid Show, Boxing Ring on Trailer. All equipment overhauled, painted and ready to operate. Attractive price if sold as unit. Also 6'x7' Ice Cream Dip Trailer, Nelson Storage Cabinet, all necessary equipment. Short Range Shooting Gallery Trailer.

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Can You Book Me for 1949?

I have a Modern Bingo with royal blue canvas, and a beautiful Long Range Shooting Gallery mounted on a semi-trailer. Would prefer to book with a medium sized carnival playing territory in Ohio, Michigan, Indiana, West Virginia or Pennsylvania, starting in the spring of 1949. Write

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General Delivery, Punta Gorda, Fla., or
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RIDES FOR SALE

#12 Big Eli Wheel, new 1937; 22 Ft. Smith & Smith Chairplane, new 1947; 10-Car Allan Herschell Auto Ride, new 1947; 1 1947 Chev. Tractor with 28 Ft. Trailer for wheel, 1 1947 Chev. Long Wheel Base for Swing, 1 1941 Ford C. O. E. Sleeper Cab Tractor with 22 Ft. Drop Frame Van for Autos. All the above equipment in A-1 condition and ready to go. These rides are not junk. Come and look them over and if you buy the price is \$21,500.00 cash. Write P. O. BOX 92, Cincinnati 31, Ohio, or Phone: Jackson 8686-M.

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Now contracting for 1949 season
Rides—Shows—Concessions
Open in April—vicinity of Detroit
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FOR SALE Complete Mobile Frozen Custard Unit \$3,750.00

Contact Mr. Robert M. Kenosian, 3406 Hollywood Ave., Chicago 41, Ill., Telephone: Keystone 9-9505, or R. J. Putnam, 1216 Gratiot, Saginaw, Mich., Phone: 4-6177.

and Mrs. R. A. Miller, Mr. and Mrs. Ray Blevens, Mr. and Mrs. Johnny Quinn, Mr. and Mrs. Bobby Jacobs, Mr. and Mrs. Brownie Miller, Mr. and Mrs. Blackie McLemore and Mr. and Mrs. W. A. Schafer Jr. . . . Donald Stevens, magician, recently joined Lou Davis's Oddities on View, currently showing stores in Texas.

Rebooking a plum fair for the second year falls to stir a showman on the sideline who knows the act isn't so thrilling when seen the second time.

Rita Raye and Dick King will spend the holidays in Roanoke, Va., where they returned recently from a visit in Canada. . . . Having closed a successful season with Rogers Greater Shows, Pat and Billie Brady spent two weeks fishing at Punta Gorda, Fla., before leaving for Brunswick, Ga., for the winter. . . . Mr. and Mrs. Charles (Pep) Hartley, of World of Mirth Shows, are mourning the loss of their pet dog, Herman. Hartley had charge of the front of Doc Cann's Motordrome on the shows. The Hartleys' son, Nelson, is in the navy and stationed aboard the U. S. S. Yosemite, based at Norfolk.

Barney and Marie K. Smuckler have leased a downtown corner location in Mobile, Ala., and are operating a large popcorn concession, shooting gallery and mug joint. The Smucklers closed recently with their

rides and concessions on the Alabama Amusement Company in Southern Alabama. George Desak, of the same org, is operating rides and concessions in near-by Baldwin (Ala.) County and plans to continue such operations thru the winter. R. M. Andrews, of the concession department of the Gooding Amusements, recently spent several days in Mobile, where he visited the Smuckler family. Andrews was en route to Cuba for a vacation.

When invited to a fairboard's room to talk business, one finds it restful and cathedral-like, and who would desecrate it by haggling over such vulgar things as percentage and price.

Jay Hanson is playing to good crowds and business in Tennessee spots with his Alcoholic Destruction lecture. . . . E. C. Edwards (Alberta Slim) is wintering at his home in New Westminster, B. C., Can. He had a successful season with the Lynch Shows, of Halifax, N. S., where he operated the Snake, Gorilla, Western, Iron Lung and Monkey shows. He has his animals, including his trick horse, Kitten, with him. . . . Chic Thomas gave a dinner in honor of Harry Fink, who closed with the A. M. P. Shows in Miami. In attendance were Ray Glider, Robert Blair, Frances Ellwood, Paul Garbage, Billie Devereaux, Eva LeRoy and Romona Hayes.

Lou Davis's Oddities on Parade opened in Voth, Tex., following a successful two-weeker in Beaumont. . . . Joseph Lehr letters from Philadelphia that he's in receipt of a beautiful card from the E. B. Braden family, of Nashville. . . . F. O. (Tarzan) Banks, who toured America and Canada before the war with Beckmann & Gerety and Royal American Shows and Harry A. Illions' rides, Sol's Liberty and Goodman Wonder Shows of America, is in Norfolk building a new Hell's Half-Acre attraction which will play leading boat and sport shows. During the war Banks had a similar attraction at Ocean View Park. He'll return to the park next summer.

Theory that general agents were mightier in the old days will persist until a modern one will turn back the clock by flashing a lion claw watch fob, mustard-colored spats and letting his hair grow.

Pat and Ginger Patterson are wintering in Harlingen, Tex. . . . L. G. King is special agent of Granite State Shows and not Louis D. King as was reported in a recent issue. . . . W. E. Page, owner, and A. S. (Dude) Brewer, general agent of Page Bros.' Shows, have returned to Jackson, Tenn., quarters from the outdoor meetings in Chicago. While in the Windy City Owner Page placed an order for four light towers for early-spring delivery. . . . Nile L. Hurst, purchasing agent for Pioneer Shows, stopped off in Monessen, Pa., for a few days on a recent eastern trek. . . . Dick Gardiner, concessionaire with Wallace Bros.' Shows, is wintering at his home in Lawrenceburg, Tenn.

Kenneth Ritchie, who was with the Mighty Hoosier State Shows as ride superintendent and The Billboard sales agent, recently bought a filling station in Greensburg, Ind. . . . In The Staten Island (N. Y.) Advance, November 18, appeared a story, illustrated, of Col. Joseph G. Ferrari, who years ago had one of the country's biggest animal shows. He began his career in his native England at the age of four. Today, at 80, he paints in oils in his Port Richmond, N. Y., apartment. . . . M. G. Stokes has signed with C. C. Groscurth, operator of the Blue Grass Shows, to handle the office and be assistant manager. During the off season he will handle a portion of the bookings. He formerly was with Geren's Hoosier State Shows. . . . Sid King, in Valdosta, Ga., recently visited with the Dan Stewarts and Mr. and Mrs. Bradley, who recently closed with the Pan-American Animal Exhibit.

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Finest Quality Roasted Peanuts—Attractive Circus Bags
 5 sizes boxes, cones, bags, snow cones, floss papers, colors, napkins, spoons, ready-to-use flavors, apple sticks.
 Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—all-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold.
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 6 50 Ft. Light Towers. Our Own Diesel Plants.
 Our still route is dependable. Our fair route is unsurpassed.
NOW BOOKING FOR THE 1949 SEASON
 SHOWING KANSAS, NEBRASKA, OKLAHOMA and TEXAS
 Concessions: All open except Cook House, Bingo, Pop Corn, Floss and Diggers. Want first-class P.C. Dealers.
 Shows: Attractive proposition to Show Operators with own equipment. Side Show, Grind Shows, Fun House, Motor Drome, Girl Show, Iron Lung, Jig Show, or any Shows of Merit. Can furnish equipment for capable operators with people for Girl Show, Side Show, or any Grind Shows.
SHOW OPENS SECOND WEEK OF APRIL IN NORTHERN OKLAHOMA
 Write:
W. W. MOSER, Manager
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WANTS
GRIND STORE AGENTS FOR
THE HENNIES BROS.' SHOWS
DO NOT WIRE—WRITE
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BEE'S OLD RELIABLE SHOWS, INC.
WANTS FOR 1949 SEASON
LEGAL ADJUSTER AND ELECTRICIAN
 RIDES—Will book any Rides not conflicting with what we have. Let us hear from you. SHOWS—Want Show of all kinds that have own transportation and equipment. Will book 20% to office. CONCESSIONS—Want a few Count Stores that will work under orders. Want two Mitt Camps. Also want Merchandise Concessions of all kinds. Everything open except Cookhouse, Bingo and Percentage. Those with us this year, please contact. The following people get in touch with us: John (Middle) Terry, Chas. E. Britton, Jay Williams, Mack Hoag, Curly McCann, Roy Hufft and Lawrence Schamanski. Address all replies to
ROUTE 1, WINCHESTER, KY.

MID-WESTERN EXPOSITION
"AMERICA'S SHOW BEAUTIFUL"
CAN PLACE
 SHOWS: Jig, Athletic, Wild Life, Lung, Arcade, Crime, Fosing, Girl. RIDES: Octopus, Scooter, Fly-o-Plane, Rolloplane, Pony and Autos. CONCESSIONS: Diggers, Photos, Palmistry, Cook House, Popcorn, Floss, Custard, Galleries, Snow. OPENING AGAIN—FEB. 14—ORANGE, TEX.—36-WEEK SEASON. Featuring Fearless Gregg—Man Shot From Cannon—World's Outstanding Free Attraction. Art Spencer's Death-Defying Lion Motordrome—A Thriller-Diller. Milo's Cavalcade Circus Side Show—150 Feet of Double-Deck Banners. "Jungleland" Presenting "Gargu"—Chimps, Monkeys and Reptiles. Many New Rides—Many New Shows—Watch for the Big One Next Week.
 All Replies: **OCTAVIO PEDRERO**, Gen. Representative—**TED WOODWARD**, Owner-Manager
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POSITIVELY OUT ALL WINTER POSITIVELY
 WANT Concessions: Bumper, String Game, Cork Gallery, Ball Games and Scales, any Concession that works for ten cents. Can use good, SOBER, RELIABLE RIDE HELP. Concessionaires and Ride Men who know or who have worked in the past with Mr. Virgil Dillon, CONTACT.
PEPPERS ALL STATES SHOWS. ST. MARTINSVILLE, LA.
VIRGIL DILLON, Mgr.

THE SHOWMAN'S TAILOR!!
 CUE M MADE-TO-ORDER GABARDINE SHIRTS. TAILORED TO FIT YOU. Choice of ten new colors. TAILORED BY BOTTS. \$7.50 each, three for \$20.00. Shank buttons, enameled snaps or PEARL SNAPS. GUARANTEED SATISFACTION. Write for samples. Also have gabardine pants, athletic clothes, jackets, shirts for clubs, bands and all organizations, bowling shirts, embroidery work.
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NOW BOOKING FOR 1949 SEASON
 WILL BOOK RIDES, SHOWS and STOCK CONCESSIONS (No Grift or Cypsies).
 HAVE FOR SALE: 1 10-Seat Ferris Wheel. (Good condition.) 1 20-Seat Mix-Up. (Good Condition.) Will sell these rides with or without transportation. Address:
TEX BEESON, Mgr., Box 692, Webb City, Mo.

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 "Tents With That New Look."
 Individually designed by Jimmy Morrissey. Beautiful lustrous colors.
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FOR SALE COMPLETE CARNIVAL
 Consisting of No. 5 Eli, Parker 36-Ft. Merry-Go-Round, 24-Seat Chairplane, 10-Car Baby Ride, 20x30 Bingo, 15 other Concessions, some Stock, Light Plant, Cable and Switch Boxes. Everything ready to go. Have 6 good Trucks and Trailers. Will sell with or without Trucks. Sickness reason for selling.
 See or Call
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WANTED
 Location for brand new and clean 20x30 ft. Cook House, Grab and French Fry. Will work tickets with office. Show must have six or more major Rides on East Coast. These outfits will be an asset to any midway with all new blue canvas and catering to show folks. Write, phone or wire your best for the 1949 season EX and get the finest eating Concessions on the road.
H. SNECK
 319 Woolsey St. Norfolk 2, Va.
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WANT PARTNER With \$12,000
 I have office in large Eastern City. 1 Major Ride, Marquee, large Bingo, Concessions and Shows. Have several dates in '49 within 100 miles. Need man to handle same and cash for Rides. Write
BOX D-106
 The Billboard Cincinnati 22, O.

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 40 Model Chev Truck, good shape; three Tops. 10x14 frames, one 10x12 frame; Fish Pond, Bumper, Watch-La, Pan Game, Pea pool, Over and Under, Penny Pitch—four boards, Evans Wheel, Skittles, all in good shape, ready to go. Come and see or write
M. P. DABNEY
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NOTICE!
 Will CHAS. A. WILLIAMS, formerly of 615 N. Main St., Joplin, Mo., or anyone knowing his present whereabouts please communicate with
BOX D-109,
 o/o The Billboard, Cincinnati 22, O.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Dec. 11.—In the absence of the president, Past President Sam J. Levy presided at the regular meeting Thursday (9). Others on the rostrum were Walter F. Driver, treasurer; Joe Streibich, secretary, and J. C. McCaffery, past president.

The welfare committee reported Richard Evertsen in Deaconess Hospital; W. R. Cannady still confined in Missouri Pacific Hospital, St. Louis; J. C. Donahue in General Hospital, Charleston, W. Va.; Walter Moffett in Henrotin Hospital, Chicago; Sam Brody, Frank Bergen and Cline Shuford in Alexian Bros. Hospital; Walter Moffitt, Tom Vollmer and W. C. Denek still confined, and A. L. Morrell ill in his California home.

Newly elected members credited to 1948 include Sam Rosen, John Baillie, Duane B. Simon, William C. McGaw, John J. Daus, Paul J. Sevick, Jack A. Leontini, Dick Ware, Elmo Cullins, Hyman Neitlich, Mervin Speed Rogers, William A. Blomberg, Ray S. Oakes Jr., Howard W. Suesz, Allen Tobell, Robert E. Henry, W. M. Temple, Ernest J. Warner, Sam J. Levy Jr. and Wilbourn S. Robertson.

Other new members, credited to 1949, are L. O. Weaver, Morris G. Stokes, Edgar Sauve, Frank A. Griffin Jr., Harry Weiss, Benedict I. Garmisa, H. Vernon Smith, Norman I. Shapiro, Frank Spina, Jack Thomas, William Harkness, Floyd Pryor, Harry Frame, J. F. (Irish) Horan, William Martin, H. William Jones, Charles R. Wright, Ross Manning, Harry Reichman, Dewitt Hudson, Frederic M. Smith, Edward L. Levine, Morris Friedenheim, Joseph Shapiro, Henry Blade, E. J. (Ed) Meek, T. C. Sands and J. M. Anderson.

Also Albert Martin, J. Currie King, E. D. McCrary, Stephen Demitro, Leo Moriarity, Anthony Vitale, Harold Reed, John McKee, Rodger M. Work, Len Luxenberg, Eldon Nichols, W. E. Mahaffey, B. W. Hottle, Sam N. Holman, I. Magid, J. A. Sparks, John Kochman, Harry Nelson, Otto L. Stoncipher and Edward H. Reynolds.

Gerald Snellens returned to the East. Mr. and Mrs. G. L. (Mike) Wright left for a vacation in Florida, as did Mr. and Mrs. Bob Seery.

There will be no meeting December 23 because it is necessary to get the rooms ready for the Christmas party.

In the list of the board of governors carried in *The Billboard* of December 11 the name of Bill Carsky was inadvertently omitted.

Awards in the Cemetery Fund drive went to Denny Pugh, Florence Menchin, Harry J. Taylor, Paul Kleider, Ralph W. Glick, N. Natenbacker, Mr. Higgs, R. L. Bennington.

At the November 27 meeting the sum of \$1,545 was raised to sponsor the League's annual party for underprivileged children. Contributors were Ray Oakes, Ray Oakes Jr., Bob Seery, Bernie Mendelson, John Lempart, John Gallagan, Elmer Byrnes, Edward Murphy, Bob Parker, G. L. Wright, Ed Sopenar, Bill Townsend, Vernon McReavy, Max Goodman, Robert H. Cohn, Harry Ross, Ben Rankin, Morris Lipsky, O. N. Crafts, James E. Strates, Carl J. Sedlmayr Sr., Maurice Ohren, Curtis L. Bockus, Lou Keller and Sam J. Levy.

Also Floyd E. Gooding, Frank Duffield, S. T. Jessop, George W. J. Johnson, John Mulder, Sam Menchin, Sam Solomon, Fred H. Kressmann, Jack Nelson, Tom M. Henderson, William T. Collins, Bill Kaplan, Edward Levinson, Flash Williams, Max Brantman, Al Baysinger, A. L. Moore, Ralph C. Woody, Vaughn Richardson, Ralph Pope, Jack McDonald, Arthur Morse, Harold Paddock, Harry Mamsch, Sam (Kinky) Wolff, Emil Arnst, Harry Bernstein and J. C. (Tommy) Thomas.

Ladies' Auxiliary

Regular meeting was held Thursday (2) in the Hotel Sherman, with Elsie Miller, president, presiding. Also on the rostrum were Mrs. A. L. Filograsso, first vice-president; Mrs. (See SLA on page 62)

CLUB ACTIVITIES

National Showmen's Association 154 Broadway, New York

NEW YORK, Dec. 11.—Now that there is a slight let-up in club activities, it is requested that the following send in for mail being held at our office: Harry Sussman, Harold Daly, Saul Heyman, Thomas Hirsch, Dominick Greco, Isaac Stern, Arthur Goldberg, C. R. Sullivan, Joseph Dubin, Aaron Hymes, P. G. Stack, Matty Cervase, Sol Olberg, Martin Brynes, Harry Moore, Thomas Anastasi, Sol Wahnish, Albert Pat Hanlon, Louis G. King, Harry Schwartz, Harry Horner, James Burgdon, Jack Owen, and any others who have failed to send in changes in their addresses.

A recent visitor was Joseph G. Ferari. He was a pioneer in the carnival field, having come to America from England in the early '90s. President Frank Bergen was at one time associated with Ferari.

Other visitors were Bernie Mendelson, of Chicago; Joe Prell from the South; Spot Cooper from Raleigh; Eddie Rahn, Ben Weiss, Isaac Cetlin, Jack Wilson, William Hartman, Al Dorso, Mike Dorso, Edward Johnson, Harry Kaufman, Harold Levine, Sam Applebaum, Phil Cook, Bucky Allen, G. C. Mitchell, Jack Perry, Sam Torres, David Endy, H. William Jones, Robert Buffington, Thomas J. Sanders, Frank Abrams, of Canada; M. Feitel, Jack Dubin, Solly Nuger, Frank Bergen, Gerald Snellens, Siro Aurillo, Phil Isser, I. Trebish, Joe Goodman, Oscar Buck, Edward Fabian, Eugene Snyder, Plato Guimes, Ralph Decker, John F. Horan, Leonard Farley, Michael Ferrone, Joseph McKee, Max Gruberg, Dada King, Harry Kaplan, Harry Kahn, Harry Agne, Leon Mowitzky; Saul Eichen from Hawaii; William Glick and Homer L. Wood.

Meeting Wednesday (8) night was presided over by Vice-President Ross Manning. Also on the dais were Chaplain Fred Murray, Phil Isser, Dr. (See NSA on opposite page)

Miami Showmen's Association

236 W. Flager St., Miami

MIAMI, Dec. 11.—Second meeting of the season was held November 18, with R. K. (Bob) Parker, past president, in the chair. President Carl J. Sedlmayr Sr. was out of the city.

Mike Roman has turned in 21 applications and is still working for more members. Membership applications from the following were received from Ray Borden, Arthur C. Snyder, Paul L. Martin, Albert J. Hamid, Carl William Goehman, M. R. Levy, Julius A. Wagner, James Herschberg and Morris Schwartz.

Nominating committee presented the regular ticket for 1949, which includes Carl J. Sedlmayr Sr., president; George A. Golden, first vice-president; Leo Bistany, second vice-president; William Cowan, third vice-president; Ralph Endy, treasurer, and Carl Hanson, secretary.

Nominated for the board of directors were Tommy Allen, Frank Bergen, Irving Biscow, Tommy Carson, Val Cleary, Phil Cook, Mel Dodson, Eddie Edwards, Pat J. Finnerty, W. D. Singer, Sam Solomon, J. C. (Tommy) Thomas, Max Kimerer, Harry Weiss, Cortez Lorow, J. C. McCaffery, Harry Ross, Andy Markham, Harry Modele, Jack Perry, Buddy Paddock, Alton Pierson, Sam Prell, Louis A. Rice, Al Rossman, Harry Schrieber, Jack Gilbert, William Tara, Carl J. Sedlmayr Jr., Benny Weiss, Morris Lipsky, Cliff Wilson, Harry W. Hennies, Mike Roman, Ben Braunstein, Bill Tucker, Jack F. Martin, Bernard (Bucky) Allen, Ray Marsh Brydon, Frank Miller, Ben Glass, Ralph Decker, Art Frazier, George Goodman, Sam Gordon, Rip Weinkle, Don Lanning, Nat Lorow, Jack Wilson and John A. Young.

Pacific Coast

Showmen's Association 1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Dec. 11.—Past-President Harry Hargraves presided at the regular Monday (6) meeting, with Earl O. Douglas, C. E. (Candy) Moore, vice-presidents; Al Weber, treasurer; Mike Dolan, Benny Samuels, Jack Hughes, chaplain, and Al Flint, executive secretary, also on the rostrum.

Mike Dolan presented the club with a check for \$1,200, which represented money raised by him and Ben Samuels in the Chicago area during the summer.

Silent tribute was paid to the memory of Lou Berg, who died in Honolulu November 23.

John Botto was voted into membership.

Visiting the club and taking bows were E. O. Douglas, owner-manager Douglas Greater Shows; Wayne Endicott, Jack Dillon, Tony Spring, Ray Brown, William Ferguson, Mike Rogontino, Fred Munger Jr., Jack Schue, Zack Hargis and Irving Greenberg.

Chairs were purchased by Greenberg and Spring.

Ladies' Auxiliary

Regular meeting Monday night (6) was past presidents' night and President Madge Buckley invited the following past presidents to sit on the rostrum: Nel Ziv, Clara Zeiger, Peggy Forstall, Marlo Lefors, Nina Rogers, Edith Hargrave, Edith Walpert, Marie Tait, Betty Coe and Jessie Loomis. Past presidents unable to attend included Maybelle Craft, Martha Levine, Ethel Krug, Allerita Foster and Margaret Farmer.

Grace Merkle, who was injured in a car accident near Baltimore, writes she is getting along fine. Her husband, with her at the time of the mishap, was uninjured.

The garbage disposal unit has been installed in the club kitchen and the new Frigidaire will be installed shortly. Ann Doolan donated the remaining sum needed for the purchase. Others contributing large sums were Doris Douglas and Dolly Martin.

Bazaar donations are acknowledged from Ida Delno, Fay Prosser, Carol Kesterson, Edith Walpert, Marie Tait, Bertha McCarthy, Jeanette Clancy and Opal Manley.

Called on for short talks, in addition (See PCSA on opposite page)

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Dec. 11.—Regular meeting was held Monday (6). Officers present were Harry Stahl, president; Ben Morrison, first vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary; Leo Lippa and Jack Dickstein, past presidents, and Leonard Simons, club attorney.

Edward Ford, Joseph Cognale, and Manny Brown are on the sick list.

The Ladies' Auxiliary made a \$400 donation to the Christmas party for underprivileged children, scheduled Sunday (19). The Auxiliary also presented \$1,000 to the building fund for improvements.

Ladies' Auxiliary

The following officers were on the rostrum at the Monday (6) meeting: Bernice Stahl, president; Dot Miller, first vice-president; Peggy Cohen, second vice-president; Rose Lewiston, third vice-president; Dorothy Gold, treasurer; Belle Frayne, secretary, and Hattie Wagner, past president.

The annual installation banquet will be held January 12 at Club Bali. Correspondence was received from Mrs. Ralph W. Glick, Mrs. Henry Belden, Mayme Wade, Mildred Miller and Elsie Miller.

Estelle Flint and Elizabeth Greeley were elected to membership.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 11.—Regular weekly meeting drew 63 members and was presided over by President E. Harold Elliott. Also on the rostrum were Treasurer George Carpenter and Secretary Homer Pennington.

James W. Adams, Ted Cory and George Rhinehart were elected to membership.

Chairman Sam Benjiman reported for the banquet and ball committee. A special event will be held in the C. S. rooms of the Hotel Continental New Year's Eve.

Memorial services will be held in the clubrooms Sunday, December 26, at 2 p.m., and, weather permitting, will be followed by a brief ceremony at Showmen's Rest, Memorial Park Cemetery.

Floyd (Whitey) Newell, former press agent on the Sheesley Shows and publicity man for the Folly Theater here, was buried in Showmen's Rest, Memorial Park Cemetery, by HASC and the Showmen's League of America.

Ladies' Auxiliary

Regular meeting was presided over by President Rosalee Elliott, with Secretary Loretta Ryan and Treasurer Hattie Howk also on the rostrum.

Billie Grimes was unanimously elected president for 1949. Other officers elected were: First vice-president, Nellie Weber; second vice-president, Elsie Brisendine; third vice-president, Ruth Gordon; secretary, Loretta Ryan; treasurer, Hattie Howk.

Show Folks of America San Francisco

SAN FRANCISCO, Dec. 11.—Meeting was held November 28, following the annual president's party, where more than 400 members were guests at a chicken dinner.

Fred Weidmann, appointed chairman by President Monette, called the meeting to order and introduced the guests on the rostrum. These included Doris Monette and son, Philip; Lucille King, Mr. and Mrs. George Coe and C. H. Allton. Other guests introduced by Weidmann included Mr. and Mrs. Mike Krekos, Elmer and Estelle Hanscom, Hap Young, Mr. and Mrs. Sammy Dolman, Ted and Marie Levitt and Mr. and Mrs. Smithwick, Harry J. Anderson, sponsored by Glenn Artz and Dan Meggs, was inducted as a member.

Doris Monette was singled out for special mention for her work in raising more than \$600 for the cemetery fund. Christmas dinner fund donations came from Hap Young, \$50, and from Doris Monette, who donated her pot of gold winnings.

Cemetery fund donations came from Hap Young, \$150; Mr. and Mrs. Glenn Artz, \$100; Spot Raglin, \$100; Charles and Jane Albright, \$100; Mr. and Mrs. Mike Krekos, \$50; Frances Scott, \$50; Mr. and Mrs. Ted Levitt, \$50; Mr. and Mrs. Whitey Monette, \$50; Mr. and Mrs. Southwick, \$25; Chaplain Headley, \$25; Howard Sperry Post, VFW, \$10; Adam McBride, \$10; Mr. and Mrs. C. H. Allton, \$10; Mr. and Mrs. Fred Weidmann, \$10; Mr. and Mrs. George Coe, \$10, and Mr. and Mrs. Council Rairford, \$10. Spot Raglin, Glenn Artz and Hap Young each donated \$100 to the Mount Olivet monument fund.

Weidmann announced \$455 was raised at the cocktail party given November 28 in the French Room of the Palace Hotel by Whitey and Doris Monette. This, with donations collected at the meeting, netted more than \$1,000 for the cemetery fund.

Entertainment was furnished by Carl Carlson, Marion Bender, Glen Runyon, Hazel Boyd, Mickey Hogan, Gabriel Samuels, Euenna Mack, Joan Gordon, Alma Ruhe, Betty Carlson and Elaine Malanna. The band, fronted by Red Payne, included Julia, Henry, Mary and Jimmy. Euenna Mack and Fred Weidmann were co-chairman of the entertainment committee.

Clark-Lankford

ALBANY, Ga., Dec. 11.—Shows took to the road at Leary, Ga., opening November 9 under American Legion auspices to good business. Stand at Dawson, Ga., under American Legion sponsorship, was good despite inclement weather.

Shows were spotted on a small section of the Albany Colored Fair, but managed to get everything up. Colored show has a new 40x60-foot top as does the Side Show.

Staff includes Deaffy Clark and Walter Lankford, owner-managers; B. C. McDonald, front-gate tickets; Roy Foss, sound truck, and J. H. (Heavy) Taylor, electrician.

Transformer trucks were purchased from Fay's Silver Derby Shows. Concessionaires included Mr. and Mrs. Ernest Kaapuni, Mr. and Mrs. Ralph Keegan, Mr. and Mrs. Roy Foss; Mr. and Mrs. John Hennessee, who have the cookhouse; Mr. and Mrs. George Drake, Mr. and Mrs. Thomas H. Lane, Mrs. Leo Mitchell, Rose Tom, Mr. and Mrs. Price, Humpy Hewitt, Mr. and Mrs. Red Sharren, Mr. and Mrs. Lloyd Cutlip, George Shinburg and Mr. and Mrs. Roy Bernhardt. Harold Lankford has the banners.

Big State

SAN BENITO, Tex., Dec. 11.—Good weather and the near-by Harlingen Fair boosted biz recently at the La Feria, Tex., stand.

Concessions joining included two ball games, jewelry, balloon, monkeys on a stick, Monkeydrome and Funhouse. Bob O'Leary has a new cotton candy machine, Melvine Moore a new grab joint and Bob Moore a new truck and trailer.

Visitors included Mr. and Mrs. J. E. Pennington, Mr. and Mrs. Amos Wolfe; Mr. and Mrs. George Proctor and son, Lloyd; Mr. and Mrs. C. E. Armstrong, Mr. and Mrs. Joe Rosen, Mr. and Mrs. Joe Ward, T. McFarland, Lowell Van Dyke, Mr. and Mrs. Roy Henderson and son, Poo Poo, and Mr. and Mrs. Tom Sidler and daughters.—BILL GALLAWAY.

NSA

(Continued from opposite page)
Choen, attorney Max Hofmann and Executive Secretary Walter K. Sibley.

Banquet Committee Chairman Sam Rothstein reported the dinner was a success from every standpoint. The chairman of the Year Book, Fred Murray, reported receipts from the book exceed expectations and might prove to be a record-breaker.

Head of the entertainment committee, Dave Brown, announced that plans for the New Year's Eve party had been completed, with excellent entertainment assured. Tickets are now on sale at \$1, lowest fee ever charged for this annual event.

Jimmy Jamison, high-diver, has returned from Scandinavia after eight months of park dates. S. J. Goodman, from Denver, and Steve F. Handing, from San Antonio, were recent visitors. Max Miller, of the Miller trio, Ringling concessionaires, is in from Florida. George Johnson, of the Ringling Side Show, also returned to the club. Another occasional visitor, Big Chief Chisholm, from the Lone Star State, also was a caller. Frank Capell is back from Miami. Paul Miller is in from Sarasota. Mrs. Fred Fournier paid us a short visit. Her husband is still very ill at their home in Jacksonville, Fla.

Nearly all the building fund awards have been distributed. Next meeting, December 22.

Ladies' Auxiliary

The meeting Wednesday (8) was presided over by President Queenie Van Vliet. A large turnout was present, including new members Albena Hines and Betty Shack. Greeted for the first time this season was Irene Gillis, who brought an assortment of articles to be used as prizes.

Leaving for Miami are Agnes Burke, Claire Priddy and Gladys Manning. Frances Fournier is in town for a short visit. Ruth Gottlieb is feeling better and attended the board

FROM THE LOTS

Pickard

SEASIDE, Calif., Dec. 11.—With the inauguration of the winter show, the title of the Pacific Coast Shows was changed to the Pickard Shows and all the trucks and trailers were retitled.

The locations on the winter tour have been spotty and included Willows, Woodland, Vacaville, Manteca, Stockton, Walnut Creek, Soledad and Monterey, Calif. The only profitable location was Soledad during Thanksgiving week.

At Soledad one of the electric trucks exploded and was destroyed. The pony ride, operated by Mr. and Mrs. Clarence Emmel, left for permanent location in Southern California. The Octopus, owned by Anthony Masseth, of the Redwood Empire Shows, was added to the line-up at Monterey. It is operated by Mr. and Mrs. Jean Masseth. The Ferris Wheel and Merry Mix-Up was taken to the barn at Stockton, leaving four rides in operation, the Rolloplane, Wright's Merry-Go-Round and two kid rides.

Concessionaires include Mr. and Mrs. Les Bornstein, Kenneth Taylor, J. M. Marshall Brown, Mr. and Mrs. Vic Davis, Jim Davisson, Mr. and Mrs. W. Bevins, Sonny Virgil Freeman, W. J. Barnes, Mr. and Mrs. W. R. Richardson, Cruly Joby and the writer.

Departing for their homes in Sacramento were Mr. and Mrs. Charles Martin, Mr. and Mrs. Bill Grimm, Mr. and Mrs. Ted Wright and Dale Wilson.

Celebrating birthdays were Jim Davisson and the writer.

Visitors have included Shorty Wrightsman, Anthony and Bernice Masseth, Lester Hart, Al and Gladys Wells, Paul and Lorainne Hoffman, Robert Bitz, Mr. and Mrs. Val Bitz, Mr. and Mrs. W. Gates, Pearl de Pellaton, Mrs. Frank O. Courtmarsh, Mr. and Mrs. Al Rodin, Dick Pederson and Mike Krekos.

Mr. and Mrs. Buddy Wald joined with their concessions. Bonnie Wald has recovered from a recent illness.

Two locations were played at Monterey, the first at Seaside and the second at East Monterey.

WALTON DE PELLATON.

PCSA

(Continued from opposite page)
tion to the past presidents, were Doris Douglas, Marie Forrest, Dorothy Enfield, Emily Mettler, Mora Bagby, Alice Blash, Verdie Endicott and Minnie Springs.

Morosa Herman has been named chairman of the auxiliary installation dinner. It will be held in the club-rooms January 3.

Doris Douglas won the bank award and donated it to the club. Door prizes, donated by Fay Prosser, Stella Linton and Rosemary Crosby, were won by Jane Schue, Morosa Herman and Vivian Jacoby.

Verdie Endicott and Bertha McCarthy, new members, were introduced by President Buckley.

President Buckley presented each past president with a corsage.

Lille Schue donated and served the dinner. Patti Cooker poured.

meeting. On the sick list are Mae Doscher and Sylvia Stern.

Ceil Foreman, Esther Eichel and Anita Goldie will supervise the distribution of Christmas gifts from the auxiliary to veterans at the Seaview Hospital in Staten Island.

Plans for the children's Christmas party are nearly set. The installation dinner is to be held at Rosoff's January 10; Blanche Henderson is chairman. Dues must be paid before members receive an invitation to the dinner.

Penny bags are now available thru Midge Cohen.

Blue & White

PALACIOS, Tex., Dec. 11.—The org was organized by L. M. Nelson and started its winter tour the last week in October. Biz has been fair. Concessionaires are A. A. Sues, photos; J. C. Wilson, long range gallery; Mr. and Mrs. M. E. Simpson, bumper; Mr. and Mrs. J. W. Ellis, balloon darts; Clyde Gish, coke bottles; Mr. and Mrs. J. K. Cothren, pitch-till-you-win; Mr. and Mrs. Ray Davis, stock ball game; Mr. and Mrs. Banks, glass pitch; Mr. and Mrs. Kohler, grab; Mr. and Mrs. B. Williams, age and weight; Mr. and Mrs. C. B. Wallace, post office; Mr. and Mrs. E. Litherland, candy apples and slum spindle; Mr. and Mrs. C. Villars, penny pitch, snow and floss; Bob Donovan, short range gallery, hoop-la, hit and miss ball game; Kenneth Akes, ponies; Mike Colson, kiddie train; Archie Feyen, kiddie auto; Evelyn Sues, mail and The Billboard sales agent.—EVELYN SUESS.

Florida Amusement

NAPLES, Fla., Dec. 11.—Altho a small town, this proved one of the best weeks to date. Shows played here under auspices of the Veterans of Foreign Wars. The show has been cut in size for the winter dates, with most of the equipment at quarters in Sarasota. Org will be enlarged, however, for the fair dates after the first of the year.

The Fort Pierce fair dates are January 17-22. This org will have the midway, and in addition to the midway and free act, the fair, according to President Bill Boyd, will stage the annual rodeo. The Railroad Day celebration this year will be combined with the fair.

Owner Howard Ingram is at his home resting following his discharge from the hospital. Manager T. J. McManus is handling the shows during Ingram's absence.

The death of Al Devine, sound-truck operator, November 28, in Naples, Fla., was a shock to everyone on the show. He had been with the org four years.

Wingy Saunders, after closing with the Pan American Animal Exhibit, is expected to join any day. Manager McManus visited quarters in Sarasota and picked up some equipment.—IODINE BAILEY.

DICK'S Greater Shows Inc.

HOLIDAY GREETINGS TO OUR FRIENDS EVERYWHERE

NOW CONTRACTING FOR 1949

SHOWS Want Side Show Manager and Acts. We have finest equipment on the road. Want WILD LIFE, MINSTREL SHOW, ILLUSION, FAT SHOW, FUN HOUSE.	WE CARRY 12 Rides 7 Shows 40 Concessions Light Towers Light Plants	CONCESSIONS Custard, French Fries, Race Horse, Ball Games, Scales and Age, Short Range Gallery, Penny Arcade.
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HELP WANTED
Ride Foreman and Second Men, Drivers preferred. BILLPOSTER, CANVASMEN.
R. E. GILSDORF Box 401 Chews, New Jersey

RAFTERY'S SHOWS

Wishes a Merry Christmas and a Happy New Year to Everybody

Want to buy Caterpillar, Fly-o-Plane and Tilt; must be in A-1 condition. Write; don't wire where rides can be seen. Want real Showmen to manage Girl Show, Posing Show, Grind Show, Minstrel Show and Side Show. Do not answer if you cannot stand prosperity. All concessions open—Bingo, Cookhouse, Grab, Grind Stores, Hanky Panks, Popcorn, Apples, Custard, all P. C. except Pan Game. Will book one Stock Wheel. Will book Kiddie Rides, and any Show or Ride not conflicting. Will furnish transportation. Show opens early in March.

Address
J. M. RAFTERY
BOX 1047 WILMINGTON, N. C.

FLORIDA AMUSEMENT CO.

WANTS FOR THE CREAM OF FLORIDA FAIRS

Starting in January at Ft. Pierce, one of the biggest dates in Florida.

Concessions—Slum Stores of all kinds; Ball Games. Place Shows of all kinds. Rides—Loop, Tilt, Scooter, Flyoplane, Caterpillar, Looper. This is a big spot, not a promotion. Show now operating. Be with a winner. For Sale—Popcorn Truck, A-1 shape, \$1500 cash; Single Loop-o-Plane, come get it, \$200; three 24-Foot Semi Trailers, cheap, \$500; Two-Wheel Trailer, Tents, good shape. All can be seen at winterquarters, Sarasota. Address:

HOWARD INGRAM
LOCKWOODRIDGE RD., SARASOTA, FLA.

LA CROSS AMUSEMENTS

NOW BOOKING ATTRACTIONS FOR THE 1949 SEASON

Will book any kind of Grind Store or Hanky Panks and Penny Pitch at \$20.00 per week. Will book Grind Shows with own outfits and transportation. Also Motor Drome, Fun House and Penny Arcade. Can use good Ferris Wheel Foreman, top salary; must drive. Can use good Talkers for office-owned Girl Show and Jungle Grind Show. Also attractive Girls who can dance. General Show Help, contact me. Will book good Free Act for entire season, must be reasonable. Be with the right size show, playing the best money route in the East. Show opens in April in Connecticut and closes in November in Pennsylvania. Our summer route is through New Hampshire, Vermont, Massachusetts and New York. Act now, contact **PAUL R. LA CROSS**, Owner, 158 Lake St., St. Albans, Vermont. Tel. 1585. For Sale—1947 Frazer car, very good shape, \$1,500 for quick sale.

C. A. Stephens

KINGSTREE, S. C., Dec. 11.—Equipment was moved into quarters here following the closing date in Harleyville, S. C. Season as a whole was spotty but wound up on the winning side.

Personnel destinations: Manager C. A. Stephens and Mrs. Stephens, to their home in Crystal Springs, Fla., and a fishing trip to the Florida Keys; Mr. and Mrs. Bill Stephens, Camden, N. J.; Viola Stephens, married during org's last stand, on her honeymoon; John and Paul Terry and Mr. and Mrs. Mark Dover, Cairo, Ill.; Mr. and Mrs. Tony Canzy, Florida; Mr. and Mrs. Bill Mastrolia and Mr. and Mrs. Bill Stephens Jr., Tampa; Mr. and Mrs. E. H. Yawn, Florida; Mr. and Mrs. Joe Permenter, Jacksonville, Fla.; Frank Campbell family, Orlando, Fla.; Mr. and Mrs. Kirkland, Largo, Fla.; Mr. and Mrs. Swain, Tampa; Mr. and Mrs. Jernigan, Augusta, Ga.; Mr. and Mrs. Archie Deportie, Fife, Va.; Kenny Summers, Florida; Harry Oklatner, Camden then Florida; Everett P. Bryant, Galax, Va.; Paul Plummer, Coeburn, Va.; Dean Libby, Bangor, Me.; Bill Moore, Clinchco, Va.; Mr. and Mrs. Louie Pease, Charleston, W. Va.; Irvin Stephens, Crystal River, Fla.; Charles Leeman, Birmingham; Dan Ranzoulli, Florida; William Liedtke, California; Thomas P. Maroulis, Boston, and Mr. and Mrs. Harry Moore, Augusta.

Shows were out 39 weeks, with the longest move 143 miles and shortest, 12 miles. Best spot was Haysi, Va., and worst, Lake City, S. C.—**HARRY OKLATNER.**

Wolfe Amusement

LANDRUM, S. C., Dec. 11.—Owner Ben Wolfe returned to quarters from Miami. Only a skeleton crew is on hand in local quarters, which are in charge of Johnny Lytle.

Mrs. Sue Wolfe was hostess to personnel at Thanksgiving dinner.

WANTED

To buy FOR CASH small Two-Abreast Merry-Go-Round—must be in perfect shape. NO CUT-DOWNS.

All replies to

BOB ROBINSON

30½ First St., S. E., Mason City, Ia.

**Want for Dixieland Park
KISSIMMEE, FLORIDA**

Opening Dec. 16th

Bingo and Hunky Panks. Can place one Flat Ride. Have Florida Fairs to follow closing of park. All address:

DIXIELAND PARK, Kissimmee, Fla.

NOW BOOKING FOR 1949

Shows — Concessions — Ride Help

WM. T. COLLINS SHOWS

406 Erie St. St. Paul, Minn.

E-Z WAY FROZEN CUSTARD MACHINE

Made by General Equipment Co., Indianapolis. Used less than one season on permanent location. Looks and operates like brand new machine. Will sacrifice for \$1,500.00.

LAMBERT BROTHERS

2761 Lyons Avenue Houston, Texas

WINTER QUARTERS**Midway of Mirth**

EAST ST. LOUIS, Ill., Dec. 11.—Crew is getting things ready for an early spring opening. Org closed the season in Nettleton, Ark., after a 29-week tour. In quarters are Jimmie and Eva Rogers, Mr. and Mrs. W. B. Ellis, Slim Landrum, Frank Lavall, Tommie Davis and Whittie Weinworth. Shorty Brashaw has been released from the hospital in Memphis. Mrs. W. B. Reese is convalescing in her trailer home after undergoing an operation. Mrs. Esther Speroni, who was hospitalized at Nettleton, expects to be confined another two months.

Concessionaires and their destinations, following the season's close, include Babe and Billie Goodrich, Pascagoula, Miss.; Mr. and Mrs. W. B. Reese, Tampa; Van and Jackie Tankersley, Florida; B. C. and Frances Hines, Shreveport, La.; Morris Simmons and Frank Haines, Poplar Bluff, Mo.; George and Lil Campbell, Illinois; Mr. and Mrs. Ware, Decatur, Ill.; Mr. and Mrs. Birmingham, Paragould, Ark.; Gene Edwards, Caraway, Ark.; Wayne Newberry, Hot Springs; Marvin Hill, Mount Auburn, Ill., and Lelah Graber, F. R. Shoults, Mr. and Mrs. Delaney, Mr. and Mrs. Roy Jones, Shorty Brashaw and Roy Spears, St. Louis.—**ROSIE DAVIS.**

Georgia Amusement

AYERSVILLE, Ga., Dec. 11.—Shows moved into the barn here after closing a successful season at Greenville, Ga., November 20. Not an opening night was lost during the 35-week season.

Staff included H. H. Scott, owner-manager; Mrs. Betty Scott, secretary-treasurer; Homer Scott, general agent; Henry Scott, billposter and lot man; Jimmie Shipman, electrician; Bernie Shipman, mail and *The Billboard*; George Walker, ride superintendent, and Roy Willbanks, master mechanic. Personnel destinations: Mr. and Mrs. George White, Atlanta; Mr. and Mrs. Price, Florida; Mr. and Mrs. George Walker, Ayersville; Mr. and Mrs. M. Elliot, Florida; Mr. and Mrs. Jimmie Shipman, Royston, Ga.; Bill Burnett, Bowling Green, O.; Dave Davis, Albany, Ga.; Mr. and Mrs. Mike Eli and children, Columbus, Ga.; D. Murry, Ayersville; Mr. and Mrs. Clarence Halcomb, Fort Valley, Ga.; Mr. and Mrs. Roy Wilson, Chipley, Ga.

Owner H. H. Scott and Mrs. Scott will visit in Kentucky before returning to quarters. They expect to go to Jacksonville, Ill., in March to pick up a new Ferris Wheel.

Page Bros.

SPRINGFIELD, Tenn., Dec. 11.—Mr. and Mrs. W. E. Page and General Agent A. S. Brewer returned to winter quarters after attending the Chicago outdoor convention. Brewer, in addition to being general agent, will double next year as assistant manager. Paul Pittman again will be concession manager and Mrs. Page will be secretary-treasurer.

Little work is being done here but after the first of the year action will be speeded up.

Manager Page took delivery on a new car and two new trucks.

Visitors here included George Emmerston, George Gains Jr., F. M. Shafer, Pete Hendrix and Phil Knight.

Virginia Greater

SUFFOLK, Va., Dec. 11.—There's not much activity at winter quarters because of inclement weather conditions down here in the Tidewater section at this time of the year. A small crew is being maintained under the supervision of William C. (Bill) Murray, general agent, taking care of minor repair jobs. Full winter-quarters activities, however, will get under way the first of the year.

General Manager Rocco Masucci reports from his home in New Jersey that he has ordered delivery on two new rides, an Octopus and a streamlined Caterpillar, to be shipped to winter quarters in February. Masucci has also contracted for a pony ride and will have 8 shows and 10 or more rides going out next season. New fronts will be built for all shows and the midway will be given a streamlined effect from front to back. Mr. and Mrs. Masucci regaled the show's winter-quarter crew with a gala Thanksgiving dinner, presided over by Bill Murray. Among the guests were the three midgets, Ike, Mike and Leo Matina; Bob Crawley, James Dudley and Sam Mitchell.

W. Spicer and Sidewall Smithy, of the *Cotton Club Minstrel Revue*, have a small troupe playing Negro schoolhouses and theaters this winter, working in and out of Suffolk.

Scotty McCarthy and Eddie Smith, with their wives, are also at winter quarters and will have charge of the show's two girl shows next season.

While waiting for the full start of quarters activities, several members of the show's working crew have taken out hunting and trapping licenses and are doing okay thru selling furs and pelts, since fur-bearing animals are plentiful here. Even Leo Matina, winter-quarters chef, takes time out to patrol a string of rabbit traps.

Bill Murray is leaving shortly on a booking trip thru New York and New England, new territory for the show next year. During Murray's absence winter quarters will be supervised by McCarthy. Masucci is expected to arrive in mid-January to take over when work gets in full swing.

Capt. Kenneth Johnson, of the local branch of the Salvation Army, was a recent visitor. He made arrangements thru William C. Murray to have the midgets, Ike, Mike and Leo Matina to assist the Salvation Army in the staging of its annual Christmas party. Dr. L. C. Holland, local dentist, circus fan and clown, also will be on hand with his trained duck.

Not much outdoor activity in quarters as the result of rainy, cool weather. A Christmas tree has been erected in the main dining room. Most of the planned rebuilding and repairing will not get under way until after the first of the year.

Harrison Greater

WEST COLUMBIA, S. C., Dec. 11.—Shows are in local quarters after successfully closing their 32-week season at the Charleston, S. C., Colored Fair. Owner Harrison said that the shows wound up their tour on the right side of the ledger and that he's contemplating a larger org for 1949.

New tents have been ordered from the Norfolk Tent Company. New canvas includes a top for the one-ring circus which will be carried next season.—**H. C. MEYERS.**

Merryland

MIDLAND, Mich., Dec. 11.—C. Crittenden, sole owner of the shows since the dissolving of his and Mr. Moyer's partnership, is here directing quarters activity. Rides have been repaired and renovated and paint work is under way.

Several concessions and the shows have been booked for the 1949 tour, which will consist of home-coming and street celebration dates in Michigan.

Ohio Valley

FINDLAY, O., Dec. 11.—Altho some work is being done in quarters, it will not start in earnest until Owner-Manager Roxie Harris and General Agent Bill Harris return from the Indiana fair meetings in January.

Rides will be equipped with fluorescent lights and fronts will be built for several new shows being framed. Bill Harris has announced that the 1949 route will carry the show into several States not played for several years. Among those wintering here are Dave and Betty Rutherford and Don and Dell Bishop.

Recent visitors were Don and Sherry Walker, who will manage the Paris revue, now being framed.—**CAT BRADY.**

Northern Exposition

WORTHING, S. D., Dec. 11.—Show got ideal weather all season and biz was good. Org played North and South Dakota and county fairs in Montana.

Owner Mike Smith and Gil Tuve, who will front for the shows in 1949, are shaping plans which include a strong line-up of rides, shows and concessions. Diesel plants will supply power and lights for the midway.

Owner Smith and Tuve plan to attend the conventions of county fair boards of the North Dakota Federation at Minot and the Rocky Mountain Federation at Billings, Mont., in January.

SLA

(Continued from page 60)

Ralph Glick, second vice-president; Mrs. Al Wagner, third vice-president; Viola Blake Parker, treasurer, and Mrs. M. Richard Horan, secretary. Chaplain Nan Rankine gave the opening prayer.

Mrs. Ralph Glick reported on the bazaar. She thanked Blanche Lato, Mrs. Sam Lawrence Levy, Rube Liebman, Minnie Simmons, Phil Little, Mae Taylor, Ann Sleyster and Hattie Wagner for donations.

Mrs. Kate Murray is still on the sick list. Ora Miller is recuperating in the home of her daughter, Cleora Helmer.

Committee appointments for the year follow:

Finance—Mrs. L. M. Brumleve, chairman; Mrs. Margaret Hock, Mrs. William Carsky, Mrs. Blanche Lato, Mrs. Marie Brown, Mrs. George Rollo, Mrs. Henry Belden and Mrs. Sam Gluskin.

Relief—Mrs. Bessie Mossman, chairman; Mrs. Alice Hill, Mrs. Lena Schosberg, Mrs. Mattie Crosby, Mrs. Al Gieler, Mrs. Jeanette, Mrs. Billie Lou Foreman and Mrs. Lucille Hirsch.

Membership—Mrs. Noble C. Fairly, Mrs. Charles T. Goss, Mrs. Ted Woodward, Mrs. Edith Hargrave, Mrs. Gussies Travis, Mrs. Goldie Fisher, Mrs. Myrtle Hutt Beard, Mrs. Shirley Lawrence Levy, Mrs. Denny Pugh, Mrs. Nan Rankine, Mrs. J. C. McCaffrey, Mrs. Ed Roth, Mrs. Joe Streibich, Mrs. Al Wagner, Mrs. Dee Lang, Mrs. Milo Anthony, Mrs. John Quinn, Mrs. Mollie Decker, Mrs. George Golden, Mrs. Michael J. Doolan, Mrs. Dolly V. Snapp, Mrs. Max Goodman, Mrs. Mae Taylor, Mrs. Etta Henderson.

Official Greeter—Mrs. Margaret Hock. Assistant Greeters—Mrs. Ida Chase, Mrs. William Carsky, Mrs. Sam Gluskin.

Press—Mrs. Carmelita Horan, chairman; Mrs. Charles T. Goss, Mrs. Noble C. Fairly, Mrs. Virginia Kline, Mrs. Rose Page, Mrs. Earl Bunting and Mrs. Ed Sopenar.

Reception—Mrs. Dalegarian Hoffman, chairman; Evelyn Hock, Mrs. Irving J. Polack, Mrs. Billie Wasserman, Mrs. Lillian Woods, Viola Blake Parker, Mrs. Max Brantman.

Ways and Means—Mrs. A. L. Filograsso, chairman; Mrs. Ralph Glick, Mrs. Henry Belden, Evelyn Hock, Mrs. Joe Streibich, Mrs. Pat Seery, Mrs. Al Wagner, Mrs. Louis Keller.

Sentinels—Mrs. Lillian Lawrence and Mrs. Ann Sleyster.

President Miller presented a gift to Mrs. Margaret Hock and to Mrs. Phoebe Carsky, installing officer.

WANT WANT WANT

OPENING A PARK IN EL DORADO, ARK.
UPTOWN LOCATION — NEXT TO POST-OFFICE

WANT HANKY PANKS OF ALL KINDS, BUMPER JOINT, STRING GAME, CORK SHOOTING GALLERY, POPCORN, OR WHAT HAVE YOU! WILL BOOK SIDE SHOW WITH OWN OUTFIT, OR ANY SHOW OF MERIT NOT CONFLICTING. WANT TO BOOK OR BUY TWO-ABREAST MERRY-GO-ROUND, IN GOOD CONDITION, NO JUNK. Get set now for winter's work and next season with early opening. No collect wires or phone calls. Contact:

CARL BOHN, Mgr.

BOHN & SONS UNITED SHOWS, EL DORADO, ARK.

CHICAGO, Dec. 11.—After all the descriptive adjectives used during the outdoor convention to describe the new shows and acts, there are not many left to describe the colorful scene and the beauty of the ladies of the show world and their gowns at the Showmen's League of America banquet in the Grand Ballroom of Hotel Sherman.

Several near tragedies occurred before the banquet got under way, but by the time the reception started everything was sweetness and light.

Probably the most humorous, altho it was almost tragic at its occurrence, happened to Mrs. Sam (Shirley) Levy, co-owner of Lawrence Greater Shows. Seems Mrs. Levy was in her room awaiting the arrival of a Chicago girl friend who was to bring Mrs. Levy's silk slip, which the friend had agreed to take home and shorten. At 5:30 p.m. Mrs. Levy received a phone call from the friend that she had left the slip in a taxi.

Needless to say there was much commotion. Mrs. Levy's dress was lace and a slip was most necessary, unless Mrs. Levy wanted to compete with Sally Rand. A hurried call to Field's and the report the store was just closing, and, anyway the store had no gray slips at any price. With a never say die spirit, Mrs. Levy took one of her white silk nightgowns and hurriedly shortened it. When time came to go to the banquet and ball, Shirley was there and the dress was a beautiful creation. The slip took the grey tones of the dress and nobody, outside of this reporter and a few intimate friends, was any the wiser.

Mrs. Flora on Hand

Mrs. V. R. Flora put her five-week-old baby to sleep, then donned her new soft pastel gown and, accompanied by her husband, went to the ballroom. She stayed until the time of the next feeding, then hurried back to the baby and this went on all evening. It takes more than a new baby to keep show women at home!

Evelyn Hock, who owns a beauty parlor in a Chicago suburb, was kept busy all day. At 4 p.m. she arrived at the Sherman to help arrange any locks that needed last-minute touches. When everyone was set, Evelyn donned her muted aqua gown with tiny fans of beads and sequins on the

Ladies at the Convention

By Virginia Kline

shoulder and side drape. With her mother, Mrs. Eddie Hock, who wore a Firebird red gown with beaded trim that blended beautifully with her white hair, Evelyn was on time for the festivities.

Mrs. Parker Wears Blue

The grand march brought out all the couples.

Mrs. Bob Parker, wife of the new president of the league, carried the traditional red roses and wore a dramatic Djion blue lace gown with full swing skirt and a softly draped stole of lace around her shoulders. Mrs. Noble C. Fairly, also in the line-up, carried red roses and wore a royal blue gown with lavish sprinklings of silver sequins and long silver mitts. Mrs. Lew Keller wore a short cocktail dress of beige with detailed bouffant drapings. Mrs. William Carsky's gown was a Renault taupe satin model with full decollete, her orchid corsage held in place with scotch tape in lieu of cloth above the bust line.

When the dancing started another group was spotlighted.

Mrs. Harry Illions wore a black polonaise net gown with a mink cape around her shoulders. Mrs. Nan Rankine's choice was a pencil slim black skirt with coral jacket blouse and creamy white gardenias. Lillian Woods was in princess black with artfully arranged black sequins. Mrs. Charles Green wore a low bodiced gown of plaid with minute straps to hold it in place. Mrs. Mike Wright's gown was an after sunset dress of royal blue with bright beaded trim. She wore a pink camellia corsage.

Irene Model

Mrs. Curley Reynolds wore an Irene model of fanfare black net, dotted with gold sequins and a soft gold hair arrangement. Mrs. Mike Doolin wore tissue soft black and an orchid corsage. Mrs. Harold Elliot's choice was a sophisticated white high latticed gown with touches of gold.

At the Patty Conklin table Mrs. Patty Conklin's gown was a Juillard model in twilight blue with a white fox stole. Mrs. Elwood Hughes wore a Mongone gown of Yorkshire blue with side maneuvered draping. Mrs. R. S. Donnelly wore a fluid black gown with a daringly contrived yoke of net. Ida Cohen's dress was a sculptured gown of black with melting shoulder line for new smartness.

Mrs. Francis in Green

Mrs. John Francis wore a soft green with V neck line. Mrs. Robert Miller wore black lace with a novel necklace of many tiny white elephants. Mrs. Charles Lenz wore black with a novel arrangement of white flowers in her high head dress. Mrs. George Hamid's choice was a Hattie Carnegie model with white gardenia corsage and her chinchilla wrap. Mrs. Martha Weiss wore a Jo Copeland model with pointedly molded bodice and disappearing shoulder line, a soft stole of lace around her shoulders.

Mrs. Ann Roth was spotted in a grayed blue with silver sequin trim, and Mrs. Ray Oakes wore aqua crepe with restrained back interest. Viola Blake Parker's choice was black lace with specially designed off-shoulder yoke of tucked net. Her corsage was orchids. Marie Broughten wore tortoise red with hand-needled trim of red sequins. Mrs. Solly Wasserman wore dove blue with corsage of tiny sweetheart rosebuds.

Lucille Hirsch's gown was black with a lavish trimming of sequins. Mrs. Al Wagner wore a Nettie Rosenstein model in muted pink with long fitted sleeves and high neck line back and front, the low yoke line meticulously beaded in tiny seed pearls of pastel pink and white. Her hair-dress was high and her corsage was orchids.

Mrs. Al Baysinger wore a gown of the new pitch brown with a tiny collar snugged at the neck line. The gown was lavish with sequins. Mrs.

Max Goodman was dressed in a nutmeg brown lace over soft pink which gave her a youthful glow. Mae Soper wore black with sequin trim and Caroline Holt wore a silver gray lame gown, a gown she designed and made herself. With her wealth of shiny black hair and the soft lines of her gown she was a triumph.

After Five Dress

Mrs. Joe Streibich wore an after five dress of Dresden flowered blue. Mrs. Goldie Fisher's choice was a Thorpe model of white net liberally sprinkled with silver sequins, the neck line low and rounded with a curving fullness, the skirt pointedly full and sweeping. Mrs. Teddy Webb was dressed in black velvet with deep collar of Alcon white lace. Mrs. Beth Anderson wore black and gold lame in a two-piece ensemble. Addie Jo Lott's gown was black with touches of black sequins.

Etta Henderson and her two daughters made a charming picture. All were in pastel blue, Juanita and Hedda with long full skirts of ruffled net and cunningly contrived bows of pink to blend with the corsages of pink rosebuds. The mother touch blended with the daughter's gowns.

Lena Slausberg wore black with beaded trim. Sadie Swartz's gown was black with high detailed bodice of pink. Mrs. Ralph Glick's choice was white with high Empire lines at bodice and shoulder. Mrs. William Cowan wore black with deep net yoke of net and beaded trim of blue. Mrs. Fred Kressman's wore a picture gown of black taffeta with petite lines of pointed V's at neck line and a pouff bustle of three contrasting roses at the back.

Wears Black Lace

Mrs. Louise Donahue's gown was black lace with slender lace straps over shoulders and Mrs. Buddy Paddock wore a gold lame evening suit with long molded skirt and the unbroken long sleeve line in jacket and bodice. Mrs. O. E. Bradley's choice was a tangerine silhouette gown with draped shoulder lines. Mrs. Bob Heth wore a postman blue with no shoulder line and flamingo long gloves and a feather in her hair. Mrs. Barney Gerety wore black lace net with full long sleeves held at the wrist with tiny ruffled bows, the high neck line to match and the ensemble lavish with tiny tucked touches.

Mrs. Art Briesse's choice was an imported black gown with gold highlighting the bodice and dipping in patterns in the back and along the fitted sleeves. Mrs. Sam Levy (Barnes-Carruthers), wore cloud blue with softly folded detail at the front bodice and an interesting drape at hip and hem. Her always regal hair-do of high braids added to the portrait look. Mrs. Bill Wendler's gown was a dressmaker model black satin evening suit with Venise lace bodice. She also wore a silver fox cape.

Full Ruffled Hem

Mrs. Harry Hennies wore a Trigere black lace model in long fitted lines and full ruffled hem with the mantilla over her dark hair to carry out the impeccable ensemble. Mrs. Earl Bunting wore black with silver lame trimming. Mrs. Carl Lauther's choice was a Joselli model with deep bodice

of black lace and a full skirted draped hemline of old gold and red. Mrs. Bertha (Gyp) McDaniels wore quartz blue with intrigued lines of softly draped skirt and bodice. Mrs. Minnie Simmonds wore black net with gold drape and many gold sequins on the neck line.

Mrs. Sophia Carlos' choice was dream pink lame with gold shawl drape and softened waist line in pleats. Mrs. Frank Fellows wore black with gold sequins. Mrs. Paul Van Pool's gown was black with touches of gold. Mrs. Dolly Young wore white with low bodice and gold beaded trim. Mrs. Raymond Lee wore ebony blue with blue sequins.

Virginia Has Cold

At 3 a.m., the dance floor was as full as it was at 10 p.m., when the dancing started. Even at the risk of missing some of the gorgeous gowns and old friends I had to leave. The reason: One of those miserable colds.

Biggers Plans Spring Opening With Own Show

LONG BEACH, Calif., Dec. 11.—Mr. and Mrs. Clark Biggers Sr. and their three sons, Clark Jr., Don and Roy, will launch the Biggers United Shows next spring, it was announced here. For years the Biggers have been ride operators and store their equipment here.

At the present time the Biggers own equipment here, two major rides and three kiddie rides, and plan to add two major rides and to operate with about 15 concessions.

20th Century Inks Gaskins

GIRARD, Kan., Dec. 11.—Frank Gaskins, who is wintering here, announced this week he had signed as general representative of the 20th Century Shows.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

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

Blue & White: Port O'Connor, Tex.
Borderland: Asherton, Tex.
Cotton State: Foley, Ala.; Robertsdale 20-25.
Lankford's Overland: North Moultrie, Ga.
Lottridge, Harry: (Franklin Stadium) New Orleans, La.
Peppers All-State: St. Martinsville, La., 13-20.
Tri-State: St. James, La., 13-19; Killona 20-26.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Gould, Jay: Watseka, Ill., 14; El Paso 15; Fairbury 16; Marselles 17; Rochelle 18; Maquoketa, Ia., 20; Iowa City 21; Tipton 22; Prophetstown, Ill., 23; Cambridge 24; season ends.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Henie, Sonja, Hollywood Ice Revue (The Arena) St. Louis, Mo., 13-19.
Herbers & Ragan Exhibit: Tampa, Fla., 13-25.
Miller's, Irvin C., Brown-Skin Models (Palace) Dayton, O., 16-18.
Skating Vanities of 1949 (The Forum) Wichita, Kan., 14-19.

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Mr. Price, Mr. Nelson, Mr. Haritzberg, contact me. Book Rides, Sawbuck, including lights. Concessions. Shows, wait for call. Low winter rates.
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North Moultrie, Ga., Dec. 13-18

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Rides — Shows — Concessions
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Write, Wire or Phone:
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King Sued by H. Rumbaugh

Inventory, forced sale asked to satisfy alleged 20G debt

HOUSTON, Dec. 11. — Harold J. Rumbaugh filed a petition for an injunction against Floyd King, doing business as King Bros.' Circus, in the federal district clerk's office here Friday (3) to protect his claimed debt of \$20,000 still owed him as the result of the sale of his interest in the show last February for a reported \$40,000.

In his petition Rumbaugh asserted that "considerable loss, excessive depreciation, disposition, waste and dissipation of his security" had occurred. The injunction was asked to "prevent a further loss and waste" which, if allowed to continue, would cause the plaintiff to "lose his debt or the security for the debt."

Forced Sale Asked

Also asked in the injunction was a judicial sale to satisfy the debts, and restraining orders to prevent King from "selling, burning, wasting or dissipating" any part of the circus property, and to prevent the show from moving from its winter quarters at the Rosenberg (Tex.) fairgrounds.

The petition also asked the court to appoint a receiver who would make an inventory. According to Rumbaugh, some of the equipment, including a steam calliope, and 15 trucks and trailers, which formed part of the security for the debt, have disappeared.

Sale Price 40G

The sale price of \$40,000 was to be paid in 60 installments, half due this year and half in 1949, Rumbaugh said. Security included the elephant herd, other animals, trucks, trailers, tents and miscellaneous equipment. The original inventory allegedly included 33 trucks.

According to an agreement in the chattel mortgage and sales contract, Rumbaugh retained the right to borrow the services of an elephant or tractor to get his trailer on solid ground if it bogged down on show lots while he was traveling with the show to check on the payment of his notes.

King Bros.' Circus was recently offered for sale as a complete unit.

Rumbaugh bought the James M. Cole Circus properties November 1 and announced that he would tour the unit in 1949 under the title of John Pawling Great London Circus.

Gainesville Show Rehearsals Started

GAINESVILLE, TEX., Dec. 11.—Gainesville Community circus rehearsals are under way. Carpenters have completed re-arranging trusses in the winter quarters building to give the flying acts 27 feet. Some 10 fliers and prospective fliers are working out under direction of Eldon Day and Joe Siegrist.

At the livestock building Poodles Hanneford is assisting in the breaking of a new bareback horse, and a dozen prospects for the bareback riding act are in training.

Alex Murrell, chief electrician, is working out a new lighting system, substituting floodlights on standards around the rings and floodlights on quarter poles to replace the old chandeliers on center poles.

Recent visitors have included the Charlie Siegrist troupe and Joe Ryan and family.

Vern Brewer and Portis Sims have their Santa Claus parade unit on the road with a large sleigh and eight-pony team. Their engagements include Kilgore, Merkel, Bonham,

UNDER THE MARQUEE

Word has been received of the death of Chester A. Lamb, veteran Detroit animal supply dealer, in Detroit.

Bill Green, press agent for Polack Bros.' Eastern Unit, is in Detroit visiting his mother. He may vacation at Hot Springs for a few weeks.

Frugal tastes are what make canvassmen lovers of big tops.

R. M. Harvey, general agent for Dailey Bros., was a Chicago visitor last week. He reported his contemplated trip from New Orleans to Havana, was canceled and will leave

Polack To Play N. Y. Area Theater Date

NEW YORK, Dec. 11.—Polack Bros.' Circus is making a bid for New York patronage, playing a four-day on-the-stage stand at the Jamaica Theater, movie-vaude house in the Jamaica (Long Island) section of Greater New York. The spot is easily reached from all sections of New York, Brooklyn and Long Island by subway and bus lines.

The circus opens Wednesday (15) and runs thru Saturday (18), with three circus performances plus two films daily. Matinee prices are 50 cents, \$1 and \$1.20; night scale, 65 cents, \$1.20 and \$1.50. Other theater dates are set to follow.

CHARLESTON, W. Va., Dec. 11.—Polack Bros.' Circus (Western) will wind up its 1948 season here Sunday (12) night, with every indication that the week's business will materially top that of the show's initial date for Beni Kedem Shrine Temple a year ago.

The promotion and advance ticket sale both showed a good increase, and the popular reception given the show by the press has been reflected at the box office.

The date again was handled by Jimmy Rison, assisted by E. H. (Dixie) Hebert, who will leave at once for Louisville to begin work on the annual date there in February for Kosair Temple. Rison came here from the record-breaking Baltimore date of Polack's Eastern Unit after signing a contract with Boumi Temple for that show to play there again in November, 1949.

Ahrhart Appointed Mills Gen'l Agent

CLEVELAND, Dec. 11.—Manager Jack Mills announced today that H. W. Ahrhart Jr. will take over as general agent for Mills Bros.' Circus in 1949.

Ahrhart, who succeeds Ted Edlin, was assistant agent and promotion manager last season. He was national advertising director for James Edgar on the Sparks circus in 1947.

Before entering the circus field, Ahrhart was active in midget and big car auto racing, serving as publicity director and announcer for Ira Vail. After the war, Ahrhart promoted races in New York and Pennsylvania, in addition to being advertising manager for the Carborundum Company, Niagara Falls.

Ahrhart and Mills huddled here this week on plans for next season, 10th for the Mills org. Mills said the show will continue to play under auspices of civic and fraternal organizations only.

Decatur, Italy, Athens, Winters, Childress and Marietta, Okla.

Poodles and Gracie Hanneford attended the outdoor convention in Chicago. Vern Brewer returned from the American Shetland Pony Club's annual meeting in Chicago.

New Orleans January 6 for Panama instead.

The Snell brothers, clowns, visited in Chicago and Evansville, Ind., after playing the Shrine shows in Houston and Fort Worth. They caught the Shrine circus in Evansville and reported they will play fair dates next year for Barnes-Carruthers.

Smart agent usually stays too far away to take his boss's temperature.

Ringling Bros.' Sarasota winter quarters were opened to the public Sunday (5). The usual show presentation was expected to be ready Sunday (12), according to Roland Butler, press department head. . . . A full page photo of Emmett Kelly by photographer Joseph Steinmetz was featured in the December 5 Sarasota Herald-Tribune.

Good winter quarters cook is one who can cook something special with a peck of beans.

George E. Engesser, former owner of Schell Bros. and Zellmar Bros. motorized circuses, is convalescing from a heart ailment at Shannon Memorial Hospital, San Angelo, Tex. His wife and family were at his bedside. Doctor reports he will be up and around in several weeks. En- (See Under the Marquee on page 80)

Ramsdell Honored By Blue Grass Cops

LEXINGTON, Ky., Dec. 11.—Lon Ramsdell, company manager for Blackstone the Magician and widely known circus legal adjuster and carnival agent, was among four members initiated into the Blue Grass Lodge Fraternal Order of Police at the organization's annual meeting here recently.

Ramsdell, long identified with outdoor show business, has been with Blackstone the past three winters. Prior to his connection there Ramsdell had officiated in various agents capacities with the O. C. Buck Shows and the Sells-Floto Circus.

150 Attend Meeting Of Alliance in Chi

CHICAGO, Dec. 11.—International Alliance of Billposters, Billers and Distributors held its 27th bi-ennial convention at the Congress Hotel here December 6-8, with Local No. 1 of the Alliance host to 150 delegates from the U. S. and Canada.

Convention opened with welcoming addresses by Otto Kruger, Local No. 1 president, and Victor Olander, of the Illinois Federation of Labor.

December 7 and 8 sessions were devoted to routine business, during which new contracts between the Alliance and circuses and traveling shows were negotiated. Officers were re-elected for two years and St. Louis was named the convention city for 1950.

White To Manage Ringling Side Show

SARASOTA, Fla., Dec. 11.—George W. (Red) White, Side Show operator, has been contracted to manage the kid show on Ringling Bros. and Barnum & Bailey for next season.

White has been with Hagenbeck-Wallace and Al G. Barnes shows and sold tickets for Clyde Ingalls. He was employed by the late Fred Smythe on the Big one from 1940 thru 1942 and served in the army in the Pacific from 1943 thru 1945. He returned to the Ringling show in 1946, managed Bailey Bros.' Side Show in 1947 and was assistant to Smythe last season.

N. Orleans Date Registers 73G Take for Packs

NEW ORLEANS, Dec. 11.—Third annual Shrine Circus here ran up a record-breaking \$73,500 gross for the 10-day run ending Sunday (5).

The Tom Packs production was 25,000 above the 1947 figures here, but did not equal the goal of 100,000 originally set. The biggest house was registered on "free day" when 8,500 orphans, aged and infirm persons, and underprivileged children attended the performance in Municipal Auditorium, which seats 7,900. The Shriners raised an ante of \$3,500 to provide their guests with free drinks and eats.

Shrine officials repeated that serious consideration is being given to the idea of holding the show outdoors next year during the week of July 4. The show would be staged in City Park Stadium, which has a much greater seating capacity than the auditorium.

Mills Planning Enlarging Show

CIRCLEVILLE, O., Dec. 11.—General rejuvenation of the show, with emphasis particularly on equipment flash, an enlarged spec, stronger big show performance and an enlarged clown alley, are Mills Bros.' Circus objectives for 1949.

Manager Jack Mills outlined plans when visiting quarters at the fairgrounds here this week in company with H. W. Ahrhart Jr., general agent, and Fred Stafford, press director.

A number of people are in quarters and under veteran superintendent Charles Brady, starting his ninth season with Mills, building of equipment and refurbishing of already has begun. Quarters personnel was treated to a Thanksgiving turkey dinner and another holiday spread is scheduled Christmas.

Jack and brother Jake, assistant manager, are on the hunt for new wardrobe and expect to add more ballet girls. Plans also call for addition of a riding act and several family acts.

Equestrian Director Burt Wallace and wife, Jeannette, are in quarters after a brief vacation at Hot Springs, and are breaking additional menage stock and working new routines for horses, ponies and dogs.

Ahrhart is assisting Jack Mills in revamping the advance promotional staff. As in the past the show will play exclusively under auspices.

Stafford is lining up the press staff, plans calling for six men, with cars, to work three weeks ahead. New press and radio material and an enlarged advance presentation book are being drawn up.

Sammy Burnstein and his wife, the former Donna Drew, are in quarters, Sammy as purchasing agent and Donna assisting the Wallaces.

A thoro painting job is planned on all equipment as soon as construction and rebuilding work reaches the painting stage.

Coupan-Audiffred Lose Cirque D'Hiver, Paris

PARIS, Dec. 11.—Jean Coupan and E. Audiffred, who for several seasons have taken over the Cirque D'Hiver for a mid-winter season of circus-vaude bills, have lost that house but retain a number of other indoor arenas in France.

The principal spots which will house Coupan-Audiffred shows this winter are the Cirque D'Amiens, in Amiens, and Cirque De Rouen, in Rouen, both good indoor circus arenas in heavily populated cities.

DRESSING ROOM GOSSIP

Polack Bros. Eastern

Closing date of the season, Decatur, Ill., was a big one. Show had capacity houses all three days. Promotion was handled by Henry Barrett and Clyde Harrison, assisted by Claire Barrett, Harriet Harrison and Art Barrett.

Everyone left for parts unknown except those going out with the unit on theater dates. Opening theater date was December 12.

Madame Marie was confined to St.

Mary's Hospital, Decatur, for a few days.

Mr. and Mrs. I. J. Polack motored to Chicago for a few days and then left for Van Nuys, Calif., to spend the holidays. Mrs. Fred Proper left for Santa Monica, Calif., to spend the holidays with relatives.

Show opens its new season in January.—IRENE LAFFERTY.

Polack Bros.' Western

Opening whistle of the 1948 season was blown in Saginaw, Mich., January 11 and the final whistle in Charleston, W. Va., December 12. This org enjoyed more than 36 weeks under sponsorship of 40 Shrine temples, Shrine clubs and Masonic affiliates, covering 21 States and one province of Canada.

Longest stand was Chicago, with a 17-day run, and four outdoor California dates were the shortest, being of two days' duration. Longest jump, Indianapolis to Sacramento was 2,350 miles. The shortest distance was between Oakland and San Francisco, nine miles. Show equipment traveled by rail with most of the personnel by car and trailer.

Co-Owners are I. J. Polack and Louie Stern, with Ross Paul, assistant manager; Opal Paige, auditor; George Paige, concession manager; T. Dwight Pepple, general agent, and Justus Edwards, press and radio. Promotional directors included James Rison, George Westerman, Sam Ward, Mickey Blue, Joe O'Donnell and Buck Waltrip. All acts are booked on the Eastern and Western units by Ethel Robinson, Chicago.

Pete Ivanov had the first mishap when he toppled from his horizontal bars in Chicago. He suffered head lacerations. Gus Bell was next when he fractured a foot during his brandy from the net in Dayton, O. Don Dorsey suffered the severest injury when he fell from his trapeze in Vancouver, B. C. He was hospitalized three months. Billy Barton flew from the Eastern unit to replace Dorsey for the remainder of the season.

The stork visited twice, bringing additions to the families of Mr. and Mrs. Chester Barnett and Mr. and Mrs. Pete Ivanov.

A performers' club (No People Like Show People) was organized the third week of the season with periodic (See POLACK BROS.' on page 79)

Kelly-Miller

HUGO, Okla., Dec. 11.—The new animal barn has been completed. Kelly and Dore Miller, sons of Obert Miller, returned from Beaumont, Tex., where they purchased three new semis for three new cab-over-engine Chevrolet trucks.

Obert Miller purchased a camel, tapir, large chimp and black rhinoceros, which, he says, should bring his menagerie up to at least even with almost any show on the road. He plans new canvas and more seats for next season.

Art Miller, org's general agent, will spend the holidays at his home in Walnut Ridge, Ark.

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Gen. Agt. Clyde Bros.' Circus, '44-'45-'46
Gen. Agt. Mills Bros.' Circus, '47-'48
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ELASTIC NET OPERA HOSE

Black Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings. Metal Spangles, all sizes and colors. Chainette Fringes. Other items. Folder? Yes.

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NOW BOOKING FOR 1949

Big Show Riding Act and other feature acts. Gallogher, Henderson, contact me. Also Clowns and Novelty Acts, girls for Ladder Webb and Menage, also Musicians, Working Men in all departments, Butchers, Seat Men, Ushers, Electrician. Len Barton, Scratchy Jack, Eddie Akins, contact at once. Write, wire or call

DALE'S CIRCUS

Phone 994-J

Union, So. Carolina

P. S.: This show had 32 weeks in '48; will have 35 in '49.



Merry Christmas

and

Season's Greetings

MR. & MRS. CLYDE BEATTY

Just Finished

"AFRICA SCREAMS"

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Coming next . . .

full length feature picture

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Have also completed arrangements for more motion pictures at the close of the 1949 season, starring Clyde Beatty with circus performing personnel.



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Presents ARTHUR KONYOT as Horse Trainer, Exhibitionist and Performer.

Circus Barn has an indoor arena, also complete facilities for boarding and training horses. Horses High Schooled and Liberty trained under the personal supervision of Arthur Konyot. Trunk and Storage Space available.

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A MERRY CHRISTMAS AND A HAPPY NEW YEAR

My sincere appreciation to all the following who contributed to the success and acclaim during the past season with

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Tel.: SARASOTA 70977—REVERSE CHARGE.

CALIF. SMALLIES PUT ON GLOVES

Gird To Resist Any Cut in Aid

By Dean Owen

SAN JOSE, Calif., Dec. 11.—A fight to the finish for the survival of small fairs by pressuring the State Legislature against raiding the pari-mutuel fund, the life blood of California fairs, was the keynote of the 26th annual convention of the Western Fairs Association, Inc., here (6-10).

The State's cut of the horse racing shouldn't be done before the eager (See Calif. Smallies on page 69)

Ia. Fair Managers' Convention Is Revamped, Gets Good Press

By Herb Dotten

DES MOINES, Dec. 11.—Last year it fell to your correspondent to write a story critical of the annual convention of the Fair Managers' Association of Iowa. The piece, headed *How Not To Run a Convention*, cited the proceedings of the group, pointing out, in essence, that the body aired its dirtiest linens publicly, and that parts of the convention program were not relevant to the fair movement.

This year it again fell to your correspondent to cover the conven-

tion here. This time, however, the two-day session, Monday and Tuesday (6-7) in the Fort Des Moines Hotel, was almost a complete reversal of the '47 session.

Instead of hanging up soiled wash, the convention set aside one of its sessions as a closed meeting, to which only delegates were admitted. The idea behind this, advanced by this observer last year, was that if any dirty linen was to be hung, it (See Iowa Fair Managers' on page 69)

Cites Parking As No. 1 Problem At Des Moines

DES MOINES, Dec. 11.—Parking is the Iowa State Fair's No. 1 problem, H. L. Pike, Whiting, re-elected president, told the annual convention of the Iowa Agricultural Association convention here Wednesday (8).

"We may have to level down some of the hills east of the fairgrounds to provide more space," Pike said. He pointed out the Iowa fairgrounds was purchased in 1886, at a time when no parking problem was foreseen, and that level land west of the present 378-acre fairgrounds should have been acquired before the plant was developed.

"We want the public to be able to drive to the fair and not have to walk a mile," Pike said. "We may have to level down some of the hills east of the fairgrounds to provide more parking space."

W. J. Campbell, Jessup, was re-elected vice-president of the agricultural association during the convention.

Eighty-two year-old E. T. Davis, (See Parking Cited on opp. page)

Iowa County, District Fairs' Finances for '48

City or Town	Balance on Hand	Receipts of Fair	Receipts Other Than Fair	Grand Total Receipts	Expense of Fair	Previous Indebtedness Paid	Insurance Repairs etc.	Grand Total Disbursements	Balance or Overdraft Nov. 1, 1948
Greenfield		\$ 11,674.57	\$ 2,960.12	14,634.69	11,308.47	580.01	\$ 1,858.40	\$ 13,746.88	\$ 887.81
Corning	1,553.46	6,976.82	4,150.00	12,680.28	7,842.10		4,411.73	12,253.83	436.45
Postville	3,999.97	7,212.25	400.00	11,612.22	6,446.81	287.37	843.93	7,578.11	4,034.11
Waukon	598.07	10,278.45	700.00	11,576.52	7,700.93		2,013.94	9,714.87	1,861.65
Centerville		8,535.87	11,060.26	19,596.13	12,378.06	4,494.51	2,117.73	18,990.30	605.83
Audubon	3,126.99	15,548.33	3,582.50	22,257.82	14,653.55		4,363.44	19,016.99	3,240.83
Vinton		14,537.17	5,648.01	20,185.18	12,830.37	3,139.79	2,730.98	18,701.14	1,484.04
Waterloo	20,493.35	207,673.14	25,686.67	258,853.16	134,210.25	10,000.00	106,575.52	250,785.77	3,067.39
Boone	221.16	3,817.91		4,039.07	3,937.61		101.00	4,038.61	.46
Waverly	297.45	2,418.61		2,716.06	2,389.34			2,389.34	326.72
Independence	3,286.97	16,315.47	2,882.00	22,484.44	15,493.26		4,707.63	20,200.89	2,283.55
Alta		12,986.27	5,790.00	18,776.27	15,034.31	2,417.71	1,180.17	18,632.19	144.08
Allison		10,825.73	9,997.44	20,823.17	12,132.43	4,800.00	1,564.72	18,497.15	2,326.02
Manson		5,272.68	3,055.79	8,328.47	7,799.65		216.08	8,015.73	312.74
Rockwell City	64.11	5,944.09	1,465.00	7,473.20	4,189.62	725.00	622.68	5,537.30	1,935.90
Coon Rapids	910.00	7,391.17	1,326.51	9,627.68	6,120.11	367.57	2,595.40	9,083.08	544.60
Atlantic	715.20	2,433.24		3,148.44	2,667.99			2,667.99	480.45
Tipton	1,463.02	10,468.62	8,578.77	20,510.41	11,912.07	3,170.00	3,242.63	18,324.70	2,185.71
Mason City	20,587.31	46,123.21	16,112.74	82,823.26	46,273.69		7,536.34	53,810.03	29,013.23
Cherokee	3,739.20	14,694.27	5.00	18,438.47	8,520.09	1,310.15	580.95	10,418.09	8,020.38
Nashua	3,947.09	9,307.00	414.01	13,668.10	9,988.95		291.28	10,280.23	3,387.87
Osceola	551.74	3,609.35	12,956.94	17,118.03	2,742.95	10,950.37	1,897.81	15,591.13	1,526.90
Spencer	34,700.28	203,198.40	15,662.09	253,560.77	154,643.55	2,489.48	121,986.18	279,119.21	25,558.44*
Elkader	1,093.86	7,105.70	1,500.00	9,699.56	8,569.40		32.15	9,306.10	393.46
National	863.89	4,353.35	1,250.00	6,467.24	4,547.51		936.44	5,483.95	983.29
DeWitt	3,579.64	7,292.16	2,420.43	13,292.23	5,024.12		6,223.36	11,247.48	2,044.75
Denison	2,474.64	10,723.12	15,060.95	28,258.71	6,632.75		10,252.96	25,885.71	2,373.00
Adel	1,003.51	1,996.20	975.47	3,975.18	2,543.32		29.04	2,572.36	1,402.82
Bloomfield	10,592.38	24,181.58	1,976.89	36,750.85	23,171.17		2,890.04	26,061.21	10,689.64
Leon	6,084.12	2,844.49	3,472.50	12,401.11	8,432.50	1,500.00	202.91	6,536.82	5,864.29
Manchester	3,753.40	9,587.27	1,196.67	14,537.34	7,802.34		1,339.41	9,141.75	5,395.59
Burlington	3,342.90	30,156.41	15,927.61	49,426.92	26,913.20		14,980.54	41,893.74	7,533.18
Spirit Lake	95.47	3,119.40	1,227.00	4,441.87	4,281.08		611.99	4,893.07	451.20*
Estherville	1,796.19	2,807.71	8,560.85	13,164.75	2,606.78	1,742.90	7,315.49	11,665.17	1,499.58
West Union	899.13	25,253.55	4,811.51	30,964.19	21,383.34	2,800.00	6,681.60	30,864.94	99.25
Hampton	11,887.56	9,168.28	4,167.81	25,223.65	11,470.54		6,924.56	18,395.10	6,828.55
Jefferson	2,709.40	12,366.11	9,515.30	24,590.81	13,487.67		4,305.23	17,792.90	6,797.91
Grundy Center	1,934.74	17,632.42	8,208.20	27,775.36	12,746.39	4,400.00	10,233.85	27,880.24	395.12
Guthrie Center	1,863.10	7,962.33	3,357.23	13,182.66	8,099.16		4,965.01	13,064.17	118.49
Webster City	9,505.63	22,436.88	3,500.00	35,442.51	22,493.94		11,888.16	34,382.10	1,060.41
Ackley	444.06	667.82		1,111.88	533.26		52.65	585.91	525.97
Eldora	2,812.45	9,819.51	10,690.24	23,322.20	11,852.82		9,689.53	21,542.35	1,779.85
Missouri Valley	8.92	8,692.75	2,620.94	11,322.61	9,013.37		1,095.56	10,108.93	1,213.68
Mt. Pleasant	790.26	13,422.00		14,212.26	12,711.54			12,711.54	1,500.72
Cresco		18,229.71	5,385.00	23,614.71	17,664.07		6,058.92	23,722.99	108.28*
Humboldt	1,440.80	12,217.26	3,427.00	17,085.06	10,433.01	1,103.00	3,779.42	15,312.43	1,772.63
Ida Grove	238.11	605.80	566.45	1,410.36	692.19	730.40	72.30	1,494.89	84.53*
Maquoketa	7,148.55	3,889.77	2,154.23	13,192.55	4,282.07		252.57	4,534.64	8,657.91
Colfax	1,805.25	3,229.17	200.00	5,234.42	3,979.14	1,100.00	310.40	5,016.54	217.88
Monticello	1,888.82	46,109.37	10,112.51	58,110.70	38,625.63	8,200.00	9,734.37	56,560.00	1,550.70
What Cheer	948.78	9,690.15	2,000.00	12,638.93	10,504.07	200.00	2,595.89	13,299.96	661.03*
Algona	2,014.73	10,609.56	5,760.28	18,384.57	13,627.16	1,901.90	1,374.72	17,103.78	1,280.79
Donnellson	2,599.59	17,660.33	1,576.25	21,836.17	15,616.51		2,004.76	17,621.27	4,214.70
Cedar Rapids	20,591.00	94,353.90	15,158.56	130,103.46	83,079.18		25,608.84	118,778.02	11,325.44
Central City	1,269.42	11,781.35	5,394.00	18,444.77	13,671.67	1,750.00	3,659.36	19,081.03	636.26*
Columbus Junction	4,982.99	15,379.99	20,362.08	40,724.06	14,002.33		2,637.37	16,639.70	3,723.38
Derby	2.99	3,160.65	3,163.64	6,324.28	2,770.30	100.00	291.62	3,161.92	1.72
Rock Rapids	1.30	15,358.69	6,804.11	22,164.10	15,191.94	4,000.00	2,714.23	21,906.17	257.93
Winterset		4,435.17	3,967.72	8,402.89	3,249.30		4,036.06	7,285.36	1,117.53
Oskaloosa	3,991.96	22,201.02	13,817.57	40,010.55	21,341.81		8,772.08	30,113.89	9,896.66
Knoxville	5,617.34	6,572.81	3,887.55	16,077.70	6,305.58		2,073.23	8,378.81	7,698.89
Marshalltown	13,595.18	24,210.61	13,260.84	51,066.63	27,331.65	25.00	10,637.62	37,969.27	13,672.36
Malvern	1,996.44	8,006.14	2,159.95	12,162.53	7,740.90	375.00	2,396.78	10,512.68	1,649.85
Osage		11,483.89	8,100.09	19,583.98	13,736.43	2,840.80	2,780.76	19,357.99	225.99
Onawa	2,202.95	5,415.45	4,500.00	12,118.40	6,568.44	2,000.00	821.32	9,489.76	2,628.64
Albia	474.61	2,182.02		2,656.63	1,957.43		77.35	2,034.78	621.85
West Liberty	8,165.13	26,570.23	7,000.00	41,735.36	23,708.77		10,213.14	34,021.91	7,705.45
Hartley	2,283.41	1,995.25		4,278.66	1,671.53	124.70		1,796.23	2,482.43
Sibley	1,312.83	10,364.84	2,500.00	14,177.67	10,614.35	293.48	4,039.10	14,946.93	769.26*
Clarinda	3,564.87	5,624.28	254.96	9,444.11	6,448.95		1,280.87	7,729.82	1,714.29
Emmetsburg		3,852.75	3,852.75	7,705.50	3,551.97			3,551.97	300.78
LeMars	2,449.82	3,869.95	7,599.45	13,919.22	3,622.51	6,695.75	1,082.37	11,400.63	2,518.59
Fonda	1,007.27	2,589.68	1,587.36	5,184.31	3,272.14		99.21	3,371.35	1,812.96
Avoca		4,227.80	1,795.59	6,023.39	5,494.19		945.31	6,439.50	416.11*
Grinnell	1,319.13	2,232.68	29.08	3,480.89	2,050.72		44.43	2,095.15	1,385.74
Mt. Ayr	760.72	3,667.84	230.50	4,659.06	4,178.74		414.07	4,592.81	66.25
Sac City	1,883.93	12,230.87	7,386.37	21,501.17	16,222.94	2,500.00	1,669.28	20,392.22	1,108.95
Davenport	1,586.97	76,657.73	3,872.40	82,117.10	71,380.35		5,026.59	76,406.94	5,710.16
Harlan		8,135.63	2,502.71	10,638.34	9,141.96		733.21	9,875.17	763.17
Nevada	1,022.93	4,373.02	1,200.00	6,595.95	3,874.92	979.12	802.83	5,656.87	939.08
Traer	54.55	3,978.15		4,032.70	3,888.17			3,888.17	144.53
Bedford		14,039.22	3,809.30	17,848.52	13,462.21	2,200.00	317.97	15,980.18	1,868.34
Lorimer	499.75	4,439.21		4,938.96	5,197.28		95.02	5,292.30	353.34*
Keosauqua	6,095.07	10,103.98	5,093.24	15,302.29	10,988.49	2,300.00	1,797.41	15,085.90	276.89
El-on	8,432.88	26,349.99	4,417.36	39,200.23	25,899.92		10,547.59	36,447.51	2,752.72
Indianola	338.77	22,239.76		22,578.53	19,065.91	930.00	4,839.38	24,835.29	2,256.76*
Fort Dodge	554.94	7,878.74	1,976.30	10,409.98	10,892.89			10,892.89	482.91*
Thompson	7,204.06	3,224.75		10,428.81	3,158.27		1,647.47	4,805.74	5,623.07
Decorah		1,609.70		1,609.70	1,559.69	106.73	62.03	1,728.45	118.75*
Decorah	4,840.56	19,161.41	11,182.17	35,184.14	17,215.52</				



Meetings of Fair Assns.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 3-4. William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 5-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs, Brown Hotel, Louisville, January 6-7. L. (Doc) Cassidy, Louisville, acting secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 11-12. R. M. Sawhill, Glasco, secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 11-12. Henry W. Beaudoin, Memphis, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 12-13. Mrs. Don A. Derick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, January 13-14. Missouri Hotel, Jefferson City. Rollo E. Singleton, secretary.

Minnesota Federation of Fairs, January 13-15, Lowry Hotel, St. Paul. Allen Dorn, Grand Rapids, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Richmond Hotel, Augusta, Ga., January 17. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 17-19. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

South Carolina Association of Fairs, Hotel Columbia, Columbia, January 19. Tom Craig, Spartanburg, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, N. D., January 21-22. Dr. G. A. Ottinger, Jamestown, secretary.

Massachusetts Agricultural Fairs Association, Parker House, Boston, January 23-24. Robert P. Trask, Boston, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. C. C. Hunter, Taylorville, secretary-treasurer.

Rocky Mountain Association of Fairs, January 23-25, Northern Hotel, Billings, Mont. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 24-25. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-25. H. C. McClellan, secretary, Arlington, Neb.

Nebraska State Board of Agriculture, Cornhusker Hotel, Lincoln, January 24-26. Edwin Schultz, Lincoln, secretary.

Pennsylvania State Association of County Fairs, January 26-28, Penn. Harris Hotel, Harrisburg. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Exhibitions and Rodeos, Baker Hotel, Dallas, January 27-29.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 31-February 2. Clyde E. Byrd, secretary, Little Rock.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 7-8. James A. Carey, State Office Building, Albany, secretary.

North Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 21. Dr. A. H. Fleming, Louisburg, secretary.

Secretaries of State associations are urged to send in their convention dates.

Many Attraction Peddlers Attend Iowa Convention

DES MOINES, Dec. 11.—The turnout of attraction peddlers at the annual convention of the Fair Managers' Association of Iowa here this week was up to '47 in number, with few new faces.

Competition among thrill shows was enlivened by an attempted break-thru in this State by two thrill shows which previously had not made a pitch for Iowa fair dates. Aut Swenson, representing one of these, the Joie Chitwood unit, picked up several dates, none major. Lee Lott, on hand for the Lucky Lott Show, the other thrill unit attempting a break-thru, did not report any signing.

Other thrill units represented were the Jimmie Lynch Death Dodgers, represented by Earl Newberry and Leo Overland; Frank Winkley's All-American Thrill Drivers, with Winkley present, and Oscar Abraham representing the unit bearing his name.

Booking Representatives

Booking office representation included Sam J. Levy Sr., Fred H. Kressmann and Rube Liebman, Barnes-Carruthers Theatrical Enterprises, Chicago and Des Moines; Ernie Young, Ernie Young Agency, Chicago; Chuck Zemater and Frank Marek, Charles Zemater Agency, Chicago; Irving Grossman, Bob Shaw and Peggy Longnecker, Gus Sun Agency, Des Moines and Springfield, O.; George Ferguson, WLS Attractions, and Sunny Burnet, Sunny Burnet Attractions, Chicago.

Boyle Woolfolk, Mr. and Mrs. George Flint, Len Fisher, and Frank Shortridge, Boyle Woolfolk Agency, Chicago and Des Moines; Reginald Voorhees and L. N. Fleckles, Voor-

(See Many Attractions on page 81)

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Shive Inks Three Ia. Fairs for Lawrence

DES MOINES, Dec. 11. — Three Iowa Fairs, Burlington, West Union and North Wood, were contracted by the Lawrence Greater Shows during the convention of the fair managers' association here this week. Herb Shive, general agent, inked for the Lawrence org, which in '49, while holding to its Southern route, will make a swing not only into Iowa but Illinois and Indiana.

Before leaving here for the shows' Savannah, Ga., winter quarters, Shive said that the org recently purchased a new Tilt-a-Whirl and kiddie boat ride.

Shive also pointed out that the Lawrence unit recently again was signed by the Western North Carolina Fair, Winston-Salem.

PARKING CITED

(Continued from opposite page)
Iowa City, a director for the past 36 years, announced his retirement. He has been in charge of the swine barn at the fair for 26 years. Davis told delegates he thought a younger man should take his place and nominated Harry H. Duncan, Columbus Junction, who is secretary of the Louisa County Fair. Duncan was elected.

Directors re-elected were Sam V. Carpenter, Centerville; B. B. Doran, Boone, and Lyle R. Higgins, Atlantic.

N. W. McBeath, fair board treasurer, reported the fair board spent \$117,095 during the year ending November 1 for grounds and buildings maintenance and \$44,837 for additions and permanent improvements.

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SUMMER NAAPPB CONFAB SET

Board Okays Toronto Site

Hughes, Conklin to arrange meeting place on grounds—Freeland will be Pa. host

CHICAGO, Dec. 11.—The National Association of Amusement Parks, Pools and Beaches (NAAPPB) definitely will hold an informal summer meeting in Toronto during the Canadian National Exhibition in 1949.

That was decided at a meeting of the board of directors of the NAAPPB during its meetings in Chicago at the outdoor conventions last week, Paul H. Huedepohl, executive secretary of the NAAPPB, said this week.

According to Huedepohl, the suggestion for such a meeting came from Fred Pearce, Walled Lake Park, Detroit, and the board gave its official approval.

Follows Pa. Meeting

The Toronto confab would follow by one day the meeting of the Pennsylvania Association of Parks, scheduled for September 7 or 8, at Conneaut Lake Park, Pa., with E. E. Freeland, Conneaut Lake Park owner and president of the Pennsylvania association, as host.

The board felt that because Conneaut Lake Park is only 160 miles from Toronto it would be ideal to hold a summer meeting of NAAPPB, inasmuch as many NAAPPB members attend the Pennsylvania gathering.

"Too," said Huedepohl, "last year there were more than 65 park owners and operators who made a journey to Toronto to take in the exhibition. All were not present at the same time, however. Next year, the board figured, if a definite time for parkmen was set, all operators and owners could make their plans to be on hand at the same time."

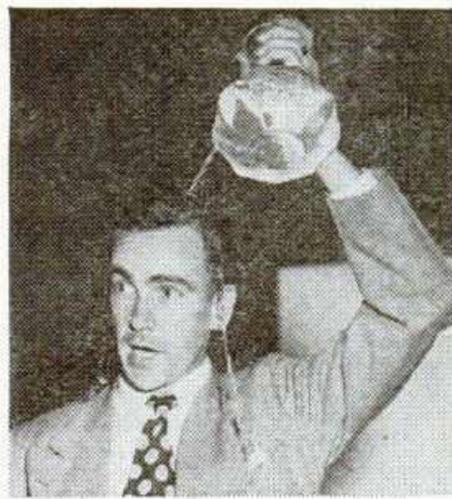
Hughes, Conklin to Help

Huedepohl said Elwood Hughes, general manager of the Canadian event, and Patty Conklin, who has the midway at the fair, both agreed to make arrangements for the park meeting. They will set aside a meeting place on the grounds and also will take care of hotel reservations. Parkmen will make their hotel reservations thru Huedepohl, who in turn will secure reservations thru Hughes and Conklin.

Because of so many parkmen going to Toronto last year to witness the exhibition, there has been much agitation for a summer informal meeting of NAAPPB during the fair. It was not, however, until the outdoor convention that anything official was done about it. In all likelihood it will become an annual event.

Aquarium Set for Cincy Zoo

CINCINNATI, Dec. 11.—A 30 by 64-foot aquarium building to house fresh-water and tropical fish, a donation of local philanthropists, is to be built at the zoo here and may be ready for the 1949 season, it was announced last week at a meeting of the zoo board of trustees. Some of the tanks will be up to 50-gallon capacity, it was said. The building will also contain a fountain and fish-pool and a balcony terrace, with chairs and benches, from which visitors may look out over the African veldt and the lion and tiger outdoor grottoes.



John C. Irvin, public relations head at Joyland Park, Lexington, Ky., came up with a novel stunt at the recent NAAPPB convention in Chicago. Irvin, getting the floor from the chairman, spoke on "Pouring On Promotion." He left nothing to the imagination and carried a bottle of water with him to prove his point. The cameraman snapped this picture of Irvin as he poured water on his head to drive home his point of "Pour On the Promotion."

Luxury Taxes Indicate A. C. Had Big Year

ATLANTIC CITY, Dec. 11.—Luxury tax collections for July-September-October this year jumped \$48,777 over the same months of last year. August receipts were down but some sources blamed this on the hurricane scare.

In August of last year luxury tax receipts hit \$311,907, compared with \$271,671 this year, a decrease of \$40,266. Because of the hurricane scare many vacationists cut their stays short while others with reservations at hotels and rooming houses wired cancellations.

Luxury tax receipts, covering amusements, hotel rentals, cigarettes and liquor, amounted to \$285,193 in July, an increase of \$16,673 over the \$268,520 collected in July 1947. For October the tax receipts hit \$119,099, an increase of \$20,407 over the same month last year.

Allen Wisenthal, Luxury Tax Bureau administrator, reminded that collections for June were also higher than June 1947, adding that the tax, always considered a good index for resort business, shows that activity at the resort this year has not been as bad as many people have painted it to be.

Mrs. Lloyd Vogel, Wife Of Natatorium Mgr., Dies

SPOKANE, Dec. 11.—Mrs. Lloyd (Pauline) Vogel, wife of the manager of Natatorium Park here, died in a Spokane hospital Saturday (4), a few hours after becoming ill at her home. Survivors include her husband and her parents, Mr. and Mrs. Anton Palmars, Spokane, two sisters and a brother. Burial was in Peace Abbey Mausoleum here.

Mrs. Vogel had assisted her husband and her father-in-law, Louis Vogel, in the management of the park and the dance pavilion since her marriage in 1929.

Rose in Florida

MIAMI BEACH, Fla., Dec. 11.—Charles S. Rose, Detroit and Milwaukee park operator, recently released from the hospital, is convalescing in his home here.

'48 NAAPPB Convention Best of All

'49 Dates Must Be Approved

CHICAGO, Dec. 11.—In the midst of a rush to clean up convention loose ends before taking off for his home in Portland, Ore., for the holidays, Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), took time out this week to talk about the 30th annual convention concluded last week.

"It was the best in our 30-year history," Huedepohl said. "All records—attendance at the convention proper, attendance at meetings, attendance at the banquet and ball and attendance at the pent house gatherings—went by the boards."

Some Turned Down

Because he was forced to turn down some would-be exhibitors this year due to lack of space, the NAAPPB secretary was asked if he had any plans to enlarge next year.

"I'd like to," he said, "but it's a physical impossibility. We could get more room but it wouldn't be part of the exhibit hall proper and exhibitors don't want that. The only thing we could do to get more exhibitors would be to cut down the space allotted certain ones. That, of course, would not be up to me. It would be up to the location and exhibit arrangements committee, of which Ed Schott, Coney Island, Cincinnati, is chairman. I doubt, however, if anything will be done along that line because some exhibitors need considerable space to show their products."

Huedepohl said a great percentage of exhibitors this year came to him during the show and wanted to clinch space for next year. He told them, however, that all exhibitors this year would be given first chance to have space in '49. In fact, he reported, any exhibitor on the '48 list gets first chance to have the same spot in '49. If a '48 exhibitor, however, wishes to change his exhibit location in '49 he will have to "get in line."

May 15 Is Date

Reservations for space for the '49 show won't be accepted until May 15. On that date, '48 exhibitors will be polled to see if they want to reserve the same space. Any space not spoken for will be allotted to new exhibitors.

Huedepohl plans to return to Chicago shortly after January 1. His address in Portland will be 9930 Northeast Failing Street, Portland 13.

Miss America Contest Earned 3G Net Profit

ATLANTIC CITY, Dec. 11.—The 1948 Miss America Beauty Pageant wound up in the black. The week-long event grossed \$60,844.94, of which \$57,633.12 was expended to leave a net profit of \$3,211.82.

Since the announcement last month that cities would be dropped from the beauty pageant next year, save for New York, Philadelphia and Chicago, entrants from 45 States have already been assured. All 48 States are expected to participate, as well as Hawaii, Puerto Rico and Canada. Since the inception of scholarship awards in 1945, a total of \$86,750 has been made available for winning contestants to further their education.



FRANK CONKLIN AND JACK GREENSPOON, one-time associates, got together recently in Canada to reminisce. In recent years Jack has confined his activities to Ocean View and Seaside parks, Virginia Beach, Va., while the Conklins, Patty and Frank, expanded their Dominion operations.

Big Conventions Set For Atlantic City

ATLANTIC CITY, Dec. 11.—More than a score of conventions have been booked for Atlantic City in the past month, including one to be held in 1952 by the American Chemical Society, which had already scheduled its 1949 meeting here for September 19 thru 23. Approximately 6,500 persons are expected to be on hand for each meeting.

Among the larger conventions booked for 1950 are the Edison Electric Institute, which is also booked here for 1949, with an expected attendance of 2,000; National Electrical Wholesalers Association, bringing 2,000 visitors; American Society for Testing Materials, also with 2,000 visitors, and the American Photo Engravers Association with 700 visitors.

The new 1949 bookings include the National Sporting Goods Association to be held January 30-February 2, attendance 1,700; Pennsylvania Automotive Association, October 13-15, 1,500 visitors; National Conference of Catholic Charities, 700 visitors, and the Association of American Railroad's Accounting Division, 700 visitors.

Arrangements were completed thru the convention bureau under the direction of Albert H. Skean.

Suggests "Mardi Gras" Food Show at Cincy Zoo

CINCINNATI, Dec. 11.—Possible expansion of the Zoo Food and Home Show on a scale comparable with the New Orleans Mardi Gras was suggested this week by J. F. Heusser, show general manager, at a meeting of representatives of firms that took part in the 1948 event.

Sponsored by *The Cincinnati Times-Star*, *The Cincinnati Post* and the Greater Cincinnati Meat Dealers' Association, the show attracted nearly 200,000 people despite bad weather. After payment of all show expenses, some of which was for equipment that can be used in years to come, the zoo netted \$29,773 for operational expenses.

Jersey Anti-Erosion Aid

ATLANTIC CITY, Dec. 11.—Additional steps in the fight against beach erosion were discussed here last week at a conference between the emergency erosion committee and resort officials. The committee was established by the New Jersey State Legislature and the group, after meeting with Atlantic City and other resort officials, will make recommendations for State anti-erosion aid in the 1949 budget. It was indicated that the committee will ask for \$1,375,000.

Calif. Smallies Put on Gloves

(Continued from page 66)

eyes and ears of newspaper reporters who might proceed to blow it up beyond its proper proportions and thus throw the fair movement into a bad light.

Last year something closely approximating that occurred. Then in an open session some midway practices, rated unusual in the carnival business and at fairs, were aired. That resulted in page 1 news coverage, the content of which was anything but good for fairs.

This year newspaper coverage of the convention reflected credit to fairs. The stories detailed the 1948 receipts of \$2,261,876 at county and district fairs in Iowa, and summarized talks, such as that by R. J. Pearse, fairgrounds designer, who indicated methods by which fairs could make their plants even more inviting.

Omitted from this year's program was a featured talk by a newspaper columnist or radio announcer, for long a part of the convention program. Your correspondent pointed out last year in the convention story that the fair convention was not the place for a report on *Conditions in Europe* or some similar topic.

The delegates gave attention at their closed session to further ways of improving the convention program. M. C. Lawson, Mason City, keyed this with a talk on *Suggestions To Improve Future Convention Programs*.

Other closed session speakers and their topics were L. W. Hall, Eldon, *System of Bookkeeping for Fairs*; Emory Kettells, Des Moines, *Rendering Annual Report for State Aid*, and Clyde A. Hanna, Oskaloosa, *Methods of Collecting Power and Light Charges*.

No little credit for an ably handled convention goes to C. C. Wagler, Bloomfield, retiring president.

Carnival representatives and attraction bookers, noting the change in the convention this year, were hopeful of one more change: That in the future more fair delegates or delegations attend the convention prepared to buy.

This, the showmen point out, would obviate the many trips which they are forced to make during the winter thruout Iowa to close contracts. Thus, they point out, they would have less expense, and this might well be reflected in lower prices or better contractual arrangements for the fairs themselves.

Jersey Resorts To Spend 300G on Beach Erosion

CAPE MAY, N. J., Dec. 11.—Cape May County resorts will earmark \$300,000 to combat beach erosion, it was announced this week by Anthony J. Cafiero, senator-elect. This figure may be increased before the drafting of the budgets of the various other municipalities. Six of the 13 affected districts made it known to Cafiero they were prepared to spend a total of \$300,000 for the erosion control project.

The resorts plan to use the funds under the State's 50-50 plan, since if the work is approved by the New Jersey Beach Erosion Committee, the State will match the sum advanced by the county's resorts.

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R. R. 4, Chippewa Falls, Wis.

Ia. Fair Managers' Convention Is Revamped, Gets Good Press

(Continued from page 66)

take is being eyed as a natural to help ease the burden imposed on taxpayers by the passage of Proposition No. 4 (increased aid for aged and blind), Assemblyman Dwight Stephenson told delegates at the opening session.

In order to raise money for the new measure "some legislators favor consolidation of fairs," which automatically will mean the elimination of many of the smaller events, Stephenson said.

However, "these legislators" will be committing political suicide should they persist in the plan, the assemblyman went on to say, for they will be bucking civic pride in the rural areas if the small fairs are ditched in the process of consolidation.

Publisher Gives Views

In order to offer the viewpoint of the major race tracks on the problem, C. B. (Jack) Afflerbaugh, president of Western Fairs Association, and president-manager, Los Angeles County Fair, called on John Knezevich, public relations director of Hollywood Park and newspaper publisher.

Knezevich warned the delegates that any attempt to tamper with the pari-mutuel fund as it now stands could loose a barrage of unfavorable publicity on the whole State horse racing picture.

Even tho California now enjoys an era of fair prosperity, there are dark days ahead, he told the assemblage, unless the rural public is made to realize that fairs and horse racing "are indispensable to each other . . . the more revenue from pari-mutuel wagering, the more revenue for fairs."

Poll, Brighter Picture

A brighter picture was painted by John Knight, of Knight & Parker, public opinion pollsters, who unveiled the results of the firm's third annual survey of California fairs. The survey revealed that 66 per cent of the State population favors continuation of horse racing, which was good news to delegates. This offsets a dangerous trend started last year when those opposed to pari-mutuel wagering showed a 6 per cent gain over 1946.

Convention delegates credited the all-time high percentage for 1948 to three association officials, Lou Merrill, general manager; Rose Links, secretary-treasurer, and Dick Washburne, public relations director.

Three specific questions were asked in the Knight & Parker survey: The public attitude toward thoroughbred horse racing with pari-mutuel betting in California; the public attitude toward non-profit fairs, and the public knowledge and attitude toward the distribution of revenues from State-supervised horse race wagering.

Calif. Fair Conscious

California is definitely fair-conscious, with 97 per cent of the populace favoring the annual events, the survey showed. In speaking of the threat to small fairs, Knight pointed out that this one fact alone "should go far in holding the Legislature from taking (pari-mutuel) funds for other purposes."

The survey further showed that approximately 39 per cent, or 3,000,000 out of the 7,200,000 adults in the State saw a fair this year as compared to 19 per cent for 1947. However, part of this increase may have been due to the opening of additional fairs, including the Los An-

geles County Fair which alone drew approximately 2,000,000.

While the publicity drive conducted by Western Fairs Association was instrumental in making the public increasingly aware that a portion of pari-mutuel funds go to the 78 California fairs and expositions, an economic factor is also involved.

This is due to newspaper and magazine coverage of the current business decline with the result that public thinking is along the lines of job availability and that racing "places money in circulation," "attracts tourists" and "creates employment."

Public interest in fairs is another talking point against a grab of funds earmarked for the annual events. The survey showed that a majority of citizens feel that "fairs are intended to improve livestock and crops by arousing competition among farmers and ranchers." No legislator depending on the farm vote can fail to overlook this factor, Knight pointed out.

A decided drop in the percentage of the populace that hereto considered fairs for entertainment only, was also noted in the Knight & Parker survey. It is believed this will tend to refute any claims by politicians that fairs, as strictly amusements, should be penalized in favor of worthier projects such as pensions.

While the survey tended to present a rosy picture, there is also a black side, revealed by the fact that 19 per cent of the State population feels horse racing should be outlawed.

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Does a Trade Group Help Rink Owners? The Idea's Standing Trial Before Me

By Carl C. Johnson, Owner, Skateland, Denver
(Written in Co-Operation With Mike Schrieber, Skateland Advertising Agent and Sports Writer)

(Continued from last week)

Over 10 years ago when I joined the RSROA with my former partner, J. W. Norcross, the purpose of the movement was primarily to organize and control amateur competition. That was the important need at the time. To have skate dance competition we had to standardize the dances. Both these important needs were undertaken and solved. It is not my intent to take away one iota of credit due the founders of the RSROA for the job they did in this connection. When the development and control of amateurism was the big purpose and aim of the RSROA, the job of directing and managing the association could be capably handled by the part-time services of the handful of men who controlled the movement. Martin, Brown, Freeman and Van Horn did an excellent job. They gave freely of their time and money to establish the most strictly governed and controlled amateur system of any sport in America. No doubt, it was way back in these days that the monopoly of control was born. But a new day has dawned and we can no longer live on the accomplishments of 10 years ago.

Also, we can carry this business of amateur control too far and put too much importance upon it. It is no longer the big issue. We have given all our time and attention to the perfection of an amateur control system and practically ignored the fact that the important issue is successful rink management. The aim and purpose of the RSROA must be set upon another course. Amateurism has been taken care of. If the present mechanism for handling amateur contests, judges, etc., is maintained in some form or another, we can turn our attention to matters of far greater current importance. To me it is a small matter whether we turn this amateur control over to Mr. Savage or to Fred Martin's secretarial staff. We need an amateur system, that's admitted, but the details are unimportant. It is obvious, however, that we should have only one amateur control body and one set of champions. I can't see what harm it would do us to rejoin the Amateur Athletic Union if they didn't charge us too much. My only complaint against those AAU fellows is that they get awfully greedy. Our commissioner could deal with them.

The important issue is that roller skating patronage increases or decreases thru proper or improper management of roller rinks. If one rink in a community allows rough, fast skating in sloppy clothing, it gives the sport a black eye which directly affects the dollar volume of every rink in the vicinity. The only possible way in which such a situation can be controlled is thru an RSROA which will refuse membership to any rink which is improperly run and impose fines on members who slip from the high standards we all know to be good business. To make this procedure effective, we must make membership in the RSROA a valuable and treasured asset to all operators, big and little.

That's a sizable order, but one thing that leads me to have some hope that it can be done is the response I have received from my *Billboard* articles on constructive subjects of management. That response may be the clue to what will really arouse operator interest.

Let's not kid ourselves. Membership in the RSROA is not now so valuable that if anyone of us were to lose it, we could not get along quite well. Right up to the moment, membership in the RSROA represents nothing more than an organized system of making donations for the control of amateurism. In view of recent developments, this is a pretty weak foundation. By these recent developments, I mean that we have played up the amateur skater so much that he is getting out of hand. The last 10 years of catering to these hot-shots has taught me that in order to manage my rink, I must continually "clip the hedge" of those skaters who get so good that they threaten to take the management of the rink out of my hands. In fact, control of the advanced skaters' behavior in our rinks presents one of the major problems of management today. Certainly their super development should no longer be the sole purpose of the RSROA. That which we originally organized to build must now be policed rather than coddled.

High Interest

If this topic were the subject of an open operators' meeting in convention, it would draw more interest

A Florida Sun Kiss For N. E.'s Sunkist, Courtesy of RSROA

MEDFORD, Mass., Dec. 11.—Apparently working on the theory that boys will go anywhere there are pretty girls, New England Chapter members of the Roller Skating Rink Operators' Association of the United States have come up with a promotion that should draw patrons to their rinks in Groves. It's a Miss Sunkist New England Skate Queen contest, slated to begin the week of December 13.

To the winning skater who will be selected in finals held February 2 at Webster Arena, Worcester, Mass., will be awarded a nine-day trip by plane to Miami Beach, Fla., chaperoned by Mr. and Mrs. Fred H. Freeman, of Bal-A-Roue Rollerway here. A reservation at one of the fine hotels there, plus a wardrobe, gifts and all that Florida offers in the way of amusement completes the plan.

One night each week for a period of six weeks five girls will be selected at each rink, and from these five two will be selected to enter semi-finals at each rink the week of January 24. In the latter, contestants will be judged 40 points for beauty, 20 for poise, 20 for personality and 20 for talent. Semi-finalist will then compete in the Worcester contest.

There will be no limit to the number of entries in preliminaries and applicants may re-enter any weekly contest. Before entering, however, contestants must agree to accept the trip if selected as queen, otherwise the title, vacation and awards will be forfeited to the second-place winner. All contestants must be on skates at the time of contest, but may remove skates to be judged for poise and grace. All must be 16 years of age or older and may not be judged for talent during preliminaries, unless necessary, but will be judged on all points in the semi-finals and finals.

from operators far and wide than a world meet between amateurs. And in passing, let me comment that the world meet which may have cost the RSROA some \$30,000 was, in my opinion, a premature plan cooked up by those who control the RSROA and was never put to a membership vote. But to me, whatever it cost, it was a nightmare. Any of my Denver skaters who didn't even place in the Oakland nationals might have beaten those imported European champions (with one exception—the man racer). I say the whole affair was premature, for war-torn Europe was not ready to send qualified skaters to this country. A series of cocksure, dictatorial moves such as this, which were never put to a membership vote, has had much to do with my cooling on the RSROA and its undemocratic government. The RSROA board of control, in my opinion, is largely made up of "yes men." Nice fellows, sure; I know them all very well and they are always courteous and pleasant. But I am conscious when talking with them that most of them are mere tools in the hands of the monopoly. Such a situation does not create membership enthusiasm. Our board of control should be nominated and voted on in open meeting, and we'll never have a strong business organization until such procedure is followed without "plants" and gang politics.

When I arrived in Cleveland during the middle of the week of our 1948 national convention, I asked a member of our board of control, for whom I have the greatest respect, what had happened and what was going to happen. I was completely informed regarding both past and future procedure. Naturally, my attendance at meetings was brief.

The question now is: How can (See Trade Association, opp. page)

Hockey Tee-Off At E. Parkway; Prospects Good

BROOKLYN, Dec. 11.—Eastern Parkway Rink's amateur roller hockey program, the first major one conducted by any New York City rink in modern times, got under way Friday (10) night after several weeks of preparation.

The debut schedule pitted the Long Island Clovers against the Yorkville Bruins; the Bay Ridge Beavers vs. the New York Opals; the Bronx Mustangs vs. the Brooklyn Stars, and the Flatbush Black Hawks vs. the Brooklyn Viceroy.

Operator Emil Lence plans four half-hour games on each hockey night. They will be played in connection with regular evening skating sessions, but by an ingenious system of scheduling the public will be deprived of only 30 minutes of skating in return for two full hours of hockey. This will be accomplished by running the first game before the session from 7:30 to 8 p.m.; the second during the session and the remaining two afterwards, from 11 to midnight.

Lence plans to provide medals and trophies for the winning team in each league. His return, he estimates, will come from increased box office and by having each of the eight teams playing on a given night sell 50 tickets, a total of 400 extra advance sale admissions. Tickets for hockey and skating will go at the regular price for skating.

To date, Lence announces, 53 teams of 15 players each (795 men in all) have applied to compete. Those teams which did not have uniforms or which showed up poorly in preliminary games were eliminated, leaving him with 16 aggregations in his senior league, 20 in his intermediate league, and four in his junior league.

Games will be played exclusively at Eastern Parkway.

Death Takes Ernest R. Eyer

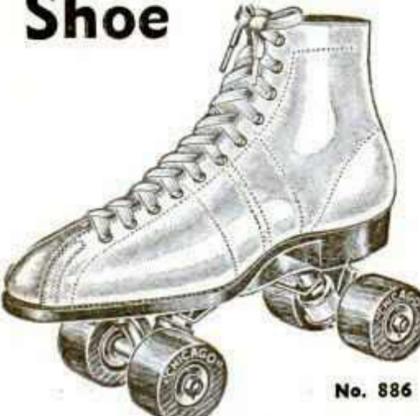
ANDERSON, Ind., Dec. 11.—Ernest R. Eyer, proprietor of Anderson Roller Rink, died December 6. He was one of the early members of the Roller Skating Rink Operators' Association of the United States and active until two years ago when he became ill. His widow, Maybelle, has managed the rink since that time. One daughter also survives. Interment took place in Anderson.

George W. Smith Dies

COLUMBUS, O., Dec. 11.—George W. Smith, 87, owner of Smith's Iuka Gardens, local roller rink and dance hall, died November 22. His widow survives.

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Trade Association Idea Stands Trial Before Me

(Continued from opp. page)

membership in the RSROA be made so valuable to every operator in this country that he will be willing to pay his dues (which should be based on his size of operations), attend meetings and put his heart and soul in co-operating with fellow operators?

One important way this could be accomplished would be for the RSROA to supply operators with trained organists who know how to play skating music. I know it would be worth a great deal to me if I could depend upon the RSROA to supply me with such musical talent. Right now, I have in my employ one of the greatest musicians in the business, but he is merely human and might be taken from this earth. Good skating music, played by a live, talented organist, is a very important factor in holding my business. It is an important factor in all rinks, whether owners believe it or not. You talk about ways and means of building roller skaters and picking up lost volume. Good live music (not worn out records) is the biggest single drawing card we in the rink business have to offer. My father drummed this into my head early. We were never without a good band before the days of the organ, and we installed the first Hammond in the West. If I were to lose my organist tomorrow, there would be only one recourse. I would have to get on a plane, invade the East and steal some capable musician from a fellow operator. Then he would be in the same boat I was in.

This music problem can be met thru the RSROA. We should agree by vote upon some rink organist to act as teacher and booking agent for rink organists, and employ him to see to it that there is an unending supply of capable musicians available. With new Hammonds and Baldwins now ready for delivery, we should encourage small rinks to book these organists, even tho they have to be routed so that live music is only offered once or twice a week. A little of the right stuff is better than none, and thru this experience with good live music, some small rinks might discover that they increased business sufficiently to have stimulating music every night. A plan might be arranged whereby apprentice organists could work these smaller rinks for less money. This service, controlled and governed by our commissioner, would constitute a concrete service of money value to operators everywhere.

New Approach

We need an entirely new approach to the solution of our professional problem. With all due respect to our present supply of pros, they do, as a whole, reflect little credit upon the roller sport. I know of only a few who ever saw a college campus and, in the main, they are vastly unqualified to meet the public and teach. Even those who have made a reputation and are practically unobtainable, unless you care to offer an interest in your business, are way below the average of the teachers in our public schools. Yet every year, our teachers' colleges turn out thousands of well-groomed, refined and educated young men and women who seek employment in our public schools at less money than they could make if working for us teaching skating. Let's create a new supply of competent skating professionals who credit the sport and credit our establishments. This is another problem which our commissioner could attack.

In high school, I was a fair athlete and planned to become a teacher and coach of school athletics. To prepare for this, I attended both the Colorado and New Mexico State Teachers' colleges and I know by actual experience that our commissioner would be welcome to visit these colleges and propose to students that they consider

teaching skating as a vocation. After securing recruits in such a way, the prospective pros should attend a permanent pro school and then serve an apprenticeship under picked pros in rinks. These graduates should be available at modest salaries to the smaller rinks and as they gained in knowledge, work up to better jobs in bigger rinks. Let's make skating teachers out of teachers rather than try to make teachers out of ex-hot-shot skaters. You can bet that if these students in teachers' colleges can learn trigonometry out of school books, they can learn to teach skating, and remember that some of our best teachers do not skate, Bergin and Anagnost, for example.

In the creation of our system of training skating teachers, we should observe the fact that the chiropractic schools include selling in their two-year concentrated course.

Copy PGA

I am deeply interested in two sports, roller skating and golf, and continually draw comparisons between the way in which the two sports are controlled and managed. The Professional Golfers' Association has licked its problem of attracting high-grade personnel and at the same time found a way to get instruction over to the masses that we in roller skating could well follow. Thousands of casually interested golfers are stirred to get good by watching what the association calls its clinic. Only standardized methods of play are taught. Professionals who compose this traveling clinic are selected so that unorthodox technique is eliminated from demonstrations. Continually thru the year, covering Northern cities in the summer and Southern cities in the winter, a corps of 20 to 25 top-notch professionals are on tour. They attract thousands of spectators who come to learn the proper method of play. Last summer this clinic drew over 3,000 spectators in Denver. When the clinic is finished, the touring professionals put on a contest which attracts still more thousands. In this contest, any amateur who can qualify by a simple plan of elimination, is invited to compete. The prize money, of course, only goes to the winning professionals, but the presence of amateurs in the contest develops local interest.

It may be that the golfers' clinic cannot be followed to the letter by the RSROA, but to my mind, some such plan of traveling pros is head and shoulders above any promotional plan we now have in effect or are planning for the development of roller skating.

It is an obvious fact that many small rinks cannot afford full-time professionals. It should be the duty of our commissioner to arrange a "country-doctor tour" of traveling pros to cover the smaller rinks. If properly exploited, these tours could be self-supporting and the expense born by skating students.

In this connection, it should not be overlooked that one sure way of stimulating business in roller rinks, generally, is the booking of coming attractions. We should book dance skaters like the Boyers in rink after rink just to show the skating public what true international style dance skating is really like.

Such planned promotion as I am recommending is down to earth and practical. When you stop to think about it, it is little wonder that Martin had trouble in collecting the \$10,000 pledged for advertising of some vague form. When you consider the nature of the proposal, the wonder is that he collected as much as he did.

Thru the work of our commissioner, we should expect engineering and chemical reports on such troublesome rink problems as floor powder and skating surface. There certainly must

be some better answer to these technical matters than we have found. It hurts the sport beyond estimation that customers must have the air in roller rinks filled with the dust of floor powder we used 25 years ago. But what have we done to approach this important subject as business men?

Wants Clinics

Our meetings of operators should treat with every phase of rink management and send attending operators away with a sense of high value for their membership in the association. Up to and including our last meeting in Cleveland, our operator meetings have been worthless. I've found I get a great deal more of value from confining myself to the corner saloon and talking with operators individually. Long drawn out discussions of amateur standing should be dealt with by committees. Such matters have no place in a meeting of business men brought together from every part of the country.

We have some mighty capable operating talent in the RSROA. It needs bringing out and using. I, for one, would like to listen to men like Nat Steinberg, Cap Sefferino, Tom Boydston, Pop Brown, Joe Seifert and Carl Carlson read papers on the many subjects of rink management that we are all faced with, and then throw the meeting open for general discussion. I would like to hear Hi Ruhlman, of Pittsburgh, lead a meeting on the subject of floor construction and air-conditioning. I would consider my time well invested in listening to a prepared address by William Betts on the subject of the control of amateur clubs. Let's hear from Irving Jacobs on the subject of amateur shows. We should start right now and assign such subjects to the galaxy of experienced and capable operators who will be gathered in Washington during the 1949 convention. We could, if we would, send the whole membership home from this convention with a portfolio of new ideas and pooled knowledge of how to meet the perplexing problems of this business. We have plenty of skill, experience and brains in this business. Let's use it.

Skating News is another cause of my cooling process. Pictures and pictures of juniors. Regardless of anything anyone may say, I'm convinced that juniors are not the customers we need most in our rinks. Sure, on Saturday afternoon. But juniors are not going to fill our rinks on Monday, Tuesday, Wednesday and Thursday nights. We need young people in their 20's. We have a vast untapped market in the young business girl who can't go to the movies or a ballroom every night in the week. Just once in a while, a testimonial from some such a young woman who has found roller skating the answer to her social problem, published in Skating News, would make it worthwhile for me to distribute.

Emphasize Operation

Pictures of amateur roller shows are all alike and of no value. I know it is easy to criticize, but I'm not doing so without making a constructive suggestion. With a new emphasis upon rink operation, let's make Skating News the disseminator of information which will make us better operators. If the RSROA is active in the right direction, there will be enough information available every month on matters of vital interest to rink management to get out a widely read magazine. We should turn away from the amateur skater and report the things which are of value in building our businesses. For if we are better business builders, we can't help but build the sport. Everything else will fall in line.

Amateur skaters will follow a strong rink operator association. They always have, for it is the prosperous operator who pays the bill.

Let's be a strong group of businessmen rather than doting foster parents to a bunch of high jumping skaters. Let's have an association which is democratic and controlled

by open voting. Let's free ourselves from the dictatorship of a few who meet in secret meetings and make plans which we are blindly asked to accept and follow.

My rink operation is far from perfect. Some things I can see, and there are probably lots more things wrong that I can't see. I know that at times my music is too loud. That's because I need a sound control meter. I know my acoustics are bad. That's because we've had an epidemic of big fires in Denver and the fire department won't allow me to make necessary corrections. These things I can see, but it would certainly be a tremendous help to attend a meeting of operators and discover a lot more things I can do to improve my business.

I could keep up almost indefinitely on this subject. My close friends in the business are aware of this. I have kept Bergin, Martin, Cap Sefferino and Phil Hayes up for hours many a night talking about it.

At least, this may give the board of control something to chew over in Washington this month, and if they decide that my membership is no longer wanted, it is perfectly okay with me. I have gotten that cool on the whole idea.

FOR LEASE

Have just opened new rink in Chattanooga and closed the old one and have all the equipment necessary to open most any size rink. Have any amount of Chicago rink skates necessary, complete music outfit, electric heaters to heat 50'x100' building and all other equipment necessary to operate. Can furnish management if required. If you will furnish building and floor, I will furnish equipment and work on per cent or lease. (Will not sell equipment.) Would not be interested in building under 50'x100' and must be without post in skating area. Contact

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Portable Skating Rink, used 6 months. Buy now and save money. This is a special made heavy canvas tent, special trimmed in colors, size 40x100. All new No. 1 grade hard maple floor, in sections; 175 pair Chicago skates, new Masco sound system, skate grinder, large pop case, etc. All new 6 months ago, has been taken very good care of. Rink is now operating in year around warm climate, doing big business in large college town. Tent is heavy canvas, flame proof, and floor is the best made by experts. This is a deluxe rink, come and see. Quick sale, \$6,500.00. Have reason for selling.
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Advise Make, Size, Condition and Quantity.
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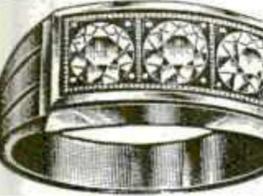
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PER DOZ.
1/20 12K Gold Filled. Large whitestone center, two ruby colored or all white side.



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1/20 12K Gold Filled. Fine tailored mounting, all white stones.



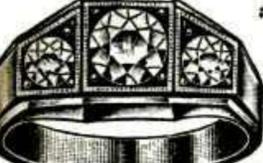
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1/20 12K Gold Filled White center stone on massive setting. 3 ruby colored stones each side.



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Engagement ring. Large center stone, 4 side stones.



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14K RGP White center, ruby colored side stones.



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"EMCEE" MAGAZINE—CONTAINING BAND novelties, parodies, monologs, comedies, jokes. Subscription, \$1. Add \$1 for our gaspacked, back issues. Emcee, 1508-B South Homan, Chicago 23.

EXPERIENCED FIRST CLASS ACTS FOR school programs for next season. Musical and etc. Roy F. Lewis. 110 North Gaudalupe, Carlsbad, N. M.

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SPECIAL AND ORIGINAL MATERIAL FOR acts. Comedy, torch songs, monologs, gags. Double numbers, male and female. Send for list. Sidney Easton, 107-16 Northern Blvd., Corona, New York. ja1

500 "CLEVER REMARKS AND REPLIES!" \$1. Edmund Bodlala, 1257 S. Burnside, Los Angeles, Calif. (Last advertisement incorrectly addressed.)

AGENTS & DISTRIBUTORS

AGENTS—OUR COMIC NEW YEAR FOLDER sells faster than hot cakes in Dec. Sample 25c. None free. Walter Fox, Mobile 2, Ala.

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only. \$2 brings 5 samples returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 700B, St. Petersburg, Fla. del8

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers. Write for "Buy Direct and Save." Consumers Assn., 287-P Lebanon Ave., Mt. Lebanon, Pa. de25

CIRCUS, CARNIVAL, BINGO, SALEBOARD, Fair, Park Operators and others. Have you seen our Liberty Bell Bank. Exact replica of the Bell. Made of die cast metal, brass plated and polished. Height, 5 inches; over-all height, 18 inches. Bank has a patented combination to open same. Per dozen, \$27 F. O. B.; sample, \$2.25 postpaid. R. K. Morris Co., 4312 Orchard St., Philadelphia, Pa.

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EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen. Decalcomania Name Plates in small quantities. Great demand. Also make money with our line of Automatic Initials and Sign Letters. Free samples. "Ralco," XL-Roxbury, Boston 19, Mass. np

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Sample \$1.00 Prepaid or C. O. D.

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Most amazing Utility and Trouble Lamp on the market! Plugs into cigarette lighter socket. Always ready for night driving emergencies, to warn approaching motorists and to illuminate the trouble spot. Individually boxed, fits in glove compartment.

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Assorted Novelties of All Kinds
5¢ Items \$ 4.50 Gr.
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Unique and Unusual Items
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Sold in carton

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\$3.50 Each

In Lots of 6 or More. Sample orders, \$1.00 extra.

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Buy your paper hats direct from manufacturer at jobbers' prices. Made of best quality crepe paper. Comes assorted colors, trimmed with gay decorations. Buy your stock now for the fall festivities. Ideal for fairs, carnivals, concessions, halloween parties, etc.

American made.
Gr. \$2.95; 10 Cr., \$27.50.
Prices F. O. B. Le Center.

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● Square and round rolled gold plate wire, all gauges and quantities ● Stone-set and plain bangles as follows: ● hearts ● stars ● clovers ● crescents ● beaded hearts ● wagon wheels ● crosses, etc. ● Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls ● 3-stone ring top or beaded string ● Beaded band wire ● Plain findings such as ● Brides ● anchors ● bowknot pins ● springings ● jump rings ● swivels ● chains ● plain and twisted hoops ● earwires ● earacrews, etc. ● Hoop earrings ● earrings for pierced and unpierced ears ● Hand-made adjustable bangle bracelets ● Wire knot rings of rolled gold plate ● Pearl plates of snail shell ● Cameos, etc.

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SENSATIONAL LOW PRICES

Newest Designs! Fast Sellers!

Over 500 Styles in Men's and Ladies' Gold Filled and Sterling Silver for Immediate Delivery.

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A Large List of Second-Hand Coin Machine Bargains will be found on page 80 of this issue.

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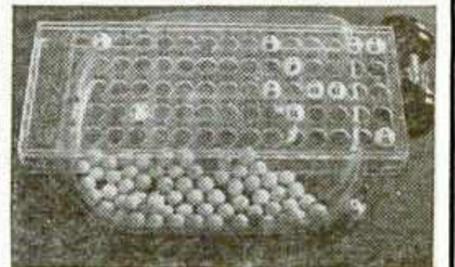
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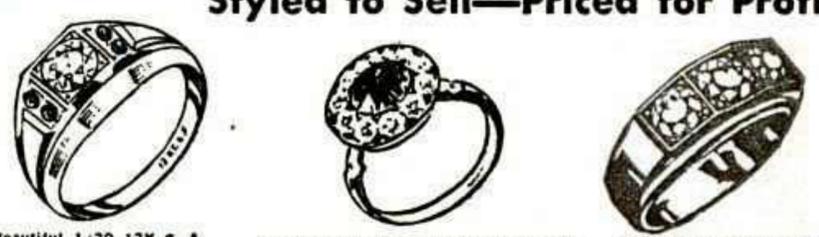
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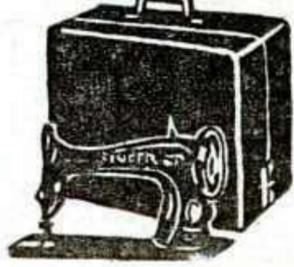
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Mail is listed according to the office of **The Billboard** where it is held. Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

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| Gibson, Glenn | Kelly, Ed | Morales, Mrs. C. & Tessa |
| Gibson, Roosevelt | Clifford | Morales, Perdo |
| Gilman, Blackey | Kelly, Jack | Morales, Susan |
| Gilson, Orrin A. | Kelly, Mrs. Patricia | Morgan, Charlotte |
| Girouard, Anthony | Kelly, Slim | Irene |
| Glasgow, W. R. | Kepley, Jess | Morgan, Susan |
| Glynn, Frank | Kibbilla, Tony | Morrill, Mrs. |
| Goad, J. G. | Kirby, Mrs. Agnes | Margaret E. |
| Good, Dolly | KIWAU Tonic | Morris, Everett |
| | King, Elizabeth | Morris, Judy |
| | Mildred | Morton, Jr., Lealle Bright |
| | King, John R. | Moss, Mrs. Al |
| | Kirk, Wayne | Mull, Daniel |
| | Kitchi, C. & Nellie | Nathaniel |
| | Klein, Nathan | Mullins, Moon |
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| | Kutney, Steve | |
| | (Butch) | |
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| | Lafayette, Chas. B. | |
| | Henry | |
| | Lambert, Geo. | |
| | Lamont, J. A. | |
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| | Lane, Tom | |
| | Lanko, Wilson C. | |
| | Larson, Dewey | |
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| | LaZella, The | |
| | Leaves, Chas. R. | |
| | Leboeuf, Ovilla & Myrtle | |
| | Ledgen, Nate | |
| | Lee, Wyoming | |
| | Leedy, Robt. | |
| | Leonard, Harry | |
| | (Knife Throver) | |
| | Leonzo, Byron | |
| | (DeMond) | |
| | Lesinski, Leo | |
| | Lilly, Harold J. | |
| | Lippencott, Terry | |
| | Little, Curley & Ruth | |
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| | Loeber, F. A. | |
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| | Lowande, Oscar | |
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Pipes for Pitchmen

By Bill Baker

JEAN GUNN . . . is reported to be seriously ill at her home in Channelview, Tex.

FRED HUDSPETH . . . is clicking off some long green with his layout at Dallas locations.

BUDDY POLLACK . . . has a pitch store operating to good results on First Avenue, Miami.

HARRY MAIERS . . . rambled into Cincinnati last week while en route to Huntington, W. Va., where he saw four coil men, two socks workers, four med men, a watch worker and a sheetie getting the long green. Harry plans to remain in the Blue Grass State until after the holidays when he wends his way toward Alabama.

SAM TEPPER . . . is clicking with a swell jewelry layout in the F. W. Grand store, Milwaukee.

ROBERTO MACK . . . and Ted Ragan have framed a jewelry layout which they will operate at Long Island, N. Y., locations during the holidays. They also plan to go to Washington for the inaugural ceremonies in January.

MARIE BROWN . . . is back in Milwaukee where she will remain until after the Christmas holidays.

A. O. (ART) NELSON . . . pitch ace, currently located in Chicago, made the rounds of the Sherman Hotel during the recent outdoor conventions there. Art's in the pink and reported that business for 1948 was above par. He had a number of units playing fairs to lucrative takes.

JAMES (KID) CARRIGAN . . . is working to big tips in Williams drug store, Knoxville, following a brief but successful jaunt with Rainbow Med Company.

NICK BENNY . . . friend and booster of the pitch

fraternity, is in McGuire Hospital, Richmond, Va., with a stomach ailment. He's well enough to participate in jackpot sessions with any of the boys and girls passing thru the town, however. That's the word from Jack (Bottles) Stover, who says that Jaunita and Sidney Whitmore and son, Buddy, will be helping Nick's son, Ralph, and wife, Polly, keep the coffee pot boiling and the Sanitary Restaurant on top for all the knights of the keister.

WORD DRIFTING . . . into the pipes desk indicates that the boys with the Glen Hosberg enterprises are getting a goodly share of the filthy lucre working Texas locations.

BOB TOUSY . . . chalked up a winner with the new Rotto-Matic gadget set at Leonard's department store, Fort Worth, while his brother, Joe, is reported to be doing equally well with the same item in a Dallas store.

THEY TELL US . . . that Mike Gunn has discarded his comb and mice stand for a more lucrative set-up after working Matamoros, Mexico.

BOB SCOTT . . . was sighted in Nashville recently working to big takes with his Rotto-Matic gadget set.

DOUGHBOY McDONALD . . . last heard of in Edmonton, Can., is reported to be headed for the gold rush days in Ketchapoo, Alaska.

SOLLY FIELDS . . . and wife are working to good geedus counts with their new Christmas item in Fort Worth spots.

RICHARD ARCAND . . . letters from Los Angeles that the Freedman concessions have about 10 pitch spots working in the three W. T. Grant stores there and all have proved successful thus far. "I'm working in the main store in downtown Los Angeles," Arcand continues,



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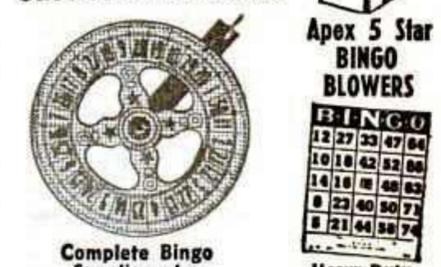
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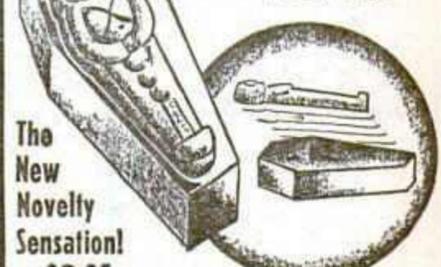
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The New Novelty Sensation! \$3.25 Doz. \$36.00 Gr. Send 25¢ postage. Minimum order 2 doz. Immediate delivery.

Jobbers: Write for prices. 25% deposit with order, balance C. O. D. **PRITT NOVELTY CO.** 12 W. 27th St. New York 1, N. Y. Murray Hill 3-2324

STORE WORKERS—STREETMEN
Here's a Proven Money-maker

- PEARL NECKLACES**
- Indestructible Graduated Pearl Necklaces. With Safety Clasp, Individually Boxed.
 - Single Strands, Doz. \$ 6.00
 - Double Strands, Doz. 10.00
 - Three Strands, Doz. 15.00
 - Assorted Costume Jewelry, Latest Floral Designs, Earrings to Match, Individually Boxed, Doz. 9.50
 - Large Variety Bracelets, Individually Boxed, Doz. 8.25
 - Charm Bracelets in Fine Gold or Silver Finish. With 10 Solid Movable Charms. Individually Boxed, Doz. 8.00
 - Alligator Grain Wallets, All Around Zipper, All Colors, Doz. 5.75
 - Picture Wallets, All Around Zipper, Doz. 6.75
- 25% Deposit With Order, Balance C. O. D. **BENJO NOVELTY CO.** 148 Park Row New York City Worth 4-0154

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!
• ELECTRIC FLASH BOARDS
• RUBBERIZED and WIRE CAGES
WIRE OR WRITE FOR CATALOG

John A. Roberts
235 HALSEY ST • NEWARK 2 • N. J.

CREW HATS

For Carnivals—Fairs—General Stores—
Embroidery Machine Operators

Here's a real crew hat that everybody will want to own. Our well-tailored TWILL crew hats are the finest in the market today. Fully shaped with an extra-wide stretched brim—taped seams—fine quality sweatband.



STYLE "A"

Two-color crew hat—plain (no print), suitable for name embroidery. Sizes: Extra small, small, medium, large.

\$5.50 Dozen

STYLE "B"

Two-color crew hat with name of resort, city, club, etc., plus any design above or below printed name. Sizes: Extra small, small, medium, large.

\$5.95 Dozen

Choice of colors: White and Royal Blue, White and Red, Tan and Brown, White and Green, White and Navy, Red and Blue, Gold and Blue. Other colors available. Minimum order—6 dozen of one style and color combination.

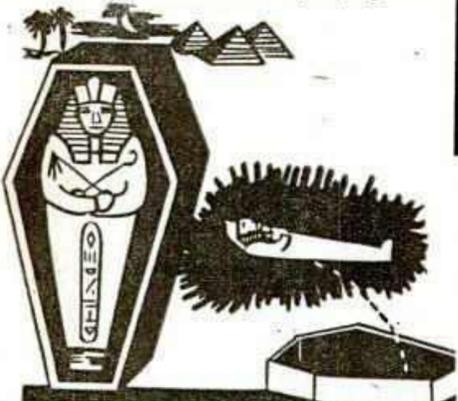
We also manufacture:
WOOL FELT TAMS (15 Colors) \$5.50 Doz.
30"x30" KERCHIEFS (Spun Rayon—15 Colors) 4.75 Doz.
Terms: 1/3 Deposit—Money Order or Cash—Balance C. O. D.

KO-ED Headwear Co.

122 W. 21st St. New York 11, N. Y.
Watkins 9-4078

KING TUT

THE MYSTIC MUMMY COMES TO LIFE!
The new SENSATIONAL & mystifying trick



SAMPLE DOZEN: \$3.60
GROSS: \$42.00 POSTPAID

WARNING

The manufacturer of the original KING TUT MUMMY is going to prosecute to the full extent of the law all imitators and infringers on this item. Be on the safe side, buy the original in the blue and orange box called KING TUT, THE MAGIC MUMMY.

Send for FREE Illustrated Catalog of 1000 Hot Items!

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1209 Broadway New York, N. Y.

SALESMEN! PITCHMEN! JOBBER! DEMONSTRATORS! Here's That Novelty Sensation ELECTRO-LIFE BOXERS



Fascinating action makes this novelty a natural for all locations. Sells on sight, easy to demonstrate. Merely sweep your hand across the top of the specially processed cover and the boxers go into action. Order Today!

Price \$5.40 Doz.

25% with order, balance C. O. D. Send for Sample—\$1.00 postpaid. (Also Made Up With Doll Dancers.)

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CHICAGO 3, ILLINOIS

COLLECT AND GROW RICH!

Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! in this dignified profession. BIG profits are made by having hundreds of others work for you. A copy of "Collect and Grow Rich"—the booklet that tells the full story—is yours for the asking. No cost or obligation. T. J. SURFACE, Pres., Dept. 303-L, Roanoke 4, Va.



"and business has been good. I'd like to read pipes here from Frank Rebideau, Mary and Madaline Ragan, Jimmy Ryan, Bill Baring, Jimmy Beach, Art Nelson, Bill O'Brien, Irene Loritz, Jack Taylor and Harry Mills."

REPORTS . . .

from North Carolina have it that Mad Monk Rasmussen's gadget days are a thing of the past, especially since he's been ringing the bell with shampoos in Winston-Salem.

RUSSELLA ALLEN . . .

is in Stafford, Mo., framing a herb, ointment and corn salve layout which she plans to work in the Ozarks this winter.

LARRY NOLAN . . .

and Chet and Bubbles Reese gathered some long green working the recent Arizona State Fair, Phoenix.

POLACK BROS.?

(Continued from page 65)

changes of officers giving frequent parties.

Personnel destinations are:

New York—Louie Stern, Ross and Mary Paul, Nino and Paula Sambiasi, and the writer, who opens at the Roxy Theater for the Christmas show.

Chicago—Jack Klein and Dwight Moore for Christmas shows; Arthur and Dorita Konyot, Stephen Mustafa, Dukie Anderson, Billy Barton, Harry (Bing) Bernstein, Arthur Harris, Mike Healy, Barney (Soldier) Longsdorf, Thomas Byers, Frank Doherty and Billy Carson.

Mr. and Mrs. Pete Ivanov and Mr. and Mrs. George Paige, Los Angeles; Cleo Gamble, Oakland, Calif.; Slivers and Jo Madison and Frenchy Durant to winter quarters with the MGM elephants. Massimiliano Truzzi and Tex and Reggie Reppert, Sarasota, Fla.; the Berosini family, Miami; Gus and Betty Bell, Harold Ward and Millie Keathley, Champaign, Ill.; Mr. and Mrs. Francisco Heinzman, Rochester, Ind.; Chester (Bobo) Barnett and Morris Gebhart, Memphis; Harry Dann, St. Louis; Leonard Pearson, Kewanee, Ill.; Justus Edwards, Oquawka, Ill.; Chai and Somay Huang, opening at the Vogue Terrace Club, McKeesport, Pa.; Dennis Stevens, Pittsburgh; Charley Raimer, Louisville; Roland Tiebor Jr., and Vern Henry, Tonawanda, N. Y.; Count Ernie and Frieda Wiswell, Erie, Pa.; Mr. and Mrs. Bee Carsey, San Antonio; Rex Ronstrom, Peoria, Ill.; Wally and Flo Newbury, Waterbury, Conn.; U. S. Beck, Phoenix, Ariz.; Jimmy Crabtree, Hammond, Ind.; Mr. and Mrs. Bill Watson, Fort Lauderdale, Fla.; Walter and Polly Majjy-sky, Hope, Ark.; Eddie Dugan, Baltimore; Mr. and Mrs. Charles Webb, Detroit; A. W. Starkey, Indianapolis; Elmer Thomas, Lafayette, Tenn.; Al Prestholt, Dillon, Mont.; Carl Barnett, Owensboro, Ky.; Boyd Kimes, Neffs, O.

This is the Barnes boy's last column. Thanks for reading.—HAR-OLD BARNES.

IDENTS

● Heavyweight ● Hand Polished
● White Finish

\$48.00 Gross
SAMPLE 50 CENTS

JOBBER & QUANTITY BUYERS,
WRITE FOR SPECIAL PRICES.

"Frisco Pete" (MFG. JLR.)

604 W. LAKE ST., CHICAGO 6, ILL.

AT LAST AT A POPULAR PRICE!

A Cigarette Dispenser and Ash Tray Combination

● IT'S COMICAL ● ATTRACTIVE ● USEFUL

★★★★★

● FOR PARTIES IN THE HOME
● IN THE DEN OR JUST FOR FUN

Remove top cover, place cigarettes in box, pull string and release. See the cigarettes pop out of the side.

Size—9 inches tall, 5 inches deep and 4 inches wide. Natural wood color. Glass Ash Tray Bowl is removable and washable. Each unit packed in an individual box. Packed: 2 dozen to carton, 25 lbs.

Shipments Immediately:
F. O. B. Trenton, N. J.

Dealer's Price **\$8.40** Per Doz. Minimum, 2 Doz.

Samples may be ordered, \$1 Each. 1/3 Deposit with order, balance C. O. D. Rated firms open account.

JOBBER: WRITE FOR PRICES

PLAYTOWN PRODUCTS CO.

1270 BROADWAY NEW YORK 1, N. Y.
LONGACRE 4-3090

Smart Two-Tone Plastic JEWELRY GIFT BOXES

Enhance the BEAUTY AND CHARACTER of Your Products

These modern-styled Jewelry Gift Boxes add richness and charm to any merchandise. Perfect for pins, clips, earrings, bracelets, pearls, pens, watchbands, key chains, compacts, cigarette cases, Men's jewelry items, etc. Standout values!

Colours: Transparent, in combination with choice of Ivory, Chinese Red, Cerise, Jet. Also All Clear Crystal.

No. 50/1—with cotton \$15.00 per gr. 2.00 per dz.

No. 51/1—with cotton \$24.00 per gr. 2.50 per dz.

No. 60/1—with cotton \$33.00 per gr. 3.00 per dz.

No. 56 In lots of 3 dz. or more \$1.25 per dz. 12.75 per gr. Sample dozen, \$2.00 p. p.

RING BOX
Hinged cover. Colours: Ivory, Pink and Blue.
Size: 1 1/2" x 3" x 1 1/4"
Made of durable plastic. Will hold either one or two rings.

SAMPLES ON REQUEST

STERLING JEWELERS

Wholesale Jewelry

44 EAST LONG STREET COLUMBUS 15, OHIO

FLASHLIGHT BALL PENS

Flashlight one end, Pen on other end. ALL METAL, beautiful GOLD finish. Extra fine quality. DOZEN each 60¢. GROSS, each 50¢. Pens sent postpaid on prepaid orders. Otherwise 1/3 deposit, balance C.O.D. (2 samples, \$1.50.)

SPECIALTY COMPANY
Box 1080, Columbus, Ohio

Genuine Imported Oriental Design.

RUGS

Be in business for yourself! Glowing Oriental design, heavy 8x12 room size rugs! Perfect quality! Woven through to back! Greatest money-maker today!

If not satisfied, money refunded within 3 days. Wire or write today for free price list. Agents wanted.

25% dep. with order, bal. C.O.D.

\$32.50 EACH

LO-US TRADING CO.
20 W. 27th St. New York 1

GUARD your VALUABLES

HIDE-AWAY Secret Pocket

Defies Hold-Ups, Pickpockets, Prevents Losses.

Equipped with Patented Harris Positive Lock.

IDEAL FOR Collectors, Travelers, Sportsmen, Messengers, Businessmen For Men and Women!

NOW \$2.00 ONLY

MAIL ORDERS ACCEPTED. Mail Money Order today to:
HARRIS LOCK MFG. CO.
192 N. Clark Street Chicago 1, Illinois
Jobbers, Dealers Send for Price List!

SALESBOARD SIDELIGHTS

G. N. Crystal is head of the new Ridge Novelty Company, Chicago, formed last week. Firm, in addition to handling novelties and board premiums, will also take on lines of salesboards. Three premium items constitute its initial bid for board men business. . . . Irv Sax, general sales manager of Consolidated Manufacturing Company, Chicago, disputes the claim of Manny Gutterman, Harlich Manufacturing Company, Chicago, that latter is champ gin rummy player. "Just the opposite," Irv says. Question of their respective card-playing qualities came up last week when both were plane partners.

H. C. Hayes, DeLuxe Sales Company, Blue Earth, Minn., reports that the board designing, manufacturing and distributing activities of his firm continue to bring top level response from the trade. With new numbers coming for '49 and steady acceptance of the '48 favorites, business is rolling along at an optimistic pace. . . . M. R. (Dick) Hitter, major domo of M. R. Hitter Company, Elmira, N. Y., is another board boy to return good news. His background in the board business serves to put him on the right track with sales ideas and board buys. In '38 Dick was general manager for A.N.S. Sales, Inc., Elmira, was also with Bork Manufacturing and opened his own firm June 1 this year.

Saul Wyatt, Gardner & Company, Chicago, reports that Joseph Robinson, with the firm up until a year and a half ago in the capacity of a field representative, rejoined the staff this week. He will work in the office, however, in an executive capacity. Robinson trod the roads for Gardner for seven years during his previous association with the firm. Gardner has not settled the board show question yet this year, being undecided whether it will show in conjunction with other firms or have a factory presentation.

Sam Feldman, Harlich Manufacturing Company, says the firm's Baby Book board is a top-flight order getter.

A definite trend in the board field now, Sam states, is the increasing use of merchandise. Premiums are again becoming important to the trade, as is natural with freer supply of such items at more satisfactory price levels. . . . Irwin Secore, Secore & Secore, Chicago, promises operators a view of the most radical board yet introduced next week. Other than to say it was custom-designed to draw super-play, Irwin would not elaborate. A one-week New England trip is taking his time and attention this week; brother Mort is holding the fort in Chicago.

Bringing to six the number of board firms exhibiting in the Sheraton Hotel, Chicago, January 17-19, are Bee-Jay Products, Inc., Chicago, and Universal Manufacturing Company, Kansas City, general manager of both firms, Joseph Berkowitz, announced this week. Displays of the two companies will be set up in Rooms 3403 and 3404 and will consist of many new deals, designed for special territory requirements, Berkowitz said.

UNDER THE MARQUEE

(Continued from page 64)
gesser had an animal exhibit on the road for three years.

Mr. and Mrs. Noyelles Burkhart, of Cole Bros., are on a hunting trip in Alabama and expect to tour several of the Southern States in their new Pontiac before returning to Louisville. . . . Mr. and Mrs. Harry McFarlan, Cole Bros., after readying the wardrobe for the Orrin Davenport winter dates, drove to Hot Springs for the baths and some fishing.

Ora Parks is handling press for the International Circus and also will work in the same capacity for Orrin Davenport's Grotto shows in Toledo and Cleveland. . . . Dick Scatterday, after closing with the Cole show, handled the banners and advertising at the Midian Shrine Circus in Wichita, Kan., and then went to Chicago to handle advertising at the International Circus.

WFA Gets Plea From Carnivals

(Continued from page 53)

that reason should not be charged a license.

The question of flat joints was raised, but most fair officials, including Joseph O'Shaughnessy, secretary-manager of the Merced County Fair, and Carl Milles, manager of the Calaveras County Fair, felt carnival owners were doing their best to give the public clean shows. "I have had very good relations with every carnival playing my fair," O'Shaughnessy said.

Art Craner, secretary-manager of the "It's May Day" Celebration at Los Banos, said, "In 1941 nearly 40 per cent of towns in this State were closed to shows, and now there are less than 10 per cent. Any public feeling against carnivals has been greatly lessened due to good relations with ticket buyers."

Formation of the West Coast Show Owners' Association was hailed by most fair managers as the most intelligent step yet undertaken by carnival operators. Showmen attending the meeting included M. E. Arthur, Imperial Exposition Shows; Larry Ferris, Ferris Greater Shows; Bob Schoonover, California Shows; Charles Camp, Imperial Exposition Shows; Eddie Burke, Eddie Burke Attractions, and R. E. Fultz, Foley & Burk Shows.

NAPM Membership Gathers in Chicago

(Continued from page 53)

set Wednesday, final day of the convention, to allow those attending the convention to take in the annual social hour and banquet.

The program committee has lined up a strong list of speakers. Open forums also are included on the program.

All space for the exhibition hall was taken by October 1 and those in charge say this year's show will be the best in years.

Among those appearing on the meeting programs will be C. F. Bowman, general manager of the Agricultural Alumni Seed Improvement Association, Inc., La Fayette, Ind.; H. M. Alvert, Premier Popcorn Company, Watseka, Ill.; Charles B. Blood, sales manager of Star Manufacturing Company; W. T. Hawkins, a past president of NAPM; W. J. Mahan, technical director of the Diamond Crystal colonial salt division; Brice G. Peters, president of the Dryomatic Corporation of America; Larry W. Maxwell, Dow Fumigant Sales Division; Tom O'Malley, Chicago, and J. V. Blevins, Blevins Popcorn Company, Nashville.

Exhibitors will include: Albert Dickinson Company, Chicago; Interstate Popcorn Company, Chicago; C. F. Simonin's Sons, Inc., Philadelphia; Krispy Kist Korn Machine Company, Chicago; Star Manufacturing Company, St. Louis; Better Taste Popcorn Company, Anderson, Ind.; C. Cretors & Company, Chicago; Milprint, Inc., Milwaukee; Pronto Popcorn Sales Corporation, Boston; J. A. McCarty, Evansville, Ind.; Kehr Paper Products Company, Philadelphia; Bonewitz, Chemicals, Inc., Burlington, Ia.; Merchandising Corporation, Milwaukee.

The Best Foods, Inc., New York; Dryomatic Corporation of America, Baltimore; Calumet Coach Company, Chicago; Miller Wrapping & Sealing Machine Company, Chicago; Weaver Popcorn Company, Huntington, Ind.; Durkee Famous Foods, Chicago; Auto-Vend, Inc., Dallas; Shumann Equipment Company, Pittsburgh; Blevins Popcorn Company, Nashville; Hardy Salt Company, St. Louis.

Chicago Popcorn & Supply Company, Chicago; Wesson Oil & Snowdrift Sales Company, Chicago; H. A. Bruntjen Company, Minneapolis; Diamond Crystal Salt Company, St. Clair, Mich.; Central Popcorn Company, Schaller, Ia.

Phenix Pabst-ett Company, Chicago; Dow Chemical Company, Midland, Mich.; ABC Popcorn Company, Chicago; Capitol City Products Company, Columbus, O.; Monticello Manufacturing Corporation, Elwood, Ind.; Popcorn Growers & Distributors, Wall Lake, Ia.; Traver Corporation, Chicago; Viking Popcorn Machines, Inc., Los Angeles.

O. H. Boaz, Indianapolis; Popcorn Equipment Company, Santa Monica, Calif.; Champion Bag Company, Chicago; Dell Food Specialties Company, Beloit, Wis.; Package & Equipment Development Company, Chicago; J. R. Giesler & Associates, Hollywood; Coca-Cola Company, New York.

Hamid Inks CNE, Other Fairs, Parks

(Continued from page 53)

Hamid said. London plans to replace an enclosure containing dressing tents and a makeshift stage with a new stage which will be supported by a concrete foundation containing dressing rooms and bathing facilities. The project will cost an estimated \$30,000, Hamid said.

Contract negotiations for Rutland were handled by Arthur Porter, secretary-manager; Carleton Wilson, president, and George Smith, treasurer.

The Champlain Valley Exposition, Essex Junction, Vt., contracted for the *Fantasies* revue, plus eight acts, a band and Jack Kochman's Thrill Show.

Hughes Inks Sherbrooke

Joe Hughes, sales representative, announced the signing of annuals in Sherbrooke, Que., and Malone, N. Y. Sherbrooke will feature the *Grandstand Follies* plus acts. It will add a day this year by opening on Sunday instead of Monday.

The accounts of Frank Cervone, Pittsburgh representative who died recently, will be handled by his New York office for the time being, Hamid said. Fred Vess, who for many years has owned and managed aerial thrill acts, has been appointed to the sales staff.

Parks inked by Hamid include A. B. McSwigan's Kennywood, Pittsburgh, which will use aerial and stage acts; West View, Pittsburgh, and Crystal Beach, Fort Erie, Ont.

Cincy's Coney Inked

Coney Island, Cincinnati, which previously used acts only on the last two weeks, this year will present talent thruout the major part of the season, Hamid said.

The addition of only a few more parks in the general geographical area in which the above parks are located would provide a very satisfactory circuit, Hamid said. This would result in shorter jumps and the routing of top talent.

Hamid and his son, George Jr., left yesterday for their usual pre-holiday booking tour. Contracts signed and inquiries received to date indicate that little business will be left unfinished following the State meetings, Hamid said.

Holiday Show Set For N. Y. Armory

(Continued from page 53)

reached easily only by helicopter on several days after a record snow fall.

The Vivona Bros.' Rides will be back again. Included are a Merry-Go-Round, Ferris Wheel, Octopus, Whip, Rolloplane and kiddie rides. Also set are a miniature train and pony ride.

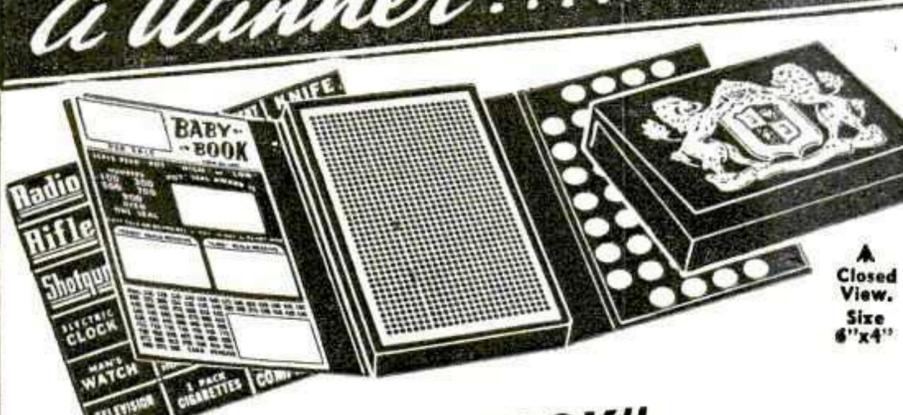
A stagershow will be presented every 90 minutes thruout each day. Already inked are the St. Leon Troupe, teeterboard acrobatics; Bud Carrell and Rose, whip cracking and trick ropers; Hap and Slap, comedy jugglers; Billy Romano, toy balloon sculptor, and Joe Laplante, stilt walker. The messanine contains 2,500 seats, affording an unobstructed view of the stage.

A group of baby elephants and an iron lung exhibit have also been inked. Clowns and stilt walkers will roam the arena to give the children some personal attention.

It was announced that concessions would include dart games, fish ponds, shooting galleries, penny pitches and balloon games.

A nifty opening-day plug is already set, with CBS-TV coverage of a party to be given 1,000 orphaned and underprivileged children. Co-operating in staging the party will be the Catholic Charities Organization, Federation of Jewish Philanthropies, Community Service Society and Children's Aid Society.

A Winner . . .



"BABY BOOK"

A small pocket sized board suitable for closed territories. Board is a 1,000-hole baby midget. Fill in your own price per sale and your own awards, either cash or merchandise, by using the gummed stickers that come with each board. Cover is beautifully embossed in gold on leatherette.

1000 B. M. HOLES, THIN, FORM NO. 11955
50 SEALS—5 ARE TAKEN
72 CONSOLATION PRIZES

HARLICH MFG. CO.
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

EXPERIENCED PUNCHBOARD SALESMAN

Major manufacturer, with the acknowledged top line of boards in the country, has territory open for an energetic salesman experienced in contacting Operators and Jobbers.

Our sales policy gives you an unusual opportunity to enjoy large earnings on a very satisfactory commission basis. Liberal drawing account if necessary.

In replying, give age, marital status, education, present and past employers, exact territories and length of time covered, etc. Write freely and frankly—this is a high-grade position for a high-grade salesman—your letter will be kept in strictest confidence. Address:

BOX 235 The Billboard, 155 N. Clark Street, Chicago 1, Illinois

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
 Only advertisements of Used Machines accepted for publication in this column.
RATE—12c a Word . . . Minimum \$2
 Remittance in full must accompany all ads for publication in this column . . .
 No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY
 Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. ja8

A BARGAIN—3 TOTAL ROLL CHAMPION
 with buttons, \$60; 2 Chicago Coin Roll Downs, \$60 each; 1 Hi Score Wood Ball Roll Down, \$30; all 6 for \$300. Perfect condition. 27 Pin games, \$9 each for lot. 4 Big Hits, 4 Canteens, Step Up, 2 Midget Racers, 2 Superliners, Spellbound, 2 Suspense, Show Girl, 2 Surf Queens, America, Santa Fe, Venus, Fast Ball and Big League. Want Pokerinos. Samuel Spector, 8 Sutton St., Mattapan, Mass.

A FEW LIKE NEW COIN OPERATED 10c AND 5c Hot Popcorn Vendors. Salesmen's Demonstrators. Offered as used at \$67.50 each. 100 bag capacity. Write Cecco, Dept. E. S. A., Peoria, Ill. de25

ADVANCE MODEL "D" BALL GUM MACHINES
 filled with ball gum, 1 to 9, \$8 each; 10 or more, \$7 each. Devices Novelty Sales Co., 467 N. Milwaukee Ave., Chicago 10, Ill. MOnroe 6-7533. ja15

ADVANCE NORTHWESTERN COLUMBUS OR Silver King, with 5 lbs. Peanuts or 1,000 Balls Gum, \$9. Booklet: "Dollars From Pennies" free. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de25

ATTENTION, PITTSBURGH OPERATORS—
 Will buy an original flipper used Pin Games. Pennsylvania Vending Corp., 1822 Carson St., Pittsburgh, Pa. HE 9900.

CHROME FORD BALL GUM MACHINES LIKE
 new \$11.75 each; 3 for \$35.9 for \$99. Old style Columbus, \$5.25 lbs. Gum, \$7.50. Used machine lists free. Graeff, 1232 Broadway, Toledo 9, O. de25

CIGARETTE MACHINES—ALL MAKES AND Models. Guaranteed to be the best. The baked paint job you get can't be beat. We also buy machines! Parts and Mirrors always in stock. Fred Stumm, 337 South Lawrence St., Philadelphia 7, Pa. Lom 3-2642. ja8

COIN OPERATED TYPEWRITERS—DEMON-
 strators. Like new, sturdily built, \$95 each. Howard Machine Products Co., 2754 Diversey Blvd., Dent. CT, Chicago 47, Ill. de25

DIGGERS WANTED—IRON CLAWS, BUCK-
 leys, Microscopes, Old Erie, hand operated Exhibit Rotary Merchandisers. We pick up. J. W. Landl, 323 Sanford, Upper Darby, Pa.

DIGGERS—ERIE DIGGERS, ELECTRO-HOIST.
 Iron Claws, Buckleys, hand operated Exhibit Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—ELECTROMATON ROL-A-SCORES.
 \$75.00 each; Bang-a-Fitty Skee Balls, \$125.00 each; Flash Bowlers, like new, \$200.00 each; Wur-litzers, \$75.00 each; Premier Barrel Rolls, \$75.00 each; Ten Grandis, \$125.00 each. All sizes. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. de18

FOR SALE—ONE DELUXE PANORAM, EX-
 cellent condition, \$795; 1/3 deposit. Birmingham Vending Co., 2117 North 3d Ave., Birmingham 3, Ala. de25

FOR SALE—1 NOEL AUTOMATIC BASEBALL
 Machine, used one week, guaranteed. Price \$195. Wickware Am. Co., Pittsburg, Kan.

FOR SALE—100 1 OR 5c COMBINATION
 Northwesterns (plastic globe) or 100 Magic 1-2-3 Ball Gum Machines which will vend anything else. \$7.95 each. Supreme Gum or Peanut Machines, \$4.95. Al Hoff, 1918 Rose, Baltimore 13, Md. ja1

FOR SALE—50 5c CASH TRAYS (USED) @
 \$2.95 ea.; cash with order. Birmingham Vending Co., 2117 North 3d Avenue, Birmingham 3, Ala. de25

FOR SALE—LIKE NEW, EXCELLENT CON-
 dition: Mills Three Bells and One Floor Sample; also Two Mills 50c Black Cherry Bells, like new, or will trade for Bally One Ball Pay Outs. Automatic Vender Co., 152 Houston St., Phone 6-2359, Mobile, Ala.

FOR SALE—23 SILVER KING NUT VENDORS.
 G. D. Binks, 932 S. Spruce, Casper, Wyo.

GUARANTEED LIKE NEW—10 PACKARD
 Model #7 Phonographs, \$250 each. 1/3 cash deposit, balance C.O.D. Harold Berenbaum, 1240 Elbridge St., Philadelphia 11, Pa.

LIKE NEW—A. B. T. CHALLENGERS, NEVER
 on location, excellent condition, \$25; used A.B.T. Challengers, thoroughly reconditioned, \$16.50; Exhibit Card Machines, \$11. Standard Scales Co., 4333 Duncan Ave., St. Louis 10, Mo. de18

PENNY PEANUT AND GUM MACHINES AT
 special low prices. Northwestern, Advance, Silver King, etc. De Cotes, 29 Prospect Ave., Binghamton, N. Y. de25

RAY GUN OPERATORS—CONVERT WITH
 our new type extra moving target conversions. Complete ray gun repair services. Write: Coin Amusement Games, Inc., 1023 E. 47th St., Chicago, Ill. ja8

REAL BUY—12 TRIPLEX AND 8 DUPLEX
 Shipman Postage Stamp Machines, Good condition. All for \$395. Francis Mattingly, 119 Hanover St., Cumberland, Md.

REBUILT POPCORN MACHINES FOR SALE—
 Fully guaranteed, priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. de25

SLIGHTLY USED ADVANCE BALL GUM MA-
 chines with 1,000 Balls Gum, \$9 each. John Horn, 2965 Hickory, Abilene, Tex. de25

SPECIAL—BLUEBIRD BALL GUM MACHINE.
 Filled, ready for location, \$6. Sun or Star Peanut Machine, filled, \$5. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. ja1

STANDARD SIZE STAMP MACHINE FOLDERS
 as low as 24c per 1,000. Write for free samples and prices. Flatto, 17 W. 60th St., N. Y. C.

THIRTY LIKE NEW, IN CRATES, 150
 bar Vendit type Candy Machines. Cost \$189.50, sell \$105 each. 1/3 deposit, balance C.O.D. Variety Distributing Co., 4105 South Grand Blvd., St. Louis, Mo.

WANTED TO BUY—CIGARETTE AND CANDY
 Machines. Also Counter Games. Get on our mailing list for new and used Vending Machines and parts. Devices Novelty Sales Company, 467 N. Milwaukee Ave., Chicago 10, Ill. MOnroe 6-7533. ja1

5c VEST POCKET BELLS, 1 B & C, 1 CHROME.
 Best 2 of route, \$100 or best offer. J. A. Abeel, 60 Maple St., Addison, N. Y.



Yes, Rake stocks the largest selection of money-making SALESBOARDS and JAR DEALS in the nation . . . COIN BOARDS . . . AVERAGE PAYOUTS . . . BLANKS . . . DEFINITE PAYOUTS . . . 6 for 25c . . . and all the rest. We sell at factory prices to established operators and jobbers. See them on display in our specially built salesboard showroom or phone today!

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THE LEADING PUNCHBOARD MANUFACTURER

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THE MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED.

WRITE FOR CATALOG

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 2222 S. MICH. AVE. CHICAGO, 16, ILL.

MANY ATTRACTIONS
 (Continued from page 67)

ees and Fleckles Fair Booking Association, Chicago; Mr. and Mrs. Billy Williams, Williams and Lee, St. Paul; Colonel Wilbur and Juanita Wilbur, Omaha; Mr. and Mrs. Carl Marlo, Marlo Productions, Wesley, Ia.; J. C. Michaels Sr. and J. C. Michaels Jr., J. C. Michaels Attractions, Chicago and Kansas City; Johnny Sanna, Tri-States Entertainment Service, Omaha; Buddy Peterson, Rudy Rousse and Dave Cunningham, Associated Fair Productions, Chicago, and De Waldo, De Waldo Agency.

Fireworks companies' representatives were Frank Duffield, Jack Duffield and Art Briese, all of Thearle-Duffield Fireworks Company, Chicago, and Elmer Brown, Ralph Rhodes Fireworks Company, Independence, Mo.

Auto Race Promoters

Auto race promoters included Al Sweeney and Gaylord White, National Speedways; Frank Winkley, who was accompanied by drivers Emory Collins and Jimmie Wilburn; John Sloan, Chicago; Johnny Gerber, Davenport, Ia., and Red Kettering, the latter peddling hot rod races.

Fair suppliers included Mr. and Mrs. T. P. Eichelsdoerfer, E. T. Eichelsdoerfer, Frank Sharp and William A. Lindemann, Regalia Manufacturing Company, and M. H. Lines and Russell Green, E. G. Staats Manufacturing Company; Jim Reeder, and Bill Hartzell, sound systems.

JAR DEALS AND SALESBOARDS

Write for Circular and Prices

CROWN PRODUCTS
 322 E. Colfax Ave.,
 South Bend 24, Ind.

SALESBOARDS

Closing Out

5,000 Cash Boards at Less Than One-Half Jobbers' Prices

All late numbers, 12 assorted 5c, 10c, 25c, 6 for 25c boards to a case. All sold at one price, \$25.00 per dozen.

1/3 deposit with order

SPECIALTY SALES CO.
 278 Sexton Bldg.
 MINNEAPOLIS, MINN.

PUSH CARDS

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write

W. H. BRADY CO. MFRS.
 CHIPPEWA FALLS, WISC.

SALESBOARDS—All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5c	Lucky Bucks, Thick	Def. \$ 7.00	\$.65
1000	25c	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25c	Texas Charley, Thick	Avg. 102.88	1.60
960	5c	Fully Packed, Thick, Girl Board	Avg. 28.25	2.75
960	5c	It's the Knots, Thick, Girl Board	Avg. 28.25	2.75
1000	5c	Barely Speaking, Thick, Girl Board	Avg. 28.60	2.75
1000	5c	Glovely Lady, Thick, Girl Board	Avg. 28.60	2.75
1200	5c	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.50
300	25c	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25c	Kwick Fin, Giant Holes, 6 for 25c	Avg. 28.75	2.50

JAR TICKETS
 RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS on Sticks—Sizes 1000-1200-1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1c, 2c or 5c. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS AT SLASHED PRICES

Holes	Name	Prof.	Price
300	25c Fin & Sawbuck . . . A.	\$33.15	\$2.25
420	25c Double Sawbuck . . . A.	43.98	2.50
1000	25c J.P. Charley, X. Tk. A.	51.98	.90
1000	25c J.P. Charley, X. Tk., Pr.	51.98	1.10
1200	25c Tex. Charley, X. Tk. A.	102.28	1.45
1000	1c or 5c Cigarette Boards60
1000	Plain Boards55
1000	or more 5c Assorted Girl Boards, Double Jackpot with \$25 Top	A. 80.00	2.25
1000	Bingos on Sticks60
1260	Bingos on Sticks75
1600	Bingos on Sticks		1.05
74	Seal Jackpot Card for Bingo39
100	Hole Punchboard Top for Bingo60
	Special Offer in Lots of 100 or More		
1260	Bingo and 74 Seal Card		1.08
1260	Bingo and 100 Hole Punchboard Top		1.30

We carry a complete line of jar tickets and pad deals. Quantity buyers, write for special prices on such items as you use not listed above.

T. & C. SALES COMPANY
 207 North Sandy Street Jacksonville, Illinois

NO OTHER BOARD CAN MAKE THIS STATEMENT

MORE OPERATORS and JOBBERS USE

PROFIT BOARDS

THAN ALL OTHERS COMBINED

IT'S A FACT!

PROFIT MFG. CO. 54 Pp. CATALOG FREE

50-11 40th St. L. I. C. 4, N. Y.

SALESBOARDS—ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Price
400	5c	Dollar Game	Def. \$ 7.00	\$.50
2500	10c	Kwik Silver	70.00	5.40
1200	5c	Pick a Cherry	30.04	2.40
1000	5c	Beat the Seven	27.50	1.30
1000	5c	Watta Life	25.45	2.80
2000	25c	Silver Bank	135.00	5.10
2016	10c	Liberty Bell	75.60	5.55
300	25c	Fin & Sawbuck	33.15	2.90
1000	5c	Apple Pickin' Time	25.25	2.45
2530	5c	Jack in Barrel	48.68	3.25

Jar Deals, Bingo Tickets, 2170 R W B.

Write for Our Latest Catalogue and Price List.

Large stock Plain Tip, Definite Jackpot, Coin Boards, Super Giant Hole and all kinds of Cigarette Boards. 25% Deposit With All Orders, Balance C. O. D.

LUBIN SALES, 625 FIFTH AVENUE, PITTSBURGH 19, PA.

SALESBOARDS

WHOLESALE "NET" PRICES—25% DEPOSIT

Holes	Name	Prof.	Price
1000	25c J.P. Charley, XX Th. Avr.	\$52	\$1.49
1800	5c Lulu Board, XX Thk. Def.	18	1.49
1200	25c J.P. Tex. Chas., Tk. Avr.	102	2.25
100	5c J.P. Sista, Tk., Pr. Avr.	25	2.25

NEW! 6 TICKETS PER HOLE BOARDS

Holes	Name	Def.	Price
200	25c They All Go	\$24	\$3.35
200	25c Dixie	Max. 33	3.39
200	25c The Comet	Max. 32	3.48

1200 25c J.P. Cheerful Chas. Avr. \$77 \$2.62
 1300 5c Bubbles, Thick, Jum. Def. 30 2.75
 865 5c J.P. Rosebud, Girlie Avr. 26 2.95
 1027 5c J.P. Hollywood, Jum. Avr. 27 3.54
 1000 10c J.P. Jumbo Hole, Th. Avr. 45 3.98

Write for "New Wholesale" Bulletin, 10th year giving immediate delivery on finest boards.

LEGALSHARE SALES
 P. O. Box 86-B Huntington Beach, Calif. (Phone 2842)

Communications to 155 No. Clark St., Chicago 1, Ill.

'48 NAMA Convention Under Way

Operator Efficiency, New Equipment Stressed; Sked First Sales Rep Meeting

Registrations Indicate Record Operator Attendance

By Norman Weiser

CHICAGO, Dec. 12.—The second annual convention and exhibit of the National Automatic Merchandising Association (NAMA) got under way here early today as exhibitors made last-minute checks of their booths

W. Virginia Ops Complete Organization

Schedule Dec. 15 Meet

BLUEFIELD, W. Va., Dec. 11.—The newly formed West Virginia Coin Machine Operators' Association (WVCMOA), elected board of director members at its Welch, W. Va., meeting Wednesday (1), W. H. Ballard, president, announced this week. Announcement also was made of a meeting to be held Wednesday (15) at the Ruffner Hotel, Charleston, hosting operators of Kanawha and near-by counties.

(See W. VA. OPS on page 99)

and rooms, and visitors started registering at 9 a.m. on the fourth floor of the Palmer House. With the entire vending industry, ranging from manufacturer, distributor and operator to the numerous suppliers (see list of exhibitors on page 85 of this issue) represented, this year's show appeared assured of an even greater attendance and interest at the opening than was fired.

Geared to the operator level, the 1948 show is again stressing efficiency in operations, with the numerous sessions scheduled thruout the four-day meet all based on this theme. In the exhibit halls many new vendors, covering all phases of the industry, are being unveiled, and major suppliers are well represented on the floor exhibit area.

Unlike the '47 convention there was no partying as the initial day's work began this morning. As registrations started, members of the NAMA cup vending division were clearing up last-minute details, then met in Room 17 of the club floor for their closed session, which started at 10:30 a.m. and ran thru the noon hour.

Promptly at noon, ladies' headquarters opened in Parlor 15 on the club floor, and at the same time the NAMA sales representatives' division luncheon got under way in the Red

Issue Interim Report on Mills

CHICAGO, Dec. 11.—Additional improvements in its cash position and further reductions in inventory marked the latest report by Mills Industries. The report, covering all firm activities from December 31, 1947, thru September 30, 1948, was issued by Edward J. Gesick, firm treasurer.

Major facts in the statement pointed up the following changes in the first three quarters of 1948: Cash increase, \$908,000; receivables decrease, \$821,000; inventories decrease, \$1,290,000; notes payable decrease, \$958,000; accounts payable decrease, \$185,000, and reserve for estimated loss decrease, \$486,000.

Other improvements cited by Gesick beyond the September 30 activities, included a payment in full during October of \$500,000 in debtor certificates which were a first lien against Mills' assets, and the securing of more favorable interest rates on a remaining certificate of \$300,000 indebtedness.

Not mentioned in Gesick's financial resume was the sale of the Mills phonograph, together with related patents, parts, tools and dies to the H. C. Evans Company, Chicago, for an undisclosed amount (*The Billboard*, December 11).

Wm. Steber, Retired Op, Dies Dec. 1 in Mobile

MOBILE, Ala., Dec. 11.—William R. Steber, retired music machine and pinball operator, died here Wednesday (1) after a few hours' illness. In recent years Steber had confined his activities to the real estate business in Mobile.

Hanna Prexy Of N. Y. Ops' Association

Org Sets Dues at \$25

SYRACUSE, Dec. 11.—Joseph A. Hanna, of the Hanna Distributing Company, Utica, was elected president of the New York State Coin Machine Association (NYSCMA) at a meeting of the new organization here Thursday (2). Formed a month ago (*The Billboard*, November 6), the association sets its sights at a comprehensive public relations campaign for the coming year, and named Bob Charles, of the Binghamton Coin Machine Company, vice-president, and Murray Sandow, of Buffalo, secretary-treasurer.

With 25 regional directors in attendance, the meet reaffirmed the need for an effective public relations program by State coinmen. Such a program, according to Hanna, would do much to offset unfavorable public attitudes about the industry. Hanna, who until Thursday's meeting served as the group's temporary chairman, said the program should point up the part coin machines play, as amusement and merchandise media, in the total economic picture.

\$25 Fees Paid

Members at the confab paid initiation fees of \$25 each which will be required of all new members. While no definite action was taken, it was indicated that additional dues may be required, these to be determined on the basis of the number of machines operated.

The immediate concern of NYSCMA is to intensify its drive to organize regional associations. Regional directors are expected to call meetings of coinmen in their areas soon, and serve as liaison between regional groups and the State-wide association.

New directors named at the meet are Robert F. Bradt, of Niagara Falls; Albert C. Bassan, of Wellsville, and Dave Solomon, of Elmira. Teddy Blatt, of New York City, was appointed attorney for the association.

Mechanical Engineer Convensh Expected To Host Coin Mfrs.

PHILADELPHIA, Dec. 11.—Coin machine manufacturer officials are expected to be among the representatives of producing firms attending the American Society of Mechanical Engineers (ASME) meet at Convention Hall here January 10-14.

Running concurrently with the exhibits, which will feature latest models of hand trucks, lift trucks, conveyors, hoists, stacking units, cranes, fork trucks, skids, etc., will be a conference on the problems of materials handling in the various industries. Discussion will cover such subjects as Developments in Bulk Handling, Work Simplification, Opportunities for Distribution Economies, Materials Handling in the Future, Co-Ordination of Handling Equipment in a Manufacturing Plant, etc.

WASHINGTON OUTLOOK ROSY

Game Licenses Highlight '48 Legal Picture

Music, Vending Biz Up

By Ben Atlas

WASHINGTON, Dec. 11.—Local coin machine operators are looking ahead to 1949 with high hopes as they wind up a year which proved excellent for juke boxes and vending machines but so-so for amusement games. The 1948 legal highlight for the capital was the licensing of pinballs, while on the national scene were developments affecting the industry including freight increases, the basing point controversy, Federal Trade Commission (FTC) activity in the confectionery field, failure of the Scott Bill to pass Congress and the legal tangles over the disk ban.

The pinball business this year has been running about 15% behind last

Tax Relief?

HARRISBURG, Pa., Dec. 11.—Pennsylvania bankers have asked for "sound reform" of the State's local tax law passed by the 1947 Legislature under which municipalities are authorized to tax music machines, pinballs, and any other taxable items not already levied upon by the Commonwealth.

Russell J. Hopkins, president of the Pennsylvania Bankers' Association, said some of the taxes have drained away from 20 to 25 per cent of the income of persons dependent on trusts.

Incomes from trust funds also are subject to taxation under this law, it was explained.

year, according to John Phillips, president of Phillips Novelty Company and head of the Washington Coin Machine Association (WCMA). This puts 1948 receipts about on a par with 1946, Phillips said. Compared with the prewar gross, 1948 receipts are "way up," but Phillips pointed out that equipment costs are 200 to 250

(See *Washington Outlook*, page 103)

Ark. Ops Wait For Test Case On Free Plays

LITTLE ROCK, Ark., Dec. 11.—Location owners here have reached the anxious stage in their long wait for a test case on the legality of free-play pinballs. While locations with game installations are conducting business as usual, operators are reluctant to install new equipment until the test case has been completed.

Some months ago, Attorney General Guy Williams held that games which give free plays for high score are in violation of the law. Later, Edwin E. Dunaway, Pulaski County prosecuting attorney, on advice from police authorities in Greater Little Rock, announced a test case would be instituted.

With no action on the test for the past few months, location owners are now wondering if the case will materialize. Meanwhile, they claim they are losing income because the old equipment is not drawing very well with their regular patrons.

Shuffleboard Co. Of America Sets New Finance Plan

NEW YORK, Dec. 11.—In a policy switch reflecting confidence in the earning power of commercially operated shuffleboards, the Shuffleboard Company of America has instituted a finance sales plan for operators, according to an announcement by George Ponser, general sales manager.

The plan, begun two weeks ago, calls for a one-third down payment, with the balance of the full purchase price payable within 10 months. Company produces a standard 22-foot board, as well as a 16-foot combination unit, the latter suitable for use as a bowling-type game. Both list at \$645.

Put out under the trade name, Nu-Art, the boards have been selling largely to operators in the Midwest, Ponser disclosed. The firm recommends operation at 10-cents-per-line-per-player.

Activity Up On Pennsy's Legal Front

Liberal Measures Awaited

EPHRATA, Pa., Dec. 11.—The city's new amusement admissions tax, which will go into effect January 1, will exempt juke boxes, pinballs, vending machines, shuffleboards and bowling alleys for the time being. Borough officials declared that there is some question as to the constitutionality of the provisions affecting the amusement tax on machines, and all efforts to collect the tax will be withheld until a legal opinion is received from the State attorney general's office.

The tax on coin machines, which has been adopted in many other municipalities in Pennsylvania, is the result of a local tax law passed by the 1947 Legislature permitting municipalities and school districts to tax anything not already taxed by the State. However, it is reported that the local tax law may become one of the most controversial issues to confront the 1949 Legislature convening next month.

The Pennsylvania Manufacturers' Association and the State Chamber of Commerce, along with other business groups and motion picture interests, contend that repeal of this measure would remove the fear of unforeseen taxes facing industry. Legislators from rural districts are also expected to seek outright repeal of the tax law. However, the local tax law was the brainchild of Gov. James H. Duff, and it is anticipated that he will oppose any drastic revisions of the law in 1949.

Boyertown is the latest community eyeing the coin machines for tax purposes. Borough authorities, casting about for additional sources of revenue to meet the 1949 budget, stated they are considering licenses for pinball, bells, parking meters and music machines.

S. C. Tax Income Increases

CHARLESTON, S. C., Dec. 11.—South Carolina's over-all tax receipts during November ran almost 2 per cent above the same month a year ago, the State tax commissioner disclosed this week. Total collections for November, 1947, amounted to \$5,191,630, compared with the \$5,261,021 for October.

Comparisons in items of interest to coinmen are: Income tax, up \$64,000; soft drink and bottle tax, up \$37,000; and coin machines, down \$3,000.

CURB BASEBALL TELE NETS

Move May Aid Ops in Many Video Areas

Minor League Action

MINNEAPOLIS, Dec. 11.—In a move that is bound to have a far-flung effect on coin machine operators in all but about 10 metropolitan areas, baseball's minor leagues drew up a set of rules that will virtually prohibit any network baseball, radio or television. Prior to sanctioning the new rules by a unanimous vote at the annual convention of the National Association of Professional Baseball Leagues (NAPBL) here this week, the minors had no rules whatsoever on either radio or tele.

Under the new regulations both radio and video would be confined to stations within a radius of 50 miles from a ball park. Backers of the new rule state that with networks as far east as Boston and west to Chicago ready for regular hook-ups by January, the minors were beginning to worry about reports, emanating from minor teams in Eastern cities, that telecasts of major league games were responsible for decreased attendance at minor league games.

Three Codes

Organized baseball works under three separate codes, the major league rules, the major-minor league rules and the NAPBL agreement. In the event that the curbs on radio and tele are rejected by the majors in their annual winter meetings next week in Chicago, it will still be a part of the NAPBL agreement.

Unprotected under the new rules will be such large minor league cities as Newark and Jersey City. Since both have entries in the International League, and both are within 50 miles of telecasts and broadcasts originating from New York's three big league diamonds, Yankee Stadium, the Polo Grounds and Ebbets Field, there will be little or no relief for these top minor teams. A similar situation will exist in Baltimore, also a member of the International loop, as this Maryland city is within 50 miles of Griffith Stadium, home park of the Washington Senators.

Expect More Play

Since it has now been established that wherever major league telecasts are received, typical coin machine locations have reported decreased revenue, particularly from juke, most operators in minor league cities where major league telecasts have been received have indicated that they expect more play on their equipment next season. They contend that locations with tele, mostly taverns, have suffered from the inroads of television sport programs, with baseball the big offender since it has a six month season and also because in the past few years major league teams have been scheduling an increased number of night games. While day telecasts of ball games have had a tendency to cut coin machine play somewhat, it has been the night games which have really hurt the most, since the games usually run from 8:30 to 11 p.m., hours which have long been lucrative ones for coin locations.

Altho the new radio-tele baseball regulations will probably help operators in the many cities and towns affected, other sports which have proven to be good tele subjects such as football, hockey, basketball, boxing and wrestling will apparently continue to offer competition to operators wherever telecasts of these events are received. Also important is the fact that the 10 cities not af-

Calendar for Coinmen

December 12-15—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Palmer House, Chicago.

December 13-15—National Association of Popcorn Manufacturers (NAPM), meeting and exposition, Hotel Sherman, Chicago.

January 17-19—Coin Machine Institute, Inc. (CMI), annual convention and exposition, Hotel Sherman, Chicago.

January 18—Music Operators of America (MOA), annual meeting, Hotel Sherman, Chicago.

CMI Adds Exhibit Space At '49 Show; Will Hold Three Conferences for Operators

Discussions Cover Legal, Legislative, Tax Problems

CHICAGO, Dec. 11.—Greater space was made available for the 1949 Coin Machine Institute, Inc. (CMI) show at the Hotel Sherman here January 17-19, officials announced this week, with the opening of space for 36 additional booths for prospective exhibitors. Plans for a series of conferences on legal, legislative and tax problems, to be held during the show, were also announced.

Show committee stated that the additional exhibit space was made necessary by the complete sellout of the 172 booths in the exhibition hall, mezzanine and Grand Ballroom in the hotel. New exhibit area is adjacent to the exhibition hall.

The conferences on legal, legislative and tax problems, to be held in the form of consultations with CMI's legal and tax department, will be aimed to serve the needs of individual operators, distributors and local coin machine associations. Main object of the series will be to aid coinmen and their counsel in solving problems posed by the meeting of 44 State Legislatures in the early months of 1949, it was stated.

Conferences are to be held by ap-

pointment at CMI headquarters, and coinmen and local associations desiring appointments are requested to write the legal and tax department immediately.

Personal conferences were decided upon in favor of general discussions of tax and legislative problems, because the multiplicity of individual problems and the variety of State laws would make general sessions of little benefit to individual coinmen, Herb Jones, show committee chairman, stated.

Portland Bar Owners Seek Tax Change

Hits Games, Shuffleboards

PORTLAND, Ore., Dec. 11.—Oren F. Campbell, secretary-manager of the Oregon Tavern Owners' Association (OTOA), stated this week he would press for city council reconsideration of an ordinance, recently passed, which levies a \$1,000 license fee for pinball, shuffleboard and other coin-operated games in taverns.

The ordinance also provides that operation would be limited to one such device for each 10,000 population.

"We will seek repeal of the ordinance because it is highly unfair and discriminatory," Campbell declared. "Its final effect will be to throw control of the games into the hands of a small group, and we can't understand why this is being done."

Mayor-Elect Against Levy

The ordinance was introduced by Commissioner of Finance Fred L. Peterson, who contended it would make license fee collections much simpler. At the time of its passage, the city's mayor-elect, Dorothy McCullough Lee, charged it would lead to a monopoly of the amusement device business. Mrs. Lee also announced she would seek repeal of the ordinance after she assumes office.

Campbell was particularly concerned over the ordinance's effect on shuffleboards.

Revenue Important

"The revenue from these 'semi-legal' devices and from the increasingly popular shuffleboard are very important to our members," said Campbell.

"Shuffleboard as a game is one of the cleanest pieces of equipment on (See Portland Bar Owners, page 104)

No Year-End Lay-Off At Keeney; Schedule Co. Christmas Party

CHICAGO, Dec. 11.—J. H. Keeney & Company officials reported this week that for the first time in the firm's history, with the exception of the war years, there would be no employee lay-off during the year-end holiday season. Instead, a 50-person addition to the production force would be completed before Christmas, W. J. Ryan, president, stated. Continued demand for the firm's line of coin equipment was given as the reason for the sustained output pace, and general feeling among executives is that this heralds a better-than-average year, business-wise, for 1949.

Plans for a plant Christmas party were also announced by Ryan, in addition to the presentation of a turkey to each employee December 22. The party, scheduled for December 23, is expected to host over 200 persons. An improvised dance floor will be cleared in the plant proper, bandstand erected and a 12-piece orchestra engaged. Starting at 4 p.m. and lasting until early a.m. hours, the party will also feature strolling minstrels, caterer food service and liquid refreshment from two open-house bars.

As an added holiday cheer touch Keeney employees will hear recorded music broadcast thru the speaker system at alternate half-hour periods prior to and during the holiday season.

'48 NAMA Convention Under Way

Operator Efficiency, New Equipment Stressed; Sked First Sales Rep Meeting

Registrations Indicate Record Operator Attendance

(Continued from page 82)

Lacquer Room on the fourth floor. This marked the first annual luncheon to be held by the division, which was formed last summer for the purpose of establishing a closer relationship between the sales representatives of manufacturers and allied members and the operators of vending machines. More than 1,250 members now belong to the division.

Bills Speaks

Scheduled as featured speaker at the luncheon was Benjamin F. Bills,

Northwestern Unveils 1949 Bulk Machine

MORRIS, Ill., Dec. 11.—Northwestern Corporation here announced its new model '49 penny bulk vender this week, featuring a fill-at-head-quarters "Sani-Cary" square type glass merchandise compartment and modernistic base design. W. R. Grenier, sales manager, stated the unit, priced at \$17.55, will be featured at the firm's NAMA exhibit and initial deliveries will begin the latter part of this month.

Special globe design permits 30-second changing of full for empty compartment on location, eliminating globe cleaning and refilling when the routeman makes collections. The square type merchandise compartment has a 5½-pound capacity; base, of steel, is available in red, green, white and silver baked enamel finishes. Total height is 15 inches; base is 7¾ inches high, 6½ inches square.

New unit may be used with standard stand, Grenier said. Large, feather-touch delivery wheel is positioned immediately below the new round coin entrance, both centered on the face of the base. Covered delivery chute protects delivery channel and merchandise.

Keeney Names N. Y. Distrib

CHICAGO, Dec. 11.—W. J. Ryan, J. H. Keeney & Company president, announced the appointment this week of Bilotta Distributing Company, Newark, N. J., as distributor for the Keeney cigarette vender. Firm will cover the Central-Western area of New York State. Wert Wertenberg has been assigned as contact representative for Bilotta, using a station wagon to effect "front door" demonstration of the vender for operators.

John Bilotta, head of Bilotta Distributing, was formerly a partner of Fred Iverson in the Eastern Sales Company, Rochester, N. Y., until June 1 of this year when he opened his present firm.

John Conroe, head of the Keeney cigarette division, states that the new penny change unit, on test since early summer, will be made available as optional equipment on the cigarette vender if enough operators demand same. Cost will be from \$25 to \$30.

Chicago, who heads a firm of sales consultants and is active in financial circles. Bills was scheduled to speak at the conclusion of the luncheon, and NAMA members, other than those who belong to the sales representatives' division, were allowed into the room to hear his address.

At 2 p.m. all business sessions were brought to a close, and visitors and members of NAMA were on hand as the exhibit hall and seventh floor exhibit rooms were officially opened. The exhibits were scheduled to run thru 10 p.m. today, with the hall reopening at 12:30 p.m. tomorrow.

The general session and annual meeting is scheduled to start promptly at 9:30 a.m. tomorrow in the Red Lacquer Room. (For complete program details see page 85 of this issue.)

Wind-up of the four-day convention and exhibit will be the annual banquet and installation of officers and the board of directors meeting Wednesday night in the Grand Ballroom.

International Mutoscope Shows Book Vender at NAMA Convention

NEW YORK, Dec. 11.—International Mutoscope Corporation will unveil its new selective book vender, Pick-A-Book, at the National Automatic Merchandising Association show next week, Herb Klein, sales manager, disclosed this week.

With a vending capacity of three to four hundred pocket-size-books, depending on the thickness of the books stocked, the machine also provides space for storage of several hundred additional books in its base. Twenty-four different titles may be dispensed, each carried in a separate compartment. Book covers displayed in front of each compartment indicate the selections carried.

25-Cent Mechanism

One 25-cent coin mechanism is used, with customers indicating their choice by pulling one of the 24 levers located beneath the compartments. All deliveries are made thru a common chute.

Pick-A-Book stands 67 inches high, is 36 inches wide and 16 inches deep. Cabinet is of steel, finished in gray to blend easily with color combinations

Silver King Co. Intros New Unit

CHICAGO, Dec. 11.—Silver King Corporation announced this week its new 1949 Charm King ball gum vender, designed to handle all sizes of ball gum and charms without adjustments. H. F. Burt, firm head, stated delivery on the new unit, priced at \$13.95, will start today (11).

Burt also said that parts were available to convert 1946 thru 1948 Silver King ball gum units to handle charms. Conversions are pegged at \$3 per set.

Dextale Mills Joins Eastern Sales To Build Kenro Venders

PHILADELPHIA, Dec. 11.—James E. Kendig, president of Eastern Sales & Engineering Company here, manufacturer of the Kenro chocolate-covered ice cream vending machine, announced this week that the firm has become a subsidiary of the Dextale Hosiery Mills, of Lansdale, Pa., a \$3,000,000 corporation. Kendig explained that in a business deal to expand the company's production capacity, Turbow Machine Company, Lansdale, a division of Dextale Hosiery, has become a partner in the operation of Eastern Sales & Engineering.

Cabinets for the Kenro vending machines will continue to be made by the Wilson Cabinet Company, Smyrna, Del., and they will all be shipped to Lansdale for fabrication at the Turbow plant. Kendig added that the association with Turbow now gives the vending company 200,000 square feet of manufacturing space, which will considerably step up the company's production schedule for the coming year. While Turbow Machine will be on the same basis as a partner, the officers and operation of Eastern Sales will continue as is under the present management and the offices and showrooms will remain at their present address in Philadelphia.

Meanwhile, exporting and merchandising tie-ups for the Kenro ice cream vending machines were announced by Sam Rogow, secretary-treasurer of the firm. Rogow announced that negotiations have been concluded with Auerbach, Burgees & Smith, New York City, to handle export of Kenro machines to foreign countries. On a merchandising level, he added, a tie-up with Ice Cream Novelties, Inc., New York City, will find Walt Disney characters on the bags and sticks of the ice cream bars dispensed thru Kenro machines. Ice Cream Novelties, he explained, has just completed arrangements with the Walt Disney Studios in Hollywood to use the famous cartoon characters on the ice cream sticks and bars manufactured by the company.

Vendma Announces Sales Plan for New Scenic Card Vender

CHICAGO, Dec. 11.—Vendma Sales, Inc., here, national sales agent for the new Shipman illustrated post card vender, announced this week that the unit, priced at \$37.50, would be sold thru franchised dealer-operators. S. Kepner, secretary, stated that the first 100 machines were received this week, with a regular schedule of shipments slated for periodic delivery.

Vendma is placing the new card vender with operators who can set up a minimum of 100 locations of their own and in addition handle sales within a definite area assigned to them. The card venders dispense regular standard size picture post cards, three for a dime pre-stamped with penny stamp, with scenes tailored to that city in which the unit is located. Curt-Tich & Company, Inc., Chicago, is exclusive supplier of cards for the machines.

Kepner said that the operator is required to affix the stamps on the cards and that an automatic stamp machine is offered as an operating aid by Vendma.

Stamp Venders Aid Philly Yule Mail

PHILADELPHIA, Dec. 11.—Stamp vending machines have been placed in many of the city's post offices to help ease the Christmas mailing rush. The machines, Postmaster Joseph F. Gallagher said, dispense the stamps at no extra fee. They produce five 1-cent stamps for 5 cents; two air-mail stamps for 10 cents, and five 3-cent stamps for 15 cents.

Gallagher suggested in a notice to mailers that they bring proper change to operate the machines which at present do not have coin-changer attachments.

San Antonio Blaze Destroys Venders

SAN ANTONIO, Dec. 11.—A large number of vending machines owned by the United Amusement Company were destroyed during a \$300,000 fire which swept thru the Stonewall Hotel here last week.

Heaviest loss was suffered by United Amusement (\$200,000), whose machines were stored in the building.

in most locations. Slug protection is provided.

New Sales Area

A new area of sales will be provided the book industry thru placement of the vender, Klein declared, by opening additional locations to book merchandising. The machine will also serve as a supplementary vender in locations, such as railway stations, where paper-backed books now enjoy a large sale.

Price of the new vender is to be announced soon, Klein said, and deliveries to operators are to begin early in 1949. It was indicated that arrangements may be worked out between International Mutoscope and one or more publishing houses to ease distribution of books to operators.

Dr. O. May New Coke Quality Control Head

NEW YORK, Dec. 11.—The Coca-Cola Company announced this week that Dr. Orville E. May has been elected vice-president in charge of quality control, succeeding Dr. W. P. Heath, who is retiring after nearly 30 years with the company. May has been a member of the quality control department since 1946.

As under Heath, May's department will continue to supervise the various water treatment processes used by franchised bottlers to help assure uniformity of product and also check specifications for basic ingredients used in the drink, detergents, bottle caps, bottle washing equipment and all other production materials used by individual bottlers.

May is a fellow of the American Institute of Chemists, a member of the American Chemical Society, American Oil Chemists' Society and the Institute of Food Technologists.

FOUR EVENT FILLED DAYS

NAMA CONVENTION & EXHIBIT

*Stress Efficiency in Operations at
Second Annual NAMA Convention*

NAMA PROGRAM

SUNDAY, DECEMBER 12

- 8 a.m.-10 p.m.—REGISTRATION
Corridor—4th Floor
- 10:30 a.m.-12 Noon—NAMA CUP VENDING DIVISION
Room 17, Club Floor. Cup Vending Division Members only.
- 12 Noon-10 p.m.—LADIES' HEADQUARTERS OPENS
Parlor 15, Club Floor
- 11:30 a.m.-1:30 p.m.—SALES REPRESENTATIVES DIVISION LUNcheon
Red Lacquer Room—4th Floor. By invitation.
- 2 p.m.-10 p.m.—GRAND OPENING OF 1948 EXHIBIT
Exhibition Hall—4th Floor
Exhibit Rooms—7th Floor

MONDAY, DECEMBER 13

- 8 a.m.-9 p.m.—REGISTRATION
Corridor—4th Floor
- 9 a.m.-7 p.m.—LADIES' HEADQUARTERS OPEN
Parlor 15, Club Floor
- 9:30 a.m.-12:30 p.m.—OPENING SESSION AND ANNUAL MEETING
Red Lacquer Room—4th Floor
Chairman: E. F. Pierson, NAMA President
Film presentation—"Of This We Are Proud" (in color), courtesy Nash-Kelvinator Corp.
Welcome to Members and Guests
President Pierson
"Uniform Accounting and Methods"
William Fishman, vice-chairman, NAMA Operator Accounting Committee
"Blueprint for Action"
Fred L. Brandstrader, NAMA Legislative Counsel
"Insurance for Operators"
Aaron Goldman, chairman, NAMA Insurance Committee
"NAMA at Work for You"
C. S. Darling, NAMA Executive Director
"The Balance Sheet"
L. D. Chambers, NAMA Treasurer
"NAMA in 1948"
President Pierson
"Practical Public Relations"
E. J. Condon, Assistant to the President and Director of Public Relations, Sears Roebuck & Co.
Report of Nominating Committee
Tom Vaughn, Chairman
Annual Election of Directors
- 12:30 p.m.-6 p.m.—NAMA 1948 EXHIBIT
Exhibition Hall—4th Floor
Exhibit Rooms—7th Floor
- 1 p.m.-5 p.m.—NAMA BOARD OF DIRECTORS MEETING
Room 9, 3d Floor
- After 6 p.m.—Evening free for visiting Chicago night spots, entertaining, or doing whatever else you wish.

TUESDAY, DECEMBER 14

- 8 a.m.-9 p.m.—REGISTRATION
Corridor—4th Floor
- 9 a.m.-10 p.m.—LADIES' HEADQUARTERS OPEN
Parlor 15, Club Floor
- 9:30 a.m.-12 Noon—CIGARETTE SESSION
Red Lacquer Room—4th Floor
Chairman: John F. Saxon, Ace-Saxon, Inc., Miami, Fla.
"Increasing Efficiency in Stock Control"
J. C. Guthrie, Miller Automatic Sales Co., Louisville, Ky., and Marcus Kaplan, Virginia Cigarette Service, Roanoke, Va.
"Increasing Efficiency in Service"
Louis Risman, Mystic Automatic Sales Co., Medford, Mass., and S. E. Nielsen, S. E. Nielsen Cigaret Service, Shreveport, La.
"Increasing Efficiency in Selling Locations"
Ed Baratz, "Q" Automatic Sales Co., Aurora, Ill., and Sidney Bruck, Long Island Tobacco Co., Flushing, L. I., N. Y.
"Increasing Efficiency in Maintenance and Repairs"
John Mason, Allegheny Cigarette Service Co., Wilkesburg, Pa., and F. W. Edgerton, Edgerton Cigarette Service Co., Lexington, Ky.
"Operating Other Types of Equipment in Conjunction With Cigarette Machines"
Meyer Gelfand, G. B. Macke Corp., Washington, D. C., and Frank Burns, Burns Distributing Co., Greensboro, N. C.
Question Forum
The speakers will act as a panel to answer operators' questions.
- 9:30 a.m.-12 Noon—CUP BEVERAGE SESSION
Room 14, Club Floor
Chairman: E. C. Williams, Spacarb of New England, Boston.
"The NAMA Cup Vending Division"
E. C. Scully, Lily-Tulip Cup Corp., chairman, NAMA Cup Vending Division
"The Job Ahead"
Regis Parks, Spacarb, Inc., chairman, Cup Vending Division Research Committee.
"A Customer Looks at Service"
Wilbur England, ABC Vending Corp., New York.
"Cup Vending in Retail Stores"
M. L. Heffer, Johnson Tobacco Co., Chicago.

(See NAMA Program on page 96)

NAMA EXHIBITORS

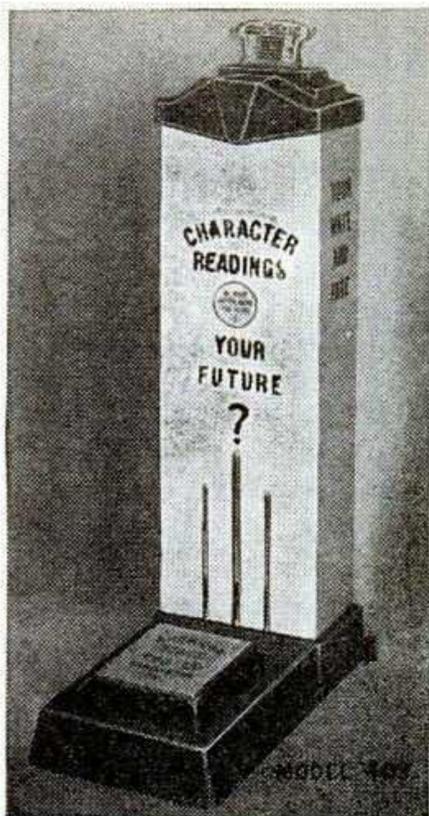
FOURTH FLOOR

- A. B. T. Manufacturing Corp., Chicago (coin meters, slug rejectors); Booth 20.
- Alkuno & Co., Inc., New York (candy & nuts); Booth 81.
- American Coin Changer Corp., Boston, Mass. (coin changers); Booths 68-69.
- Automatic Syrup Corp., New York (cup beverage); Booth 35.
- Auto-Vend, Inc., Dallas (popcorn & coffee); Booths 2, 10.
- Billboard Publishing Co., Chicago (The Billboard & Vend); Booth 74.
- Bradley, C. C. & Sons, Inc., Syracuse, N. Y. (cup beverage); Booth 39.
- Canada Dry Ginger Ale, Inc., New York (sirups); Booth 22.
- Chalex Corporation, New York (audit recorders); Booth 77.
- Chicago Lock Co., Chicago (locks); Booth 12.
- Cigromat Corp. of America, New York (cigar); Booth 84.
- Cinch Mfg. Corp. (H. B. Jones Div.), Chicago, (plugs, sockets); Booth 88.
- Coan Mfg. Co., Madison, Wis. (candy, cigarette); Booths 47, 48, 49.
- Coin Machine Journal, Inc., Chicago, Booth 51.
- Coin Machine Review, Chicago, Booth 19.
- Cole Products Corporation, Chicago (cup beverage); Booths 24, 25.
- Columbus Vending Co., Columbus (bulk); Booth 64.
- Craig Machine, Inc., Danvers, Mass. (ice cream); Booth 32.
- Crown Implement Corp., Chicago (bottle beverage); Booth 89.
- Dixie Cup Co., Easton, Pa. (cups); Booths 18, 19.
- Arthur H. DuGrenier, Inc., Haverhill, Mass. (cigarette, candy & gum) Booth 38.
- Eastern Electric Vending Machine Corp., New York (cigarette); Booth 1.
- ExCell Products Division, Chicago, Booth 28.
- Ford Gum & Machine Co., Lockport, N. Y. (bulk); Booth 86.
- D. Goldenberg, Inc., Philadelphia (candy bars); Booth 75.
- Guardian Electric Mfg. Co., Chicago (switches); Booth 44.
- Gum Vending Corp., New York (gum); Booth 46.
- Charles E. Hires Co., Philadelphia (sirups); Booth 67.
- Hospital Specialty Co., Cleveland (sanitary napkins); Booth 33.
- Hupp Corp., Cleveland (cup beverage); Booths 65, 66.
- Hurly-Peck & Co., Indianapolis, Ind., Booth 85.
- Ideal Dispenser Co., Bloomington, Ill. (bottle beverage); Booths 15, 16.
- International Mufoscope Corp., Long Island City (Photomatic, Voice-o-Graph, post card); Booth 57.
- Johnson Fare Box Co., Chicago (coin changers, cup mechanism); Booth 52.
- J. H. Keeney & Co., Chicago (cigarette); Booths 82, 83.
- Lehigh Foundries, Inc., Easton, Pa. (cigarette); Booths 72, 73.
- Lily-Tulip Cup Corp., New York (cups); Booth 56.
- Lymo Industries, Inc., Chicago (cup beverage); Booth 55.
- Malkin-Millon Co., Irvington, N. J., Booth 45.
- Bert Mills Corp., Chicago (coffee, soup); Booth 36.
- National Rejectors, Inc., St. Louis (slug rejectors); Booths 70, 71.
- National Vendors, Inc., St. Louis (cigarette, candy); Booth 54.
- Jack Nelson & Co., Chicago (popcorn, parts); Booth 34.
- Northwestern Corp., Morris, Ill. (bulk, stamp); Booths 60, 61.
- Practical Products Company, Minneapolis, Minn. (cup beverage, cigarette); Booth 23.
- Rock-Ola Manufacturing Corp., Chicago (scales); Booth 29.
- Rowe Mfg. Co., Inc., New York, Booths 5, 6, 7.
- Rudd-Melikian, Inc., Philadelphia, Pa., Booth 4.
- Seaboard Metal Products Co., Newark, N. J. (cup beverage); Booth 76.
- Sero Syrup Co., Brooklyn (sirup); Booth 26.
- Servel, Inc., Evansville, Ind. (condensing units); Booth 80.
- Snively Vending & Sales Co., Winter Haven, Fla. (juice); Booth 53.
- Shotwell Mfg. Co., Chicago (candy bars); Booth 11.
- Spacarb, Inc., New York (cup beverage); Booth 37.
- Stange-Sharonow Distributors, Inc., Newark, N. J. (cigar); Booth 87.
- Staller Mfg. Corp., New York, Booth 62.
- Stoner Mfg. Corp., Aurora, Ill. (candy); Booths 41, 42, 43.
- Supervend Corp., Dallas (cup beverage); Booths 58, 59.
- U-Need-Vendors, Inc., New York (cigarette); Booths 30, 31.
- Universal Match Corp., New York (matches, Schutter candies); Booths 8, 9.
- Veeder-Root, Inc., Hartford, Conn. (counting devices); Booth 27.
- Vendall Co., Chicago (candy); Booths 17, 18.
- Vende Co., Kansas City, Mo., Booth 3.
- Westinghouse Electric Corp., Springfield, Mass. (cup beverage); Booth 21.
- Wilbur-Sucharb Choc. Co., Inc., Liffitz, Pa. (candy bars); Booth 50.
- Wilcox-Gay Corp., Charlotte, Mich. (voice recorder); Booth 63.

(See NAMA Exhibitors on page 94)

**PAYS
50% to 200%
PROFIT**

**THE GREATEST MONEY
MAKING SCALE ON
THE MARKET, AND
100 PER CENT
AUTOMATIC
NO KNOBS OR HANDLES
TO TURN—THE COIN
DOES ALL THE
WORK**



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W.

Washington 7, D. C.

Cable Address: "AMSCA"

Electro - Matic Shoeshiner To Use New System

NEW YORK, Dec. 11.—An improved polish and applicator which, it is claimed, enables automatic equipment to give a shoeshine comparable to a hand shine is available in Uneeda Shine Machine Company's Model 700A, Sam Sacks, Uneeda's president, announced this week.

Making use of a neutral shade, soft-cake wax, the new Electro-Matic polish applicator provides only intermittent contact between wax and brush. The applicator automatically lowers the polish thru a specially designed sleeve once during each shine cycle, leaving an ample supply of polish on the brush before being withdrawn. Sacks stated that a patent for the device has been applied for.

Frankly admitting that his earlier model, using the standard hard-cake wax with continuous brush contact, gave little more than a "brush-off," Sacks declared that with the new applicator "a shine comparable to a hand shine is guaranteed every time."

The Model 700A lists at \$239.50, he said. However, a purchase of 10 or more brings the per-unit cost down to \$225. The applicator may easily be installed in standard Uneeda machines, it was pointed out. Applicator assemblies are available at a cost of \$18 each. Firm also supplies the soft-cake wax.

At the same time, Sacks disclosed that negotiations were under way with a Canadian manufacturer to produce the Uneeda shiner under a royalty arrangement. Machines manufactured under this agreement would be solely for use by Canadian operators, with Uneeda continuing production for the United States market and export to other countries.



**VICTOR'S
SENSATIONAL
CUSTOM-BUILT
DE LUXE UNIVERSAL
1c or 5c Play**

Featuring Greater Capacity. Vends a combination of ball gum and charms . . . and all bulk merchandise.

CONTACT YOUR VICTOR DISTRIBUTOR
OR WRITE DIRECT TO

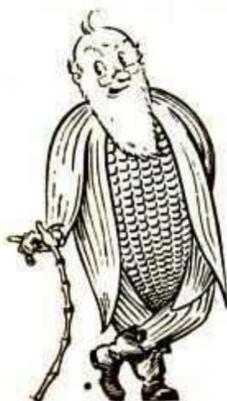
VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.

TOP MONEY!

with

'POP' CORN SEZ AUTOMATIC POPCORN VENDORS

'Pop' Corn Sez Automatic Popcorn Vendors . . . the profit-proved fully automatic popcorn vendors. There's no guesswork with 'Pop' Corn Sez Vendors—over 30,000 machines on location—90% of all popcorn vendors sold since 1941—are 'Pop' Corn Sez. No attendant necessary, attractive, trouble-free . . . unlimited supply of always fresh, uniformly perfect 'Pop' Corn Sez pre-popped corn. Write, wire or phone today for complete information.



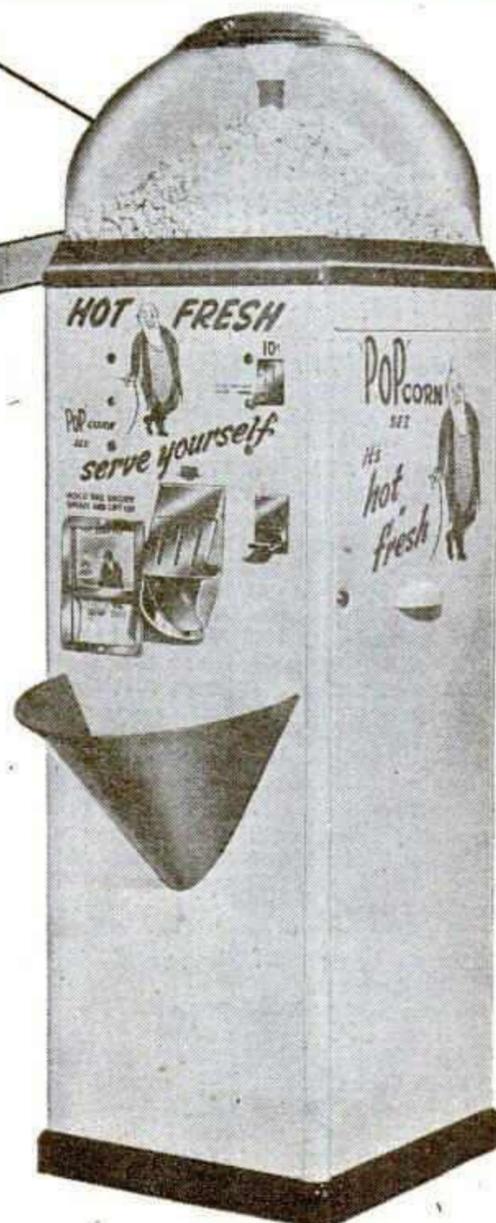
Auto-Vend, inc.
FORMERLY T. & C. CO.
3612 CEDAR SPRINGS
DALLAS 4, TEXAS

Operators:

Over 50% net profit.

Distributors:

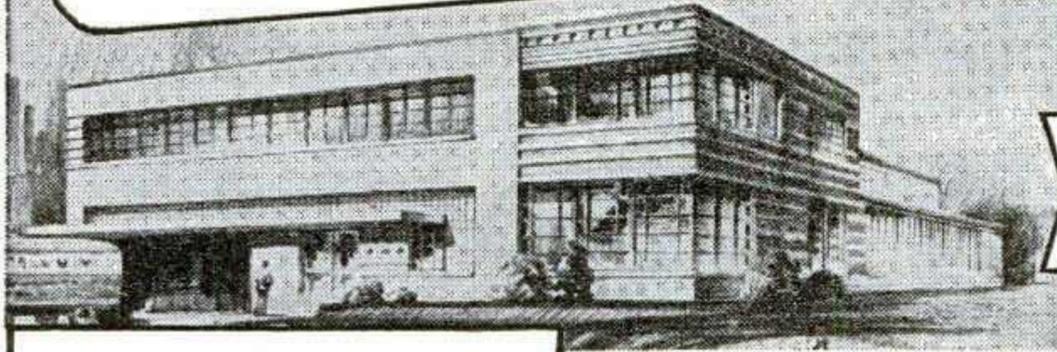
A few choice territories now
open for exclusive franchise.



**"NATIONAL MERCHANDISERS
ARE DESIGNED FOR
PROFITABLE OPERATION
TODAY! - TOMORROW!
- NEXT YEAR!"**



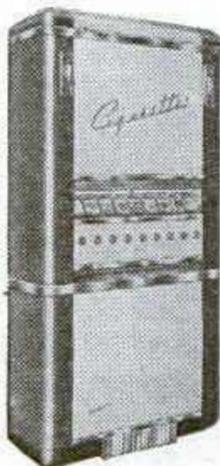
Ben W. Fry
President,
National Vendors, Inc.



NATIONAL
MODEL 9EC



NATIONAL
MODEL 8CE



NATIONAL
MODEL 9E



NATIONAL
MODEL 9M

NATIONAL

Units are engineered to meet changing conditions . . . to accommodate new improvements . . . to protect the Operator's investment. ALL NATIONAL POST-WAR Merchandisers, for instance, operate on *nickels, dimes* and *quarters* . . . all of them can be equipped with NATIONAL'S sensational new nickel Change-Maker . . . all of them can be easily adjusted for price changes. In appearance, in performance, in adaptability to changing conditions . . . NATIONAL tops the field today—and will tomorrow—in Manually-Operated and Electrically-Operated Cigarette Merchandisers of both Conventional and Console types. It pays to operate NATIONAL.

NATIONAL VENDORS INC

5055 NATURAL BRIDGE • ST. LOUIS 15, MO.

Northwestern
MODEL 49



\$16.95 Lots of 100 . . . \$17.55 Single

We are New England headquarters for bulk machine operators, roasting and salting our own nut meats in pure peanut oil. All merchandise sold at lowest market price at time of shipping. Send us a trial order and be convinced.

- 21 Spanish Peanuts, 30 lb. ctn.
- High Grade Mixed Nuts, 30 lb. ctn.
- Blanched Virginia Peanuts, 30 lb. ctn.
- Whole Cashews, 450 to lb., 30 lb. ctn.
- Indian Nuts, 1250 to lb., 5 Lb. Bags
- Jumbo Queen and large Tulip Red Pistachios
- Boston Baked Beans, H.S., 1000 to lb., 33 lb. ctn.
- Rainbow Peanuts, H.S., 950 to lb., 33 lb. ctn.
- Teeny Jelly Beans, 620 to lb., 28 lb. ctn.
- Fruit Dibs, H.S., 900 to lb., 30 lb. ctn.
- Army and Navy Beans, 800 to lb., 25 lb. ctn.
- Licorice Dibs, H.S., 775 to lb., 37 lb. ctn.
- Licorice Pastels, 550 to lb., 37 lb. ctn.
- Adams Tab and Candy Coated Gum
- Rainblo Bubble Gum, 1/2 and 1/4 and 1/20, 25 lb. ctn.
- Large and Small Plastic and Plated Charms
- Ass't Plastic and Plated Rings, 20 Styles

Globes, Parts, Brackets and Stands. Deposit required with all orders.

NORTHWESTERN SALES & SERVICE
1198 TREMONT STREET BOSTON 20, MASS.

NAPM Meet Features 4 Popcorn Machines

CHICAGO, Dec. 11.—National Association of Popcorn Manufacturers (NAPM) 1948 convention and exhibits, held in the Hotel Sherman here Monday (13) to Wednesday (15) will include four popcorn vender manufacturers among its corn popping, ingredient and packaging supply firms. Exhibits will be open daily until 9 p.m.

Popcorn vender displays will be set up by Auto-Vend, Inc., Dallas; H. A. Bruntjen Company, Minneapolis, national distributor for Minute-Pop; ABC Popcorn Company, Chicago, showing its manual dispenser, and Viking Popcorn Machines, Inc., Los Angeles.

LUMINOUS CHARMS, SKULLS and RINGS

that Glow in the Dark!
Non-toxic, Sanitary and Harmless

Luminous Glow Charms, Series #1	Per M \$4.50
Luminous Glow Charms, Series #2	6.00
Luminous Glow Skulls	7.00
Luminous Glow Rings	6.00

METAL PLATED CHARMS

In bright gold and silver finish

Metal Plated Charms, Series #1	Per M \$6.00
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	3.50
Plastic Charms, Big Series #2	4.50
Plastic Skulls	5.25
Metal Plated Skulls	10.00
Metal Plated Skulls with Rhinestone Eyes	18.00
Plastic Rings, 20 Styles	4.50
Metal Plated Rings, 20 Styles	8.00

Write us so we can place your name on our mailing list to advise you of our newest vending items.

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST CHARM MANUFACTURER
113-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.



Always a **POT-O'-GOLD** for you at the **END OF THIS RAIN-BLO**

Smart operators all over the country say that there's only *one way* to be sure of a Pot-O-Profits and that's to hook up and stay with the ball gum that always fills up the money-bag! Those same fellows know that Leaf RAIN-BLO is just *that kind of* Ball Gum. Why? Because LEAF is the only nationally-advertised name in the Ball Gum field. Naturally kids "go for" the gum they know—machines empty out in record time—and pennies turn into dollars faster!

Superb quality, vivid colors, bigger bubbles keep them coming back over and over again.

If you want consistent profits—start with *and stay with* Leaf RAIN-BLO Ball Gum.

Write **Immediately** for Full **Information.**

LEAF GUM COMPANY 1135 N. CICERO AVE., CHICAGO 51, ILL. DEPT. B

ATTENTION

POPCORN VENDING MACHINE OPERATORS

Increase your machine profits with SupRpop hybrid specially popped corn. Packed in one bushel moisture-proof bags, 12 bags to shipping carton. Shipped anywhere. Can also furnish excellent reconditioned POP CORN SEZ hot popcorn vendors.

Wire or write us for prices.
DWIGHT HAMLIN CO.
5958 BAUM BLVD., PITTSBURGH 6, PA. HILAND 8410

IN STOCK!

- Less than 25 \$12.60
- Less than 100 12.40
- 100 or more 12.25



Write for prices on Models 40, 39, Deluxe and 33 Ball Gum.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

VICTOR'S NEW MODEL V-K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great new bulk vender.

Write us NOW for detailed information and prices.
A Product of **VICTOR VENDING CORP.**
5701-13 Grand Ave. Chicago 39



UNIVERSAL CUSTOM BUILT BY VICTOR \$13.50 EA.

In Lots of 24 Sample \$13.95
NEW CHARMS OUT OF THIS WORLD INCREASE BUSINESS 25% to 50%
Write for new circular
JACK NELSON & CO.
2320-22 Milwaukee Ave. Chicago 47, Ill.



NEW MODELS? NO!

Electro, the FIRST Electric Cigarette Merchandising Machine, is so far ahead that in the more than three years of steady production no new models' have been introduced . . . NOR ARE THERE ANY IN THE PLANNING STAGES!

NEW FEATURES? YES!

Electro has added new features, but all these features can be added to all ELECTROS previously sold, making the oldest machines as modern as the sparkling new ones rolling off the production lines today.



NEW!!!

- Electric "Cigarettes" Sign
- Changermaker
- Coin Acceptor, single chute for nickels, dimes and quarters
- Increased capacity

All these, plus *Electro's* time-proven exclusive features and dependability, make it the world's most sought-after all electric Cigarette Merchandising Machine . . . and yet the lowest in price!

Order *Electro* today for prompt delivery.

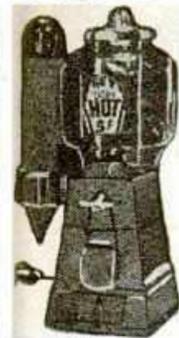
EASTERN ELECTRIC VENDING MACHINE CORP.

GENERAL MOTORS BLDG.

NEW YORK 19, N.Y.

A PRODUCT OF C-8 LABORATORIES

VEEDCO SPECIALS! WRITE FOR OUR CATALOG



BRAND NEW HOT NUT MACHINES

Dispenses all types of bulk merchandise for 5¢, including Cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$10.00 Lots of 10 or More
\$11.50 Lots of 5
\$12.50 Sample

PARTS GUARANTEED 1 YEAR

JUMBO BLANCHED SALTED PEANUTS, 30 Lb. Cartons, 27¢ Lb.—\$8.10 Carton.

FREE With any purchase of \$50.00 or more we will print 100 Labels with your name, address and telephone number at NO COST TO YOU. 1/2 With Order. Balance C. O. D.

VEEDCO SALES COMPANY

2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

SPECIAL Colored BALL BUBBLE GUM
West Point Brand. 6 color centers. Guaranteed Best Quality in Country. 25 lb. cartons. **26¢ lb.**

SPECIAL ASCO HOT NUT GLOBES
DISTRIBUTORS AND JOBBERS WANTED
Special Price, lots of 50. Write. Also All Other Globes At Net Prices.
STAMP FOLDERS, For Any Model. 50c Per M
35 lb. Solid Steel STANDS. \$3.95 Ea.
CIGARETTE and CANDY MACHINES, All Models, LOWEST PRICES.

SPECIAL LICORICE LOZENGES
West Point Brand. Best Quality in the Country. 30 Lb. Boxes. High Count. **23 1/2¢ lb.**

Package Hankies for Sale Thru Venders; Firm To Sell Ops Only

NEW YORK, Dec. 11.—The formation of the Floyd Manufacturing Company to produce packaged handkerchiefs for supplementary sales thru cigarette venders, was announced here this week by Jean Epstein, vice-president. To be distributed in cardboard containers approximately the size of cigarette packs, the handkerchiefs are to be merchandised in standard cigarette machines. One column is to be set aside for their sale, with other columns vending the usual smokes.

Miss Epstein, formerly a member of The Billboard's advertising staff, said the Floyd company would also make available to operators a decal to be placed in front of the column vending handkerchiefs. The packages are to

be sold direct to cigarette machine operators. No distributors are called for in the firm's merchandising plan. Suitable for use in all locations where cigarette venders are now operated, Miss Epstein claimed the handkerchiefs would provide a new source of route revenue. Packaged under the trade name of Jean Sani-Pakt, they will come in two qualities, to sell at 20 and 25 cents. She pointed out that no modification to current cigarette machines is required for vending the packages.

Floyd Manufacturing, located at 2715 Summit Avenue, Union City, N. J., is headed by Joe Kalishman, president. Kalishman, who also heads the U-Need-A Service & Parts Company, stated that deliveries of the Jean Sani-Pakt handkerchiefs will begin in January. Sam Feinstein is the firm's secretary-treasurer.

Mail Order Cigs

NEW YORK, Dec. 11.—Cigarette wholesalers should intensify efforts to eliminate mail ordering of cigarettes from non-tax States by actively supporting corrective legislation to be introduced in Congress next year, spokesmen of the National Association of Tobacco Distributors (NATD) urged this week.

This can be done by campaigning for passage of the Jenkins Bill, passed by the House this year but pigeonholed by the Senate Finance Committee, they said. It was pointed out that the National Tobacco Tax Association, an organization composed of State tobacco tax administrators, is co-operating with NATD in its campaign to "curtail the nefarious practice of evading State cigarette taxes thru mail-order shipments."

In a letter to its members this week, NATD charged:

"The business of mail-ordering cigarettes from non-tax States to consumers in cigarette tax States is assuming monstrous proportions. By its existence, evasions of the law are encouraged, greatly to the detriment and injury of the wholesalers, retailers and the public in the tax States."

Estimating that the 39 States which now have tax on cigarettes lose \$60,000,000 a year because of out-of-State purchases, the letter pointed out that this amount must be made up thru additional consumer taxes. It stated that as many as 20 per cent of the cigarettes consumed in some tax States are bought from non-tax neighbors.

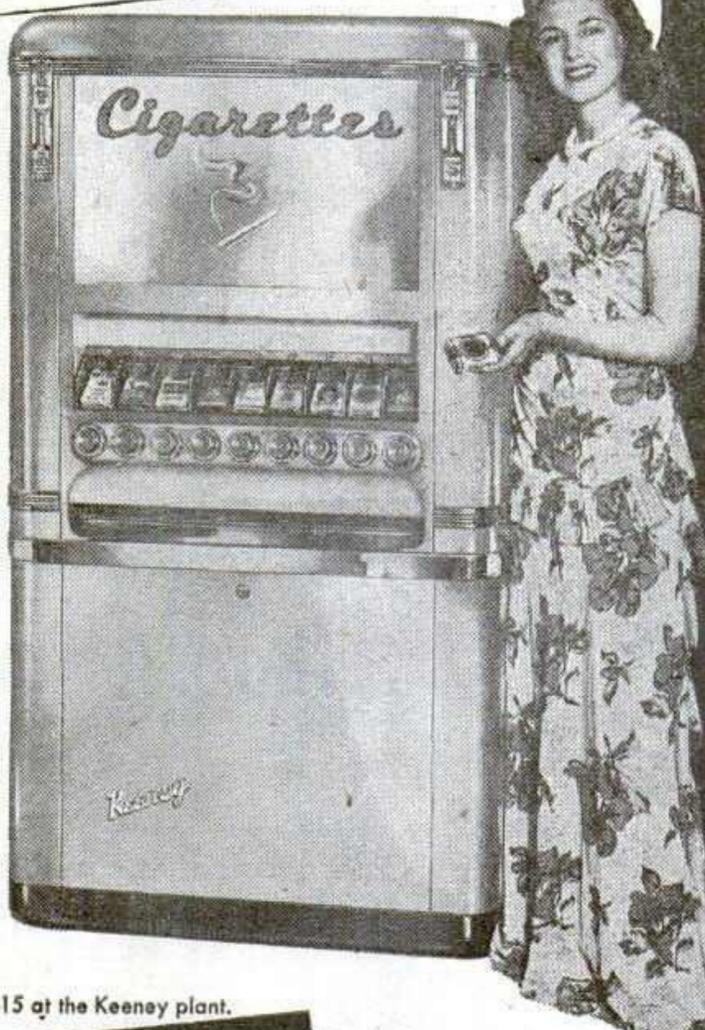
All **KEENEY** de luxe, electric cigarette vendor operators are in a unique position. They envy no other operator. They select their locations because they alone can meet present-day pricing, vending and servicing requirements with distinct advantages. These operators know the most beautifully streamlined, brilliantly lighted, smoothest electrical performing, more profitable vendor . . . they have it . . . the Keeney de luxe, electric cigarette vendor!

Check THESE OUTSTANDING FEATURES

- Operates on any combination of nickels, dimes and a quarter thru a single coin opening. MEETS ALL PRICE CHANGES!
- Sells more cigarettes. 432 pack capacity—9 double columns dispense alternately at bottom. Always fresh cigarettes.
- Instantaneous price adjustments on each column. Dispenses King or regular size packs.
- THE PACK YOU SEE IS THE PACK YOU GET!
- SWING-UP HINGED FRONT for easy loading and easy servicing.
- THREE-WAY MATCH VENDING: (1) free with each pack; (2) free by pulling lever after each purchase; (3) with penny coin insertion.

ALL OPERATORS AND DISTRIBUTORS ARE INVITED TO VISIT BOOTHS 82 and 83 N.A.M.A. Palmer House, Chicago, Ill.

OPEN HOUSE—Entertainment, refreshments Dec. 12-15 at the Keeney plant.



Write—Wire Phone Your Keeney Distributor

J. H. Keeney & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

ALL ALUMINUM CORROSION-PROOF CABINET

VICTOR'S CUSTOM BUILT UNIVERSAL

\$13.95 EA.
In Lots of 24
\$13.50 EA.

BEST FOR CHARMS & BALL GUM

Write for new circular just off the press.

MILLER VENDING CO.
42 Fairbanks St., N.W.
Grand Rapids, Mich.
Phone: 9-8632



The New REGAL Vendor Is a HONEY!

1¢ Bulk—Vends Nuts, Candies.

1¢ Ball Gum—Vends 140-170-210 Count. PLASTIC GLOBE

Wonderful clear, seamless "Lucite" is Big Sensational Improvement every operator welcomes. Won't Break! Won't Chip! Safer than glass! Protects contents! A Super-Salesman and Big Money Maker. Write for special prices and get **FREE CONFIDENTIAL CHART** which helps you increase your PROFITS.



REGAL MFG. CO.
Whitewater, Wis.

Only **MASTER CHEF** with

I.C. (INGREDIENT CONTROL)

Vends the Perfect, Uniform Cup of Coffee Everytime!

**Only MASTER CHEF has REVOLUTIONARY
NEW COFFEE VENDING ADVANTAGES!**

MASTER CHEF is the culmination of years of research in the field of hot beverage vending, incorporating features never before thought possible. Simple loading, fast delivery action, perfect sanitation, controlled delivery temperature and many other exclusive design developments establish MASTER CHEF as the most outstanding automatic vendor ever built... one that will deliver hot coffee in its natural rich flavor, delicious soups and other hot liquids. LOCATIONS ARE UNLIMITED.

Distributor Inquiries invited...

MASTER CHEF

3612 Cedar Springs

Dallas 4, Texas



Frank Q. Doyle
General Manager
MASTER CHEF

**BEFORE YOU INVEST
INVESTIGATE!**

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelike equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

USED MACHINES—UNCONDITIONALLY GUARANTEED

YOUR MONEY BACK IF NOT SATISFIED

NORTHWESTERN DELUXE GLASS GLOBE	\$19.95
NORTHWESTERN DELUXE PLASTIC GLOBE	21.95
NORTHWESTERN MODEL #33 BALL GUM (3 1/2 Lb. Globe)	7.95
NORTHWESTERN MODEL #33 PEANUT (6 Lb. Globe)	7.95
NORTHWESTERN MODEL #39 ALL-PURPOSE (4 1/2 or 6 Lb.)	9.95
NORTHWESTERN MODEL #40 ALL-PURPOSE (4 1/2 or 6 Lb.)	7.95
NORTHWESTERN STANDARDS, 1¢ and 5¢ (5 Lb. Globe)	11.95
MASTERS 1¢ MERCHANDISE WHEEL	8.95
MASTERS 1¢ TWO-FOR-A-PENNY BALL GUM	9.95
PEERLESS HOT NUT, 5¢ (6 Lb. Globe)	14.95
COLUMBUS (Like New) 5¢	8.95



**MODEL 40
(4 Lb. Globe)**

Less than 35 . . \$10.85
Less than 100 . . 10.60
100 or more . . 10.35

Northwestern's New
DUAL VENDOR
Now in Stock.
Immediate Delivery.

**WE CARRY ALL TYPES OF MERCHANDISE
WRITE FOR PRICE LIST**

PARTS, GLOBES, GLASS AND PLASTIC, BRACKETS, STANDS, EVERYTHING FOR THE OPERATOR

1/2 cash with order, balance C. O. D., or full cash with order. All prices F. O. B. shipping point. All prices subject to change without notice.

NORTHWESTERN SALES & SERVICE COMPANY

AUTHORIZED NORTHWESTERN DISTRIBUTOR

4105 16TH AVENUE, BROOKLYN 4, N. Y.

GEDNEY 8-3600

**Mercury Scale
Expands, Names
2 New Distribs**

DETROIT, Dec. 11. — Expansion plans for the Mercury Athletic Scale Corporation have resulted in the appointment of additional distributors and sales representatives to cover widespread territories, according to C. L. Skidmore, sales manager of the firm.

An office has been opened at 2219 Bailey Avenue, Jackson, Miss., under the name of Mercury Athletic Scale Company of Mississippi to handle the sales and distribution of these scales for the entire Southern division, which is under the direction of Earl McGuffee.

Also, the Shaffer Music Company, of 606 South High Street, Columbus, O., has been appointed to handle the sales and distribution of the Mercury Athletic Scale in the States of Ohio, Pennsylvania, West Virginia, Kentucky, Indiana, Illinois, Iowa and Nebraska.

Don Mages is direct representative for the New England States. H. O. Sutton is direct representative for Missouri, Kansas, Oklahoma and Arkansas.

10 RECONDITIONED

1c-5c



DE LUXE VENDORS

Late Model
\$189.50

FOR THE LOT
Sample \$19.50

10 RECONDITIONED 1c OR 5c

SILVER KINGS

\$79.50

FOR THE LOT
SAMPLE, \$8.95



Vends Pistachio Nuts, Peanuts, Cashews, etc.

SEND FOR COMPLETE PRICE LIST

ASCO VENDING MACHINE EXCHANGE

55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

**IT'S THE TALK OF THE
SHOW!!!**



**ACORN
BULK
VENDOR
ROOM
730**



ACORN

ARE YOU STILL A PROSPECTOR AT HEART—
PROSPECTING FOR THE PERFECT BULK VENDOR?
STOP PROSPECTING, PARD, BECAUSE THE "ACORN"
BULK VENDOR

— IS —

**AMERICA'S ONE AND ONLY PERFECT
VENDOR—AN OPERATOR'S DREAM**

Manufactured by

OAK MANUFACTURING COMPANY, INC.

1025 South Grand Avenue

Los Angeles 15, Calif.



CIGARETTE VENDORS

NEW and USED

20 LIKE NEW—P.X., 10 col.	\$129.50
10 ROWE PRESIDENTS	95.00
10 930 NATIONALS	69.50
9 NEW DuGRENIER, 7 col.	165.00
5 LIKE NEW DuGRENIER, 7 col.	135.00
18 EASTERN ELECTRICS	199.50
1 ROWE ROYAL, 10 col.	72.50

FACTORY DISTRIBUTORS FOR, OHIO,
KENTUCKY AND WEST VIRGINIA

THE NEW KEENEY DELUXE ELECTRIC
CIGARETTE VENDOR
PROMPT DELIVERIES

**CENTRAL OHIO COIN
MACHINE EXCHANGE**

525 So. High St. Columbus, Ohio
Phone: Adams 7254



**Victor's
Sensational
New Custom-
Built
UNIVERSAL**

Successful Operators Buy
Good Merchandise.
When You Buy Merchandise
Vending,
Buy the Best.
Write for Complete
Details and Prices.
Manufactured by
**VICTOR
VENDING CORP.**
5701-13
W. Grand Ave.
Chicago 39, Ill.

**REAL LOW PRICES
U-SELECT-IT**

CANDY MACHINES

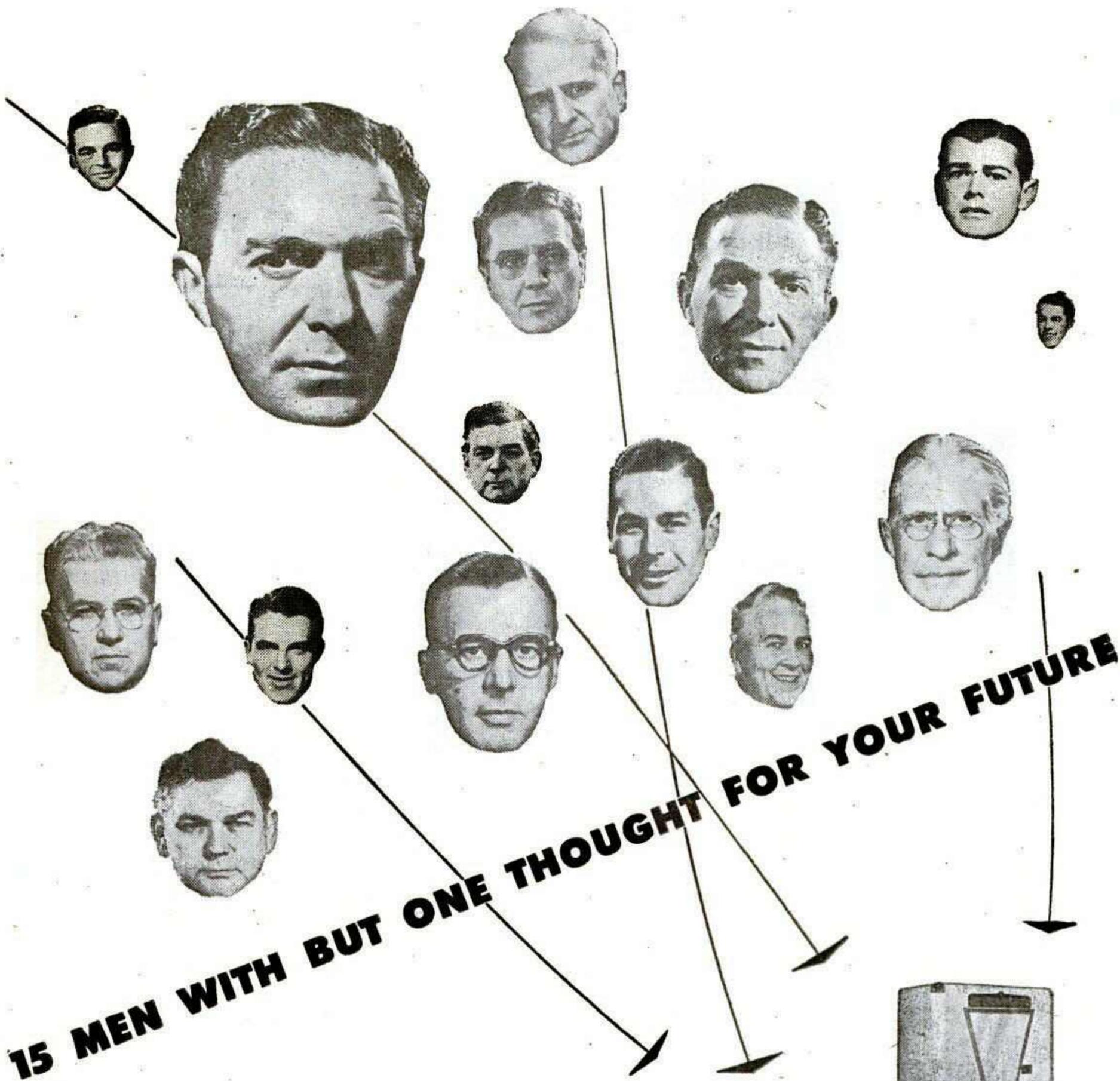
72 Bar Capacity, \$27.50 ea. Lots of 10, \$20 ea.
U-NEED-A, 5 Col., With Base \$50.00

CIGARETTE MACHINES

DU GRENIER, 7 Col. 5	\$35.00
DU GRENIER VD, 7 Col.	40.00
DU GRENIER W, 9 Col.	37.50
DU GRENIER CHAMPION	47.50
UNEEDA MONARCH, 8 Col., Like New	70.00
UNEEDA, 8 Col.	40.00
NATIONAL 9-30	50.00
ROWE ARISTOCRAT, 6 Col.	22.50

Half Deposit.
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0606

CHARMS CAN DOUBLE OR
TRIPLE YOUR PROFITS
IN BULK VENDORS . . .
Write now for lowest prices and samples of our
METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS,
WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.
BECKER VENDING SERVICE - BRILLIANT, WISCONSIN

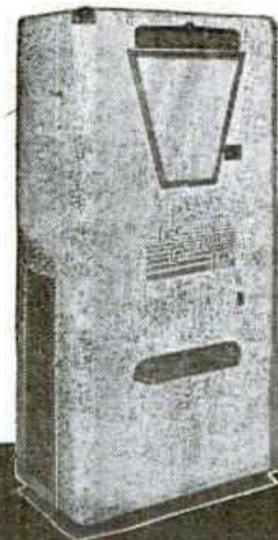


THE CRAIG MODEL 250 ICE CREAM VENDING MACHINE

The Craig Model 250 is the result of the combined-thinking and experience of our complete staff of research, development, refrigeration, electrical and mechanical engineers.

CRAIG VENDING MACHINE COMPANY

358 Belleville Avenue, New Bedford, Mass. • Phone New Bedford 5-7877



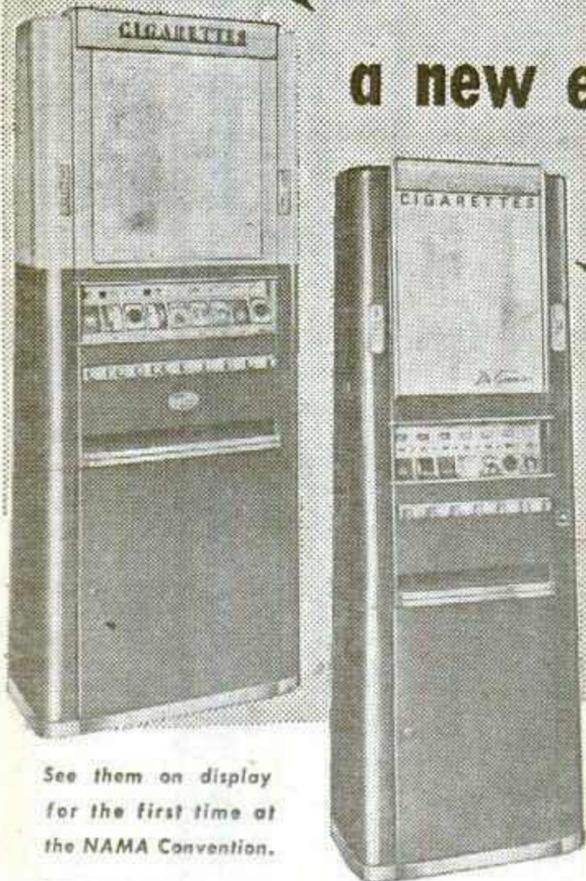
See it on display
At the
NAMA Convention
BOOTH No. 32

If you won't attend
the Convention,
please write for
booklet No. 100

DUGRENIER LETS YOU DECIDE

BECAUSE DUGRENIER HAS BOTH...

a new electric
and a new
mechanical
cigarette
machine.



See them on display for the first time at the NAMA Convention.

BOOTH NO. 38*

ARTHUR H. DUGRENIER, INC.

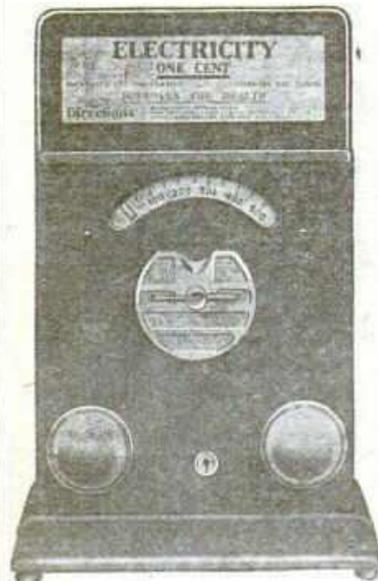
15 Hale Street • Haverhill, Mass. • Phone: 4252

MANUFACTURERS OF AMERICA'S FINEST CIGARETTE MERCHANDISERS

* If you can't make the show, write for complete descriptive literature.

THE ACME ELECTRIC MACHINE

VIBRATION IS THE LAW OF LIFE



It is perhaps needless to state that the medical profession has placed its sanction on the employment of Electric and Vibratory treatments for a multitude of ailments. It is also generally acknowledged that the majority of people will be benefited by such treatments.

Not everyone can afford expensive electric treatments, and this is where our ACME ELECTRIC machine fills a real need.

This machine produces an electric vibratory current which can be increased at will and which is indicated by a pointer on a dial in plain view.

Uses only one dry battery, which is usually good for 1,500 to 3,000 plays.

Machine is automatic, rewinds at each play, has a cut-off and means of regulating the time from 1/2 to 1 minute.

Made of pressed steel, finished in red enamel, and is a substantial, handsome, attractive machine, as well as a splendid money-earner.

In addition to the practical features of the ACME, as explained above, the machine is one of the best amusement and fun-making devices ever offered the public. It is not unusual for a crowd to gather about a machine, each person playing it in turn in an endeavor to outdo the other fellow. This feature alone produces many DOLLARS in revenue.

Operates with a cent, but will be specially arranged for 5¢ play if desired.

Each machine has rubber feet and is equipped with our famous Coin Detector.

- Price of Machine.....\$22.50
- 2 to 11 Machines..... 18.75
- Bracket (if desired)..... .50
- Floorstand (if desired).... 4.50

J. SCHOENBACH

1645 Bedford Avenue

Brooklyn 25, N. Y.

NAMA EXHIBITORS

(Continued from page 85)

SEVENTH FLOOR

- Acme Sales Co., New York (shoe shine); Room 720.
- Ajax Distributing Co., Newark, N. J. (hot nut); Room 799.
- Alco-Deree Co., Chicago (candy, bottle and shoeshine machines, selector system); Rooms 731, 732.
- Fred W. Amend Co., Chicago (candy); Room 703.
- Arctic Vendor Sales Co., Inc., Appleton, Wis. (ice cream bar); Room 704.
- Artkraft Mfg. Corp., Lima, O. (coffee, dairy); Room 785.
- Atlas Mfg. & Sales Corp., Cleveland (bulk); Room 713.
- Austin Packing Co., Inc., Baltimore (peanut butter sandwiches); Room 702.
- Automatic Book Vending Corp., New York (book); Room 705.
- Paul F. Beich Co., Bloomington, Ill. (candy); Room 765.
- Bell Lock Co., Michigan City, Ind. (keys and locks); Room 748.
- B. F. D. Div., The Diamond Match Co., New York (matches); Room 759.
- E. J. Brach & Sons, Chicago (candy bars); Rooms 710, 711.
- Brawn & Williamson Tobacco Corp., Louisville (cigarettes); Room 724.
- Cadbury-Fry America, Inc., New York (candy, nuts); Room 789.
- Candy Pack, Inc., Chicago (candy); Room 740.
- Coca-Cola Co., Atlanta (syrup); Room 736.
- Charms Sales Co., Asbury Park, N. J. (candy); Room 706.
- Chase Candy Co., Chicago (candy bars & bulk); Room 786.
- Delicia Choc. & Candy Mfg. Co., New York (candy); Room 715.
- Deutsch Lock Co., Inc., Hammond, Ind. (padlocks & cylinder locks); Room 790.
- Diamond Match Co., Chicago (matches); Rooms 776, 777, 778.
- F & F Laboratories, Inc., Chicago (candy and cough lozenges); Room 729.
- Falcon Distributing Co., Detroit (shoe shine); Room 745.
- Ferrara Candy Co., Inc., Chicago (candy); Room 747.
- G. & P. Engineering Co., Dallas (cup vender); Room 756.
- Green River Corp., Chicago (beverage); Room 781.
- Hershey Chocolate Corp., Hershey, Pa. (candy); Room 727.
- Honey Bee Co., Chicago (French fries); Room 735.
- Hydro Silica Corp., Gasport, N. Y. (bottle beverage); Room 717.
- Hultz & Meiers, Inc., Springfield, Ill. (25c conversion unit); Room 719.
- Huylers', Long Island City, N. Y. (candy); Room 714.
- Illinois Lock Co., Chicago (locks); Room 763.
- Jeff Distributors, Inc., Chicago (perfume machines); Room 764.
- Walter Johnson Candy Co., Chicago (candy); Room 701.
- Juice Bar Corp., New York (fruit juice vender); Room 795.
- Walter Kidde & Co., Inc., Belleville, N. J. (steel carbon cylinders); Room 775.
- King & Co., Chicago, Room 712.
- Lamont Corliss & Co., New York (candy); Room 733.
- Lion Match Co., New York (matches); Room 742.

(See NAMA Exhibitors on page 98)



VICTOR MODEL V

- 5/8 140 Count
- COLORED BUBBLE BALL GUM
- 25 lb. cartons
- 26c LB.
- (Prepaid in lots of 100 lbs. or more.)
- FULL CASH WITH ORDER
- Small Pistachios
- 25 lb. Cartons, 52¢ lb.
- Plastic Charms
- \$3.25 per M.

Sample, \$12.75
24 or more, \$12.00 ea.

USED NORTHWESTERN DELUXES Sample, \$17.95
In lots of 5, \$16.95 ea.

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
Orders Under \$10.00, Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N.Y.
Phone: Dickens 2-7892

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDERS!

- Write for details and free samples of the following Charms and Novelties:
- #20 Small Plastic Charms \$3.00 M
 - #22 Small Rose Gold Finish Charms 5.75 M
 - #23 Small Silver Finish Charms ... 5.75 M
 - #24 Small 24K Gold Plated Charms 2.25 Gr.
 - #25 Small Luminous Charms 4.50 M
 - #30 Large Plastic Charms 4.00 M
 - #32 Large Rose Gold Finish Charms 7.25 M
 - #33 Large Silver Finish Charms ... 7.25 M
 - #34 Large 24K Gold Plated Charms 2.50 M
 - #35 Large Luminous Charms 6.00 M
 - #80 Large Plastic Charms 4.00 M
 - #41 Large Ivory Plastic Charms .. 4.00 M
 - #45 Silver Finish Skulls 1.75 Gr.
 - #45A Luminous Glow Skulls 7.00 M
 - #46 Czech Cameo Rings 2.50 Gr.
 - #70 Czech Initial Rings 2.00 Gr.
 - #71 Gold Plated Football 3.75 Gr.
 - #76 Gold Plated Basketball 3.75 Gr.
 - #72 Copper Plated Rings 1.50 Gr.
 - #73 Plastic Earrings (Gross Pair) .. 1.75 Gr.
 - #74 Metal Jingle Bells, 1/2 Inch ... 1.25 Gr.
 - #75 Plastic Basketball 2.00 Gr.
 - #70 Plastic Bell Charms90 Gr.
 - #43 Gold Finish Wedding Ring ... 1.25 Gr.
 - #44 Silver Finish Wedding Ring90 Gr.
 - #67 Jitter Beans 1.25 Gr.
 - #81 Luminous Plastic Rings 6.00 M

TERMS: Full cash with order, we prepay postage. Prices in larger quantities upon request.
BECKER VENDING SERVICE
BRILLION, WIS.



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE.
Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.
Write us NOW for detailed information and prices.
A Product of
VICTOR VENDING CORP.
5701-13 Grand Ave.
Chicago 39

ALL VICTOR MACHINES

recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 16 weekly payments
WRITE FOR DETAILS
RAIN-BLO BUBBLE BALL GUM
Packed 25 Lbs. to Carton

	5¢	170¢
Less than 100 lbs.	30¢	30¢
100 lbs. and over	28¢	29¢
1000 lbs. and over	26¢	27¢

Freight paid on 100 lbs. or over
FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

Supplies in Brief

Question Almond Duty

WASHINGTON, Dec. 11.—An increase in duties on imported almonds would "work a hardship on both the U. S. candy manufacturer and the candy consumer," the U. S. Tariff Commission was advised by Harry R. Chapman, of the New England Confectionery Company and member of the National Confectioners' Association's Washington committee, earlier this month. Statement was made in opposition to the application of the California Almond Growers' Exchange for increased duties on imported almonds.

Chapman declared the importance

of the duty question was heightened by the fact that, next to peanuts, almonds (both domestic and imported) were the biggest in demand by the candy industry. In 1947, 25,000,000 pounds were used. "Statistics indicate that the sale of domestic almonds is not threatened by such importations," he said. He added that "there is a distinct difference in taste, flavor and texture (of the imported variety), and certain imported almonds are considered better suited . . . for the manufacture of almond paste . . ."

Present tariff rate on imported almonds is 16½ cents per pound (set in 1930) and the almond group is

urging an increase to 24¼ cents per pound.

Sugar Report

WASHINGTON, Dec. 11.—The highest per capita consumption of sugar since the war is indicated for 1948, Agriculture Department has reported. Estimated sugar consumption for the year is 95.9 pounds per person, as compared with 91.8 pounds last year and 73.5 pounds in 1945. Per capita sugar use averaged 96.5 pounds for the years 1935-'39.

Sugar See-Saw

WASHINGTON, Dec. 11.—The demand for refined sugar declined in October from the preceding month, Agriculture Department said this (See Supplies in Brief on page 99)

BRAND NEW LUCKY BOY VENDORS



\$9.75
EACH
1¢ or 5¢
MODEL

In Lots
of Ten
\$8.75
Each

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit. Balance C. O. D.

BLOYD MFG. CO.
VALLEY STATION, KY.

FOR SALE

24 1c SPIN-IT PEANUT VENDERS

A-1 Condition

S. F. LEE

3215 Malara Street

Pasadena 8, California

Bigger Profits!

LARGEST CAPACITY... LESS SERVICING

WITH THE SENSATIONAL NEW

LION "1400"

WORLD'S FINEST CUP-DRINK VENDOR

VENDS

1400

DRINKS

PER SERVICE OF SYRUP AND CUPS

COMPACT SIZE

ONLY 30 IN. WIDE, 24 IN. DEEP

FAST OPERATION

VENDS DRINK IN 5 SECONDS

MODELS AVAILABLE TO VEND

6 OZ., 8 OZ., 9 OZ.

CARBONATED DRINKS

See it at
BOOTH 55
H.A.M.A
SHOW

Each Drink Freshly Prepared
Perfectly Blended, Uniformly Cold

The New Lion "1400" Cup-Drink Vendor offers you a combination of proven money-making features unequalled by any other cup vendor. Large 1400-drink capacity insures continuous operation, less servicing. Compact size simplifies installation, saves space . . . speedy mechanism vends drinks faster . . . smart appearance stimulates sales . . . high-quality construction guarantees dependable performance. These and other features are positive reasons why you'll pocket **BIGGER PROFITS** with the New Lion "1400." Write for details.

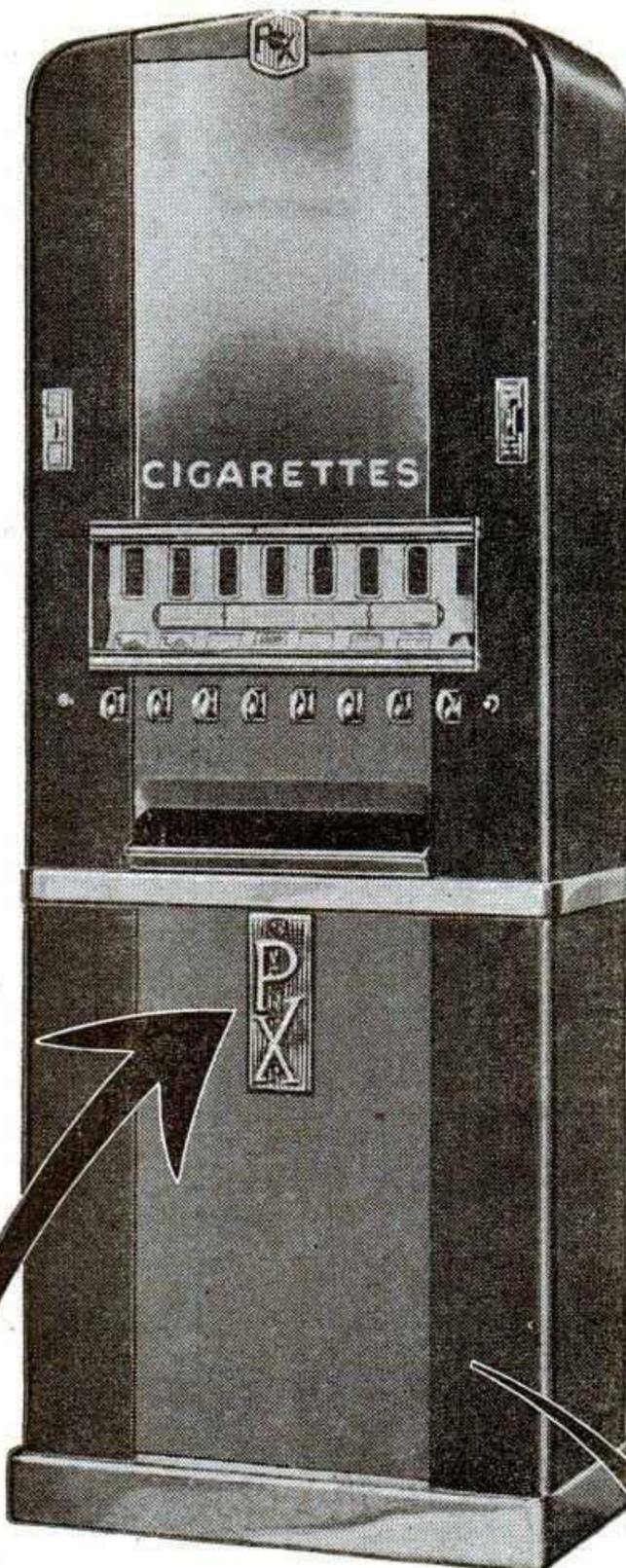
Lymo

INDUSTRIES, INC.,

Exclusive Factory Distributors

281 Merchandise Mart, Chicago 54, Illinois

Manufactured by Lion Manufacturing Corporation, Chicago 18, Illinois



Booths
72-73
NAMA
Show

FIELD-PROVEN PERFECTION IN MANUAL OPERATION

at a price that gives the operator a break!

\$166 F.O.B.
EASTON, PA.

For Straight QUARTER Vend-
ing or for 20c Vending with
Nickels and Dimes.

PX-8

Standard
Vendors Division
LEHIGH FOUNDRIES, INC.
EASTON, PENNA.

CIGARETTE AND CANDY MACHINES

● NEW OR USED ● BOUGHT ● SOLD ● EXCHANGED

WE ARE DISTRIBUTORS FOR "EASTERN ELECTRIC (C-8) CIGARETTE MACHINES" AND
CARRY A COMPLETE STOCK OF GENUINE FACTORY PARTS WITH A
FACTORY TRAINED MECHANIC AT YOUR SERVICE.

SUPER SPECIALS

FOLLOWING MACHINES ARE AVAILABLE FOR EITHER 20¢ OR SILVER QUARTER
OPERATION (AT NO EXTRA CHARGE); STATE CHOICE WHEN ORDERING.
UNEDAPAK MODEL 500, 9 COL., 350 PACK CAPACITY \$ 95.00
UNEDAPAK MODEL A, 8 COL., 240 PACK CAPACITY 75.00
ROWE PRESIDENT, 8 COL. 125.00

All makes and models of manual and electric machines rebuilt, overhauled and serviced, using genuine
factory parts. Parts, mirrors and 25¢ changeover parts for all makes available from stock at
factory prices.

ALL MACHINES UNCONDITIONALLY GUARANTEED
VENDING MACHINE REPAIR SERVICE

DAVE OROWITZ

322 ATLANTIC AVE. TRIANGLE 5-0835 BROOKLYN, N. Y.
Leading Distributor of All Types of Vending Machines

NAMA PROGRAM

(Continued from page 85)

"An Operator Looks at Fruit Juice Vending"
S. L. Shanks, Shanks Distributing Co., Columbia, S. C.

"An Operator Looks at Coffee Vending"
Herbert S. Kohn, Kwik Cafe of Chicago, Chicago.

Question Forum

The speakers will act as a panel to answer operators' questions.

9:30 a.m.-12 Noon—PENNY MACHINE ROUND TABLE

Room 9, 3d Floor

Moderator: Karl M. Klein, Louisiana Vending Machine Service, New Orleans.

1 p.m.-7 p.m.—NAMA 1948 EXHIBIT

Exhibition Hall—4th Floor

4 p.m.-10 p.m.—NAMA 1948 EXHIBIT

Exhibit Rooms—7th Floor

10 p.m.-12:30 a.m.—CORNER BEEF PARTY by Universal Match Co., Old Nick and Bill
'O' Honey.

Red Lacquer Room—4th Floor

WEDNESDAY, DECEMBER 15

9 a.m.-5 p.m.—REGISTRATION

Corridor—4th Floor

9 a.m.-6 p.m.—LADIES' HEADQUARTERS OPEN

Parlor 15, Club Floor

9:30 a.m.-12 Noon—CANDY, GUM AND NUT SESSION

Red Lacquer Room—4th Floor

Chairman: S. M. Goran, Metro Automatic Sales Co., Boston

"Increasing Efficiency in Stock Control"

W. T. Collett, W. W. Tibbals Co., Cincinnati, and Nick Novasic, West Allis
Vendors, West Allis, Wis.

"Increasing Efficiency in Service"

William Fishman, Automatic Merchandising Co., Chicago, and Al Schmitt,
System Vendors, Oklahoma City.

"Increasing Efficiency in Selling Locations"

John T. Collins, New York Automatic Canteen Corp., New York, and Sam
Kogen, Illinois Mechanical Candy Sales Co., Chicago.

"Increasing Efficiency in Maintenance and Repairs"

Donald W. Huck, Automatic Canteen of Columbus, Columbus, O., and Lloyd
C. White, Lloyd White, Inc., Syracuse.

"Operating Other Types of Equipment in Conjunction With Candy, Gum and Nut
Machines"

Paul I. Berkley, Vendex, Inc., Hillside, N. J., and Harry D. Dwyer, H. D. Dwyer
Co., Anderson, Ind.

Question Forum

The speakers will act as a panel to answer operators' questions.

9:30 a.m.-12 Noon—BOTTLE BEVERAGE ROUND TABLE

Room 9, 3d Floor

Moderator: R. G. Schreiber, Vend., Chicago

9:30 a.m.-12 Noon—CIGAR MACHINE ROUND TABLE

Room 18, Club Floor

Moderator: F. L. Brandstrader, NAMA Staff

12 Noon-5 p.m.—FINAL SHOWING, NAMA 1948 EXHIBIT

Exhibition Hall—4th Floor

Exhibit Rooms—7th Floor

7:30 p.m.—ANNUAL NAMA BANQUET

Grand Ballroom—4th Floor

Jack Herbert, Toastmaster and Master of Ceremonies

Installation of Officers and Directors

David R. Clarke, NAMA General Counsel

Response by New President

Entertainment: Diamond Studded Revue, presented by the Diamond Match Com-
pany, featuring the Chez Paree Adorables; Lowe, Hite and Stanley; the Nelson
Sisters, Perry Franks and Janyce, Dietrich and Diane, and starring Gene
Sheldon, star of stage, screen and radio. Lew Diamond and his orchestra.

10:30 p.m.—ADJOURNMENT

For the Ladies

SUNDAY, DECEMBER 12

9:30 a.m.-10 p.m.—REGISTRATION

Ladies' Hospitality Center, Parlor 15, Club Floor

2 p.m.-10 p.m.—GRAND OPENING, NAMA 1948 EXHIBIT

Exhibition Hall—4th Floor

Exhibit Rooms—7th Floor

3 p.m.-5 p.m.—REFRESHMENTS

Ladies' Hospitality Center—Parlor 15, Club Floor

MONDAY, DECEMBER 13

9:30 a.m.-9 p.m.—LADIES' HOSPITALITY CENTER OPEN

Parlor 15, Club Floor

10:30 a.m.-4:30 p.m.—TOUR OF CHICAGO'S GOLD COAST AND NORTH SHORE

visiting the beautiful Bahai Temple in Wilmette in the morning. Afternoon: Luncheon
at Hearsthouse in Winnetka and visit to "The Cradle," Evanston's famous
adoption center. Return to the Palmer House at 4:30 p.m.

Buses leave State Street entrance of Palmer House promptly at 10:30 a.m.

4:30 p.m.-5:30 p.m.—REFRESHMENTS

Ladies' Hospitality Center, Parlor 15, Club Floor

The evening is free for attending the theater, entertaining or whatever else the
ladies wish to do.

TUESDAY, DECEMBER 14

9:30 a.m.-10 p.m.—LADIES' HOSPITALITY CENTER OPEN

Parlor 15, Club Floor

The morning is free for shopping on world-renowned State Street and fashionable
Michigan Avenue.

1 p.m.-3:30 p.m.—LADIES' LUNCHEON AND ENTERTAINMENT

Crystal Room—3d Floor

Original dramatic sketches by Lillian Smith

Carol Smith, soloist

7 p.m.-10 p.m.—CARDS AND REFRESHMENTS

Ladies' Hospitality Center, Parlor 15, Club Floor

10 p.m.-12:30 a.m.—CORNER BEEF PARTY by Universal Match Co., Old Nick and Bill

'O' Honey

Red Lacquer Room—4th Floor

(See NAMA Program on page 98)

13 WAYS TO MAKE MORE MONEY WITH ONE PENNY MACHINE



Mercury Athletic Scales

Put this new coin machine sensation on location and watch it pull in the pennies. 13 different plays keep coins rolling in. Draws heavy crowds. Big repeat play profits. Tops in penny machines for a wide variety of locations.

We have been appointed distributor for the new Mercury Athletic Scales. Immediate delivery. Years of dependable service. List price \$129.50. Write for quantity prices.

SHAFFER MUSIC CO.

COLUMBUS, OHIO 606 S. High St. | CHARLESTON, W. VA. 1619 W. Washington Street | WHEELING, W. VA. 2129 Main St. | SEATTLE, WASH. 2208 Fourth Ave. | PORTLAND, ORE. 1238 S.E. Union Ave.

25c COIN MECHANISMS

(Complete With National or ABT Ejector)

TO FIT THE FOLLOWING . . .

- ROWE**
All Models
- DuGRENIER**
All Models
- NATIONAL**
All Models
- U-NEED-A-PAK**
All Models

These are brand new mechanisms and not conversions. No machining is required on location. Simply remove old mechanism and replace with new quarter mechanism.

These mechanisms are manufactured for Riteway Coin Devices by Malkin-Illion Company (established 1930), one of the country's leading coin machine manufacturers.

IMMEDIATE DELIVERY
\$15.00 EACH

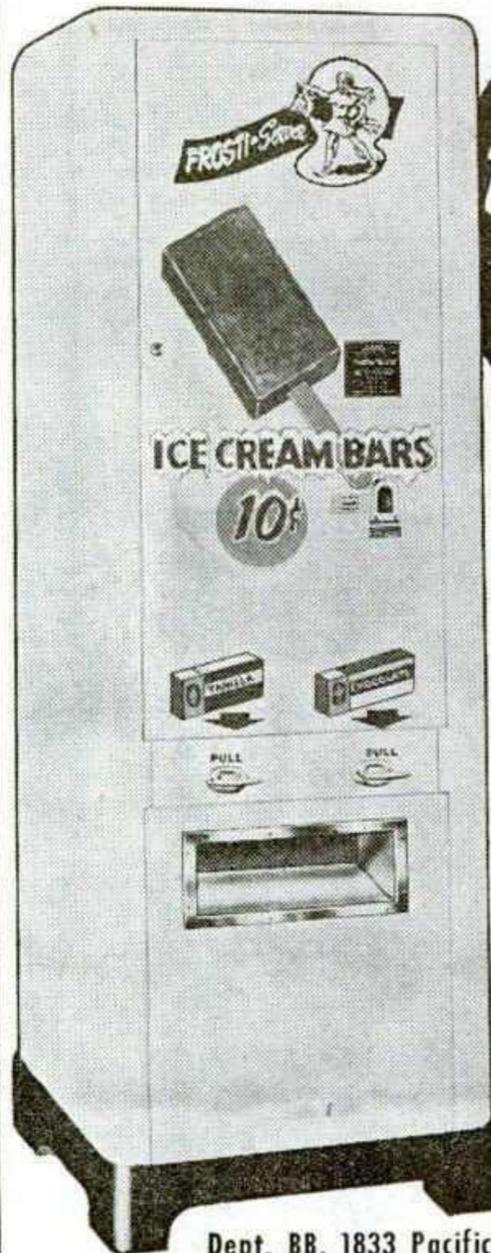
F. O. B. Irvington
Complete and ready to install in machine
One-third with Order,
Bal. C. O. D.

RITEWAY COIN DEVICES

396 Coit Street | Irvington 11, New Jersey
Telephone Essex 2-3405

AS SEEN AT NAMA AND CMI SHOWS

NEW BIG MONEY OPPORTUNITY! ICE CREAM BAR VENDOR



the
NEW 1949 MODEL
FROSTI-Server
with
"FREEZE-PROOF DELIVERY"
No sticking!
No jamming!

At last! This proven, tested vendor opens up the "BIG MONEY" ICE CREAM BAR FIELD! Get in on it NOW!

(Tested in successful use since 1939)

- NO JAMMING! Frostless ejector made possible through use of a simple new principle.
- TWO FLAVORS! Serves one or two flavors. Handles stick or non-stick bars.
- ADEQUATE BAR CAPACITY! Two chutes with a combined length of 80 inches.
- SMALL FLOOR SPACE! Easy to get locations. 72" high, 22" wide, 25" deep.
- BEAUTIFUL APPEARANCE! Steel cabinet of white enamel with dark blue enamel base.
- TROUBLE FREE! Latest refrigeration method. Finest individual parts obtainable.

IMMEDIATE DELIVERY \$450
New 1949 Model at San Diego

WRITE OR WIRE TODAY
for details on how to set up this profitable business of your own.

FROSTI-Server
CORPORATION

Dept. BB, 1833 Pacific Highway, San Diego 1, California

ATTENTION—25c & 30c CONVERSIONS

Dime conversions. Guaranteed Parts. Silver Quarter or combination Nickel-Expert Workmanship. \$8.50 for Silver Quarter conversion.
ALSO 30c CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

Lehigh PX, 10 Col.	\$160.00
NEW National Electric, 9E	275.00
NEW ROWE Crusader, 8 and 10 Col.	195.00
NEW Uneeda, 8 Cols., 510 Pack Cap.	159.50
Rowe President, 10 Cols., 475 Pack Cap.	125.00
Rowe President, 8 Col., 380 Pack Cap.	120.00
Rowe Imperial, 8 Col.	70.00
Rowe, 6 Col., 150 Pack Cap.	35.00
Uneeda, Model A, 9 Col.	75.00
Uneeda Model E, 8 Col., 240 Pack Cap.	57.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00

7 COLUMN CIGAR MACHINE, \$32.50
Holds seven different brands

SPECIAL, \$65.00

Short Time Only! Candyman, 72 Bar Capacity with enclosed base.

CANDY MACHINES

National 9-18	\$100.00
U-Select-It	35.00
Advance Candy Machines	27.50
5¢ & 1¢ GUM VENDOR	17.85

SPECIAL, \$100.00
Uneeda Model 500
9 Columns, 350 Pack Capacity.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET | EVergreen 7-4568 | BROOKLYN 11, NEW YORK

GIVE TO THE DAMON RUNYON CANCER FUND

DECEMBER SPECIALS!

RECONDITIONED VENDORS

- 7 5¢ DuGrenier Candyman . \$59.50 Ea.
- 50 1¢-5¢ Comb. North-western DeLuxe 18.95
- 100 1¢ 6-Col. Adams Gum . . . 10.00
- 25 1¢ Columbus Ball Gum . . . 6.95
- 25 1¢ Columbus Nut 6.95
- 10 1¢-5¢ Comb. Masters 9.95
- 10 1¢ Target Kings 32.50

WE CARRY A COMPLETE LINE OF MERCHANDISE

- Large Pistachios per lb. 77¢
- Indian Nuts per lb. 55¢
- Cashew Butts per lb. 50¢
- Peanuts per lb. 30¢

IMMEDIATE DELIVERY
 1/2 Dep. With Order, Bal. C. O. D.
CAMEO VENDING SERVICE
 432 West 42d St., New York 19, N. Y.
 LOnoacre 3-1334

NAMA PROGRAM

(Continued from page 96)

WEDNESDAY, DECEMBER 15

- 6:45 a.m.-9:30 a.m.—**BREAKFAST CLUB BROADCAST**
 Radio Station WCFL
 Busses leave State Street entrance of the Palmer House promptly at 6:45 a.m.
- 9:30 a.m.-6 p.m.—**LADIES' HOSPITALITY CENTER OPENS**
 Parlor 15, Club Floor
- 9:45 a.m.-12 Noon—**WELCOME TRAVELER BROADCAST**
 Radio Station WLS
 Busses leave State Street entrance of the Palmer House promptly at 9:45 a.m.
 The afternoon is free for last minute Christmas shopping.
- 3 p.m.-5 p.m.—**REFRESHMENTS**
 Ladies' Hospitality Center, Parlor 15, Club Floor
- 7:30 p.m.—**ANNUAL NAMA BANQUET**
 Entertainment: *Diamond Studded Revue*, presented by the Diamond Match Company, featuring the *Chez Paree Adorables*; Low, Hite and Stanley; the Nelson Sisters, Perry Franks and Janyce, Dietrich and Diane, and starring Gene Sheldon, star of stage, screen and radio. Lew Diamond and his orchestra.

J. Nolan, Inventor Of Book Match, Dies

LARCHMONT, N. Y., Dec. 11.—John Ramsey Nolan, co-inventor of the book match, died at his home here recently. He was patent attorney for Diamond Match Company, from 1902 until his death.

Nolan worked as an apprentice for Joshua Pusey, a Philadelphia lawyer, during the years when the latter was working on a new type of light which was termed a flexible match. The matches were snipped from cardboard, the striking heads and striking surfaces having been developed from chemicals cooked by Nolan on the law office stove. Three years after he patented his "safety match" in 1892, Pusey sold his rights to the Diamond Match Company.

NAMA EXHIBITORS

(Continued from page 94)

- P. Lorillard & Co., New York (cigarettes); Rooms 743, 744.
- Mason Au & Magonheimer Conty, Mfg., Brooklyn (candy); Room 728.
- Melster Candles, Inc., Cambridge, Wis. (candy); Room 718.
- Merkle Korff Gear Co., Chicago (geared motors); Room 716.
- Mills Auto. Mds. Corp., Long Island City, N. Y. (bottle, cup, candy, gum); Room 782.
- Minter Brothers, Philadelphia (candy); Room 746.
- Nehl Corp., Columbus, Ga. (sirup); Room 784.
- Oak Manufacturing Co., San Francisco (bulk); Room 730.
- Dr. Pepper Co., Dallas (sirup); Room 787.
- Phillip Morris & Co., New York (cigarettes); Rooms 779, 780.
- Planters Nut & Choc. Co., Wilkes-Barre, Pa. (peanuts, peanut bars); Room 783.
- Quaker City Choc. Co., Inc., Philadelphia (candy); Room 726.
- Revco, Inc., Deerfield, Mich. (ice cream); Room 754.
- The Rife Gum Company, Buffalo, N. Y. (ball gum); Room 761.
- Rowe Mfg. Co., Inc., New York, Room 796.
- Searles Welding & Mfg. Co., Cicero, Ill. (Kalva Vender, parts); Room 788.
- Serv-A-Shine, Inc., Milwaukee, Wis. (shoe shine); Room 739.
- Silent Sales Co., Minneapolis (vender mirrors); Room 721.
- Squirr Co., Beverly Hills, Calif. (sirup); Room 762.
- Stanley Uniform Co., Baltimore, Md., (uniforms); Room 709.
- Howard B. Stark Co., Milwaukee, Wis. (candy); Room 741.
- R. J. Stevens Baking Corp., Brooklyn (crackers & sandwiches); Room 707.
- Stewart Products Co., Greenwich, Conn. (cup vender); Room 792.
- Sweets Co. of America, Inc., Hoboken, N. J. (candy); Room 708.
- Switzer's Licorice Co., St. Louis (licorice); Room 757.
- Tropical Trading Co., Inc., Chicago (hot nut); Room 725.
- Tyler Products, Inc., North Hollywood, Calif. (electro broiler); Room 751.
- United States Dept. of Commerce; Room 722.
- Vending Machine Service Co., Chicago (accessories); Room 797.
- Ven-Dures, Inc., Seattle (aspirin); Room 749.
- James O. Welch Co., Cambridge, Mass. (candy); Room 760.
- World Sales, Inc., Columbus, O. (scales, ball gum); Room 791.

NEW! REVOLUTIONARY!

Northwestern

MODEL **49**



offers you a **GOLD MINE** of increased profits

ENTIRELY DIFFERENT from any other VENDING MACHINE ever made . . .

WIRE, PHONE OR WRITE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION
 86 EAST ARMSTRONG ST.—MORRIS, ILLINOIS

VENDING MACHINE SALESMEN & DISTRIBUTORS

MEET US AT THE

N.A.M.A. SHOW

DECEMBER 12TH TO 15TH

PALMER HOUSE, CHICAGO—EXHIBIT ROOM 799

WE WILL DISPLAY OUR NEW **AJAX 3-COLUMN HOT NUT VENDOR**

THE ONLY NEW 5¢ & 10¢ MERCHANDISER IN THE BULK FIELD IN OVER TWENTY YEARS!!!

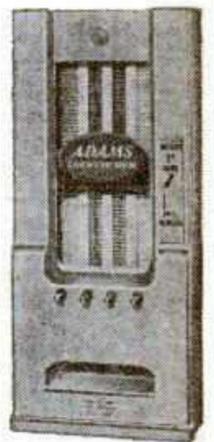
A FEW CHOICE TERRITORIES STILL OPEN TO PRODUCERS

Open House — Refreshments — Room 799

AJAX DISTRIBUTING COMPANY 55 BRANFORD ST.
 AL COHEN — FRANK A. OSBORNE NEWARK, N. J.

CANDY MACHINE OPERATORS

SEE The **ADAMS GUM VENDOR**



For years it has increased profits on candy machine locations.

YOU CAN DO IT TOO— LET US GIVE YOU PROOF!

Visit Booth No. 46 at the **N.A.M.A. Convention**
THE GUM VENDING CORP.
 41 E. 42ND STREET
 NEW YORK 17, N. Y.



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**
 5701-13 Grand Ave.
 Chicago 39

NEW CHARMS

That Are Out of This World! INCREASE BUSINESS

25% TO 100%

Send \$1.00 for Sample Assortment, which will be deducted from first shipment.

JACK NELSON & CO.
 2320-22 Milwaukee Ave., Chicago 47, Ill.

GIVE TO THE **RUNYON CANCER FUND**

Supplies in Brief

(Continued from page 95)

week. Domestic deliveries amounted to 547,900 tons as compared with 608,900 tons in September. Deliveries however, started picking up in late October and early November because of heavy buying in the East in anticipation of the longshoremen's strike. The department asserted.

Peanut Shipments

WASHINGTON, Dec. 11.—The Department of Agriculture disposed of nearly 50,000,000 pounds of peanuts during October, it was announced this week. Some 34,000,000 pounds

were shipped abroad for civilian feeding, while another 15,000,000 were sold to corporations and individuals in this country.

Burley Demand Firm

WASHINGTON, Dec. 11.—Demand for burley leaf, the second most widely used cigarette tobacco, is firm at the auctions which got under way November 29, Agriculture Department said this week. The average price is running around 50 cents per pound, 1.7 cents higher than the record set up last year.

W. Va. Ops Complete Association Set-Up

(Continued from page 82)

Following the organization of the association November 16 (*The Billboard*, December 4), and the election of officers at its first meeting November 17, in Princeton, the seven-man board of directors as set up during the third (Welch) meet, is composed of the following: L. K. Cruise, Kimball Music Company, Kimball; T. B. Carpenter, New River Music Company, Oak Hill; J. H. Kiser, K & K Music Company, Beckley, and Mitchell Oliver, Mammoth Amusement Company, Montgomery. In addition to the association officers, Ballard, Southern Distributors; Welch, president; Max Carpenter, C & R Music Company, Beckley, vice-president, and H. R. Massey, McDowell Amusement Company, Anawalt, secretary-treasurer.

Membership Open

Association membership is open to anyone operating coin-operated equipment in West Virginia, upon payment of an initiation fee of \$1 per location. Amount of dues to be paid will be reported by the board of directors at the December 15 meeting in Charleston, scheduled to start at 8 p.m.

According to the organization's by-laws, code of ethics and rules of fair trade practice adopted at the November 17 meeting, the objects of the association are to "bring together all persons, firms and corporations who are owners and operators of coin-operated machines in West Virginia. . . in order to study each other's problems for their mutual welfare and well being and to achieve by organization and mutual endeavor the improvement of the social and economic conditions identified with the coin machine industry; to promote the highest standards of fair practices with the maximum use of co-operative efforts . . . and to promote fair competition, extension of markets and to foster stabilization of employment."

Firms joining to date, in addition to board of directors' firms already mentioned, are Powers Electric Company, and City Music Company, Beckley; Haynes Music Company, Quinnwood; T & T Novelty Company, Bluefield; Fayette Vending Company, Oak Hill; Collins Amusement Company, Bradshaw; Roy's Music Service, Beckley, and Gibson Music Company, Cumberland.

Total membership now numbers 15 firms, a gain of four over the initial roster.

POP N' HOT

HOT POP CORN VENDING MACHINE
NEW 1949 MODEL
COIN OPERATED



VENDS 120 TEN CENT BAGS FROM EACH FILLING

TAKES IN \$12.00
COST OF CORN. 3.00

Emoties 2 to 3 times a week in the average type of location. The better spots sell 4 to 6 fillings per week — It's the sweetest operating deal in the business. Write for colored circular and price. "Pop N' Hot" is the latest advancement in vending machines. Jobbers, Dealers, Salesmen — write for territory.

JACK NELSON & CO.
NATIONAL DISTRIBUTOR OF COIN MACHINE PRODUCTS

2320-22 Milwaukee Ave. Chicago 47, Ill.

WE MANUFACTURE
Highest Quality
BULK MERCHANDISE

ALL TYPES
Lowest Prices. Samples on Request.

★ ★ ★ ★
Southern California
Distributors

ACORN Bulk Merchandise VENDORS
Operators Vending Machine Supply Co.
1023-25 S. Grand Ave., Los Angeles 15, Calif.

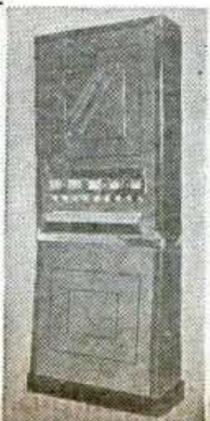
Brand New AND ONLY \$67.50 Ea. In Lots of 10 or more \$75.00 each on orders of less than 10

NIKS BISCUIT MACHINES

9 Column With Stand. Direct From Manufacturer.
1/3 With Order—Balance C. O. D.

MALKIN-ILLION COMPANY

398 COIT STREET IRVINGTON 11, NEW JERSEY
Telephone: Essex 2-3405



French Boy POPCORN

SURE-FIRE MONEY

IN THE

POPCORN BUSINESS

Where your sales are immediate and Continuous—NEVER A DULL MOMENT . . . Cash always "On the Line," seven days a week

IT'S A CINCH TO SELL POPCORN

when THAT POPCORN, the Nationally Famous french fried, Hybrid "French Boy" Popcorn, the All American "Snack," is dispensed with the

Little Giant SELF-CONTROLLED HOT CORN DISPENSER

where corn is always "Poppin Hot" until the last kernel is sold . . . And, PROFITS ARE GREATER when dispensers operate without a coin chute.

A SMALL INVESTMENT STARTS QUICK PROFITS ROLLING

Just drop us a line and we'll immediately send you the "Cheerful Information" on "How to Build a Steady FAST CASH Daily Business." No obligation to ask.



"Little Giant" Hot Corn Dispenser \$57.50
F. O. B. Chicago
Special Price to Qualified Operators

Here's Two of Many Successes

Operator No. 102

"In over 400 "Little Giant" Dispensers, in my territory, there is more French Boy Popcorn moved than through any other dispenser. The earnings far outweigh the investment."

Signed _____
(These and other actual letters on file)

Operator No. 519

"The "Little Giant" is talking for itself. Business is picking up faster than I ever dreamed it would. Business comes to me without looking for it."

Signed _____

FRENCH BOY POPCORN and LITTLE GIANT POPCORN DISPENSERS are products of

A. B. C. POPCORN CO., Inc.

3441 West North Avenue, Chicago 47, Illinois

(Also a complete line of Raw Corn, Seasoning, Boxes, Bags, Canned No. 10—Pre-Popped Corn)

Little Giant CORN DISPENSERS

THE LITTLE MACHINES THAT ARE PULLING DOWN BIG PROFITS ARE...

The ALKUNO 5c GUM and CANDY VENDORS

VENDING 5c PACKAGES OF GUM, HARD CANDY AND MINTS

Beautifully designed and expertly engineered, the Alkuno line of merchandisers is SECOND TO NONE AS YEAR 'ROUND VOLUME SALES PRODUCERS. They are of unsurpassed value—feature dual shift columns and the National slug rejector. Their luxurious appearance assures you of no location competition. Order today!

Immediate delivery!

5c GUM VENDOR MODEL 200-G-3M

Can be attached to other Larger Machines.
Metal Cabinet and Base.
CAPACITY: 200 PACKS.
Ht. on Base, 54"x14".
Wt. on Base, 48 Lbs.
Price \$59.00
Base 12.00

5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

MODEL 130-MM

Metal Cabinet and Base.
Ht. on Base, 60"x18".
Wt. on Base, 64 Lbs.
Price \$69.50
Base 15.00

GREEN • BLUE • TAN

ALKUNO & CO.

408 Concord Ave. New York 54, N. Y.
Phone: MEIrose 5-7757

SEE US AT THE N.A.M.A. SHOW — BOOTH 81

DISTRIBUTED BY

Southern Amusement Company 628 Madison Avenue Memphis, Tenn.	A. H. Simpson Sales Company 90 Folsom Street San Francisco, Calif.	Charvane Co. 1112 Chemical Bldg. St. Louis, Mo.	Lavoie & Hillman, Inc. 2 E. Main Street Fall River, Mass.
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GIVE TO THE DAMON RUNYON CANCER FUND

THE 'CHALLENGER'

3 UNIT
HOT NUT MACHINE

3
MACHINES
IN
ONE

Shown in
ROOM 725
PALMER HOUSE

TROPICAL TRADING CO.

716 W Madison St. Chicago 6, Illinois

C-Eight Laboratories Sets In-Plant Training Program

NEW BEDFORD, Mass., Dec. 11.—Faced with a shortage of qualified tool and diemakers here, C-Eight Laboratories, Inc., producer of the Electro cigarette vender, is successfully conducting an in-plant training program, with students drawn from local vocational schools.

Paid while they learn, nine young men ranging in age from 19 to 28, are working side by side with 13 experienced, C-Eight technicians, learning the complicated art of tool and die design. They put in a full work week at the plant except for a few hours during which they attend classes on metallurgy at a trade school.

The program, started about six

months ago, has more than fulfilled the hopes of plant executives, according to Mario Caruso, president. The young trainees are talented and ambitious and are taking full advantage of the opportunity to learn a skilled trade. They have already become a producing asset to the factory.

Starting pay to the trainees is 90 cents an hour. But a raise is given every six months until, after four years, they will earn a base pay of \$1.50 an hour. At that time they will be classified first-class journeymen and may receive further wage boosts according to merit.

The program has gained much favorable recognition from local civic leaders.

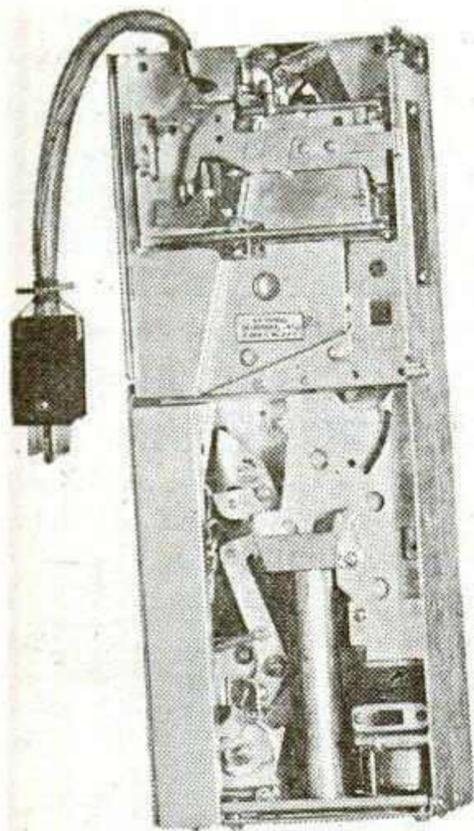
Presenting for '49

THE MARVEL OF ENGINEERING PERFECTION!

NATIONAL COIN CHANGER

Series 3400

14 WAYS BETTER!



- INTERCHANGEABLE...fits ALL vendors arranged to accept any model NATIONAL Coin Changer!
- ALL PARTS easy to get to! Saves service-man time. Saves you money. Adds to your profit!
- COIN SWITCHES...New, Improved!
- MOTOR...Larger, more powerful!
- ELECTRICAL CIRCUIT...Simplified and more efficient than ever!
- CIRCUITS for VENDING and CHANGE-MAKING...electrically INDEPENDENT!
- CHANGE TUBE...calibrated and perforated. Cuts "counting" time!
- COIN-RETURN ELECTRO-MAGNETS...new, quiet operating!
- NICKELS MOVE into change-tube WITHOUT use of moving parts!
- LONG CLOSURE on vending switch gives desired longer impulse for activating vending relay!
- ONLY ONE RELAY (anti jack-potter). This cuts "dirty contact" trouble!
- SLUG REJECTOR...world's most widely used...NATIONAL...with many important IMPROVEMENTS!
- Motor failure will not jack-pot merchandise!
- HOUSING...ONE PIECE die-cast; and every sturdy part designed with NATIONAL world-wide "know how" in coin handling equipment!

Add to all this: NATIONAL'S nationwide service organization on call...to explain and help you in every way...every day. To owners of 40,000 NATIONAL Coin Changers on duty daily coast to coast, there's only one name in coin changers...naturally it's NATIONAL!

Comparison Will Prove There Is No Comparison!

NATIONAL

REJECTORS, INC.

5100 SAN FRANCISCO • ST. LOUIS 15, MO.
SERVICE CENTERS: NEW YORK • CHICAGO
ST. LOUIS • LOS ANGELES

National Rejectors, Inc., St. Louis 15, Mo., Dept. 234

Give us MORE facts on the Super Silent Salesman.
The NATIONAL COIN CHANGER, No. 3400.

NAME _____
ADDRESS _____
CITY, STATE _____

Pistachios

FOR GREATER PROFITS IN
VENDING MACHINES AND PACKAGES

ask for ZALOOM'S

3 STAR "BUDS"

PERFECT! No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.
● packed in 5 lb. moisture-proof bags
● 12 5-lb bags to a carton

"WHITE BUDS" — with the pure, thin, white salt coating.

"ROSE BUDS" — with the pure, certified, attractive red color
DELICIOUSLY ROASTED & SALTED

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES

WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts

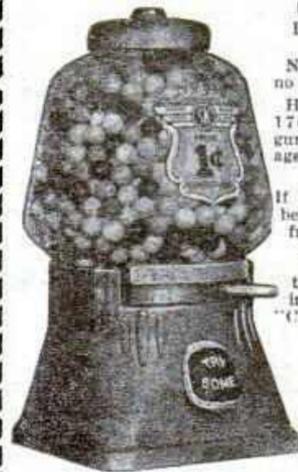
8 JAY ST. NEW YORK 13, N. Y.

Ball Gum + Charm = \$\$\$

—NEW— '49 "CHARM KING"

BALL GUM VENDOR

(PATENTS PENDING)



No missing—no adjustments. Handles 140, 170, 210-count gum, no breakage, and positive delivery.

If you want the best in trouble-free ball gum and charm vendor, try the new improved '49 "Charm King."

Nut and Ball Gum Vendors, 14-5¢ U. S. and Foreign Coins

Handles all charms

IMMEDIATE DELIVERY AT ALL BEST DEALERS OR WRITE

SILVER-KING CORP.

822 Diversey Parkway, Chicago 14, Ill.

VICTOR'S NEW MODEL V-K

It's Outstanding!

Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.

A Product of VICTOR VENDING CORP. 5701-13 Grand Ave. Chicago 88



RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

MAKE RAKE YOUR HEADQUARTERS FOR VENDING MACHINES, COUNTER GAMES, PARTS, SUPPLIES, NOVELTIES, PREMIUMS, SALESBOARDS, ETC.

NEW BULK MERCHANDISERS

- Northwestern Deluxe \$27.00
- Northwestern Model 39 14.40
- Northwestern Model 33 Peanut 12.80
- Northwestern Model 33 Ball Gum 11.40
- Northwestern Model 40 Peanut 10.85
- Northwestern Dual Vendor 45.00
- Columbus "38" Trilmor 45.00
- Columbus "39" Blmore 38.00
- Columbus Model 46, 1¢ 12.50
- 2 to 12 11.50
- Columbus Model 46Z, 1¢ 12.00
- Columbus Model 46ZB, 5¢ 12.75
- Columbus Model 46BG, 1¢ 11.50
- Victor Model V, Globe Type 12.75
- Victor Model V, Cab. Type 14.75
- Victor Universal 13.95
- Victor Deluxe Universal, 1¢ 14.95
- Victor Deluxe Universal, 5¢ 15.45
- Victor V-K, Globe Type, 1¢ 12.95
- Silver Kings, Bulk 13.95
- Silver Kings, 2 to 6 12.50
- Silver Kings, 6 to 11 11.55
- Silver Kings, 12 to 49 11.05
- Silver Kings, 50 & Up 10.55
- Master Novelty, 1¢ 13.95
- Master No. 5, 5¢ 17.50
- Master No. 6, Penny & Nickel 17.50

- Asco Hot Nut Vendors, 5¢ \$17.50
- Silver King Hot Nut, 5¢ 25.00

RECONDITIONED VENDORS

- Northwestern Model Deluxe \$19.50
- Northwestern 39 (Like New) 9.95
- Northwestern 38 (Like New) 8.95
- Northwestern 40 (Like New) 6.95
- Columbus 46 Ball Gum (Like New) 7.95
- Silver Kings, 5¢ 8.00
- Silver Kings, 1¢ 7.50
- Shipman Duplex Stamp 19.50
- Adam Gum Vendor, 4 Col. 14.50
- Adam Gum Vendor, 8 Col. 16.50

NEW COUNTER GAMES

- ABT Challengers \$39.50
- A.B.T. Model F Targets 42.50
- ABT Strikalites 42.50
- Test Quests Grip Scales 29.50
- Gottlieb Grip Scales 24.50
- Daval Skill Thrills 12.50
- Exhibit Card Vendors 19.50
- Bingo's 1¢ Counter Game 19.50
- Steeplechase 1¢ Counter 35.00
- Target Kings, 1¢ 39.50

Limited Time Only!

HEAVY IRON BULK VENDING STANDS \$3.95 EACH

BAT-A-BALL JR.

With Streamlined Base
\$11.95 EACH

1/2 Deposit, Balance C. O. D. Orders Under \$20.00 Full Cash.
Send for Our Parts and Supplies Price List

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

NO GUESSWORK WITH MERCURY ATHLETIC SCALES

These scales have proven beyond any question of doubt to be the greatest penny maker on the market today. Operators all over the country advise us that this is the best penny machine they have ever operated, both from the standpoint of SERVICE as well as PROFITS. These scales can now be purchased for less than \$100.00 each, which is definitely consistent with a profitable operation.

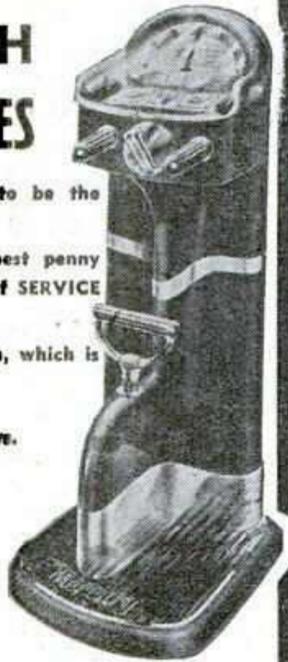
Contact your distributor or write direct for particulars.

SHAFFER MUSIC COMPANY
606 South High Street
Columbus, Ohio

MERCURY ATHLETIC SCALE CO.
OF MISSISSIPPI
2219 Bailey Avenue
Jackson, Mississippi

MERCURY ATHLETIC SCALE CORPORATION

3830 HOLBROOK AVENUE Phone: TRinity 3-3255 DETROIT 12, MICHIGAN



Bottlers In Pa. Continue Fight Vs. Tax

Claim Employment Down

HARRISBURG, Pa., Dec. 11.—Pennsylvania's 20 per cent soft drink tax again became the butt of contention between bottlers and the State administration this week when the former declared it was the cause of a 25 per cent drop in soft drink industry employment and the governor stated that it had not put "anybody out of business."

Clarence Stoner, president of the Keystone Bottlers' Association (KBA), reported that his association had queried over 200 bottlers and discovered that their employment was down 25 per cent last month compared with that on June 1, 1947, when the tax went into effect. "The survey covered 40 per cent of all bottling plants in the State, and is therefore assumed representative of the industry (in the State) as a whole," he declared. Not figured in this employment decline were the 12 plants that were shut down completely because of the tax, Stoner added.

Meanwhile, re-enactment of the State tax has been scheduled by the administration. When asked specifically about the tax at a recent press conference, Gov. James H. Duff said "... As a general rule they (bottlers) are doing more business than before it was put on." However, the bottlers hold an opposite view of the effects of the tax, which imposes 1-cent per 12-ounce bottle and 1/2-cent on each ounce of sirup used in manufacture of the drinks.

The Keystone bottlers state that October tax collection figures just released by the State department show a continuation of the decline in soft drink sales. Collections for July, August and September, the three big months of the soft drink industry, tell the same "declining sales" story. State's estimate for tax returns for this period, this year, was \$5,100,000, but the actual tax collected was only \$4,513,172. This proves that the downward path of soft drink sales is becoming even steeper, Stoner said.

NLRB Sets Election At Veeder-Root Plant

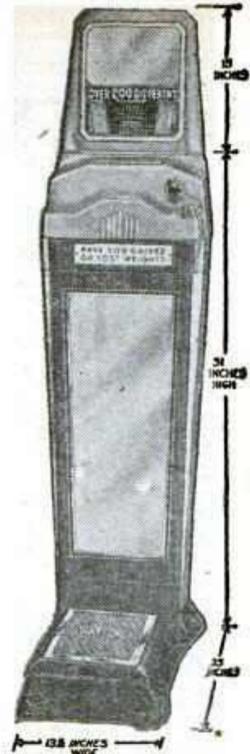
HARTFORD, Dec. 11.—The National Labor Relations Board (NLRB) has ordered a collective bargaining election for draftsmen and tracers in departments 48, 79 and 97 in the Veeder-Root, Inc., plant here. The action followed the filing of a petition by Robert H. Hickey, an employee. It was subscribed to by over 30 per cent of the employees.

The employees have been represented by International Association of Machinists, Capitol City Lodge, No. 354, District 26, which was certified in December, 1945, following an election.

Opposing the election, the union claims that the action sought is barred by the automatic renewal of the contract between the union and the company. This contention was overruled by the NLRB. According to the petition, only one-third of the employees are union members, and the remaining two-thirds desired no bargaining representative.

Kentucky Cig Sales Skid

FRANKFORT, Ky., Dec. 11.—Sale of cigarettes in this State took a sharp drop during October, as indicated by tax stamp sales of \$397,578, compared with \$467,363 in same month last year, State Department of Revenue reported this week. Total decline was almost \$70,000.



\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY 200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 in. Width, 13 in. without sign
Depth, 25 in. Sign, 15 in.
Net Weight 185 Lbs.
Shipping Weight . . . 245 Lbs.

LARGE CASH BOX HOLDS \$85.00 IN PENNIES.

WELCOME!
We will not be at the NAMA Show. Come out and see us at the factory.

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago



SHIPMAN DUPLEX POSTAGE MACHINE

Compact and Foolproof. This famous model is in production 2 or 3 more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

\$29.50

FOLDERS: 10 M., \$5.75; 25 M., \$13.95

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC.

- Miniature Penknives, 5 Cross \$ 5.50
 - Gold Plated "Georgie" Pins, 1 Gross .. 3.95
 - Gold Plated Bracelets in Capsules, 100 6.00
- BUBBLE BALL GUM**
- 140 or 170 Size, Crown Jack Brand with Colored Centers, 25-lb. carton .. \$ 5.85
 - 100 lbs. or more 21.90
 - Certified Check or Money Order in Full for above.
 - Adams Fairfax 5¢ Vendors (New) \$ 3.95
 - 3-Column Bulk Vendors and Stand (Rebuilt) 17.50
 - Mills Vest Pockets, 5¢ (Rebuilt) 47.50

DISTRIBUTORS AND SALESMEN WANTED—WRITE FOR SPECIAL DEAL

1/3 DEPOSIT ON ALL ORDERS

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE., DEPT. B • MADISON 1447 • BALTIMORE, 17, MD.

NOW! CALIFORNIA VENDING

ALMONDS Packed in 5-lb. vacuum tins. 6 tins to shipping case. LESS THAN CASE, 90¢ PER LB. BUY BY THE CASE AND SAVE

85¢ PER LB. F. O. B. San Francisco

E. LA RUE, Sales Mgr., LEON "HI-MO" SILVER, INC.
760 HAYES ST., SAN FRANCISCO 2, CALIF.



Victor's Sensational New Custom-Built UNIVERSAL
Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy the Best! Write for Complete Details and Prices.
Manufactured by **VICTOR VENDING CORP.**
5701-13 W. Grand Ave. Chicago 39, Ill.

WRITE FOR PRICES
Roasted and Salted Nuts of all types and Canned Nuts, Confectionery Items.
SPECIALISTS TO THE VENDING TRADE
San Filippo and Company
Nut and Confectionery Importers and Wholesalers,
37-65 77th St., Jackson Heights, L. I., N. Y.
Telephone: HICKORY 8-2452

SEEBURG INTRODUCES NEW JUKEBOXES

50-Record Machine Offers 100 Selections; Wall Box Among Auxiliary Equipment

First New Box by Firm in Three Years

CHICAGO, Dec. 11.—In Chicago yesterday for their annual meeting, distributors for the J. P. Seeburg Corporation got their first look at that company's second postwar phonograph—the Select-o-Matic "100" which plays both sides of 50 records

to offer 100 selections. Auxiliary equipment, including a unique 100-selection wallbox, was likewise exhibited.

No information concerning the price of the new box could be obtained from Seeburg officials. But the trade here generally speculated that the phonograph would list for no more—and might be slightly less—than the list price of the Symphonola which Seeburg has been producing since the end of the war.

For Top Locations

Designed "to bring a fresh novelty" into the phonograph business, C. T. McKelvey, vice-president and director of sales, told distributors the phonograph would find its market in operators' top locations. For its novelty appeal, the mechanism has been exposed under a curved glass dome which runs the full width of the grained cabinet.

The Select-o-Matic mechanism and the principle it uses for playing records vertically are not entirely new to music operators, since it was first introduced in Seeburg's industrial-commercial unit last spring. The commercial music system, not coin-operated, offers 200 selections.

Like the industrial-commercial unit, the phonograph introduced yesterday (See Seeburg Juke on page 104)

machines.

Workman said the next meeting will be about December 20 and will possibly be held in San Fernando for further discussion of the operators of that section coming into the organization.

California Ops Expand Assn.; Add 30 Members

LOS ANGELES, Dec. 11.—With 30 music machine operators seeking membership in the San Gabriel Coin Operators' Association, the name of the organization will be changed to the Co-Operative Music Operators of Southern California (CMOSC) about January 1, Jim Silvers, president, and Tom Workman, vice-president, said. The change will also pave the way for the joining of operators in Downey and Bellflower districts, the music group leaders declared.

Association is working to have operators collect \$8 off the top with a 50-50 division following. Silvers said that the plan had been working in the San Gabriel Valley for the past two months.

With the San Fernando Valley operators coming into the organization with 30 members, the association now has 60 members. Plans are being made to open offices here on West Pico Boulevard.

Dues have been set at \$10 per month regardless of the number of

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

PETRILLO BAN-LIFT IMMINENT. Department of Justice expected to give signal within days, and it will all be over.

NEW LOW COST, 4-TUNE DISK PREPPED. A new standard platter which plays two tunes to a side to be marketed by Universal Records for 79 cents.

ENGLISH FIRMS MAKE U. S. DEALS. Reciprocal arrangements have been made for exchange of American and English hit tune releases.

SIGNATURE PLANS DEPARTMENTAL SHAKE-UP. Diskery plots strengthening of sales and promotion departments.

ANDREWS SISTERS SIGN WITH DECCA. Trio to continue diskings for six years, with a minimum of royalties of \$500,000 assured.

SNARL-UP OVER "PUSSY CAT." RCA London and Decca release date hassle has Leeds Music in the middle.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

WGM Holds Annual Banquet; Donates \$1,000 to TB Fund

WASHINGTON, Dec. 11.—The local drive for the National Tuberculosis Association campaign was launched Tuesday (7) at the first annual banquet of the Washington Music Guild (WGM) with a WGM check for \$1,000 and a separate check for \$100 from the Hirsh Coin Machine Corporation. Top entertainment, furnished by recording companies and local night clubs for the banquet, included the Lionel Hampton orchestra, Freddie Slack, Sam Donahue, Alan Dale, Patti Page, Dave Denney, Bobby Brandt and Donna Mason.

During the festivities WGM trophies were presented to Hirsh de la Viez, founder of WGM, Police Chief Robert Barrett, and disk jockey Eddie Gallagher.

Over 100 members and guests of the Guild were present at the banquet, which was held at the Hamilton Hotel. Brief speeches were made by de la Viez, Barrett and M. Belmont Ver Standig, head of a local ad

agency.

De la Viez told the gathering that, aided by the efforts of WGM, his Hirsh Coin Machine Corporation "is enjoying the highest average of any music operator in the country." Pointing out that WGM embraces 90 per cent of the local operators, he urged that those jukemen still outside of the organization, join at once. "An operator group," declared de la Viez, "accomplishes things that no operator can do for himself."

Chief Speaks

Police Chief Barrett lauded WGM for its efforts to decrease juvenile delinquency thru donations and gifts of juke boxes to schools and boys' clubs. Barrett told WGM: "I'm behind your drives one hundred per cent."

Ver Standig complimented the Guild on its "magnificent public relations program." He further complimented de la Viez for being "the man who has done more for the local music operator than any other single individual."

Providing entertainment at the banquet during the few moments that the top talent was taking a breather were two juke boxes, a Rock-Ola and an AMI, both of which attracted much attention from the operators present.

The two checks for the tuberculosis fund were accepted in behalf of the t.b. association by Carter T. Barron, regional manager of Loew's theaters. In thanking the operators for helping get the annual Christmas seal drive off to a good start, Barron also saluted WGM for its charitable work in the past, pointing out that the group "gave a substantial donation" to aid in the campaign to provide a free chest X-ray for every D. C. resident. He then announced that Lionel Hampton is turning over to the national t.b. drive the proceeds during January from jukes playing his Decca recording, *How High the Moon* in the Washington area.

Record Guests

Disk people present at the banquet included Robert Thiele, president of Signature Records; Irving Green, prexy of Mercury Records, and Frederick Turner and Harold Nussbaum, of Decca Distributing Company. The Pfanstiehl Chemical Company and Paul Bennett & Company each provided a juke box needle for all the guests.

Present from the radio world were Earl Gammons, Columbia Broadcast- (See WGM Holds on page 103)

Unveil Four-Selection Record

Juke Adaptor Developed by Manufacturer

Doubles Unit Selections

CHICAGO, Dec. 11.—A new four-selection record, together with an adaptor which can be used in juke boxes so that any of the four selections on the one disk can be picked by a patron, is now in the works at Universal Records, it was reported this week by Bill Putnam, president. The new Double Feature Record (its official label) will double the number of selections in a juke box while retaining the selectivity feature, it was claimed by Putnam. Thus, a machine now offering 24 records will, with the new gimmick, be able to offer 48 titles, yet retain only 24 disks.

New disk will sell for 79 cents, and first sides are scheduled to be released (See Unveils New Record, page 103)

Juke Aids Newsies

DETROIT, Dec. 11.—Probably the first use of a juke box to promote the sale of newspapers by a newsboy will be made here next Monday (13) at the northeast corner of Grand River and Griswold streets. The occasion will be the annual Old Newsboys Goodfellows Day Fund, at which, annually, many former newsboys, many of them prominent citizens, sell the day's papers to raise funds for Christmas gifts for today's newsboys and other worthy recipients.

The new wrinkle this year will be the provision of a juke box by the Michigan Automatic Phonograph Owners' Association (MAPOA), which will be stationed outside and stocked with all Christmas music.

Irving Ackerman, counsel to the MAPOA, will be the actual newsboy, standing on the street corner from 11:30 to 1 p.m. and selling his wares.

The Okay Vending Company, headed by Ben Okum, will service the juke box.

Location Shifts Seen in Chicago

CHICAGO, Dec. 11.—Music machine operators lost approximately 200 locations in this city during the past six months it was revealed recently as the license deadline for taverns passed. However, operators in the area indicated that there had been sufficient notice concerning the closing of many of the locations, and others had been set to supplant the losses.

As the deadline neared early this week, there were 9,715 licenses set for the next six months, with several hundred others in the process of being granted.

Varsity Records Set 2 Texas Distributors

NEW YORK, Dec. 11.—Augmenting its list of distributors which are servicing juke box operators exclusively, Varsity Record Corporation this week signed the Dunbar Distributing Company, Dallas, and the Martin Distributing Company, Houston, bringing the total number of outlets to 12.

WASHINGTON OUTLOOK ROSY

Taps for Tav Tele?

CHICAGO, Dec. 11.—Tavern television as a major juke box competitor is on the wane, if the attitude of tap owner Lew Schmidt, Lew & Oskar's Tavern, is any criterion. Seems that Schmidt wants a local entertainment tax placed on the public tele sets so that he can remove it.

"The tele set costs me money and doesn't bring in any concrete profits, while the juke box has always paid a nice portion of my overhead with my share of the commission," Schmidt declares.

Six Distribs Set For 1015 Front By Ambassador

KANSAS CITY, Mo., Dec. 11.—Ambassador, Inc., manufacturers of a new front designed for the Wurlitzer 1015, has appointed six distributors, Tom Schwartz, firm head, announced this week.

Those named are Miller Vending Company, Grand Rapids, Mich., headed by Bill Miller, for Western Michigan; Frank's Music Company, Detroit, headed by Frank Olivett, for Detroit and Eastern Michigan; Ace Phonograph Company, Cleveland, headed by Joe Valenti, for Cleveland and Northern Ohio; Morry Coret, Cincinnati, for Southern Ohio and Northern Kentucky; Pittsburgh Coin Machine Exchange, Pittsburgh, headed by Louis G. and Meyer F. Popkins, for Greater Pittsburgh and Western Pennsylvania, and Boro Automatic Music Company, Brooklyn, headed by Albert Herman, for the Greater New York area.

The Ambassador front uses only the wooden portions of the original cabinet and the selector panel. Its side pilasters are of clear plastic, while the top arch comes in red, yellow or green. Colors are not painted on but are actually impregnated in the plastic. Grill bars are clear, ribbed plastic and the plastic grill frames are the same color as the arch. Grill cloth is silver. The front kit contains polished aluminum in lacquer finish, comes with two name plates, one reading Ambassador, while the other is individually lettered to the operator's specification.

UNVEILS NEW RECORD

(Continued from page 102)

January 15. The disk used by Double Feature is the standard 10-inch record, but thru a quality control system, five minutes of entertainment can be used instead of the average 3½ minutes on present records.

The adaptor, according to Putnam, was developed after a series of tests. It will sell for "less than \$5" and can be installed on any juke box in a few minutes by a serviceman. With the adaptor, the juke box arm can cut out after playing the first of two records on a side, and can start from scratch with the second selection.

The January 15 release will be six platters, all made up of tunes from the Universal catalog. Only four-side tune selection thus far announced is the Harmonicats doing *Peg o' My Heart*, *Harmonica Boogie*, *Cat's Polka* and *My Wild Irish Rose*, the four biggest Harmonicat sides to date. Other artists slated for releases January 15 are Gene Austin, Orrin Tucker, Tom Mix and Flash and Whistler, a h. b. team.

In addition to the items from the Universal catalog, the Double Feature Record will cover all hits and "sleeper" items, Putnam said, with a release of the four-on-one disk expected each week.

For complete details of the new Double Feature Record, see the Music Section of this issue.

So. Dakota Ops Meet; Air Legal, Promotion Problems

MOWBRIDGE, S. D., Dec. 11.—With legislation dominating the agenda, the South Dakota Phonograph Operators' Association (SDPOA) held its final meeting of the year here last week, opening sessions December 2, and climaxing the three-day meet with a banquet Saturday evening (4). Meetings were presided over by Mike Imig, association president.

Highlighting the sessions were discussions concerning legislation of all types which would affect the State's coin machine industry. Members voted to set up a three-man legislative committee, which will confer with the association's legal representatives, and with Dudley Ruttenberg, of the Coin Machine Institute (CMI). While the program is mainly a protective one, it was decided to try to include legislation to license amusement games thruout the State, and to continue to keep abreast of those legal activities which might affect the music machine industry.

The legislative committee includes Herman S. Fisher, Aberdeen; Gordon Stout, Pierre, and Roy Foster, Sioux Falls.

Hit Tune Plans

SDPOA has been considering a hit-tune-of-the-month promotion, and this was the subject of a long discussion during the meeting. However, no definite decision was arrived at. One of the major factors holding up acceptance of such a promotion is the distribution problem on a State-wide basis. However, Imig reported that further discussion will be held at the association's next meeting.

Imig, who will attend the CMI convention in Chicago in January, will also attend the Music Operators of America (MOA) meetings, and will confer with George Miller, MOA president.

Association membership is now 90

WMG Holds Dinner; Gives 1G to TB Fund

(Continued from page 102)

ing System (CBS) vice-president in charge of WTOP; WTOP publicity man, Cody Pfansiehl, and disk jocks Jackson Loew and Bob Knight, of WWDC; Eddie Gallaher, of WTOP, and Mike Hunnicutt, of WWDC.

Included among the 40 music operators present were Ben Rodins, Ira Byrum, Harold Klein, Horace Biederman, Teddy Crawford, J. H. Phillips, Bill Schwartz and Hirsh and Robert de la Viez.

Theater men attending were Carter Barron, Bernard Lichtman, of Lichtman Theaters; Frank Boucher, head of the Variety Club, and George A. Crouch, of Warner Bros. theaters.

Patrons

Listed as patrons of the banquet were Apollo Records, Barnett Distributing Co., Bates Jewelers, Block Marble Co., Capitol Records, David Rosen Co., Decca Distributing Corp., General Distributing Co., Gimbel Bros.; Hit Parade, Inc.; Kay-Gee Distributing Co., King Records, Mangold Distributing Co., M. B. Lesnick, Marlin Amusement Corp., Mercury Records, Musical Sales Co., National Records, Parchay's Restaurant, Paul Bennet & Co., Pfanstiehl Chemical Co., Philadelphia Coin Machine Exchange, Quality Music Co., Schwartz Bros., Southern Wholesalers, and Joseph M. Zamoiski Co.

per cent complete, it was reported, and the additional 10 per cent (of the active operators in the State) are expected to be signed shortly.

Special guests at the banquet included Arthur Himirach, mayor of Mowbridge; W. P. Jones, a local banker who is a member of the South Dakota Banker's Association, and B. Wayne McCort, Better Restaurants Association.

Following the business meetings it was decided to hold the first meeting of 1949 in March at Mitchell. At this meeting Imig will report on his talks with Miller in Chicago, and the association will elect its officers and directors of the year.

Ambassador Names Midwest Distributor

ST. LOUIS, Dec. 11.—J. Rosenfeld & Company of this city has been appointed a distributor for Ambassador, Inc., manufacturer of a replacement front for the Wurlitzer 1015. Rosenfeld will cover the St. Louis area, Southern Illinois, Eastern Missouri and portions of Kentucky and Tennessee.

Ambassador, headed by Tom Schwartz, is marketing the phonograph front at \$96.50. The front provides complete new plastics and hardware but keeps the original selector panel.

Game Licenses Highlight '48 Legal Picture

Music, Vending Biz Up

(Continued from page 82)

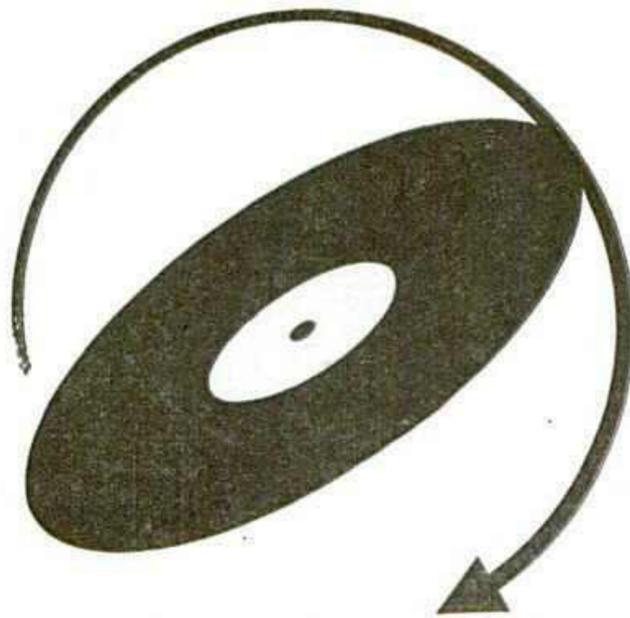
per cent above those of the prewar era, while service costs are up at least 100 per cent.

Pinballs Recognized

Phillips expressed himself as "pleased" with local licensing regulations which went into effect December 1. "They put pinballs on a recognized basis for the first time," he remarked. The rules levy an annual fee of \$12 on each machine, provide for examination of the characters of operators, and ban the use of games by minors during school hours. "The outlook for 1949," said Phillips, "depends on the amount of money people have to spend. The more they have, the more they will put in pinballs." He estimated total number of such devices in the city at between 1,500 and 2,000.

The high-powered public relations program put on during the year by the Washington Music Guild (WMG) has put the approximately 2,000 jukeboxes in excellent shape, according to Hirsh de la Viez, head of the Hirsh Coin Machine Corporation and founder of WMG. "Business in Washington," asserted de la Viez, "represents the highest average of any part of the country." As for 1949, he predicted: (See *Washington Outlook*, page 105)

AMI Plays Both Sides!



The AMI Phonograph, and only the AMI, plays both sides of 20 records to give 40 selections. The AMI mechanism—simple, sturdy and lightning fast—has been turning records in tens of thousands of locations since its introduction three years ago. Born without bugs, no operator ever had to worry for a single minute about its performance. It does its work without possibility of failure. It is the only PROVEN mechanism in its class!

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

NY Barkeeps Strike, Juke Box Play Holds

NEW YORK, Dec. 11.—Juke box play was relatively unaffected this week by a strike of about 2,000 Manhattan bartenders who walked out Monday (6). Employees of 650 taverns, and members of Local 15, bartenders union, the strikers are seeking a five-day week.

Late this week it was reported that some individual tavern owners had signed new contracts with the union. Most of the 2,800 locations in Manhattan licensed to sell liquor or beer already observe the five-day week, thru contracts with another local of the union. Meanwhile struck taverns had owners behind the bars serving customers.

Coin-Operated Tele Importance Varies in Connecticut Cities

HARTFORD, Conn., Dec. 11.—As yet there has been no invasion of the Hartford territory by coin-operated television, according to Ralph Colucci, owner of the State Music Distributing Corporation, area coin-machine distributor.

"There has been no demand for coin-operated television sets," says Colucci. He declared that he had heard of some sets already in use near the Connecticut-New York State line, but as far as Hartford is concerned there has been little talk about in-

stallation of sets.

Colucci believes this is due to the fact that Hartford has no active television station to date. "New Haven and Stamford," he said, "are closer to New York and so are more influenced about coin-operated television."

Eventually, of course, Colucci expects to see coin-operated television sets in the Hartford area. Locations will probably be the same as juke boxes today, he said.

Another coin distributor declared that when coin-operated television

starts in the Hartford area, such sets will definitely compete with juke boxes and other coin machines. "I don't know if that'll be good or not," he observed. "After all, we've built up a big coin industry with jukes." "Sure," he continued, "coin-operated television sets are something new, and we should, if we want to remain a progressive industry, plug a new thing. But we should also think of competing industries which want the customer's dollar as much as we do. We ought to concentrate on jukes, pinballs and other things instead of out-and-out competition like this."

Seeburg Juke Line Debuts in Chicago

(Continued from page 102)

terday handles either 10 or 12-inch records in any sequence and without pre-setting. Disks are simply placed in any one of the 50 slots. The pick-up arm, which has a double head to play either side of a record, moves along a track to play the tune selected. Once the tune has been played, the record moves back into position in the library.

A wide display panel, immediately under the glass dome, contains 10 rows of titles, grouped in five classifications—hit tunes, old favorites, waltzes and polkas, fox trots and rumbas and classical. Seeburg officials believe that operators will make record changes primarily involving the hit tune grouping, with changes in the other groupings made less frequently.

The selector panel itself is small and compact and embodies a further novelty element in that the customer must press two buttons to make the desired selection. There are two rows of 10 buttons each—one row contains letters, the other numbers. To make a selection the customer presses the combination of letter and number indicated on the title strip.

For example, hit tunes are listed in two columns. The first column contains tunes labeled A1, A2, A3, etc.; the second has titles labeled B1, B2, etc. Customers press whichever combination of letter and number is called for on the title strip.

Equipped with a single coin drop which accepts nickels, dimes or quarters, the mechanism is set to deliver six tunes for a quarter. Unlike some previously introduced six-for-a-quarter devices, the "100" permits individual selection of the six tunes.

The Select-o-Matic box can be opened from either the front or the back for servicing. A removable plate, hinged at the bottom, permits access to the speaker. Service to the amplifier can be accomplished while the phonograph is in operation by removing a metal back plate.

The Wall-o-Matic wallbox, which distributors likewise saw yesterday, also offers 100 selections which are listed in combinations of numbers and letters to correspond with the panel on the floor model. The wallbox measures 10½ by 12 inches, also has the single coin drop and permits selection of six tunes for a quarter. The titles are arranged on leaves which may be flipped back and forth behind a curved glass front to allow inspection of the tunes offered.

Distributor showings of the new box are scheduled to start December 12 and run thru January. Trained servicemen from distributors' staffs will set up operator service schools in their various territories. The training will be aided by Seeburg's traveling field engineers.

PORTLAND BAR OWNERS

(Continued from page 83)

the market. There is no conceivable reason for the city to charge \$1,000 a year for ownership of this piece of equipment and at the same time charge a tax of only \$12 for each alley in a bowling place."

Campbell said that if the ordinance is not reconsidered by the council or withdrawn, his association may institute legal action. Approximately 670 tavern keepers in the city are affected, he added.

"Coin Recordio is the biggest money-maker in the industry"

says

JOHN WEISENBERGER
PRESIDENT, KENTUCKY SERVICE CO.
COVINGTON, KENTUCKY

Here's why



John Weisenberger, Kentucky Service Co., shows how easy Coin Recordio works. Just "pick up the phone" and make a record!

TAKES IN 30 CENTS every time a record is made; 25c for the record, 5c for the mailing envelope. No other coin machine makes money so fast!

NO ATTENDANT REQUIRED! Coin Recordio is self-operating. Makes record, plays it back and delivers it automatically.

GOOD IN ALL LOCATIONS—Coin Recordio takes up little space (only 29½" high, 21¼" wide, 28⅜" deep without base) and requires practically no servicing. A "natural" for such locations as:

- COIN ARCADES • DEPOTS • AIRPORTS
- DANCE HALLS • STORES • TAVERNS
- HOTELS • THEATERS • TOURIST CAMPS

**MAKES RECORDS
EASY AS
TELEPHONING!**

Coin Recordio works just like a telephone. The customer talks or sings into the mouth-piece, and then hears the completed record played back through the ear-phon in privacy. Or, if desired, the record plays back through a self-contained loud-speaker. Easy-to-follow recording instructions light up in proper sequence. Recordio discs are lightweight fiber; ideal for mailing.

COIN Recordio
T.M. REG. U.S. PAT. OFF.

See us at **BOOTH 63—NAMA CONVENTION
PALMER HOUSE—CHICAGO**

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

Washington Outlook Bright; Licenses Highlight 1948 Pic

(Continued from page 103)

"The new year will be even better than 1948."

De la Viez credits the WMG for the 1947 progress of the local jukes. WMG during the year worked out tie-ups with two local disk jockeys, who put in numerous plugs for the industry, subscribed to the hit parade poster plan of a New York outfit, delivered free jukes to youth organizations and jacked up operators with a series of

monthly meetings. The year was topped off by a banquet Tuesday (7) at which de la Viez, disk jock Eddie Gallagher and Police Chief Robert Barrett were honored.

Vending business during 1948 will top the six-million-dollar mark locally, according to an estimate by Aaron Goldman, president of the G. M. Macke Corporation and regional chairman of the National Automatic Merchandising Association (NAMA). This represents an increase of about 66 per cent over 1940 business in the vending field. The number of machines in the Washington area was estimated by Goldman as follows: 400 cup dispensers, 1,000 bottle dispensers, 3,500 cigarette machines, 2,500 candy venders, 2,500 gum machines, 1,500 nut venders and 500 cigar dispensers. Shoeshine machines and nylon venders are in use in scattered quantities.

Goldman said that the gain in the last eight years would have been even higher had it not been for the shortage of materials and the high cost of vending equipment. He looks to 1949 to provide even bigger gains in Washington vending receipts.

On the national scene, the freight problem received much attention in Washington during the year. Rail rates increased an average of about 18 per cent, for a total rise of approximately 44 per cent since July, 1946. Now pending is a railroad request for an additional hike averaging 13 per cent. Hearings on basing point policies by the Senate Trade Practices Subcommittee brought out strong opposition from industry to base point rulings by FTC and the Supreme Court. These rulings, many industry members claimed, ban the practice of absorbing freight charges.

FTC also made news by citing some two-score confectionery manufacturers for price and service discriminations in favor of large vending machine companies. Two other candy firms were ordered to cease and desist from such practices. Another FTC action in the candy field was the drawing up with the assistance of industry leaders of a code of practices for the wholesale candy industry. Following usual policy, the code bans various discriminations and false representations.

Most important Capitol Hill development of the year as far as the juke industry is concerned was the failure of the Scott Bill, which was intended to end juke exemptions under copyright law. Approved by a House judiciary subcommittee by a 3-2 vote, the measure died in the full committee.

The walk-out of the American Federation of Musicians (AFM) from phonograph record companies received official Washington attention most of the year. AFM head James C. Petrillo appeared at hearings held by a House Labor subcommittee. His proposal to end the walk-out was still in the hands of Justice Department as this was written. Musicians hope to get around the ban on union-controlled welfare funds contained in the Taft-Hartley Act by having disk royalties administered for AFM benefit by a neutral referee.

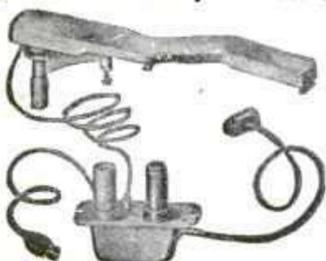
CURB BASEBALL TELE

(Continued from page 83)

ected by the curbs are among the very largest in the nation and house a correspondingly large number of coin machines. Operators in these cities (New York, Boston, Washington, Philadelphia, St. Louis, Chicago, Pittsburgh, Cincinnati, Cleveland and Detroit) are faced with the necessity of competing with the growing importance of major league telecasts as best they can. One possible solution for music operators may be the further development of combination juke-tele sets, a field now being investigated by most major music manufacturers.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



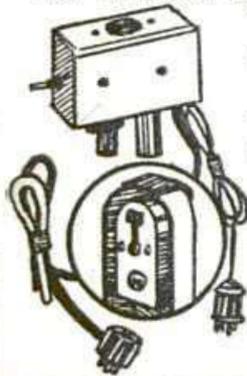
Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.

Stevens Point, Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES, LTD.
St. Thomas, Ontario, Canada

For the Finest in Record Reproduction
Use

G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

With Permanent Sapphire Stylus



- ★ No Needle Scratch
- ★ Seeburg — Light tone arm elec. cancel ..\$19.95
- ★ Wurlitzer Kit \$14.95 Elec. cancel \$4.00 extra.
- Other makes on request
- 1/3 Deposit. Bal. C.O.D.

ADVANCE MUSIC CO.
1606 Grand
Kansas City, Mo.

Another Aireon First!

Coronet

with

TELEVISION

WANTED

R.C.A. Coin-Operated Radios

2 hr. play. State price and quantity.
BOX 227, c/o The Billboard
155 N. Clark Chicago 1, Ill.

WANTED

WURLITZER REMOTE EQUIPMENT
M 145 and 304 (Slow) Steppers; M 3031 and 100 Wall Boxes; M 330, 331 and 332 Bar Boxes; M 300 Adapters. State price.

HENRY KNOBLAUCH & SONS
Glens Falls, N. Y.

WILL PAY \$100.00

For Model 1200-A Aireon Phonographs.

BOX D-110

c/o The Billboard, Cincinnati 22, O.

DIMES APLENTY
mean
DOLLARS in the BANK



... Today, Tradio-ette, the popular Coin Hotel Radio operating for a dime, is really getting the play ...

Yes, Mr. Operator, we know AND we can prove that 10c play in hotels and tourist courts definitely BRINGS IN MORE THAN 25c PLAY! To prove this to you, we are offering (for a limited time only) the popular TRADIO-ETTE at a sensational low, direct-to-operator price of only

\$29⁹⁵

Each in dozen lots
(Regular Price, \$49.95 each)

Think of it! At this low price TRADIO-ETTE will return your entire investment in from only 3 to 6 months and continue to make a sweet, service-free profit for you for years to come. At this money-saving price every location automatically becomes a profitable one!

Check your present locations; get new spots, and put new life in your operation with an additional 50 or 100 TRADIO-ETTES IMMEDIATELY!

**DON'T DELAY
ORDER NOW!**
**WRITE—WIRE—PHONE
FOR
IMMEDIATE DELIVERY**

TRADIO, Inc.

- Asbury Park, N. J.
- Telephone: Asbury Park 2-7447

Tradio, the pioneer manufacturer of coin-operated radios, has produced and is currently producing more coin-operated radios than all other companies combined.

FOR SALE—READY FOR LOCATION

SEEBURG WIRELESS BAR-O-MATICS, WB-1Z \$22.50
SEEBURG 3-WIRE BAR-O-MATICS, DSB-1Z 17.50

1/3 With Order, Balance C. O. D.

ATLAS DISTRIBUTORS

1024 COMMONWEALTH AVE.

BOSTON, MASS.

MUSIC FOR SALE

10 PANORAMS, JUST OFF LOCATION, PERFECT \$179.50
10 DELUXE MODEL AIREONS, JUST OFF LOCATION 124.50
12 WURLITZER 1015's, PERFECT WRITE FOR CASH PRICES

SMITH & FIELDS DISTRIBUTING CO.

420 N. CRAIG STREET

Phone: MUSEUM 1468

PITTSBURGH, PA.

COINMEN YOU KNOW

Chicago:

New Yorkers, headquartering at the Hotel Sherman, where they exhibited at the outdoor show last week, included Bill Rabkin, president, and Herb Klein, sales manager of International Mutoscope, both of whom were busy renewing old acquaintances among the arcade owners; Al Blendow and Al Meyers, of Blendow & Meyers, Inc., who were kept busy showing the equipment in their booth, and Mike and Joe Munves, who have been visitors at these shows for years, and whose booth was a meeting place for outdoor men from all parts of the country. Also on hand was F. McKim Smith, Atlantic City arcade owner, and his wife, the former Elsie Vaughn, who is widely known in coin machine circles thru her job as secretary of NAAMO.

With coin-operated television becoming more prominent all the time, Bernard D. Craig, general sales manager of the Aireon Manufacturing Corporation, Kansas City, Kan., last week trained out to Memphis where he spoke to assembled music machine operators. Craig's address was devoted to public location television, and especially to the advantages of coin-operated video.

Roy Cresswell, head of Auto-Vend, Inc., of Dallas, manufacturers of popcorn, hot coffee and snow cone machines, was in town recently. . . . Tom Schwartz, Topeka operator who heads Ambassador, Inc., stopped off in Chicago over last week-end to call on operators here with his new front for the 1015. Schwartz went on to Detroit from Chicago.

Lawrence F. Ellison, national sales director of the Holli-Ware Manufacturing Company, and Bel E. Hall, general manager, are keeping production on firm's triple Sugarbowl and twin bowl units at a high level to meet demand. They say reception is very satisfactory and an up in output is on the books to keep orders current. . . . H. E. Burt, Silver King major domo, is enthusing about the ready reception he says his new Hunter target unit is receiving. A companion machine to the Target Ball Gum Vender, the new unit is well up on the firm's production priority list.

John Frantz, scale man heading J. F. Frantz Manufacturing Company, continues to keep his activities on a high (See Chicago on page 108)

Baltimore:

Dave Adler and Stanley Mills, of Baltimore, and Bill Snow, of Norfolk, are in Chicago representing Musical Sales Company at the Seeburg Factory School. They are studying the new model machine. The classes started December 5. Mack Lesnick, Hy Lesnick, Charlie Cabrera and Dick Lawrence, of Baltimore, along with Bill Reed, Washington, left December 8 to be present at the Seeburg showing of the new model.

Miss Frances Kronberg, secretary at Musical Sales, was married December 5 to Herman Quitt. They are spending a two-week honeymoon in Florida.

Maritime Provinces:

The Frank E. Elliotts, of Amherst, N. S., who were married recently, have been honeymooning by driving to New York. The groom's father was the late Frank Elliott, a pioneer coin machine distributor, known as "the short man." The son, who had been associated in business with his father, has continued it since the senior Elliott's death several years ago. His mother had been secretary-treasurer of the firm. She continues to reside in Amherst. The late Frank Elliott started distributing coin machines thru the maritime provinces and Newfoundland about 35 years ago.

Twin Cities:

Distributors report a sudden spurt in music and pin games, with shuffleboard moving steadily forward to become one of the top sellers in the area. Distributors say that the operators tell of increased collections in the last week.

Midwest Coin Machines has taken on the distribution of American Shuffleboard. The firm has a 22-inch board and a 12-footer on the floor. . . . Harold Lieberman, Lieberman Music Company, Wurlitzer distrib., went to Chicago Sunday (12) to attend the annual convention of the National Automatic Merchandise Association. . . . Archie LaBeau, LaBeau Novelty Sales Company, Rock-Ola reps, reports he booked some sizable business for Rock-Ola music and shuffleboard at the meeting of the South Dakota operators' association Friday and Saturday (3-4) at Moberidge, S. D. Mike Imig, Yankton, S. D., association president, was the presiding officer with some 50 in attendance. Harold Scott, of Moberidge, was host at a pheasant dinner last Friday night.

Members of the coin machine industry are mourning the sudden death Monday (6) of Louis M. Shapiro, 58, president of Hennepin Transportation Company, Minneapolis. His firm handles approximately 50 per cent of the shipping business for the coin machine industry in this territory and almost every coinman in the Twin Cities attended the funeral Tuesday (7) at Beth El Synagogue. . . . Hy Greenstein, Hy-G Music Company, put the finishing touches to preparations for the Seeburg 1949 phonograph show December 15 at his establishment before leaving Wednesday (8) for Chicago to view the new machines.

Detroit:

O. H. (Jack) Feinberg, formerly Uneed-a-Pak distributor, has taken over the territory for the Eastern Electric Company and has moved his offices to Michigan Avenue. . . . Arthur P. Sauve, Sauve Company, was in Chicago the past week investigating the shuffleboard field, in which he may shortly start active distribution. Sauve plans to leave in a few weeks for a short vacation in Florida. . . . Frank Walker has been named advertising manager of the Candler-Hill Corporation, manufacturers of a pump unit for beverage venders, succeeding H. J. Ansteth, who remains with the company in another capacity.

Dr. Martin P. Freese, head of the Continental Vending Machine Company, is currently covering Wisconsin operators on a business trip expected to last several months. . . . Charles F. Ulbrich, River Forest, Ill., is incorporating the West Michigan Vending Company on Menthony Avenue in Ravenna, with a capitalization of \$15,000. . . . Charles Bernstein has given up his plans to go into the jobbing business and will concentrate upon operation of a route of gum and nut venders. He has also disposed of his former games route.

W. A. Engelhart, father of Bud Engelhart, veteran salesman of the Wolverine Sales Company, died December 6 following a heart attack at Pontiac, Mich. . . . Alvin Schneider, Schneider Specialty Company, has opened a new location on West Fort Street, where he is also operating the S and S Record store. . . . Kenneth J. Mason is forming the Mason Popcorn Vending Company on Wall Street in the downriver suburb of Melvindale.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Dec. 9, 1933.—Texas operators, protected by a temporary injunction against collection of the occupational tax which had just been set up, were awaiting the Court of Appeals' ruling in the case of an operator charged with not paying the tax. Coinmen pushed both civil and criminal action against the State tax, which was on a graduated scale from \$1 to \$10 for most machines, but a "flat \$10 for marble tables." Civil suit was brought in the name of H. Drollinger, of Houston, president of the Coin-Operated Vending & Amusement Machine Association of Texas.

Production on the Simplex juke box was tripled during the month of November, Rudolph Wurlitzer Manufacturing Company reported. The return of beer was said to have been the big boon to the use of the juke. Firm had just developed a new financing plan which was described as practically a "pay from earnings method." . . . O. D. Jennings & Company announced the opening of a new branch office and distributing headquarters in Atlanta, headed by R. H. McCabe.

Art Tanguay, of Western Vending Company, Los Angeles, announced the plans for organizing and setting up a permanent coin machine mart in that city. Tanguay and his partner, E. Daveny, took an option on a new building at 1122 W. Washington Street for the purpose. Building formerly housed a casket firm and boasts "beautifully finished rooms" covering 5,000 square feet of space. Under the plan of operation, various manufacturers showing their equipment in the mart would still maintain their regular jobber connections thruout the West, the jobbers having access to the floor at all times for display purposes.

10 Years Ago This Week

CHICAGO, Dec. 10, 1938.—Coin machine jobbers, distributors and operators in the German Reich were being kept in a state of suspense as to the proper status of their equipment. The government was being petitioned to render a decision for or against the bell units especially. Iron, steel and zinc was practically verboten as far as coin machines were concerned. Instead, plastics were being used, such as bakelite, galalithe, extensive use of synthetic resins, etc. Along this same line, auto bodies were being made of flexiglas and newspaper type of a plastic composition.

Max Marston, secretary of the four-month-old Wayne County Music Operators' Association (WCMOA), and manager of Michigan Mutual Distributing Company, declared that with the introduction of association's five-point operator program on commissions, location jumping, etc., Detroit juke were playing in more harmonious tune and paying their operators off in more profits. . . . Up and coming wax for the juke operators was said to be *What Have You Got That Gets Me?* *Umbrella Man*, and *You Must Have Been a Beautiful Baby*. Top hits of the day were *Two Sleepy People*, *All Ashore*, *Change Partners*, and *While a Cigarette Was Burning*.

Mike Munves, holding the title to one of the country's oldest coin machine distributors, having started in business about 1913, reminisced on the "old days" in the business. "We've come a long way since the days when arcades were our only outlet for coin machines. . . . back in those days ops traveled via horse and buggy, servicing their pumpkin seed, peanut and breath pellet card routes."

New York:

Million-Dollar Playland, Broadway arcade owned by Abe Seskin and Chick Guelfi, closed shop last week. A toy concession is occupying the store for the holiday season. . . . Joseph Bruno, of B & M Music, getting congratulations on the arrival of a new daughter recently. . . . Operators out for a stroll often stop by at Sam Sacks's Uneeda Shine Machine Company for a shine. Sam's Electro-Matic applicator, an improvement to his shiner, is getting excellent response.

Cy Rising and Lou Funk, of Buffalo spent a few days in New York this week with George Trad, of Tradio, Inc. They have been appointed Tradiovision distributors in the Buffalo area. George reports that the Madison Square Garden tavern is one of the latest to have the Tradio tele unit installed. . . . Martin Berger, Cigaromat proxy, says his cigar vendors won't be ready for location for a while yet.

Meyer Parkoff, Atlantic and Seaboard New York executive, is mourning the death of his mother. The funeral was Tuesday (7). . . . Music ops around town report the expected drop in play for the few weeks before Christmas has arrived. It seems tavern habitues are hoarding those extra nickels for holiday gifts.

Mel Adams, Telecoin public relations counsel, is in Europe on an extended biz trip. . . . Ben Palastrant, Aireon Eastern regional sales representative, is honeymooning in Miami Beach. The Palastrants arrived there last week after a stay in Havana. . . . The annual dinner of the Association of Manufacturers of Confectionery and Chocolate at the Hotel Pennsylvania February 16 will be dedicated to Samuel D. Fried, of Brooklyn's Gold Medal Candy Corporation.

Washington:

Max Fink has opened the Fun Arcade in the heart of Washington's business district. Features coin-operated bowling alleys, pinball machines, baseball games, a recordograph, a photomatic machine and a snack bar. Warren Mink is managing the enterprise.

Washington Coin Machine Association (WCMA) held its December meeting at Atlas Amusement Company. Following a general discussion of year-end business, the group viewed television shows.

Harry Schwartz, of Schwartz Bros., reports that he is really hopping these days handling six hit records. The popular pieces are *Aladdin's Chicken Shack*; *Boogie and Bewildered*, by Amos Milburn; *Exclusive's Boogie Woogie Santa Claus*, by Mabel Scott; *Blue Christmas*, by Doye O'Dell; *Signature's Meet Me Tonight in Dreamland*, by Alan Dale, and *Sweet Sue*, by Johnny Long. He says he has a harder time taking and filling orders than he did when he was distributing the hits *You Can't Be True, Dear*, on Rondo label with Ken Griffin, which sold 60,000 to 70,000 platters, along with Jon and Sondra Steele's recording of *My Happiness*.

Houston:

Joyce Evans, locally known in the trade, recently joined the Houston Amusement Company as general office secretary. Houston Amusement is one of the older established firms in the city and is owned and managed by A. L. Ratliff. Firm is South Texas distributor for AMI products and various amusement games.

Oswaldo Venzor is now manager of Houston branch office of Sunland Supply Company. Sunland Supply is exclusive Texas distributor for Mercury Records. J. M. Kahal, former Houston branch manager, now has his own record recording and manufacturing business in Houston.

Guaranteed USED GAMES

BRONCHO	\$ 37.50
MAM'SELLE	39.50
TALLY-HO	42.50
TROPICANA	46.50
TREASURE CHEST	74.50
MAJOR LEAGUE	79.50
CATALINA	88.50
ROBIN HOOD	95.00
TENNESSEE	99.50
TRIPLE ACTION	102.50
CARIBBEAN	106.50
SHANGHAI	112.50
SPIN BALL	112.50
TRINIDAD	115.00
CRAZY BALL	129.50
KING COLE	149.50
CIRCUS	159.50

1/3 Deposit Cash or Certified Check With Order

Ex. Contact Kicker Kits.....\$6.95
Ex. Flipper Kits.....3.95

MARLIN

Amusement Corporation
412 9th Street, N. W. • DI-1625
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Only the Famous Chicago ACE LOCK

gives you this patented ACE Round Key protection

Note unique patented construction. Seven different located bittings in seven different depths. Affords over 80,000 key changes. Another reason why the Chicago ACE Lock is the "Ace" of all locks.

CHICAGO LOCK CO.

2024 North Racine Avenue
Chicago 14, Illinois

Los Angeles:

Jack Simon, local Sicking distributors head, looks for biz to pick up after the holidays. Everybody on Pico Street hopes he's right. Cele Padway, Simon's assistant, says she's looking forward to spring when the beach season starts.

Nick Carter, of Nickabob Company, is on a Northern business trip. He's due back any day. . . . Ray R. Powers Company uncrating their new shipments of Chicago Coin's electric shuffleboard scorer. . . . Aubrey Stemler is back in town, ready for work after his recent illness. Nish Tara, who held down the fort at Stemler Distributors while the boss was away, turns thespian for a role in the Glendale Center Theater's production, *Dear Ruth*.

C. A. Robinson, of the firm of the same name, is transacting more business over Nevada way. Looks like a good season for the Frontier State. . . . Paul A. Laymon had Norman Christ, Lompoc coinman, and J. A. (Slim) Ewing, of Bakersfield, for visitors. . . . Bill Black, another Bakersfield operator, was also seen on Pico Street recently.

Philadelphia:

While the usual practice has been for music operators to take a turn in the record retailing field, Felix Valdera does a switch in turning from record retailer to music operator. In addition to his three Paramount Record shops here, Valdera has entered the music machine field in setting up the Paramount Entertainment Service at his South Street store. . . . Ned Yaffe, head of Y & Y Popcorn, made an up-State business trip while his brother, David, remained behind to celebrate another birthday.

Sunday Inquirer, in its December 5 edition, devoted a full page of pictures to the Keedoozie store in Memphis, completely coin automatic grocery store. . . . Jackie Fields, Wurlitzer distributor, donated a music machine to the orphan home in Germantown conducted by the Association for Jewish Children at the annual party staged by the 32 Carat Club, of which he is a member.

Indianapolis:

Sam Weinberger, head of the Southern Automatic Music Company, and Samuel R. White, salesman, have gone to Chicago to attend the Seeburg sales meeting. . . . Herbert Crouch has joined the service department of the Indiana Automatic Sales Company. . . . James J. Anderson, former resident of Chicago, has been appointed co-distributor for Rock-Ola shuffleboards in Louisville and adjacent territory, including the extreme Southern Indiana cities. . . . Juke boxes and pinball machines became top priority targets last Monday night for burglars, according to police reports. A restaurant on Oliver Avenue was entered and the juke box and pinball games were looted, while another pinball and juke box burglary was committed at the Civic Club on West Michigan Street. An undetermined amount of money was taken at both spots. . . . Rictor Kirby, operator at Muncie, Ind., was a shopper on coin row, and M. J. Templeton, operator at Middletown, Ind., bought pinball games.

Miami:

John McIlheney has severed his connection with Joe Mangone and has started his own shuffleboard operation here. He expects to have about 200 units on location shortly. . . . Ben Weiner has joined forces with Joe Hirsch, former New York operator, in the operation of a Laundrette. Ben reports the laundrette is doing an excellent business. . . . Bayshore Drive is rapidly turning into the local coin row, with four distributors now located on the block.

Willie (Little Napoleon) Blatt, Supreme Distributors, played host to Joe Eisen, former New York music distributor this week. Eisen is on a trip that will take him to Cuba, Panama and South America. It's business as well as pleasure, he says. . . . H. F. (Denny) Dennison, Solotone, was another visitor this week. Dennison was here to look into the music business and reported that one installation (at the Herald Restaurant) which included 15 units had taken in \$62 in one week, including a \$30 guarantee.

Immediate Delivery!

FROM STOCK!

RUNZEL
Pushback Wire

18 or 20 Strand

68

Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for
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★ is selling 8-week subscriptions in conjunction with the First Annual Coin Machine Roll Call for only \$1. That's half the newsstand price. What's more—those issues include the big NAMA and CMI Convention issues and the Juke Box Supplement.

Simply mail your \$1 along with your name and address to B. A. Bruns, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. In addition, he'll send you a FREE copy of the big December Catalog Number of Vend listing all manufacturers and what they make.

For full details see page 115



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We have all Mills latest Bells in stock.

DIXIE COIN MACHINE CO.

912 Poydras St., New Orleans 13, La.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR



MILLS BELLS!

We have all Mills latest Bells in stock.

MARVIN J. BLAND
INDIANA MUSIC CO.

705 Putnam St., Terre Haute, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

IMMEDIATE DELIVERY

on
BALLY CITATION
EVANS WINTER BOOK

Buccaneer, Magic, Saratoga, Speedway, Blue Skies, Rainbow, Serenade, Round-Up, Temptation.

All the Latest 5 Ball Games. Will Buy 100 of the Latest Flipper Games.

PALISADES SPECIALTY CO.

494 Anderson Avenue Cliffside Park, N. J.
Cliffside 6-2892
Only One Mile South of the George Washington Bridge on 8 W, New Jersey.

M. R. WILKIE

Announces opening new office under new firm name.
Now delivering new Bells, Five Balls, "MASSE" Coin Operated Pool Tables, Columbus and Silver King Merchandise Venders. Also expert repair service rendered. Write, Phone or Wire requirements. **CUMBERLAND COIN MACHINE EXCHANGE**, Phone 3172, 207 (Reer) Franklin St., Fayetteville, N. C.

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NOW DELIVERING!

● **Gottlieb's ROUND-UP** ● **Williams' SARATOGA**

and all other latest games

FULLY RECONDITIONED 5 BALLS

ALI-BABA	\$169.50	MIDGET RACER	\$ 29.50
AMBER	29.50	MONTERREY	139.50
BAFFLE CARD	29.50	NEVADA	69.50
BALLYHOO	39.50	RANGER	39.50
BARNACLE BILL	189.50	ROCKET	49.50
BOWLING LEAGUE	49.50	SEA ISLE	59.50
CAROUSEL (Flippers)	49.50	SMARTY	29.50
GOLD BALL	49.50	SPEEDWAY	179.50
HONEY	39.50	STARLITE	69.50
HUMPTY DUMPTY	99.50	STATE FAIR	29.50
KING COLE	159.50	STEP-UP	29.50
LADY ROBIN HOOD	115.00	SUPER SCORE	29.50
LUCKY STAR	49.50	TORNADO	39.50
		TRADEWINDS	139.50
		TRINIDAD	115.00
		WISCONSIN	139.50

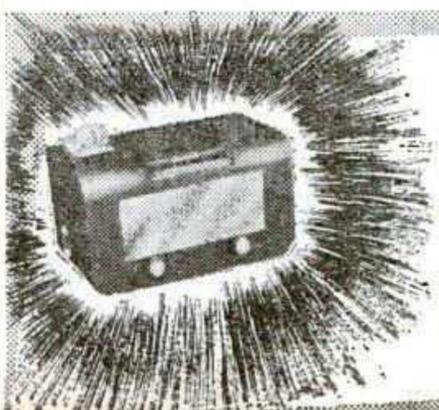


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That's the word for Coradio—Coin Operated Radio. Unbeatable in performance—unbeatable in daring power—unbeatable in High Net Profits.

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is the best collection insurance you can have

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No. 4750Y Improved HERCULOCK Shown Above

Pick-resisting design, with shark-tooth keyway. Double-sided key, wrench-proof cylinder. Extra-heavy spur washer, retaining screw and keys. 90° cam movement. Thousands of key changes.



INDEPENDENT LOCK CO., Fitchburg, Mass.

NEW YORK, 25 Warren St.
CHICAGO, 555 W. Randolph St.
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PHILADELPHIA, 508 Commerce St.

BALTIMORE, 611 Eutaw St.
SAN FRANCISCO, 121 Second St.
LOS ANGELES, 406 Wall St.
SEATTLE, 568 First Avenue, South

Put ILCO HERCULOCKS on all your coin boxes and you'll take out every nickel that goes in.

HERCULOCK is the tight-fisted ILCO coin-machine lock that resists picking and shock. It's tough on sneak-thieves because it opens instantly and easily only when the right man uses the right key.

Plan now to use HERCULOCKS for new machines or change-overs. HERCULOCKS are the best collection insurance you can have! Write for free, descriptive catalog. C-83

Chicago:

(Continued from page 106)

plane while planning to introduce new units other than scales at the CMI meet. . . . Al Sebring, Bell Products Company, has his Beacon Junior mechanical service changer going along well now. . . . Sam Reid, of American Citrus Corporation, states that contrary to an earlier report, Western Engineering & Tool Designing Company is not manufacturing their Del Juice cup citrus juice vender for them. Unveiling of the new vender will take place at the Waldorf-Astoria this month (17).

Richard Adair, Adair & Company, Oak Park, says that his operator repair service department is still in there pitching, renovating candy, bulk, scale and other units. . . . Vendma Sales, Inc., national distributor for the Shipman government penny post-card vender, is set up to supply the unit to the trade now, according to officials.

Jack Nelson Sr., Jack Nelson Company, reports that Pop-'n'-Hot popcorn vender production has been stepped up about 15 per cent during recent weeks. Machine will be shown at the Nelson booth during the NAMA meet, with staffer Whitey Lehrter, veteran member of the coin industry, and Service Manager Howard Cerderbery, along with Jack, manning the exhibit. New secretary with the firm, starting last week, is Phyllis Taubex. Jack says that the custom-built deluxe Victor bulk vender is hitting some high points in orders these days. Visitors at the Nelson diggin's last week included William and Martha (Mr. and Mrs.) R. Happle Jr., of Badger Sales, Los Angeles, who will stay in town for the NAMA show, and John P. Kramer, John P. Kramer & Company, Gary, Ind., who was on the sick list.

Monarch Shuffleboard, Inc., is producing both coin-operated and non-coin operated scoring devices for shuffleboards. Firm will soon make deliveries on its 8-foot rebound-type board. . . . Irving Beck, Perma Top Company, says the firm's non-warping shuffleboard surfaces are getting attention from Midwest operators.

H. F. Burt, Silver King head, now has a triple play treat in his gum venders Target, Hunter and the just announced Charm-Ball gum unit. In addition, he has some new ideas up his sleeve for 1949 which should prove very interesting. . . . James H. Martin is now ensconced in his new North Avenue quarters, with the special model retail record shop, broadcasting studio on both the first and second floors and expanded service to juke ops.

METAL TYPER DISCS

PER 1,000 \$9.50

GROETCHEN METAL TYPER \$175.00

Ace Bomber } \$79.50
Sky Fighter }
Drivemobile } EACH

PHOTOMATICS, rebuilt \$299.50

PHOTOMATICS, latest WRITE

1/2 With Order, Balance C. O. D.

MAX GLASS

DISTRIBUTING COMPANY

914 DIVERSEY - CHICAGO 14, ILL.

Miniature

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An Ideal

GIFT ITEM

For Customers, Locations and Friends.

OPERATORS

JOBBERS

DISTRIBUTORS

Be FIRST in your territory with this item.

A Slot Machine Bank, Desk Ornament or Paper Weight made of polished hand-cast bronze, 3 3/4" high.



\$1.80 each

\$20.50 per doz.

IMMEDIATE DELIVERY FOR CHRISTMAS
1/3 Deposit, Balance C. O. D.

OHIO SPECIALTY CO.

29 W. Court St.
Cincinnati 2, Ohio

MEMO TO SHUFFLEBOARD OPERATORS

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BUY QUALITY
BUY PRECISION BUILT

"NU-ART" SHUFFLEBOARDS

(Trade Mark)

THE BEST SINCE 1937

The swing is definitely to quality . . . for only a quality shuffleboard, made of the finest woods, precision-built and true can give you the best return on your investment. "NU-ART" fills this bill to a "T".

WRITE FOR DESCRIPTIVE LITERATURE

SHUFFLEBOARD COMPANY OF AMERICA

Est. 1937

226 East Elm Street Linden, New Jersey
New York City Sales Office Phone: Circle 6-6651

ONE BALL SALE

BALLY GOLD CUP. Each . . . \$295.50
BALLY JOCKEY SPECIAL. Each 242.50
BALLY SPECIAL ENTRY. Each 153.50
GOTTLIEB DAILY RACES. Each 85.50

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T & L DISTRIBUTING COMPANY

MA. 8751 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO MA. 0477

FOR SALE

Scientific PITCH 'EM & BAT 'EM. Like New. Only \$249.50. Write, Wire:

MONMOUTH HOTEL RADIO SERVICE
1003 1st Ave. Asbury Park, N. J.

CORRECTION

Due to a typographical error in the Nov. 27th issue of The Billboard, the ad of MASON DISTRIBUTING CO., 602 Tenth Ave., New York, N. Y., carried an incorrect price for WURLITZER 1100. The correct price is \$699.50



MILLS BELLS!

We have all Mills latest Bells in stock.

KEYSTONE PANORAM COMPANY, INC.

2538 W. Huntingdon St., Philadelphia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

\$400.00 TAKES ALL

- 2 600 Rotary Wurlitzer
- 1 600 Keyboard Wurlitzer
- 1 500 Keyboard Wurlitzer
- 5 616 — Wurlitzer
- 2 AMI Streamliners 5/10/25

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Greenwood 3-8628

ARCADE & LOCATION EQUIPMENT

- Mutoscope Post-War Voice-O-Graph \$500.00
- Mutoscope Post War Photomatic .. 650.00
- Mutoscope Pre-War Photomatic (Outside Light) 295.00
- Chl. Coin Basketball Champ. 275.00
- Chl. Coin Goalee 125.00
- Chl. Coin Hockey 75.00
- Mills Panoram 175.00
- Strikes & Spares 195.00
- Solar Horoscope (Grandmother) .. 150.00
- Scientific Pitch 'Em & Bat 'Em (New) Write
- Shoe Shine Machine (New) 195.00

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36 Phonos, 11 Slots and 5 Pin Balls on location. 11 Phonos, 2 Slots and 3 Pin Balls spares. More locations available. Too many irons in fire reason for selling. For information write

FURULI MUSIC CO.

Scobey, Mont.

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 27)

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Pts.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
Cornbelt Symphony	Mellin	3	12	0	2	0	4	0	2	0	4	0	1	69
Quanto Le Gusta (Date With Judy)	Peer	3	1	0	6	3	4	2	6	1	8	0	8	119
Far Away Places	Laurel	0	5	0	3	0	0	0	3	1	4	0	4	60
For You	Wilm'k	14	15	2	8	8	13	7	12	9	10	2	8	259
Galway Bay	Leeds	1	4	0	5	2	8	1	4	1	3	0	5	96
Green-Up Time (Love Life)	Chappell	3	3	0	2	2	0	1	1	1	15	0	1	61
Hair of Gold, Eyes of Blue	Mellin	0	0	1	2	0	2	4	3	0	8	1	2	69
Here I'll Stay (Love Life)	Chappell	2	13	0	3	1	6	2	4	5	7	0	2	102
Hold Me	Robbins	5	5	1	1	2	5	4	2	0	2	1	1	65
It's a Most Unusual Day (Date With Judy)	Robbins	1	2	0	3	1	1	1	4	3	5	0	3	64
Lavender Blue (So Dear to My Heart)	Santly-Joy	1	6	0	4	0	2	0	3	0	6	0	4	73
Lil'ette	Jefferson	2	4	1	3	2	1	1	3	1	4	1	3	68
Maybe You'll Be There	Triangle	0	3	0	5	0	3	3	8	3	5	0	5	106
My Darling, My Darling (Where's Charley?)	E H Morris	2	7	0	10	0	6	6	12	2	9	0	11	213
On a Slow Boat to China	Melrose	1	5	1	11	1	6	10	14	5	10	1	10	225
One Sunday Afternoon	Remi-k	1	4	0	4	1	7	1	3	4	0	0	2	67
Say It Isn't So	Berlin	6	5	0	3	2	2	1	4	4	5	0	3	90
That Certain Party	Bourne	0	5	0	3	1	5	0	2	2	7	0	3	69
The Money Song	Crawford	1	7	1	4	1	5	7	1	1	2	1	2	86
Until	Dorsey Bros.	0	5	0	6	0	2	0	8	0	7	0	6	100
White Christmas	Berlin	3	6	0	4	1	4	2	6	0	3	0	3	88
You Call Everybody Darlin'	Mayfair	0	0	0	4	1	6	3	4	1	2	0	4	75
You Were Only Foolin'	Shapiro-Bernstein	2	14	0	6	1	11	5	7	0	10	0	7	168

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 27)

Weeks to date	Last Week	This Week	POSITION	Title	Artist	Label	L.C. No.
6	17	12	12	BUTTONS AND BOWS	Betty Rhodes-H. Zimmerman	Victor 20-3078-ASCAP	
20	6	13	13	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403-ASCAP	
10	16	14	14	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185-ASCAP	
6	14	15	15	ON A SLOW BOAT TO CHINA	Art Lund	MGM 10269-ASCAP	
3	20	16	16	YOU STARTED SOME-THING	T. Pastor	Columbia 38297-BMI (J. Edwards Ork, MGM 10214; R. Case & Ork, Victor 20-3080; M. Bailey, Majestic 1209)	
7	12	17	17	BUTTONS AND BOWS	B. Garret-H. Mooney	Ork 10244-ASCAP	
4	25	18	18	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507-ASCAP	
4	15	18	18	ON A SLOW BOAT TO CHINA	B. Goodman	Ork-A. Hendrickson Capitol 15208-ASCAP	
3	23	20	20	FAR AWAY PLACES	M. Whiting and The Crew Chiefs	Crawford 15278-ASCAP (V. Damone-G. Osser Ork, Mercury 5198; D. Shore, Columbia 38356)	
4	21	20	20	RECESS IN HEAVEN	Deep River Boys	Victor 20-3203 (R. Deauville, Mercury 5197; Four Gairols, World 2505; D. Grisom, Jewel ON-2004 & Columbia 38351; Ink Spots, Decca 24517; W. Threats, Foto 160)	
2	—	22	22	YOU WERE ONLY FOOLIN'	K. Starr	Capitol 15226-ASCAP	
6	13	23	23	IT'S TOO SOON TO KNOW	The Orioles	Natural 5000-ASCAP (The Ravens, National 9056; L. Richardson, DeLuxe 3196; M. Robinson, MGM 10300; A. Russell-The Pied Pipers, Capitol 15281; D. Washington, Mercury 6107)	
21	24	24	24	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122-ASCAP	
13	17	25	25	CLAIR DE LUNE	Paul Weston	Capitol 15153 (H. Sukman, Artist 3001 & 4899; E. Conley & His Rhythm, Sky-Line 3; Mantovani & Ork, London 152; V. Greene Trio, Trilon 210; J. Fuchs-M. Marrow & the MGM String Ork, MGM 30134)	
1	—	26	26	HERE COMES SANTA CLAUS	G. Autry	Columbia 20377-ASCAP (J. Rogers & His '49-ers, Victor 20-3243; C. Stone & Ork, Capitol 15205)	
1	—	27	27	A LITTLE BIRD TOLD ME	Blue Lu Barker	Ork 15308-ASCAP	
3	30	28	28	ON A SLOW BOAT TO CHINA	S. Lanson	Mercury 5191-ASCAP	
1	—	29	29	CUANTO LA GUSTA	Eve Young and the Drugstore Cowboys	Victor 20-3077-BMI	
30	—	30	30	MY HAPPINESS	J. & S. Steele	Damon D-11133-ASCAP (Ella Fitzgerald, Decca 24446; Marlin Sisters, Columbia 38127; Bill Case With His Melody Boys, Royal-Tone 1001; A. Dale, Signature 15206; A. & J. Nelson, Bandwagon 504; Varsity 101; The McKay Trio, Continental C-1241; J. Laurenz, Mercury 5144; Dorothy Morrow Ensemble, Victor 20-2965; Tyler Due & Ork, Varsity 101; Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004; R. Deauville Nouvelle Harmonica Trio, Bullet 1032)	

Begin Delivery Of New 3-5-Ball Game by Genco

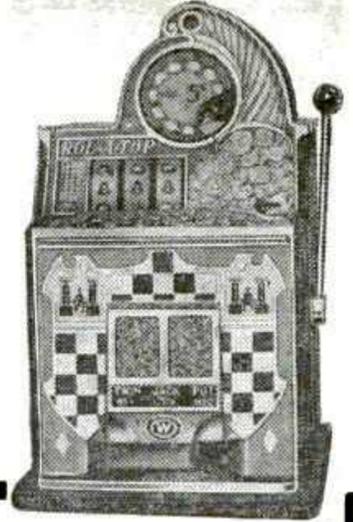
CHICAGO, Dec. 11.—Genco Manufacturing and Sales Company has begun initial deliveries on its new amusement game, One-Two-Three, Dave Gensburg announced this week. New product is designed so that it can be used equally as well as a three or five-ball game, featuring stretch rubber rebounds, powered flippers and automatic reset bonus buttons.

As the playfield is set up, player tries to make three numbered bumpers in either the red or green sequence. When player makes bumper No. 1 in red, the red bonus point chart jumps from its 30,000 point minimum to 50,000. After No. 2 is made the chart jumps to 100,000 points and after No. 3 is made the chart jumps to 150,000 points. Green bonus build-up works identically. Once player has made the 1-3 sequence in red or green, he tries to get a ball in the bonus collection hole or thru a roll-over switch at the bottom of the playfield which corresponds with the color he is working on. After each collection, bonus drops back to the 30,000-point minimum. Player can try for 100,000 point blocks by hitting two roll-over buttons in the center of the playfield or by hitting a third button which activates the other two roll-over buttons.

Replays Score

After player has made the 1-3 series in either color, he can win a replay by going thru a side roll-over switch nearest to the series he has completed. When player has made both the red and green 1-3 series, he can win five replays by getting a ball in a special kick-out pocket in mid-playfield. In all, game has five separate ways to win replays and maximum score is 3,500,000 points.

In its advance publicity to operators, Genco officials have included literature explaining how the game works as either a three or five-ball and also a complete set of instructions as to the best ways of liberalizing scoring or making it more conservative, at the discretion of the individual operator.



NOW \$150.00

BRAND NEW MACHINES . . .
NOTE: NO EXTRA CHARGE FOR NEW CLUB HANDLE.

5c-10c-25c ROL-A-TOP BELLS

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Wurlitzer 500	65.00
Wurlitzer 600	55.00
30-Wire Cellar Unit, 2 Packard Boxes	70.00
Seeburg 146M	399.50
Seeburg Vogue	85.00
Seeburg Regals	55.00
Seeburg #8800E's	95.00
Seeburg Gems	85.00
Rock-Ola Deluxe	75.00
9-Ft. Bank Rolls	65.00
12-Ft. Bank Rolls	75.00
Advance Rolls	75.00

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#800's & #1015—QUOTE LOWEST PRICES
1/3 Deposit—Balance C. O. D.

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BRYANT 9-0817-0818



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Wurlitzer 800 135.00
Bing-a-Rolls 289.50
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1100 Broadway Albany 4, N. Y.

ADVANCE RECORD RELEASES

(Continued from page 38)

HOT JAZZ

A Bar a Second
Serge & His Bop Buddies (Fat Girl) Savoy 906
A Be-Bop Carroll
T. Dameron (The Tadd) Savoy 931
Always
Kai Winding's New Jazz Group (Grab Your) Savoy 920
And the Angels Swing
S. Getz Quartet (Symphony Sid's) Savoy 909
Bebop Album—L. Thompson & His Lucky Seven—C. Hawkins Ork-K. Clark & His 52d Street Boys—D. Gillespie Ork (4-10")
Victor P-228
From Dixieland to Be-Bop (or Condon Meets Gillespie) . . . 20-3142
Boppin' the Blues
Jumping for Jane . . . 20-3143
Half Step Down, Please
Epitaphy . . . 20-3144
Royal Roost
Cubana Be . . . 20-3145
Cubana Bop
Billie's Bounce
C. Parker With D. Gillespie (Now's the) Savoy 918
Blow, Mr. Dexter
D. Gordon's All Stars (Detzer's Deck) Savoy 914
Booby Hatch
A. Eager (Rampage) Savoy 924
Buzzy
C. Parker's All Stars (Donna Lee) Savoy 928
Byas-A-Drink
D. Byas Quintette (Candy) Savoy 919
Calling Dr. Jazz
E. Davis and His Be-Boppers (Stealin' Trash) Savoy 907
Candy
D. Byas Quintette (Byas-A) Savoy 919
Coppin' the Bop
J. J. Johnson Be-Boppers (Jay Jay) Savoy 926
Dee Dee's Dance
C. Hart's Hot Seven (Little Benny) Savoy 921
Dexter Digs In
D. Gordon's Quintet (Long-Tall) Savoy 923
Dexter's Cuttin' Out
D. Gordon's All Stars (Dexter's Minor) Savoy 917
Dexter's Deck
D. Gordon's All Stars (Blow, Mr.) Savoy 914
Dexter's Minor Mad
D. Gordon's All Stars (Dexter's Cuttin') Savoy 917
Donald Jay
A. Eager With the Be Bop Boys (Meeskite) Savoy 908
Donna Lee
C. Parker's All Stars (Buzzy) Savoy 928
Don't Worry About Me
S. Getz Quartet (Jane's Bounce) Savoy 932
Eb-Pob
Fats Navarro & His Thin Men (O-Go) Savoy 905
El Sino
L. Parker's All Stars (Wild Leo) Savoy 912
Fat Girl
Fats Navarro & His Thin Men (A Bar) Savoy 906
Good Kick
The Be Bop Boys (Ray's Idea) Savoy 927
Grab Your Axe, Max
Kai Winding's New Jazz Group (Always) Savoy 920
Hollerin' and Screaming
E. Davis and His Be Boppers (Maternity) Savoy 904
How High the Moon
D. Byas (Ko Ko) Savoy 916
I'll Always Be in Love With You
The X-Rays (Teddy's Dream) Savoy 681
I'll Always Love You Just the Same
C. Parker With T. Grimes (Romance Without) Savoy 925
Jane's Bounce
A. Eager Quintette (Don't Worry) Savoy 932
Jay Jay
J. J. Johnson Be-Boppers (Coppin' the) Savoy 926
Ko Ko
C. Parker (How High) Savoy 916
Little Benny
C. Hart's Hot Seven (Dee Dee's) Savoy 921
Loaded
Kai's Krazy Kats (Sweet Miss) Savoy 922
Long-Tall Dexter
D. Gordon's Quintet (Dexter Digs) Savoy 923
Mad Be Bop
J. J. Johnson Quintette (Seven-Up) Savoy 930
Maternity
E. Davis and His Be Boppers (Hollerin' and) Savoy 904
Meeskite
A. Eager With the Be Bop Boys (Donald Jay) Savoy 908
Midnight in New Orleans
E. Hines Ork (Sweet Honey) MGM 10329
Now's the Time
C. Parker With D. Gillespie (Billie's Bounce) Savoy 918
O-Go-Mo
T. Reig's All Stars (Eb-Pob) Savoy 905
Rampage
A. Eager (Booby Hatch) Savoy 924
Ray's Idea
The Be Bop Boys (Good Kick) Savoy 927
Red Cross
C. Parker's All Stars (Tiny's Tempo) Savoy 915
Romance Without Finance
C. Parker With T. Grimes (I'll Always) Savoy 925
Seven-Up
Sonny Stitt Quintette (Mad Be Bop) Savoy 930

Stealin' Trash
E. Davis and His Be Boppers (Calling D.) Savoy 907
Sweet Honey Babe
E. Hines Ork (Midnight in) MGM 10329
Sweet Miss
Kai's Krazy Kats (Loaded) Savoy 922
Symphony Sid's Idea
S. Getz Quartet (And the) Savoy 909
Teddy's Dream
The X-Rays (I'll Always) Savoy 681
The Tadd Walk
T. Dameron (A Be-Bop) Savoy 931
Tiny's Tempo
C. Parker's All Stars (Red Cross) Savoy 915
Wild Leo
L. Parker's All Stars (El Sino) Savoy 9112

INTERNATIONAL

Ale, Tyko Po Weselu
Silver Bell Ork, B. Witkowski, Dir., R. Kujawa (Zadunajski) Victor 25-9194
Arrabbiati Canaglia (Get Mad, Rascal) G. Cioffi Ork (Chi Sa) Victor 25-7107
Chi Sa Che Ne'e
G. Cioffi Ork (Arrabbiati Canaglia) Victor 25-7107
De Gamlas Vals
E. Kallquist (Det Hande) Victor 26-1073
Det Hande En Lordag (It Happened One Sunday)
E. Kallquist (De Gamlas) Victor 26-1073
I Must Have Been Dreaming
F. Gallagher-F. Black Ork (Shos Laces) Dana 2030
Ine Ta Niata Mia Fors (You're Only Young Once)
I. Georgakopoulou & Stallakis (Stis Trikimias) Victor 26-8203
Linda Polka
Six Fat Dutchmen-H. Loeffelmacher, Dir. (The Owl) Victor 20-3248
Perfidia
E. Checkler Ork (Ton Image) Pan American ST 169
Polkas . . . Six Fat Dutchmen-H. Rene, Musette Ork-L. Duchow, Red Raven Ork-Glabe Musette Ork (3-10") Victor P-235
Old Lady Polka . . . 20-3224
Minnesota Polka
Helen Polka . . . 20-3225
Yes-Yes Polka
Beer Barrel Polka . . . 20-3226
Hot Clarinet Polka
Shoe Laces and Blades
F. Gallagher-F. Black Ork (I Must) Dana 2030
Siedziala Na Studzienie (At the Well)
J. Durlak (Oj Ja) Rondo R-597
Sloneczko Na Zachodzie Polka (The Sun Is in the West Polka)
J. Sliwa (Oj Swieci) Capitol 52005
Stis Trikimias Tin Paraxall
I. Georgakopoulou & Stellakis (Ine Ta) Victor 26-8203
The Owl Waits
Six Fat Dutchmen-H. Loeffelmacher, Dir. (Linda Polka) Victor 20-3248
Ton Image Est Dans Mon Coeur
E. Checkler (Perfidia) Pan American ST 169
Zadunajski (Beyond the Danube)
Silver Belle Ork-B. Witowski, Dir.-R. Kujawa (Ale Tyko) Victor 25-9194

CLASSICAL

Beethoven: Egmont Overture, Op. 84, Parts I & II . . . The Philharmonic Ork—A. Galliers, Dir.
Columbia 72747-D
French Organ Music Album—E. Biggs (5-12")
Columbia MM-802 (MM-72740-D to 72744-D)
Widor: Toccata
Widor: Marche Pontificale
Eugene Gigout: Grand Choer Dialogue
L. Boellmann: Suite Gothique
Marcel Dupre: Antiphon 11
Jehan Alain: Litanies
Viern: Final
Hubay: The Zephyr—J. Szigetl-H. Kaufman (L-12")
Columbia 72734-D
1. Tchaikovsky: Valse Sentimentale
2. Francois Schubert: The Bee
3. Stravinsky: Pastorale
Milhaud: Le Boeug Sur Le Toit or "The Nothing Doing Bar" Album—Minneapolis Symphony Ork—Dimitri Mitropoulos, Dir. (2-12")
(Columbia MX-303 (MX-12932-D to MX-12933-D)
Mozart: Symphony No. 39 in E Flat Major (K. 543)—Cleveland Ork—G. Szell, Dir. (3-12")
Columbia MM-801 (MM-12929-D to MM-12931-D)

CHILDREN'S RECORDS

Cowboy Santa Claus
W. Cody (My A-B-C) 20th Century TC-20-76
My A-B-C Song
W. Cody (Cowboy Santa) 20th Century
The Poky Little Puppy Album—I. Wicker-G. Mack-M. Miller Ork (1-6")
Golden Records 5
The Poky Little Puppy . . . Golden 5A
The Naughty Duck . . . Golden 5B
The Shy Little Kitten Album—I. Wicker-G. Mack-M. Miller Ork (1-6")
Golden 3
The Shy Little Kitten . . . Golden 3A
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Record Reviews

(Continued from page 36)

RATINGS
(100 Point
Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

CLARK DENNIS
(Capitol 15307)
(Walter Cross Trio)

Tenderly 72--76--72--68
Dennis sings the Walter Cross song affectionately with Gross tastefully tickling the Ivories in the background.

I'm So Lonesome I Could Cry 72--75--70--70
Dennis relaxes completely on this oldie and turns in a fine job with the attractive ditty.

BING CROSBY & CONNEE BOSWELL
(Decca 25406)
(Bob Crosby's Bob Cats)

Yes, Indeed 70--73--70--67
The Sy Oliver hit ditty of some years ago sounds dated today even with Bing and Connee doing it on the reissue.

Tea For Two 69--71--69--66
Surprisingly lifeless reissue of the oldie done in pretty straight fashion as a duet by both the great singers.

BING CROSBY (John Scott Trotter Ork)
(Decca 24515)

Pretty Baby 81--83--80--80
A spritely Crosby rendition of the oldie with good orking in back of him.

Swingin' Down the Lane 76--76--76--76
More tongue-in-cheekish ringing of an oldie by der Bingle.

GLEN GRAY & THE CASA LOMA ORK
(Coral 60002)

I'd Love to Live in Loveland (With a Girl Like You) 69--72--67--69

Good dance side by the old Casa Loma crew with Kenny Sargent's vocal helping on the currently revived oldie; reissued from the Decca catalog.

Moonlight Cocktail 69--70--68--68
Reissue of a top Casa Loma waxing of the hit of some years ago; it's a dance instrumental.

JUDY CANOVA
(Mercury 6149)

I Ain't Got Nobody 78--79--77--78
Judy walls an amusing vocal in front of a good ork.

Go to Sleepy, Little Baby 72--74--72--70
She sings a lullaby with much conviction but little else.

AMES BROTHERS
(Coral 60015)

You, You, You Are the One 81--80--80--82
Flavorful barroom rendition of the newly adapted German oldie.

More Beer 77--76--76--80
Pairing makes this a good juke buy.

WOODY HERMAN ORK
(Coral 60001)

Please Don't Say "No" 72--75--71--70
Woody pipes a convincing vocal on the oldie with his pre-bop swing band which was good enough in its own right.

Basie's Basement 72--76--72--68
A never-issued Decca side which serves an interesting contrast to the Herman Herd of our time; it's a polite riffer with a Ben Webster tenor and Herman clary solo spotted.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

JOHN LAURENZ
(Mercury 5226)

Sweet and Lovely 74--78--73--70
Laurenz sings like a young Crosby on this waxing of the pretty oldie.

Once in Love With My Amy 81--83--80--79
From "Where's Charley?" this is a rather appealing Loesser tune done well by Laurenz with "foreign-cut" background.

JERRY MURAD'S HARMONICATS
(Universal U-136)

Diane 74--75--73--74
Slow-to-bright production treatment of the oldie with echo-chamber harmonicas and tasty guitar.

Dance of the Comedians 74--78--73--70
Bright virtuosic mouth-organing of the Smetana classic is brilliantly recorded.

JACK SMITH & THE CLARK SISTERS
(Capitol 15280)

Cuanto Le Gusta 77--79--79--77
Smith kicks off the lyric at a breakneck tempo; good but late dishing of the picture.

Cornbelt Symphony 74--74--75--73
A good rendition of a "sleeper" which appears to have dozed off en route.

JAN GARBER ORK
(Capitol 15305)

Soft Shoe Shuffle 63--63--61--64
An out-of-character Garber instrumental, as the band performs a simple swing cleffing. The mickey shows thru, and nothing happens.

My Dear 70--70--70--70
Instrumental here is in the conventional Garber schmaltz style.

BENNY CARTER ORK-BOB DECKER
(Reina 103)

Reina 51--51--50--52
A weak ballad job, with warbler and gal group singing feebly. Not the kind of thing you'd associate with the name of Benny Carter.

Let Us Drink a Toast Together 72--72--70--73
A decided improvement over the flip, as ork and vocal group swing a polka in high style.

CONNIE DESMOND
(The Streamliners)
(Mercury 5225)

Down by the Station 83--84--82--83
Delightful job of the fey roundelay rewritten by Slim Gaillard. Should give Slim's own sock version a good chase.

KARL VLACH'S ORK
It's an Irish Lullaby 60--60--60--60
A most unprofessional and weak vocal is credited to one "V. Irman."

BARBARA LYNN & JIMMIE CLYDE
(De Luxe 1181)

You Can't Buy Happiness 63--63--62--65
Boy-girl harmony on a weak ballad. Thrush shows good voice.

Too Many Kisses 67--67--66--68
Rhythm novelty provides better fare for the duo.

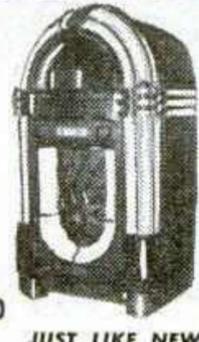
(Continued on page 112)

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Record Reviews

(Continued from page 111)

RATINGS
(100 Point Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

JOAN BROOKS (Hi, Lo, Jack & the Dame)
(Universal U-129)

Just Once More 73--73--73--73
Smooth, easy-on-the-ear rendition of a simple slow ballad. Miss Brooks displays a warm, big-toned voice, and the skilled quartet backs her nicely.

Don't Ever Forget 76--76--76--76
Tune is one of those reminiscent, derivative, old-hat numbers that are so much in vogue. Thrush and group pace lightly and attractively thru its predictable chord changes.

THE MELLO-DEARS
(Click C-121)

When It's Xmas Time 47--47--46--48
All Over the World
Slipshod group warbling and indifferent rhythm backing get nowhere with a passable holiday tune.

Old Lang Syne, Should Old Acquaintance Be Forgot 28--28--28--28
Should this record be forgot?

BOSH PRITCHARD WITH THE UNISON FOUR
(Click C-120)

Blondie 35--35--35--35
Warbler's off-key effort is distressing.

That Would Be Heaven 30--30--30--30
"Cielito Lindo" with English lyrics gets an embarrassing shellacking from Mr. Pritchard.

DICK BYRON-RALPH NYLAND (Walter Ziemba Ork)
(Dana 2028)

Pin-Up Polka 53--53--51--55
The Walter Thornton singing commercial doesn't make it in polka tempo, either.

Slap Him, Sadie 71--71--70--72
Humorous nonsense lyrics to an old polka. Lively and listenable.

DENNIS DAY
(Charles Dant Ork)
(Victor 20-3208)

Senorita 74--76--74--72
The tenor warbles the "Kissing Bandit" ballad in his accustomed legit style—a straightforward, clear interpretation.

Yours Is My Heart Alone 72--74--73--68
Strong-voiced rendition, concert style, of the Lehar standard.

FOLK

ARTHUR O. SMITH
(DeLuxe 5051)

There's Forty-Eight States in the Union 70--70--68--71
Clever novelty idea, somewhat undersung by Smith. A little more zip would have made all the difference.

Little Tow Head 53--53--50--56
Feeble rendition of a feeble piece of material.

COWBOY COPAS
(King 743)

Too Many Teardrops 83--83--83--83
Juicy tearjerker's rich melody is made to order for Cowboy's flavorful warbling.

Peaches and Cream 70--70--70--70
Jazzy ditty doesn't mean much despite some bright orking.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

FOLK

CURLY FOX & TEXAS RUBY
(King 746)

Teardrops and Empty Arms 83--83--83--83
Warbler projects strong in this plaintive weeper.

You've Been Cheating On Me 74--74--72--76
Blues styled country jazz with a beat. Vocal and orking both spirited.

EDDIE KIRK
(Capitol 15310)

You Drove Me to Another's Arms (And Now I'm Happy There) 61--61--60--63
Laggard rendition falls after a few bars.

No Tear Tomorrow 59--59--58--60
Another ineffectual weeper with no steam in the warbling.

TEX RITTER
(Capitol 15309)

It's Never Too Late 72--72--70--73
Ritter husks out a formula weeper in his satisfying bass growl.

Double Dealin' Darlin' 75--75--74--76
A catchy tag line marks this easy-ride novelty tune as a potential seller, with Tex delivering the lyric with robust good humor.

SPEEDY MATULA
(Saddle Mates)
(Dome 1004)

Staccato Polka 72--72--69--74
Country polka instrumental, featuring some corny finger-bustin' accordion high jinks. Crude but exuberant and gay.

Monongahela Valley 64--64--62--66
(Pat & Virge)
Close-harmony duet on a weepy hill tune. Warbling is okay, but orking is poor.

PRESTON WARD
(DeLuxe 5050)

There's a Dangerous Curve Ahead 65--65--64--66
Saga of a careless driver, with a pat moral parallel as the clincher. Delivery is somewhat plodding and out of tune.

I'll Still Be Missing You 50--50--48--52
Dull medium tempo tearjerker warbled with no respect for key.

HOOSIER HOT SHOTS
(Coral 64000)

From the Indies to the Andes in His Undies 70--70--70--70
Diverting hunk of nonsense material delivered in the usual Hot Shots shirttail style.

Bringin' Home the Bacon 62--62--60--64
Old vaude tune gets a routine handling.

MOON MULLICAN
(King 745)

The Tie That Binds 84--84--84--84
The popular country warbler turns in his usual sales job on the traditional eye-molstener.

Why Don't You Love Me? 78--78--72--73
Routine folk ditty gets competent chanting by Moon, with some tap-room piano providing an extra bright spot.

RATINGS
(100 Point Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

FOLK

HANK THOMPSON
(Braxos Valley Boys)
(Capitol 15296)

Second Hand Girl 66--66--65--66
Nothing exciting about this competently warbled Western ditty.

My Heart Is a Jig Saw Puzzle 65--65--65--65
Throaty rendition of formula Western on the broken romance theme.

SHEB WOOLEY AND HIS CALUMET INDIANS
(MGM 10304)

Indian Maiden 66--66--66--66
Bright Western jazz orking backs a Phil Harris-type narration, but the yock lines are missing.

Spanish Darling 59--60--60--58
Routine borderland ballad in so-so diskings.

TEX WILLIAMS & HIS WESTERN CARAVAN
(Capitol 15271)

Big Hat Polka 70--70--70--70
Neatly clefted cowboy polka with spirited warbling by Tex.

Life Gets Tee-Jus, Don't It? 81--81--80--82
Tex's too-late coverage of the comic hit still will drag plenty coin.

CLIFF BRUNER & HIS BOYS
(Moon Mullican)
(Coral 64001)

I'll Keep On Loving You 75--75--74--76
Mullican does an appealing vocal, with the string ork doing some fancy free-wheeling jazz turns behind him.

Kangaroo Blues 83--83--82--84
The ace cowboy warbler really sings himself some blues here — not the corned country style conception, but the honest, evil McCoy. Tho not the strict folk groove, side could click on its actual appeal and Moon's name power.

STU DAVIS AND HIS NORTHWESTERS
(Victor 20-3212)

I'm Gonna Leave Town 70--70--70--70
Rhythmic rendition of novelty ditty, with spirited tenor warbling.

Always Keep Your Promise 78--79--78--77
Romantic old-fashioned waltz tune is warmly warbled by Stu.

LONZO AND OSCAR
(Winston County Pea Pickers)
(Victor 20-3211)

Sh's the Best I Ever Saw 73--75--72--72
Nasal harmonizing of a bright, amusing ditty.

Last Ole Dollar 73--73--74--72
Bright ballad in the "John Henry" tradition is effectively warbled by the harmony group.

LUKE WILL'S RHYTHM BUSTERS
(Curt Dunn and Trio)
(Victor 20-3210)

Si, Si, Senorita 67--67--67--66
Routine borderland tune has a good beat, but little more.

Never Turn Your Back to a Woman 69--70--68--70
(Johnny Tyler)
Swing Western is warbled with throaty folk flavor.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

FOLK

BUD HOBBS
(MGM 10305)

Oklahoma Sweetheart 69--69--68--76
Big-voiced warbling of easy going tune with waltz accents.

I Heard About You 72--72--71--72
Old-timey blues number with novelty lyrics punched out with fervor by the warbler.

RACE

ORVILLE BROOKS
(Coral 65000)

Since Things Got Tough Again 72--72--70--74
Topical rhythm blues on a slightly passe theme. Rendition is skillful, tho, and side could make it.

I've Waited All My Life for You 67--67--66--68
Slow race chanting, with Brooks singing lead in front of a quartet. Doesn't have enough force.

LESLIE SCOTT
(Luther Henderson Ork)
(Victor 20-3213)

It Shouldn't Happen to a Dream 60--63--56--60
Poor Scott vocal on the Ellington song; tasty ork backing particularly some stellar alto sax work helps considerably.

I'm Gettin' Sentimental Over You 50--50--50--50
Nothing saves this side from rapid obscurity with all due credit to the song.

WASHBOARD SAM AND HIS WASHBOARD BAND
(Victor 20-3201)

Dollar Is Your Best Friend 69--68--70--70
Hearty deep-south blues chanting with a heavy washboard flavored beat.

You Know How I Feel 71--70--70--72
Shouter does another formula blues at a brighter tempo, with an even-beat shuffle rhythm and some back-room piano.

JIMMY PRESTON & THE PRESTONIANs
(Gotham G-166)

Let Me Call You Sweetheart 74--74--73--75
Bouncy treatment of the oldie, with unison chanting and hard-driving alto sax.

Messin' With Preston 76--76--75--76
Sharp-edged altoing of a swiny but undistinguished riff opus.

SONNY BOY WILLIAMSON
(Victor 20-3218)

The Big Boat 67--66--68--68
Earthy down-home blues warbling with hard-hitting rhythm.

Better Cut That Out 69--68--70--70
Full-flavored shouting of a bouncy blues, with torchy harmonicas and rhythm.

IVORY JOE HUNTER
(King 4255)

I Like It 84--85--84--84
Bouncing boogie-blues delivered in throaty style by Joe, with more-than-able assists from a stellar group of Ellington side men.

No Money, No Luck Blues 77--78--78--75
Slow hard-luck blues gets a strong drag beat.

(Continued on page 114)

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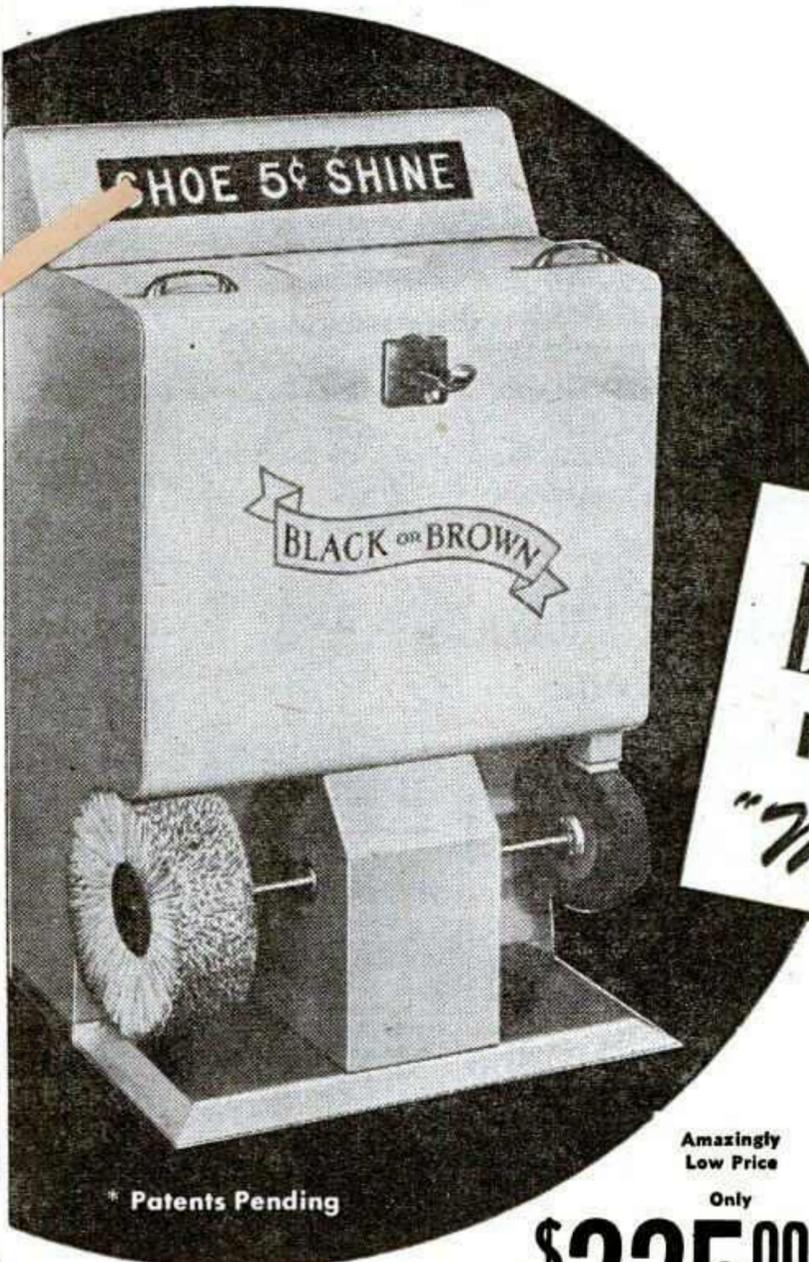
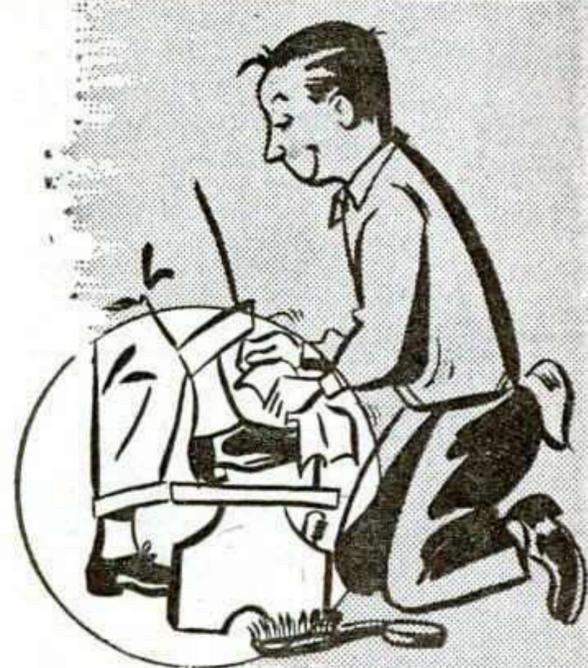
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Gottlieb **ROUND UP**
Williams **S. RATOCA**
Genco **ONE TWO THREE**
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Exhibit **MAGIC**
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Exhibit **CONTACT KICKER BUMPERS**\$6.95
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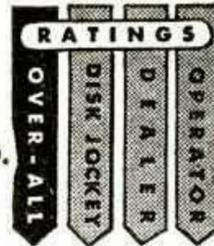
Record Reviews

(Continued from page 112)

RATINGS
(100 Point
Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT



- RACE**
- THE STRIDERS**
(Capitol 15308)
Pleasin' You (As Long as I Live) 77--76--77--78
First diskling by a new group; the Lonnie Johnson hit race tune is cleanly tho not stirringly interpreted.
- Somebody Stole My Rose Colored Glasses** 70--70--70--70
The note-bending and tone-bending antics of the lead voice may bring some attention to this "sleeper" tune in race locations; song incidentally is originally a hillbilly.
- BUZZ CONNIE**
(Coral 60004)
Susie's Birthday Party 67--67--66--68
Diverting novelty trifle done by a spirited vocal-instrumental threesome styled after the King Cole trio.
- Vote for Mr. Boogie** 58--58--58--58
Novelty job doesn't come off owing to some dubious boogie woogie 88-ing and an over-all monotony.

- GATEMOUTH MOORE**
(King 4256)
Something I'm Gonna Be 64--64--63--66
The spirit is there, but the material isn't.
- You're My Specialty, Baby** 67--67--66--68
Moore does better here, having a better lyric to work with.

- TODD RHODES ORK**
(King 4254)
Todd's Idea 67--68--66--67
Rough small combo instrumental generates only a faint glow.
- Walkie Talkie** 83--83--83--84
Formula novelty uses the old "Hey-Ba-Ba-Re-Bop" riff, with Rhodes' warbling selling strong. Side could score.

- RELIGIOUS**
- DEACON UTLEY**
(Smile a White Quartet)
(Columbia 20511)
Jesus Is Mine 57--57--57--ns
Wooden gospel warbling doesn't convince.
- There's a Haven for My Soul** 64--64--64--ns
More relaxed than on flip, quartet gets off some creditable harmony here.

- MAHALIA JACKSON**
(Apollo C-2195)
Tired 72--72--72--72
Miss Jackson swings a spiritual with a fine fervor. Organ backing has churchlike overtones.
- Amazing Grace** 72--72--72--72
Thrush does the slow spiritual in an affecting wailing chant style.

- THE DIXIAIRES**
(Lenox L-506)
Precious Memories 74--74--74--ns
Expressive heart-felt, slow quartet spiritual.
- Way Down in Egypt Land** 69--69--69--ns
Boys do the rhythm spiritual with exuberance and a compelling beat.

ARTIST
TUNES
LABEL AND NO.
COMMENT



- RELIGIOUS**
- REV. KELSEY & CONGREGATION**
(MGM 10303)
Tell Me How Long 83--83--83--83
Amazing and fascinating. Opening with brimstone sermon by the inspired preacher, with sporadic and spontaneous responses from his congregation, the spirit builds into exaltation. Then Kelsey breaks into a shout hymn, with the flock singing the response, stomping and clapping hands in an exciting beat. Tallgate trombone and piano bump in back. Jukes in race spots could try this one.
- Evening Prayer** 72--72--72--ns
Quiet and lyrical in mood, this side doesn't have the excitement or intensity of flip.

- JOHNSON FAMILY SINGERS**
(Larry Walker)
(Columbia 20509)
Just Like Me 65--65--65--ns
Family - salvation type singers do a precise, clear harmonizer with a good grade lyric.
- Keep on the Sunny Side** 61--61--61--ns
Cleanly executed, but polyantha material is inferior to flip.

- ANNE SHELTON**
(George Mitchell Choir)
(London 303)
Abide With Me 80--82--78--ns
Beautifully recorded hymn with Miss Shelton's pipes showing at their best with the aid of a good choir and organ.
- Away in a Manger** 80--82--78--ns
Same comment.

- RENOWNED GOLDEN STAR GOSPEL SINGERS**
(Click C-115)
Didn't It Rain? 63--65--66--60
Group does high-pitched piping job with full fervor.
- I'm Bound for Higher Ground** 64--66--67--60
Revival spirit abounds in this group-shouted spiritual.

- RENOWNED GOLDEN STAR GOSPEL SINGERS**
(Click C-116)
I Will Move On Up a Little Higher 64--67--67--60
Sincere solo piping with group responses, at an easygoing tempo.
- Guide Me, O Thou Great Jehovah** 64--67--67--60
More of the same prayer-meetin' feelin'.

- THE WMA SINGERS OF HOUSTON, TEXAS**
(De Luxe 3158)
I've Got To Tell It 62--62--62--ns
Duet, piano-backed, on a slow hymn. Warblers show strong voices and good beat.
- There's Not a Friend Like the Lowly Jesus** 65--65--65--ns
Boys make a big sound here, getting a remarkable quartet effect out of two voices.

(Continued on page 116)

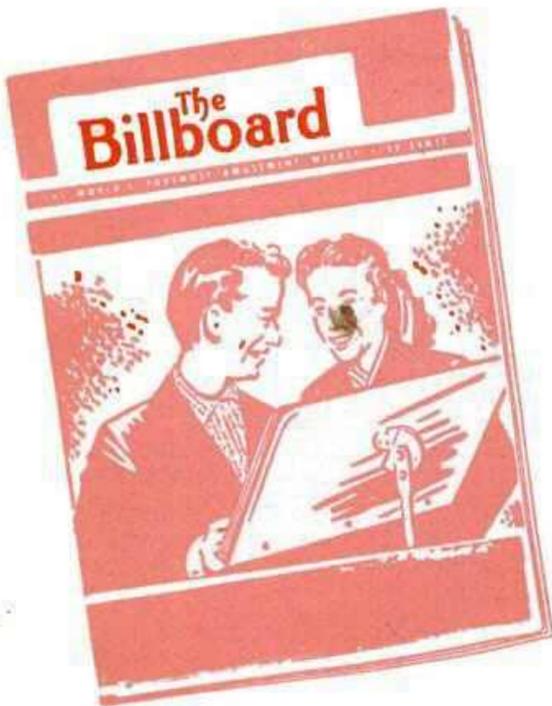


HAVE YOU ANSWERED THE ROLL CALL?

Have you enrolled in The Billboard's First Annual Roll Call of the coin machine industry? If not, please use one of the coupons below and do so today.

The purpose of this roll call is simple: To find out who is in the coin machine industry today? How many have entered since the war? Are they still active? Who has dropped out?

Manufacturers and distributors are co-operating in this census by donating their customer lists. Do your part for the good of the industry by answering the first annual coin machine roll call.



Fifty-five lists comprising thousands of names have been received to date. There isn't time to check all these names to avoid duplication. Instead we are sending out mailings as fast as they can be addressed. That's why you may receive several.

At the same time, we are giving every reader the opportunity to get the next eight issues of The Billboard for only \$1—exactly half the newsstand price.

The next eight issues are the most important of the year for you. Next week's will carry a full report on the NAMA Convention. January 22 is the big CMI Convention Issue containing the Juke Box Supplement. The January 29 issue will report in full on what happens at the convention.



If you failed to renew your subscription . . . or your newsstand was sold out . . . or someone else grabs your office copy . . . or you need an additional copy sent to your home . . . YOU CAN'T AFFORD TO PASS UP THIS MONEY-SAVING \$1 SUBSCRIPTION OFFER.

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COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

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\$1

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I am not at present a subscriber so I accept your offer to send me the next 8 issues for only \$1.

I enclose \$1 for which I get 8 weeks PLUS the December issue of VEND FREE.

Bill me later for \$1 (No Free Vend).

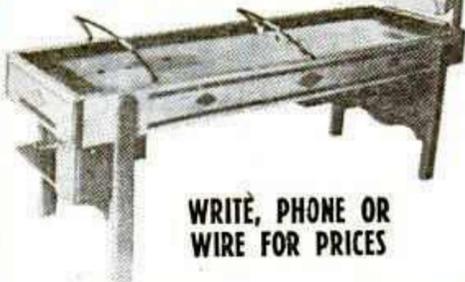
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COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

CLEVELAND COIN'S COIN OPERATED REBOUND SHUFFLEBOARD



WRITE, PHONE OR WIRE FOR PRICES

SLOTS AND BELLS

- 5 Jennings 10¢ Super DeLuxe Club Light Ups, 1 Cherry P.O. \$185.00
- 5 Jennings 25¢ Super DeLuxe Club Light Ups, 1 Cherry P.O. 175.00
- 1 Jennings 10¢ Black Hawk, 1 Cherry P.O. 135.00
- 2 Jennings 5¢ Standards, 1 Cherry P.O. 125.00
- 2 Jennings 10¢ Standards, 1 Cherry P.O. 135.00
- 1 Jennings 25¢ Standard, 1 Cherry P.O. 145.00
- 1 Set of 5¢-10¢-25¢ Mills Club Bells, all for 425.00

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- 25 N. W. 1¢ = 33 Ball Gum Vendors with Plastic Globes \$ 8.50
- 25 Silver King 1¢ Ball Gum Vendors 8.50
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- 8 Shipman Duo Stamp Vendors, like new 15.00
- 15 Brand new Duo Monroe Matlack Stamp Vendors 15.00
- 12 Northwestern 1¢-5¢ DeLuxe 18.50

POP CORN VENDORS

- 20 like new Kunkels 10¢ Pop Corn Vendors \$ 89.50
- 10 like new Pop Sez 10¢ Pop Corn Vendors 89.50

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 - Tally Rolls 85.00
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 - Super Score 75.00
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 - Total Rolls 75.00
 - Tin Pan Alley 75.00
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 - Pro Scores 150.00
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- 1 Brand new Mills Coffee Vendor 725.00
- 5 Slightly used Mills Coffee Vendors 625.00
- 25 National 9-Col. Candy Vendors 95.00

USED CIGARETTE VENDORS

- 5 U-Need-A-Pak 500, 9-Col. \$ 75.00
- 25 National 950's 85.00
- 5 DuGrenier 1948 Challengers, 7-Col. 125.00
- 5 U-Need-A-Pak 8-Col. Monarchs, 1946 125.00
- 2 DuGrenier W's, 9-Col. 45.00
- 25 C-S Eastern Electric Cigarette Vendors 135.00

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- Machines, 25¢ Operated Write

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- Large Metal Plated Charms, Per M \$ 7.50
- Small Metal Plated Charms, Per M 6.00
- Bubble Ball Gum, 30¢ per lb. Packed in 25-lb. cartons.

MUSIC

- 25 Used Packard Wall Boxes \$ 22.50
- 25 Used Buckley Wall Boxes 17.50
- 30-Wire Cable, Per ft. .20
- Brackets 3.00
- 1 Wurlitzer 1080 395.00

CONSOLES

- Keeney Super Bonus Bells, Triple \$550.00
- Bally Triple Bells 435.00
- 10 Jennings Silver Moons, F.P. 65.00
- 4 Bakers' Paces, D.D. 150.00
- Brand new Mills 3 Bells Write

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- A.B.T. Challenger 42.50
- A.B.T. Model F 47.50
- Kicker & Catcher 35.00
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- Whirl-A-Balls 19.00
- Duck Hunter 36.00
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- Trinidad 115.00
- Monterrey 115.00
- Wisconsin 115.00
- Virginia 115.00
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- Spin Ball 115.00
- Crazy Ball 115.00
- Short Stop 115.00
- Major League 115.00
- Baseball 115.00
- Triple Action 115.00
- Brand New Thrills Write
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- Heavy Hitters with stands \$ 85.00
- Tenth Innings with stands 95.00

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- 15 Wurlitzer Skee Balls \$150.00
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- Keeney Super Bonus Bells \$800.00
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Record Reviews

(Continued from page 114)

RATINGS (100 Point Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

LATIN-AMERICAN

- "BILLO'S CARACAS BOYS" ORK (Victor 23-1014) 52--52--55--50
Cenizas Warbler's wobbly vibrato obscures any tune value on this bolero.
- Pa'Fricace Los Pollos 64--64--65--64
Complete stylistic turn-about for a coarse-grained guaracha with heavy beat, group chanting and hot solos.

- LUIS CARLOS MEYER (Victor 23-1016) 66--66--66--66
Yo Quiero Un Yo-Yo Mexican neighborhoods should go for this porro, with its easy beat and virile chanting.
- La Puerca 67--67--67--67
Another porro, with strong beat, full orking, and good-humored warbling.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

LATIN-AMERICAN

- FEDERICO OJEDA ORK (Victor 23-1024) 40--40--40--40
Abejorros Pretty dull one-step opus.
- Congo 68--69--68--67
Mainly a weak-toned trumpet solo with able rhythm support on this samba.

- GERI GALIAN & HIS CARIBBEAN RHYTHM BOYS (Coral 60005) 83--86--82--82
Chopsticks Rumba An auspicious debut for Galian, who plays fast, clean and imaginative variations around "Chopsticks" at a fast rumba clip beat out by a fine rhythm section.
- Oh! Hear My Heart 79--80--78--78
Not as auspicious as top-side and set in slower bolero tempo, Galian again plays lots of flashy keyboard.

Trade Directory

New Equipment

- Candy vender by Alkuno & Company, New York.
- Cigarette vender by Arthur H. Du Grenier, Inc., Haverhill, Mass.
- Cracker vender by Alkuno & Company, New York.
- Cigarette vender by Eastern Electric Vending Machine Corporation, New York.
- Corsage vender by Frosted Food-o-Mat, Oakland, Calif.
- Juice (canned) by Stewart Products Corporation, Greenwich, Conn.
- Multiple coin unit by Stoner Manufacturing Corporation, Aurora, Ill.
- Putting green by Koener Engineering Company, Chicago.
- Relax-a-Tor (foot stimulator) by McDowell Manufacturing Company, Chicago.
- Wurl-a-Ball (bowling game) by Lynco Coin Machine Company, Chicago.

Saratoga (five-ball) by Williams Manufacturing Company, Chicago.

Distrib Appointments

- AMI, Chicago appointed Western Specialty Company, Kansas City, Mo.
- Diamond Match Company appointed C. B. Shoen, New Orleans, as sales representative for the BFD Division.
- Wilcox-Gay Corporation appointed Electronic Devices, Inc., Chicago.

Personal Notices

- H. E. Forester resigned as sales manager of the Johnson Fare Box Company, Chicago.
- The Rock-Ola Manufacturing Company has appointed J. Raymond Bacon as assistant to the president; Carl A. Carlson, as general wood-working superintendent, and Harold E. Brauns as general plant superintendent.

Change of Address

- Atlantic and Seaboard Corporations, 583 10th Avenue, New York.
- National Rejectors Service Company of New York, 446 West 50th St., New York.

Deaths

- Charles J. Fox, 50, owner of Fox Automatic Company, Mobile, Ala.



THE BILLBOARD

★ is selling 8-week subscriptions in conjunction with the First Annual Coin Machine Roll Call for only \$1. That's half the newsstand price. What's more—those issues include the big NAMA and CMI Convention issues and the Juke Box Supplement.

Simply mail your \$1 along with your name and address to B. A. Bruns, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. In addition, he'll send you a FREE copy of the big December Catalog Number of Vendors listing all manufacturers and what they make.

For full details see page 115

NOTICE TO OPERATORS

In Missouri, Kansas and Southern Illinois

Showing of Seeburg New Coin Operated Music System Will Be Held

St. Louis, Mo.
Dec. 19, 20, 1948
Missouri Room
Statler Hotel
9th & Washington

Kansas City, Mo.
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We have 5-Ball Pin Games, 1-Ball Free Plays and Payouts, Slots, Arcade Equipment, Phonographs, Vending Machines, Scales, Etc. Let us know what you want . . . make us a reasonable offer for your requirements. We will contact you at once!

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 50 Records - 100 Selections
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WALL-O-MATIC '100'

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THE PLACE: OUR NEW SHOWROOMS AT 583 10th AVENUE, NEW YORK CITY

Seeburg is first again! First with a 100 selection mechanism that plays both 10 and 12-inch records . . . First with a 100 selection Wall-o-Matic. Be the first to see the 1949 Seeburg equipment!

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Click 22.50	Nevada 39.50	Summertime 159.50
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Humpty Dumpty 89.50	Scrow Ball 152.50	Tropicana 40.00
Ginger 22.50	Shanghai 105.00	Thrill 145.00
Maisie 24.50	Short Stop 145.00	Yanks 99.50

KEENEY CONSOLE TWIN BONUS
 Super Bell, 5 & 5 \$395.00

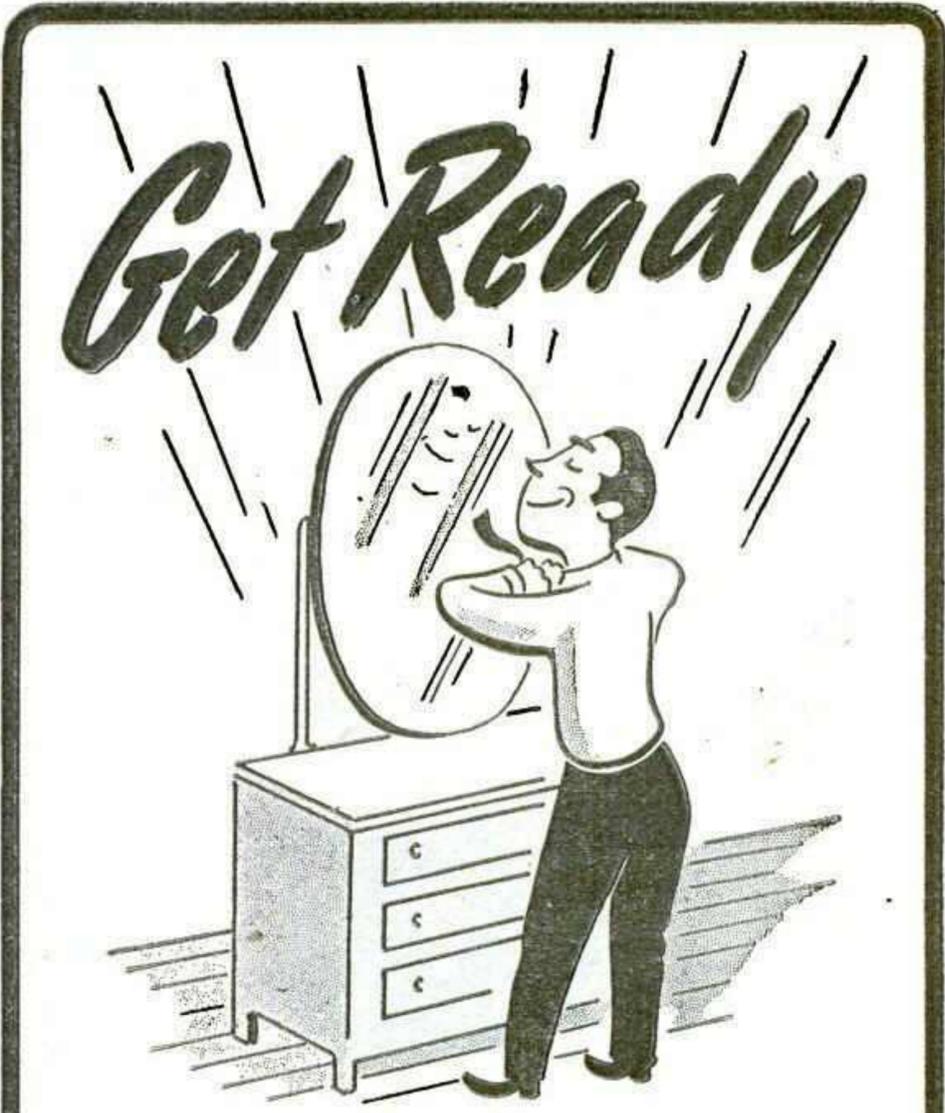
1 BALL MULTIPLE FREE PLAY
 Victory Special with Chrome Front Rail \$ 70.00

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 Temptation, Serenade, One-Two-Three, and Citation, Keeney's Electric Cigarette Vendor, Keeney's Twin Bonus Super Bell, Mills Bonus Bell, Mills Jewel Bell, Mills Melon Bell Mills Q. T. Bell, Mills Vest Pocket Bell.

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 Equipment of all Types

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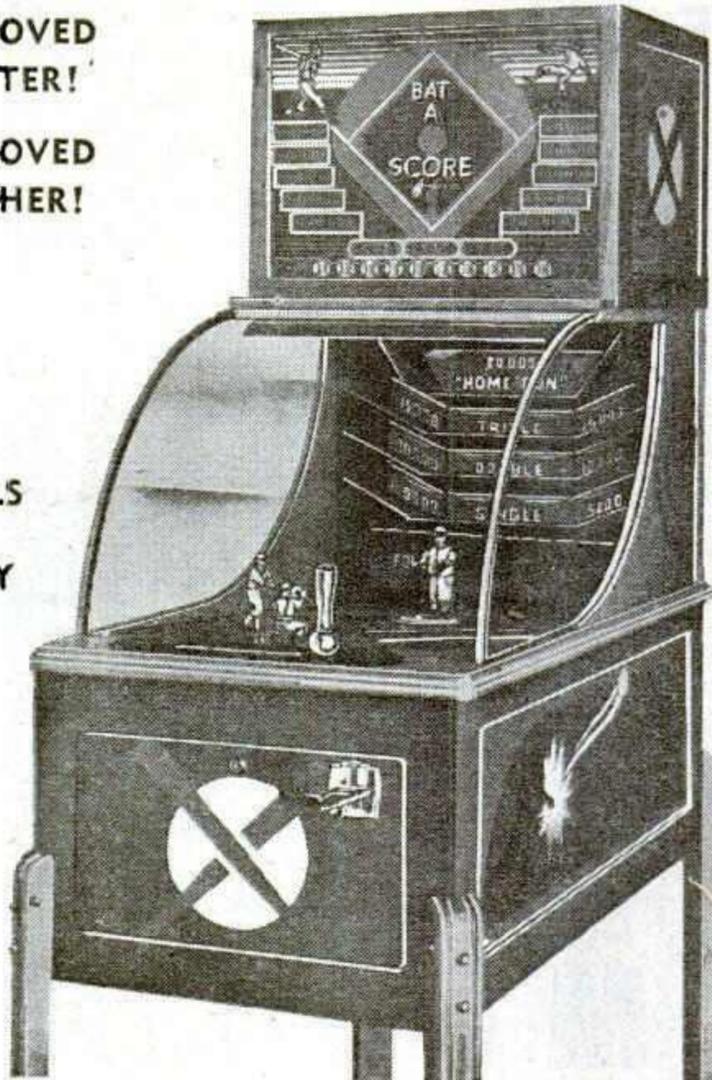
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THE HIT OF THE NAAPPB SHOW!
EVANS'
BAT-A-SCORE

**IMPROVED
 BATTER!**
**IMPROVED
 PITCHER!**

**10
 BALLS
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 PLAY**



**NOT A ROLL DOWN . . . NOT A
 PIN GAME—BUT AN ANIMATED
 MANIKIN ALL SKILL BASEBALL
 AMUSEMENT GAME PERMITTED
 ANYWHERE!**

Watch the pitcher pick up the ball, go through his wind-up, and deliver the ball THROUGH THE AIR to the batter. Watch the batter take his stance, meet the pitch, for a foul, single, double, triple or home run, depending on the skill of the operator. Watch the catcher catch the ball, if missed by the batter.

**HIGH SCORING BASEBALL UNDER LIGHTS! HIGHLY
 COLORFUL SCOREBOARD! BEAUTIFULLY DECORATED
 DIAMOND AND GRANDSTAND! ALSO AVAILABLE IN
 FREE PLAY. NOW READY FOR IMMEDIATE DELIVERY!**

EVANS CONSOLE

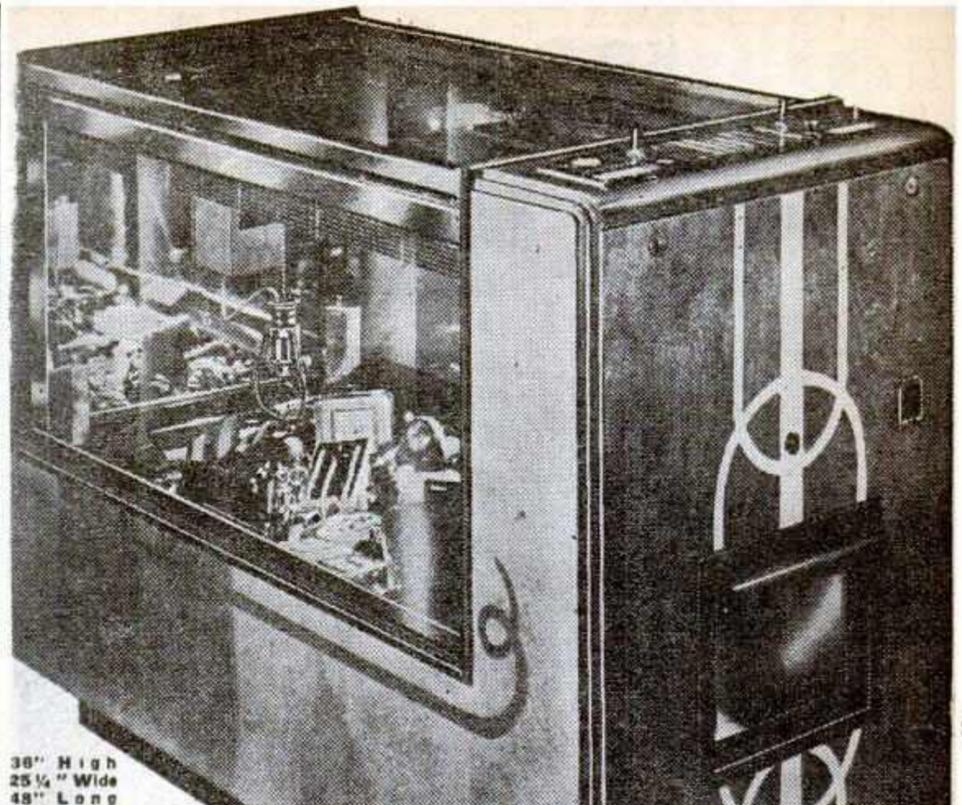
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- Casino Bells
- Bang Tails
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 25 1/4" Wide
 48" Long

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Attracts Attention—Holds Play
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12 Second Play
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 Crane
Fascinates All Types of Patrons
- ★ New Floating Play Field
Big 30" x 20"
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Permits Rich Display of Merchandise
- ★ Easy To Dress
- ★ Location Tested for Almost 2 Years

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ARCADE

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1/2 Deposit, Balance C. O. D.

Will take in trade—Gold Cups, Jockey Specials, Special Entrys, Wurlitzer 1015s or 1100s.

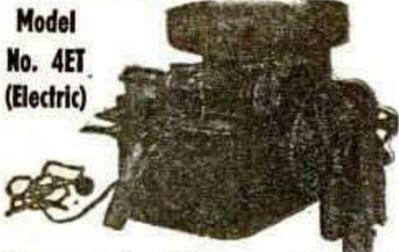
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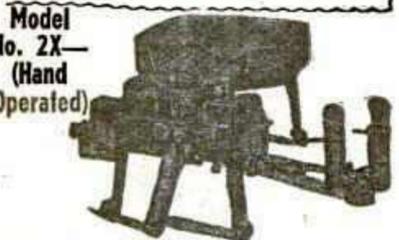
MONEY



Model No. 4ET (Electric)

A large motor-driven machine with an unusual reputation for speed and durability. Will handle all coins. Automatically locks after each count of 20, 25, 30, 40 or 50 coins or will count indefinitely into a bag. Register can be reset to zero.

COIN COUNTING MACHINES (IMMEDIATE DELIVERY)



Model No. 2X (Hand Operated)

Adjustable for pennies, nickels, dimes, quarters or halves. Can be set to lock automatically when 20, 25, 30, 40 or 50 coins have been counted or will count indefinitely into a bag. An operator can count and package 400 coins a minute and count 2,000 coins into a bag. Register can be reset to zero.

We will gladly send you material on our RAPID COIN ASSORTER and our CATALOGUE on money-handling supplies and equipment.

We are the largest makers of COLORED tubular coin wrappers.

ABBOTT COIN COUNTER COMPANY
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KEEP COST OF OPERATION DOWN
SEEBURG LO-TONE

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(Plus Your Old Cabinet)

Rush your old cabinet to us (minus the mechanism) and we will ship our refinished LO-TONE CABINET.



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HAWAII	44.50	RIO	22.50
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MAJOR LEAGUE BASEBALL	\$ 79.50
SPINBALL	109.50

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GOTT. ROUND UP	R
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GENOO ONE-TWO-THREE	T
EXH. MAGIC	E
UN. MAJOR LEAGUE	
CHICOIN BALLY	
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NEW COUNTER GAMES

UN. 10TH INNING	\$129.50	TARGET KING	\$ 45.00
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ABT CHALLENGER	45.00	DAVAL BUDDY, FS.	14.50
SHIPMAN ART SHOW	49.50	1/2 AMER. EAGLE	37.50
GRIP-VUE	49.50	GROET. CAMERA OH.	19.95
KICKER & CATCHER	34.50	IMP, 1/2 of 5¢	14.50
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BAL. TRIPLE BELL	895.00
EV. WINTERBOOK	826.00
EVANS BANGTAILS	871.50
EV. CASINO BELL	837.50
JENN. CHALLENGER	895.00
BAL. WILD LEMON	842.50
BAL. DOUBLE UP	842.50
BAL. RESERVE BELL	849.50

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BALLY CITATION, F.P. \$645
BALLY LEXINGTON, P.O. \$45

NEW SLOTS

MILLS JEWEL BELL	W
MILLS BLACK GOLD, H.L.	R
MILLS MELON BELL	I
MILLS BONUS BELL	T
COLUMBIA, JP	E
WEST POCKETS	
JENN. MONTE CARLO	\$189.50
STANDARD OR SDX	115.00
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JENN. STANDARD CHIEF	
JENN. LITE-UP CHIEF	
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N.W. STAMP VEND.	69.50
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EXH. ROLL TILT	2.75
WICO SPINNER—\$11.95 • EXH. CONTACT BUMPER 6.95	

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MODEL 39	14.40
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SAVE 3 WAYS!

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- No. 2 With Flipper Kit Installed.*
- No. 3 With 1 Exh. Contact Kicker Installed.*

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MYSTERY	59.50	64.50	74.50
ROCKET	54.50	59.50	69.50
BALLYHOO	54.50	59.50	69.50
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SPELLBOUND	44.50	49.50	59.50
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MISS AMERICA	34.50	39.50	49.50
STEP UP	34.50	39.50	49.50
FAST BALL	34.50	39.50	49.50
SEA BREEZE	34.50	39.50	49.50
MIDGET RACER	34.50	39.50	49.50
SURF QUEEN	34.50	39.50	49.50
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ANY PRE-WAR PIN GAME	24.50	29.50	39.50

*Please give 2nd and 3rd choice because flippers and spinners are not practical on some games.

SPECIAL OF THE WEEK!
BIG HIT with Flipper Kit Installed \$39.50

ORIGINAL FLIPPER TYPE 5 BALLS

Robin Hood	\$129.50	Mardi Gras	\$139.50
Humpty Dum	119.50	Trinidad	119.50
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Yanks	119.50	Maj. Leag. BB	109.50
Catalina	109.50		

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5¢ MILLS BLUE FRONT, ORIG.	89.50
5¢ MILLS BONUS BELL	119.50
5¢ MILLS ORIG. CHROME, 2-5	109.50
5¢ BROWN FRONTS	99.50
GROET. COLUMBIA, J.P.	79.50
GROET. DE LUXE COLUMBIA	99.50
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MUTO, 3-COL. CARD VEN., 2 for 5¢	29.50
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JOCKEY SPEC., F.P.	249.50
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VICTORY SPECIAL, F.P.	125.00
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LONGACRE, F.P.	89.50
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BALLY TRIPLE BELL, 5-10-25¢	495.00
5¢ KEEN. BONUS SUPER BELL	249.50
BALLY DRAW BELLS, Reg.	219.50
MILLS 3-BELLS	159.50
HI HAND, COMB.	99.50
MILLS 4-BELLS, 5-5-5	99.50
BALLY CLUB BELL	69.50
MILLS JUMBO, COMB.	79.50
KEENEY 5¢ SUPER BELL COMB.	79.50
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5¢ PACE SARATOGA SR., P.O.	89.50
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MILLS JUMBO, LATE HEAD	89.50
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From Coast to Coast the growing demand for AMERICAN continues wherever a game of skill is called for.

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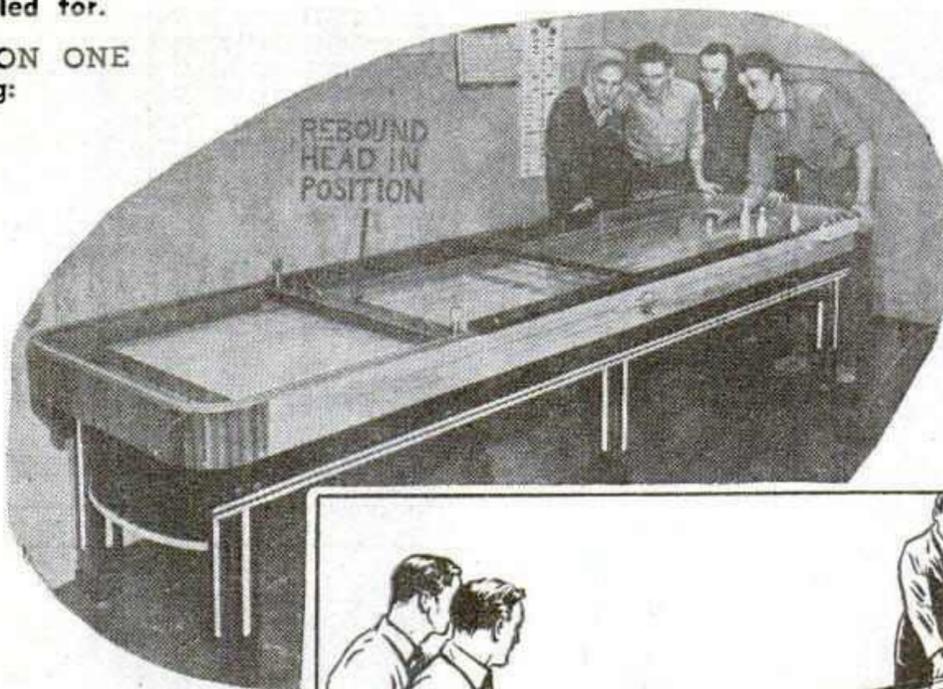
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Telephone: Normandy 5598

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MODEL 12

AMERICAN Cushion (Double End) Rebound Shuffleboard. Played from both ends by any number of players or from one end only with REBOUND HEAD CUSHION replaced.

NOTICE: THIS SHUFFLEBOARD IS PATENTED.

Infringers of AMERICAN Cushion Shuffleboard will be prosecuted. Patent No. 2,312,882. Other patents pending. Also fully protected in all South American countries and Canada.



ONE-BALLS!	ONE-BALLS!	ONE-BALLS!
GOLD CUPS	- - -	\$299.50
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25c EVANS RACES - \$475.00

Terms:
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Write for New List of All Machines

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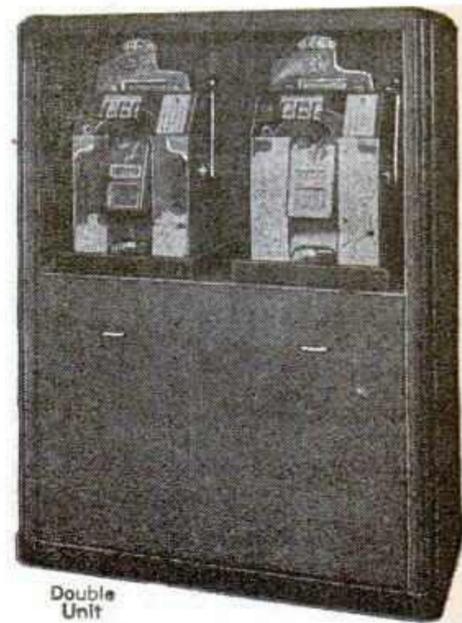
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REVOLV-A-ROUND
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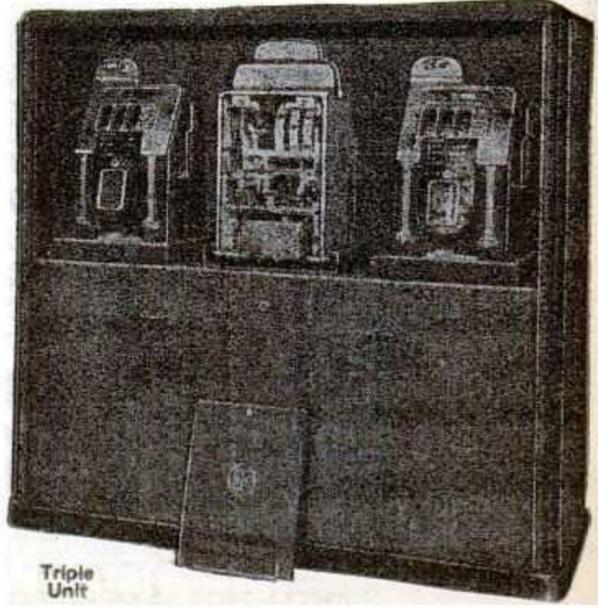
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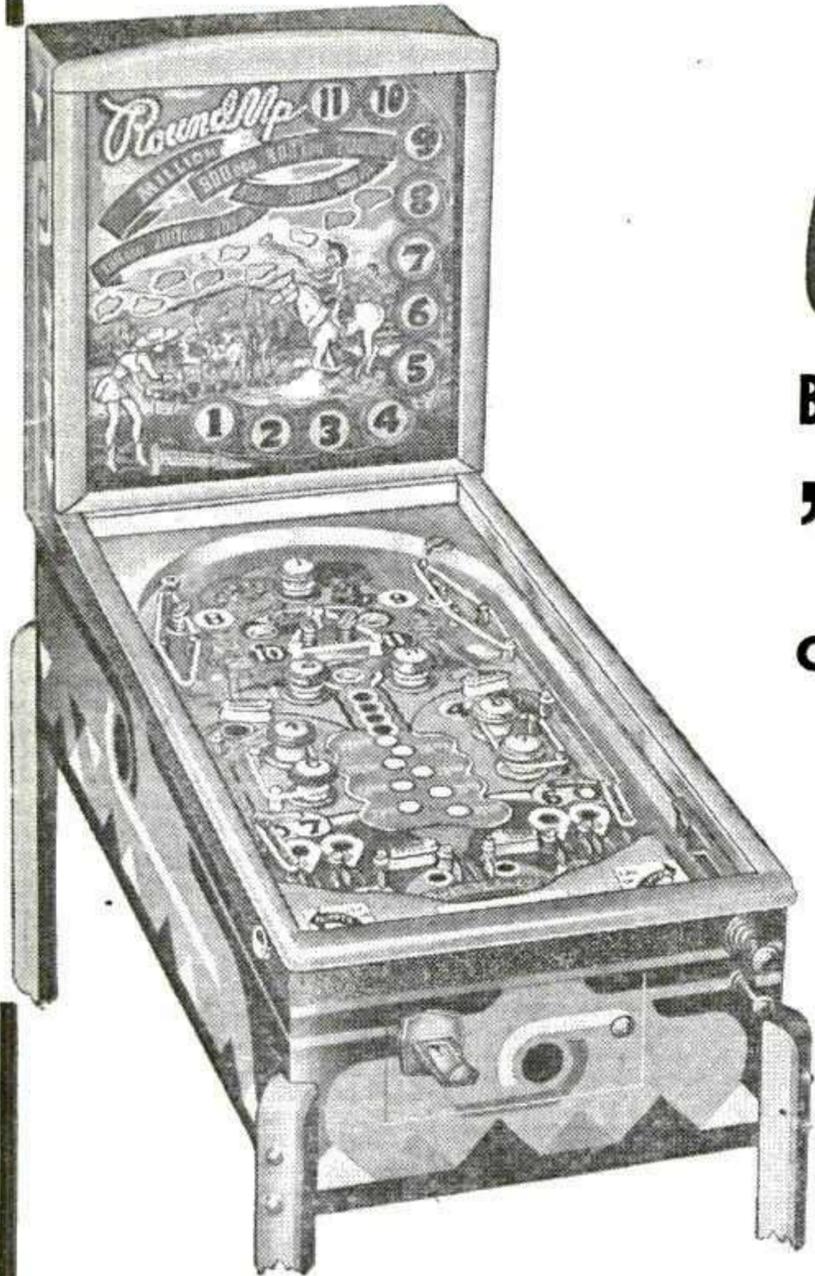
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WILL TRADE WURLITZER PHONOGRAPHS
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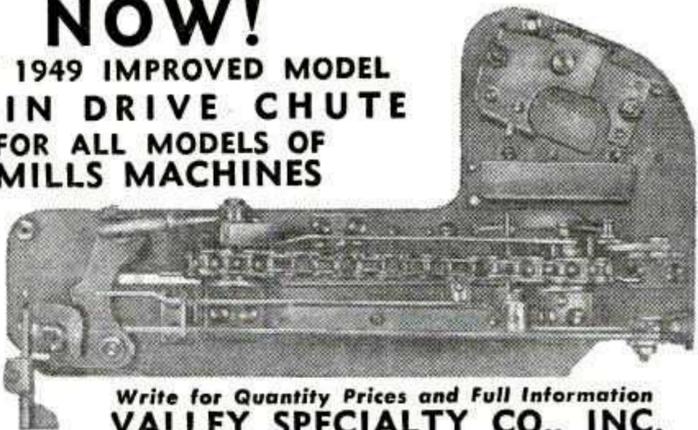
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WANTED—Humpty Dumpty, Robin Hood, Cinderella Jack & Jill, King Cole, Triple Action,
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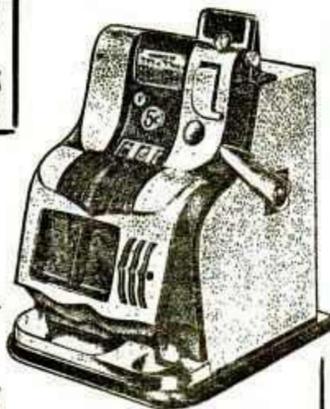
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BRAND NEW 25c MILLS
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GUARANTEED SLOTS
Reconditioned—Refinished—Repainted

Mills 10c Black Cherry Bell, Post-War, 2/5	\$139.50 EA.
Mills Golden Falls, Handload, Post-War, 2/5, 10c	\$149.50 EA.
Mills 10c Gold Chrome, 2/5 or 3/5	\$109.50
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Mills 3-Bells	\$169.50
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MISCELLANEOUS GUARANTEED		RECONDITIONED EQUIPMENT	
Bally Red-Button Draw Bell	\$245.00	A.B.T. Challengers	\$ 24.50
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Terms: 1/3 Dep., Bal. C. O. D.

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BANG TAILS (Floor Sample)	425.00
VICTORY DERBY	125.00
DRAW BELL (Red Button)	225.00
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TURF KING, P. O.	79.50

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5c BLUE FRONTS	\$ 85.00
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25c BLUE FRONTS	95.00
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10c BROWN FRONTS	100.00
25c BROWN FRONTS	105.00
5c EXTRA BELLS (in Brand New Cabinets)	135.00
10c EXTRA BELLS (in Brand New Cabinets)	140.00
25c EXTRA BELLS (in Brand New Cabinets)	145.00

THESE SLOTS GUARANTEED TO BE 100% PERFECT!

SHOOTING STARS
5-BALL FREE PLAY
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Fast, Flashing, Exciting Action! High Score! Disappearing Skill Hole! Simple Mechanism. Proven Money Maker! In Original Cartons!

5c-10c-25c WIRELESS BAR-O-MATICS (WB-1Z), \$32.50

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News for You

from the World's Busiest Shuffleboard Factory

EXTRA! ROCK-OLA is the world's largest producer of Shuffleboards!

ROCK-OLA has the largest and most modern wood-working plant in the Shuffleboard and Coin Machine industries.

ROCK-OLA's own lumber yards carry tremendous surplus stocks, guaranteeing uninterrupted production of Standard Shuffleboards.

ROCK-OLA has 20 modern dry-kilns on the property, with a capacity of over 50 carloads of lumber, to insure positive control of all woods used in Standard Shuffleboards.

ROCK-OLA has engineered special precision, hydraulic presses for the manufacturing of Standard Shuffleboard playfields. 40 tons of steel went into the construction of each press.

ROCK-OLA operates their own fleet of modern semi-trailers all over the United States, insuring prompt, economical and safe delivery of Standard Shuffleboards.

ROCK-OLA sold more Standard Shuffleboards in the month of November than all other manufacturers com-

bined and plans are now in work to double present production.

ACCESSORIES

ROCK-OLA makes a complete line of shuffleboard accessories, including coin-operated electrical scoreboards, table score-boards, electric signs, outdoor signs, window signs, playfield covers, waxes, polishes, cleaners buffing equipment—in fact every kind of accessory and supply required by Standard Shuffleboard operators.

TOURNAMENT—PROMOTION PLANS SALES PROMOTION AIDS

ROCK-OLA supplies complete material for promoting Leagues and Tournaments. Sales promotion and publicity tells your prospective customers all about Standard Shuffleboard, which has already been labeled by the operators of America as the "Cadillac" of all Shuffleboards.

ROCK-OLA Standard SHUFFLEBOARD

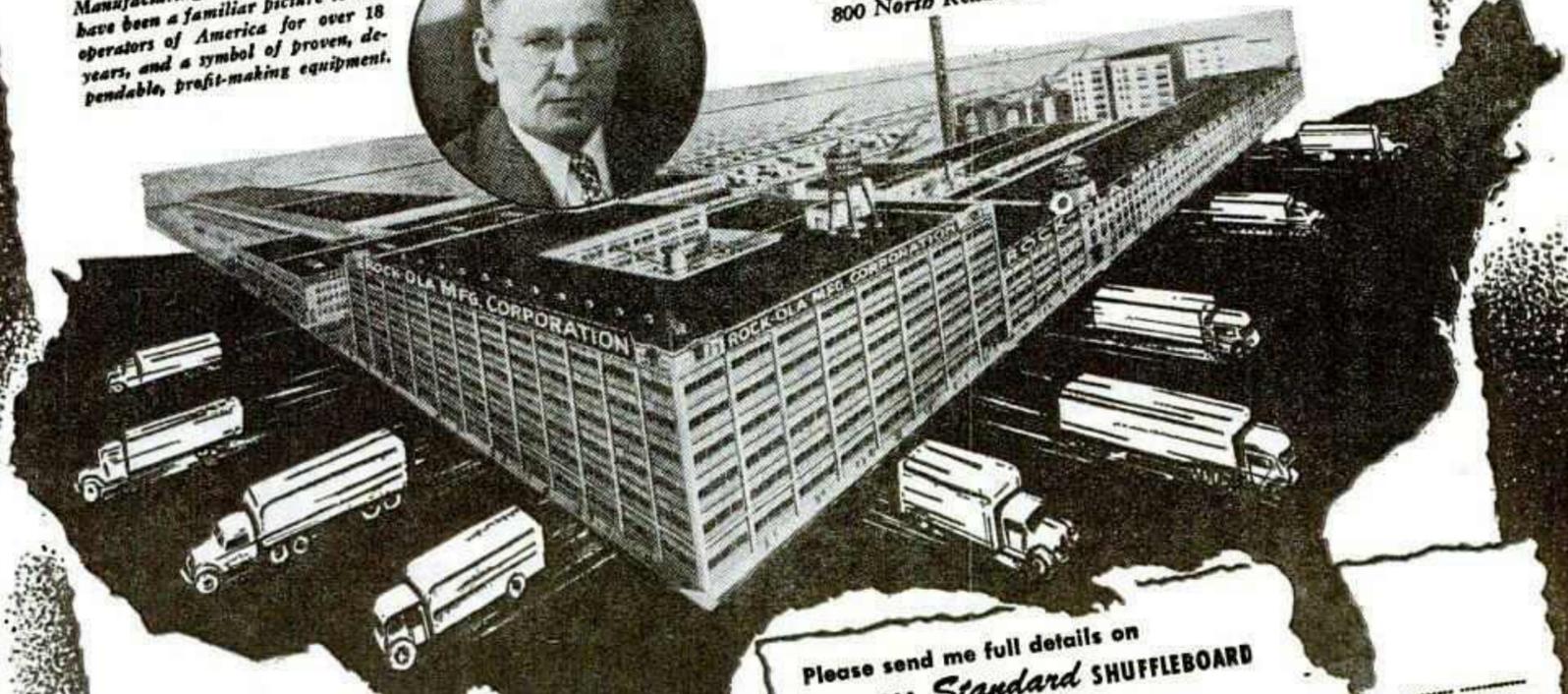
Exclusive Sales Agent:

Standard SHUFFLEBOARD LEAGUE INC.
3200 West Chicago Avenue, Chicago 51, Illinois

Manufactured by:

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue, Chicago 51, Illinois

David C. Rochola, and the Rock-Ola Manufacturing Corporation plant have been a familiar picture to the operators of America for over 18 years, and a symbol of proven, dependable, profit-making equipment.



A few distributorship territories still available to those who qualify.

Please send me full details on
ROCK-OLA Standard SHUFFLEBOARD

NAME
ADDRESS ZONE STATE
CITY

SICKING'S GUARANTEED RECONDITIONED GAMES

NEW MILLS BELLS



MILLS' NEW QT

A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

5c PLAY .. \$115.00
25c PLAY .. WRITE 1/3 Deposit



MILLS BLACK GOLD BELL

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. WRITE FOR PRICES



MILLS JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢, 25¢ and 50¢ play. WRITE FOR PRICES

ONE BALL F. P. GAMES

GOLD CUPS	\$299.50
SPECIAL ENTRY	154.50
VICTORY SPECIALS	69.50
Longacre	32.50
Whirl-a-Way	49.50
Pimlico	32.50
Thorobreds	32.50

CONSOLES

Keeney Keenette	\$ 69.50
Four Bells	79.50
Late Model Baker's Pacers (Like New)	499.50
Lucky Lucre	69.50
1940 Galloping Dominos	49.50
Bally Club Bells	69.50
Late Model Evans Races	499.50
Jumbo, F.P. or Cash Model	49.50
Three Bells, New Late Model	549.50
Evans 1940 Banqtail	49.50

FIVE BALL FREE PLAY GAMES

Robin Hood	\$124.50	Suspense	\$15.00	Rocket	\$22.50
Melody	89.50	Dynamite	17.50	Zig Zag	12.50
Yanks (Williams)	99.50	Kilroy	22.50	Big Hit	15.00
Starlight	49.50	Invasion	12.50	Knockout	12.50
Cover Girl	122.50	Defense	12.50	Score Card	12.50
Bonanza	49.50	Shangri-La	15.00	Five, Ten & Twenty	12.50
Thrill (Like New)	174.50	Nuddy	22.50	Laura	12.50
Star Dust	129.50	Smarty	25.00	Carousel	54.50
Jamboree	129.50	Superliner	15.00	Step Up	15.00
Crazy Ball	139.50	Three Score	12.50	Sea Breeze	22.50
Leap Year	69.50	Wagon Wheel	17.50	Big League	15.00
Topics	17.50	Trade Winds, Rev.	12.50	Gold Star	12.50
Baffle Card	17.50	Liberty	22.50	Sport Parade	12.50
Monicker	17.50	Velvet	12.50	Fiesta	22.50
Four Roses	17.50	Flamingo	37.50	Ballyhoo	22.50
Miami Beach	17.50	Amber	17.50	Gold Ball	37.50
Venus	17.50	Tornado	32.50	Captain Kidd	12.50
Silver Skates	17.50	Air Circus	12.50	Ten Spot	12.50
Dude Ranch	17.50	Arizona	12.50	Major '41	12.50
Snappy	17.50	Brazil	15.00	Big Parade	12.50
Show Boat	17.50	Double Barrel	22.50	Jungle	12.50
State Fair	17.50	Horscope	12.50	Marines at Play	12.50
School Days	17.50	Cyclone	29.50	Miss America	17.50
Surf Queen	15.00	Flat Top	15.00	Argentina	12.50

NEW BONUS BELL...WRITE FOR PRICES MILLS' NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5c PLAY \$65.00 1/3 DEPOSIT

New Box Stands. Single, Double and Triple Safes for Mills Bells.

GUARANTEED RECONDITIONED MILLS BELLS
Blue Fronts, Brown Fronts, Jewel Bells, Bonus Bells, Q.T. Bells, Vest Pocket Bells.
WRITE FOR PRICES.

When Ordering Machines From \$12.50 to \$17.50, Please Give Second Choice, 1/3 Deposit With Order.

**We Have in Stock at All Times
EVERY NEW COIN MACHINE MANUFACTURED
Write for Circulars and Price List**

SICKING, Inc.

ESTABLISHED 1895

America's Oldest Distributor
1401 CENTRAL PARKWAY

CINCINNATI 14, OHIO

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Hoppel
MILWAUKEE see Carl Hoppel

"SPECIAL"	RECONDITIONED LIKE NEW	"SPECIAL"	
BALLY BOWLERS	\$275.00	ALLITE STRIKES AND SPARES	\$275.00
GENCO BING-A-ROLLS	169.50	BALLY HI ROLLS	149.50

GUARANTEED RECONDITIONED CONSOLES			
KEENEY BONUS 3-WAY, 5-5-5	\$650.00	KEENEY BONUS 1-WAY, 5¢	\$249.50
KEENEY BONUS 3-WAY, 5-10-25	695.00	KEENEY BONUS 2-WAY, 5-25	495.00
BALLY TRIPLE BELLS, 5-10-25	495.00	KEENEY BONUS 3-WAY, 5-5	495.00
BALLY TRIPLE BELLS, 5-5-25	495.00	KEENEY GOLD NUGGET	495.00
MILLS 1941 THREE BELLS	189.50	BALLY DRAW BELLS (R. B.)	219.50
JENNINGS CHALLENGER, 5-25¢	295.00	BALLY DRAW BELLS (M. B.)	195.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	59.50	MILLS JUMBO, LATE P.O.	39.50
MILLS JUMBO, LATE F.P.	39.50	1948 BUCKLEY TRACK ODDS	395.00
BALLY WILD LEMON	325.00	BALLY HI HANDS	39.50
EVANS BANGTAILS	249.50	BALLY CLUB BELLS, F.P., P.O.	49.50

GUARANTEED RECONDITIONED PHONOGRAPHS			
WURLITZER MODEL 1015	\$449.50	SEEBURG MODEL 1-47-M	\$475.00
WURLITZER MODEL 1100	WRITE	SEEBURG MODEL 1-48-M	375.00
A.M.I. 1948 MODEL A	550.00	ROCK-OLA MODEL 1428 (1947)	395.00
PACKARD 1948 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	349.50
1948 SEEBURG MODEL 248	295.00	1948 ROCK-OLA PLAYMASTER	295.00
PACKARD MODEL 400	149.50	1940 ROCK-OLA PLAYMASTER	149.50

RECONDITIONED SLOTS AND STANDS			
MILLS BLACK CHERRY, ORIG. 5¢	\$139.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG. 10¢	149.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG. 25¢	159.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG. 50¢	245.00	MILLS BLUE FRONTS (Refin.), 5¢	\$ 89.50
MILLS GOLDEN FALLS, 50¢	245.00	MILLS BLUE FRONTS (Refin.), 10¢	99.50
PAGE 1947 CHROME, \$1.00	350.00	MILLS BLUE FRONTS (Refin.), 25¢	124.50
COLUMBIA TWIN JACK POT	89.50	MILLS BLUE FRONTS (Refin.), 50¢	149.50
SINGLE WEIGHTED STANDS	27.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

BRAND NEW — IN ORIGINAL CRATES

DISTRIBUTORS, WRITE FOR PRICES

BALLY BOWLERS	WRITE	DAVAL SKILL THRILL	WRITE
BALLY HEAVY HITTER	WRITE	BALLY BIG INNING	WRITE
BALLY DOUBLE UP	WRITE	BALLY TRIPLE BELL	WRITE
BALLY RESERVE BELL	WRITE	STRIKES & SPARES	WRITE
NEW BALLY CITATION	WRITE	KEENEY FAVORITE, F.P., P.O.	WRITE
NEW 1948 GALLOPING DOMINOES	WRITE	NEW 1948 BANGTAILS	WRITE

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Badger Sales Co., Inc.

2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326

Badger Novelty Co.

2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030

BUDDY

1¢ or 5¢ play, cigarette reel, in modern design. All metal cabinet.

HAS THE FAMOUS COIN-DIVIDER. All coins played are separated into 2 individually locked cash boxes, one for location owner, the other for operator. Each .. \$17.50
\$14.50 Ea. in Lots of 10.

Like New — In Original Cartons



WE REPAIR ALL TYPES OF COIN MACHINES
1/3 dep. with order, bal. C.O.D. F.O.B. Chicago.

COIN-OPERATED 1c or 5c AMERICAN EAGLES OR MARVELS

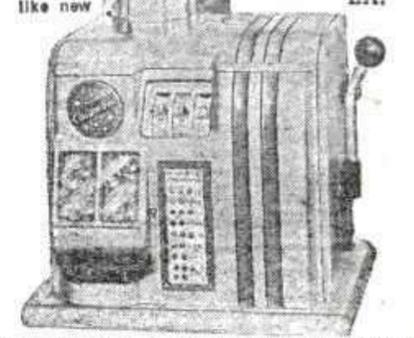
Free Play Token Payout Cigarette Token Payout
Factory Reconditioned
\$20.50 Ea. (Coin)

Government Tax Free Non-Coin American Eagles or Marvels. No coin chute, no cash box. Attendant permits play by unlocking handle with special key. Total plays easily seen on visibility register. **\$27.50** Ea. NON-COIN

WRITE FOR FREE NEW CATALOG! WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

COLUMBIA DOUBLE JACKPOT BELL

Factory reconditioned like new **\$85.00** EA. SPECIAL



Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance.

Size: 18 1/4" high, 14 1/2" wide, 12" deep, 50 lb. wt. **FOR NEW COLUMBIAS WRITE FOR PRICES**

POST-WAR CHALLENGERS (Rebuilt)

A NATURAL BECAUSE IT CHALLENGES THE SKILL OF THE PLAYER. More dollars for you. **\$22.50** Each.

We repair all types of coin machines.

Abco Novelty Co.

2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILL.

LOOKA—LOOKA—LOOKA

RECONDITIONED—READY FOR LOCATION PHONOGRAPHS

Wurlitzer 1015	\$399.50	New Wu. Pickup Head, Comp.	\$3.50
Wurlitzer 600	65.00	New Wu. 5¢ Slide	1.00
Wurlitzer 24	49.50	Gruen Diode Meters	9.95
Seeburg Cadet	85.00	Genco Rectifiers	2.95
Seeburg Rex	39.50	Rubber Castors, Set of 470
Seeburg Casino	49.50	Crystal Pickup for New Seeburg	8.50
Seeburg Concert Master, E.S.R.O.	115.00	Crystal Pickup for AMI	3.00
Seeburg Plaza	49.50	Gold Mine Console Roll Down	\$50.00
		Cover Girl Console Roll Down	50.00

Write for Parts Catalog—1/3 Deposit—Balance C.O.D.
WEST SIDE DISTRIBUTING CORP.
812 10th Ave., Cor. 44th St., New York, N. Y. Circle 8-8464.

GIVE TO THE DAMON RUNYON CANCER FUND



*Right
in this
spot!*

We can build, on special orders, the marvelous money-making Bonus Bell with an added feature—A HANDLOAD JACKPOT—bringing together two very wonderful Bell features, the attractive play-appeal of the Bonus, plus the ever-full handload Jackpot.

As you probably know, when the Jackpot is won it takes a little time before the reserve and other coins from play fill the Jackpot to the brim again. During this period there is a tendency for the players to lose interest in playing the machine. This is what is called the "slow period." With the handload Jackpot feature you have

an ever-present, big, overflowing Jackpot, plus the wonderful game appeal of the Bonus idea. We have built quite a few of these Bonus Handloads on special orders, and the reports have been the motivating factor for our bringing this idea to your special attention. They have found them extremely profitable! So can you!

Bell-O-Matic Corporation

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

MAGIC

by EXHIBIT

SKILL *plus* NOVELTY *plus* MILLION'S SCORE

It's **EXTRA**
 It's **EXTRA** *plus*
 It's **EXTRA** *plus plus*

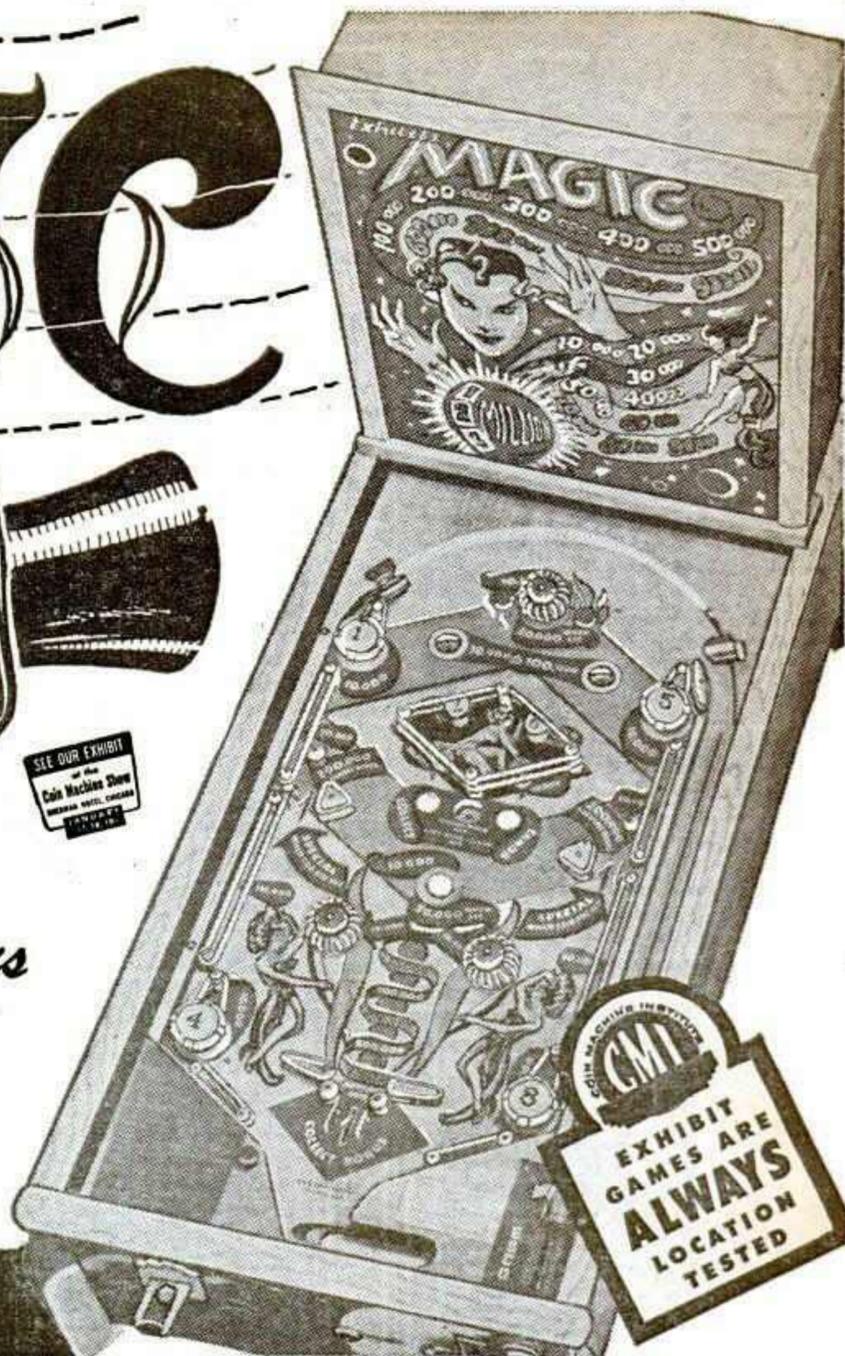
also - 6 WAYS to WIN REPLAYS
 NOW! at all "EXHIBIT" DISTRIBUTORS

EXHIBIT SUPPLY COMPANY (ESTABLISHED 1901)

4218-4230 W. LAKE STREET · CHICAGO 24, ILL.



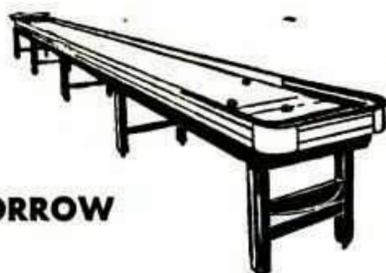
SEE OUR EXHIBIT
 of the
 Coin Machine Show
 JANUARY 1949, CHICAGO
 TRADE CENTER



CMI
 EXHIBIT GAMES ARE
ALWAYS
 LOCATION TESTED

PENN "BLACK-BEAUTY"

THE
 BOARD
 OF
 TOMORROW



CAN
 BE
 YOURS
 TODAY

ADJUSTABLE "EBONIZED-COSOLITE"
 PAT. PENDING
 PLAYING FIELD

Designed To Eliminate *Resurfacing and Warping*
 Guaranteed for Two Years

Distributors — Territories Open

WRITE WIRE PHONE

PENN SHUFFLEBOARD CO.

CABINET MAKERS SINCE 1888

WALNUT 2-3633

1015 CHESTNUT ST.

PHILADELPHIA 7, PA.

Is it any wonder that
 IN NEW ENGLAND
 It's **TRIMOUNT?**

EXCLUSIVE DISTRIBUTORS FOR

Seeburg Music — Gottlieb & Williams — Keeney Electric Cigarette Vendors.

Largest and most complete PARTS DEPARTMENT in New England. New England's largest and most complete SERVICE DEPARTMENT.

LET US HANDLE YOUR COIN MACHINE NEEDS

TRIMOUNT



Member
 N. C. M. D. A.

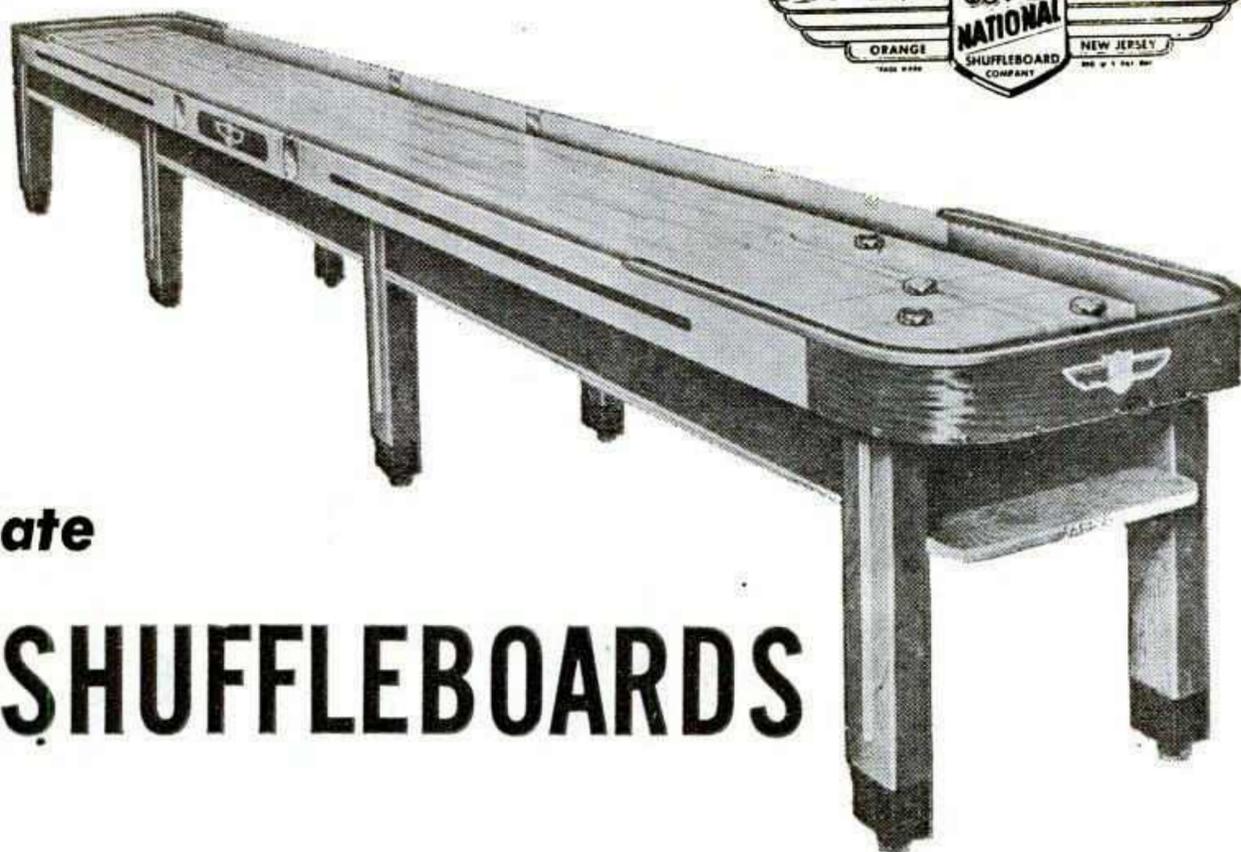
40 WALTHAM STREET
 BOSTON 18, MASS
 Tel. Liberty 2-9480

GET THE FACTS ON JENNINGS' NEW 1949 SUPER JACKPOT COIN MACHINES!

FREE! A PENNY POSTCARD WILL BRING YOU OUR NEW 4-COLOR *Monte Carlo* AND *Live Jackpot* CIRCULARS.

WRITE TODAY!

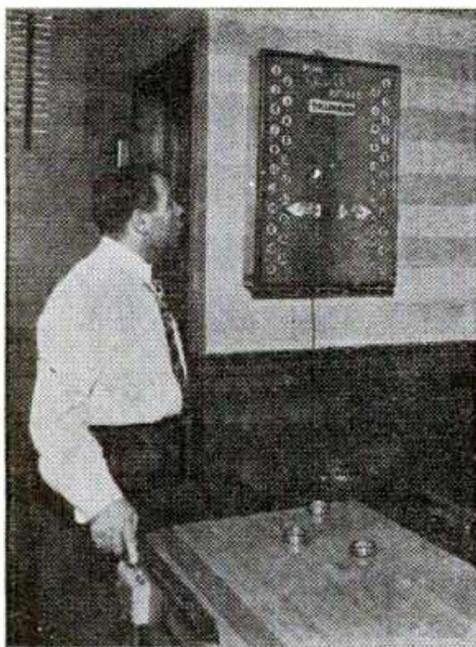
O. D. JENNINGS & CO. 4307 West Lake St. CHICAGO 24, ILLINOIS



WHY

It Pays To Operate

NATIONAL SHUFFLEBOARDS



NATIONAL'S ELECTRIC SCOREBOARD

Creates Interest — Protects Your Profits

The attractive four-color scoreboard is easily seen from a distance. Will promote interest in the game.

The scoring keys are located at each end of the board, making it easy for players to register their score.

The control key is located at the bar or cashier's cage, assuring control of play and receipt of payment.

This "Pay to Play" feature protects against loss. A meter within the scoreboard registers the number of games played.

Details on request.

As an operator, you are primarily interested in two things:

1. A reasonable profit on your investment.
2. Your reputation for handling quality products.

National Shuffleboards meet both of these requirements.

A. PROFITS: There are three ways in which you profit from a NATIONAL SHUFFLEBOARD FRANCHISE.

1. By operating boards on a percentage of the take.
2. By outright sale of boards in addition to those operated.
3. By operating a service route to keep boards in top playing condition.

National Shuffleboard accessories also provide an additional source of profits.

B. QUALITY: National Shuffleboards are the recognized leaders in the field. They have back of them the Know-How in materials, machines and workmanship of the oldest and largest exclusive shuffleboard manufacturer in the world. A quality that only years of experience can produce.

National Shuffleboards are backed by National Advertising, Coast to Coast, plus an organized, active National League Program.

Operate the Best — Operate Nationals.

Write today for information on open territories.

List Territory Desired.

NATIONAL SHUFFLEBOARD CO.

ORANGE, NEW JERSEY

DISTRIBUTORS IN PRINCIPAL CITIES, COAST TO COAST

Chicago Coin's SHUFFLE-KING RE-BOUND

A NATURAL FOR SMALLER LOCATIONS!

HAS EVERY PLAYING DETAIL
OF REGULATION SIZE
SHUFFLE-BOARD

- TWO MANUAL SCORING RACKS ARE BUILT INTO THE ARMS WITHIN EASY REACH OF PLAYERS.
- 10c COIN OPERATED WITH MEASURED PLAYING TIME (5 MINUTES).
- PLAY STOPPED AUTOMATICALLY AT END OF MEASURED TIME BY ELECTRICALLY CONTROLLED PINS IN BACKRACK.
- REBOUND IS 1" THICK, SOLID PURE GUM RUBBER.

*Player Throws Puck Against Rubber,
Which Rebounds Puck to Score
in Front of Player.*



**OVERALL
LENGTH
9 FEET!**

Chicago Coin's Re-bound retains all of the fine workmanship and beauty of the larger game. The cabinet is of beautiful Maple and Walnut. The playing field is made of "Dura-life", the plastic which will not warp, will not require resurfacing, and which always retains a smooth, true finish.

MAKE AN OPERATOR'S PIECE OUT OF ANY SHUFFLE-BOARD!

Chicago Coin's SHUFFLE-KING SCORE BOARD

FITS THE CENTER OF ANY AND ALL SHUFFLE-BOARDS

SCORE VISIBLE FROM EITHER END, IN LIGHTS!

PUSH BUTTON SCORING AT BOTH ENDS!

METERED CASH BOX!

"GAME OVER" PROMINENTLY VISIBLE!

LITED INSTRUCTION GLASS!

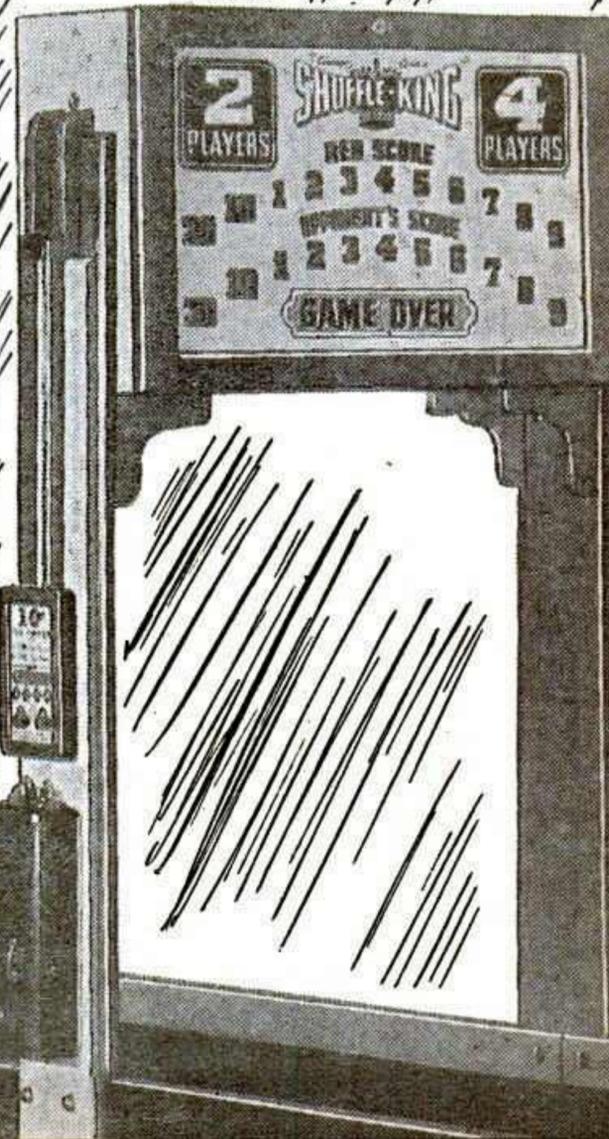
SIMPLE TO INSTALL, ALL IN ONE UNIT!

MADE OF SOLID WALNUT AND MAPLE!

See Your Distributor Today

CHICAGO COIN MACHINE
COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS



IT'S HERE!

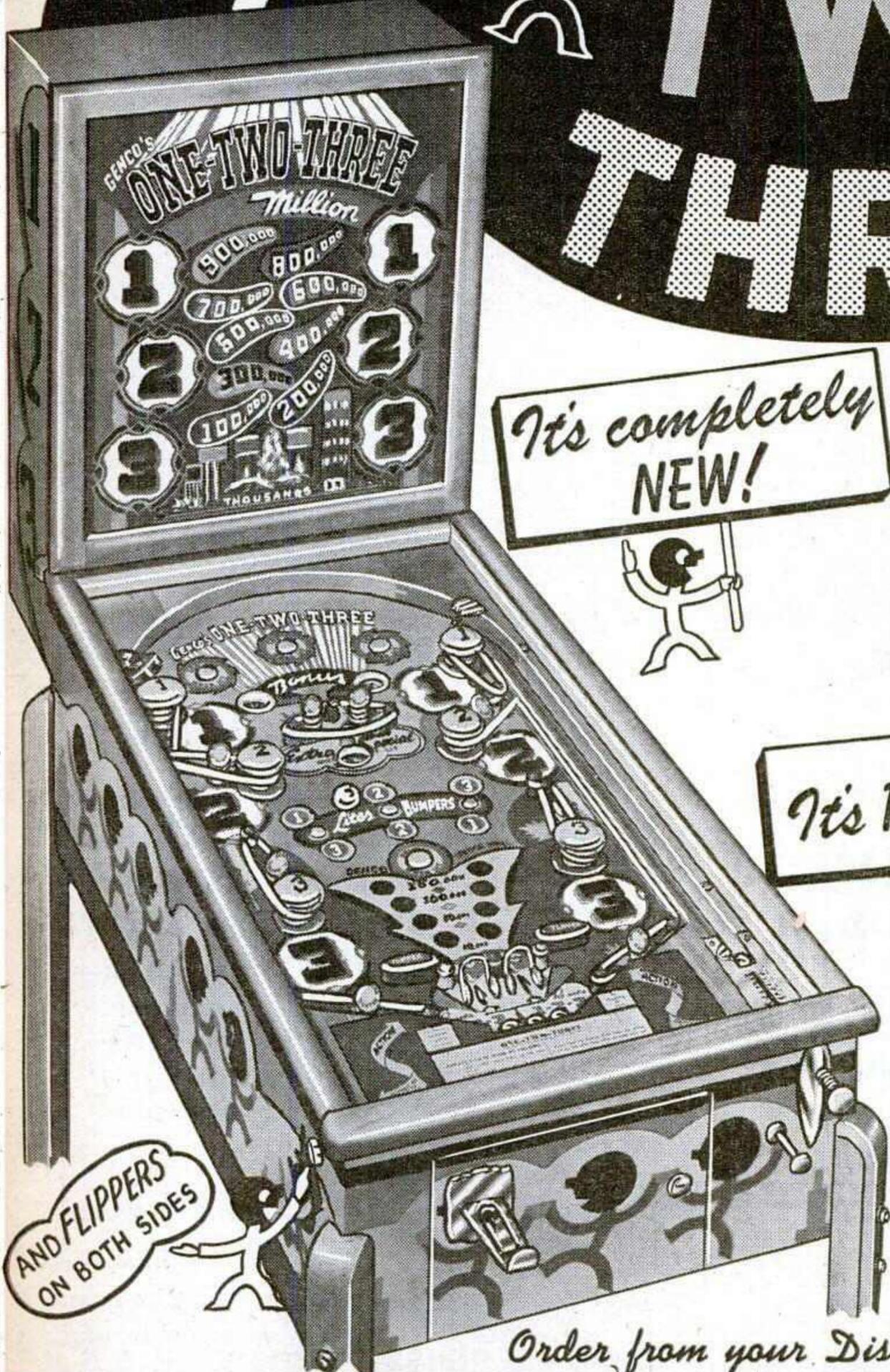
Genco's



ONE

TWO

THREE



*It's completely
NEW!*



*It's completely
DIFFERENT!*



It's REVOLUTIONARY!



*AND FLIPPERS
ON BOTH SIDES*

It's by far
GENCO'S
Greatest

Order from your Distributor Today!

GENCO 2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

GREATEST ONE-BALLS EVER BUILT...

IS VERDICT OF OPERATORS EVERYWHERE

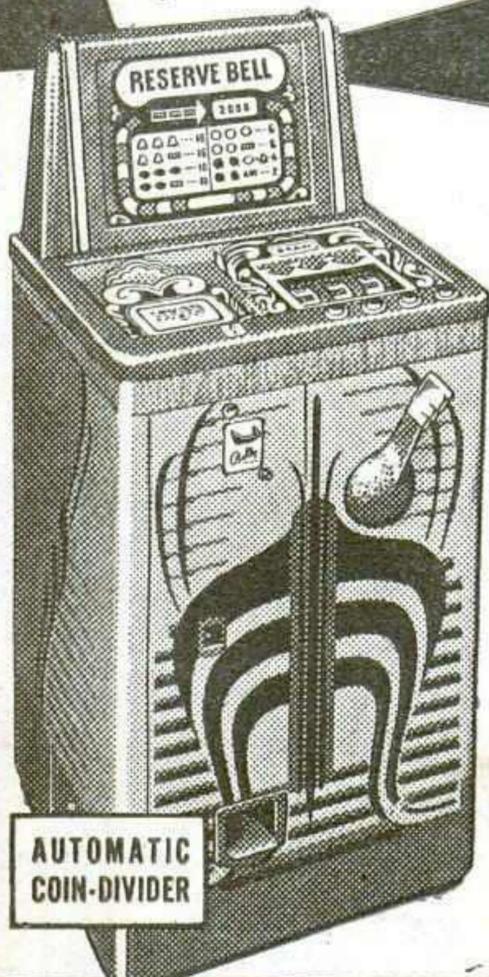


EARNING \$1

WRITE FOR CONFIDENTIAL reports on sensational earnings of CITATION and LEXINGTON... in many spots NEARLY DOUBLE the average previous one-ball records. The new MYSTERY "MULTIPLE" and GUARANTEED ODDS are sweeping the country like wild-fire. Odds "multiply" on mystery basis... AND NEVER DROP BACK TO A LOWER BRACKET... always either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10 or 12 coins per game for additional selections. The result is the fastest play in one-ball history. Get your share.



Bally LEXINGTON
Is Automatic Model equipped with pay-out cup. Identical to Citation in features and appearance.



Bally Reserve Bell

HOLD AND DRAW
BELL-CONSOLE
with new
BUILD-UP BONUS

NICKEL OR QUARTER PLAY



Bally CARNIVAL

Sensational 5-Ball Hit
STILL GOING STRONG!

- OTHER BALLY HITS
- BIG INNING
 - TRIPLE BELL
 - WILD LEMON
 - DOUBLE-UP
 - HI-BOY
 - HY-ROLL
 - DeLUXE BOWLER

See Your Bally Distributor Today



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S SERENADE

**NEW
DIFFERENT, EXCITING
PLAYBOARD ACTION**

**9 WAYS
TO SCORE REPLAYS**

**FIVE BALL
NOVELTY REPLAY**

See Your Distributor

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



CMI MEMBER



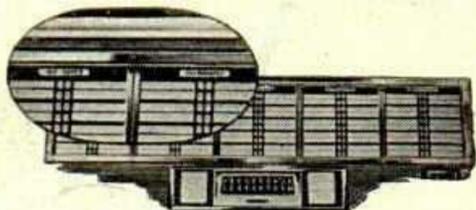
FLIPPER
CONTROL
BUTTON
EACH SIDE

REPLAY
BUTTON

INTRODUCING . . . THE NEW Seeburg Select-o-matic 100

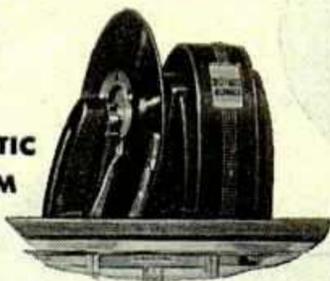
THE MOST REVOLUTIONARY DEVELOPMENT IN THE HISTORY OF COIN-OPERATED MUSIC

It's here — the phonograph you've wanted. The Seeburg Select-O-Matic "100" has everything — multiple selection . . . new playing appeal . . . brilliant, modern appearance . . . sturdy simplified construction . . . plus Scientific Sound Distribution and Remote Control.



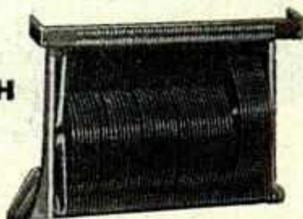
100 SELECTIONS

All 100 selections visible at same time, grouped under five headings. Conveniently located selection panel.



SELECT-O-MATIC MECHANISM

The mechanical "brain" of the Select-O-Matic "100" plays records vertically — either side, both sides . . . plays 10-inch or 12-inch records.



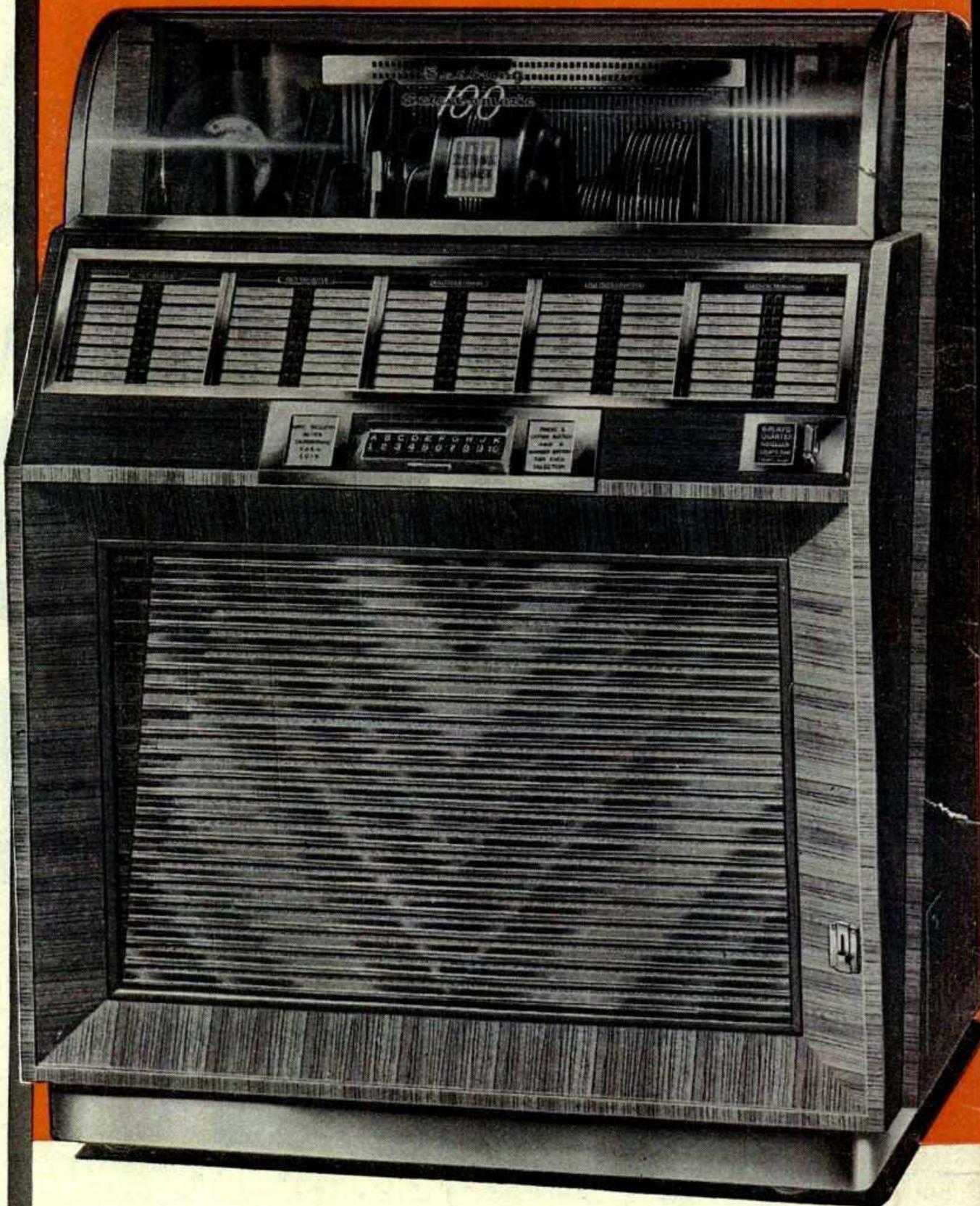
PLAYS 10-INCH OR 12-INCH RECORDS

The Select-O-Matic "100" holds 50 records, 100 selections. 10-inch and 12-inch records can be intermixed in any desired order without pre-setting.



SIX PLAYS FOR QUARTER

Single coin chute accepts nickels, dimes, quarters. One play, nickel — two plays, dime — and 6 individual plays, quarter.



Seeburg
1902 · DEPENDABLE MUSIC SYSTEMS · 1948
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

*See your Seeburg Distributor
for a Demonstration*