

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 27, 1947



On December 27 Mercury Records celebrates its second anniversary. The label has come a long way since its first platters hit the market. Diskery now has four plants (St. Louis, Chicago, Los Angeles and Phillipsburg, N. J., with the Chi plant turning out plastic records only), boasts a capacity of 4,000,000 records a month and an imposing roster of artists like Frankie Laine, Vic Damone, Ted Weems, Two Ton Baker, John Laurenz, Tiny Hill, Eddie Vinson, Dinah Washington and others to keep the presses rolling at top speed. Here, Tiny Hill, the label's first artist under contract, hands proxy Irv Green a copy of his latest release fresh off the press, as veepee Art Talmadge (advertising and promotion) and Jackie Smith (cutie in charge of disk jockey promotion) look on. Artist and recording chief Jimmy Hilliard missed the Chi celebration while doing a New York recording session with Laine and Damone. A Czech Classical Library, due to premiere on the Mercury label shortly after the first of the year, is among the firm's current expansion plans.

We are pleased to announce that
commencing January 1, 1948, all
of our bookings will be arranged
exclusively by Gale Agency, Inc.

Bill Kenny
for the
Ink Spots

GOLD IN THEM HILLBILLS!

Bally Bureau For Legit Is Set for Nation

Will Sell Stage to Sticks

NEW YORK, Dec. 20.—A publicity and propaganda plan (*The Billboard*, December 6) was unanimously approved by the membership of the League of New York Theaters at a meeting yesterday (19). Theron Bamberger, the project's originator, was instructed to notify the other members of the committee which drew up the blueprint for selling legit to the nation on an institutional basis and report back to the membership with detailed organizational set-up on January 8 at a special meeting.

The scheme, variations of which have been kicking around Broadway for many years, not only will mean an (See *LEGIT OKAYS* on page 43)

Vaude Crosses Street in Chi

CHICAGO, Dec. 20.—Starting January 9 the State-Lake Theater (2,600 seats) will turn to a variety vaude policy, replacing the Chicago Theater as the Balaban & Katz theater chain's flesh house here, according to a report from an authoritative source within B&K, it was indicated Friday (19).

Lending credence to the report is the fact that the Chicago gave its (See *B&K Switch* on page 35)

13 Troupes for Whistle Stops

8 Producers Taking Fling At the Sticks

Guarantees Usually Assured

By Leon Morse

NEW YORK, Dec. 20. — Legit's tank-town circuit, long dormant, is undergoing something of a revival this year, with 13 companies under eight producers either on the road or about to get started.

Jules Leventhal has a company of *Joan of Lorraine*, with Diana Barrymore as the star, about to open in Norfolk December 31. From there the company cuts south, making such stops as Durham, Greenville and Greensboro, N. C.; Richmond, Va., and Atlanta before it heads into Chi-

To the Dikes, Men! Scotch Flood Due, At Bargain Prices

WASHINGTON, Dec. 20. — More and cheaper imported liquors are expected to be coming into this country soon as a result of this week's announcement by the State Department that a 40 per cent cut in import duties on guzzibles will be put into effect in a few weeks.

At the same time, new restrictions are in sight for U. S. distillers. The Republicans' anti-inflation bill gives Secretary of Agriculture Clinton B.

Anderson power to limit grain use until January 31. By then Congress figures on having permanent distilling regulations ready for enactment. However, the Agriculture Department figures a six-year supply of domestic liquors is on hand in warehouses.

The cut in imported liquor duties is in line with the reciprocal trade agreements passed by Congress two years ago. Chief liquors to benefit are Scotch, rum and Canadian whisky.

TV Set Census: Utilities Will Do It; Questionnaire Tacked to Each Light Bill

Early Tests Already Made — Will Cover Nation

By Sam Chase

NEW YORK, Dec. 20.—A new method of checking television circulation, on one of the most authentic bases yet conceived, will be placed in operation shortly. The plan is operating thru the nation's electric companies, in co-operation with the American Television Society (ATS).

Under the plan, all residents of cities with television stations soon will receive, with their monthly electric light bills, a questionnaire asking whether they own a tele receiver, and if so, what brand. This is the latest move in the long-developing

drive to set up a master national list of receiver owners (*The Billboard*, December 20). Spearheading the move is Don McClure, of the N. W. Ayer Agency, who heads ATS.

Good Co-Operation

Co-operation is coming from the 173-member Electric Companies Advertising Program (ECAP), to which most private power and light companies belong, and which, incidentally, is an N. W. Ayer account. The ECAP-affiliated electric companies in Chicago, Philadelphia, Detroit and (See *"LIGHT BILL"* on page 14)

Cesare Sodero, Conductor, Dies

NEW YORK, Dec. 20.—Cesare Sodero, 61, composer and conductor widely known in radio and opera circles, died here Thursday (18) after a long illness.

Besides a long career associated with many opera companies, including the Chicago, the Philadelphia and the New York Metropolitan, he conducted 600 symphonic concerts for the National Broadcasting Company (NBC) from 1925 to 1934, and directed for the Mutual network from 1934 to 1940. He specialized in reducing full-length operas into 60-minute shows for the webs.

ago early in the spring.

Leventhal is also preparing a company of *Pick-Up Girl*, starring Peggy Ann Garner, for a trek into the hinterlands the beginning of February (See *13 Troupes Smack* on page 42)

AFM Members Spot-Checked By Wash'ton

Data on Full-Timers Sought

WASHINGTON, Dec. 20.—In the first step toward a new major congressional investigation of James C. Petrillo, prexy of the American Federation of Musicians (AFM), the House Subcommittee on AFM activities has quietly begun to gather information on the size and composition of AFM's membership.

Rep. Carroll Kearns (R., Pa.), chairman of the subcommittee, said this week that his investigators were "making quiet inquiries to determine how many AFM members are actually (See *Kearns Comm.* on page 18)

Folk Grosses Give Bookers New (\$) Look

E.G.: 20G One-Nighter

By Hal Webman

NEW YORK, Dec. 20.—The new look among band agencies and personal managers these days is the gloom they are throwing on the hillbilly and cowboy music fields. It's no secret that pop band biz currently is slacko, and execs of three important band agencies, William Morris (WM), General Artists Corporation (GAC) and Mus-Art Agency (MA), as well as several top personal managers, revealed this week that they aim to move into the folk-music talent mart in hopes of stirring up replacement revenues. Some already have taken steps toward taking over the country tootlers and chanters.

Billys Going Hot

Reason for agents to popeye the folk-music field is simply that in the face of a generally poor national box office for name ork attractions, almost all hillbilly and Western performers working one-nighters and locations have been coming out healthy, some attaining record-breaking biz. When a Bob Wills holds better than three-quarters of all West Coast one-nighter gross records—and not a Harry James, Stan Kenton or Tommy Dorsey—the band offices can take a hint. And several point out that no one in the band biz today could have equaled the \$20,000 one-nighter (See *THE CORN* on page 18)

Agents Back 4A's Rule in Shelvey Lieu

But Are "Neutral" in Fight

NEW YORK, Dec. 20.—The Artists' Representatives Association (ARA), the national agents' org, notified its 300 members last week that, in accordance with its agreement with the American Guild of Variety Artists (AGVA), all its members were to do business only with the Associated Actors and Artistes of America (Four A's) committee running AGVA.

It explained that while it was not taking sides in the fracas between Matt Shelvey and the Four A's, its policy was to observe its agreement with AGVA no matter who was heading the union.

Among the rulings to which ARA has asked its members to adhere (See *ARA Backs 4 A's* on page 35)

Barton Finally Phfts; Creditors OK Liquidation

NEW YORK, Dec. 20.—The uncertain fate of the Barton Music firm is now known. Information from creditors has it that an "orderly liquidation" has been approved, which means that while technically not in bankruptcy the firm is kaput. This week, it is understood Ben Barton and Hank Sanicola will submit resignations as officers of the corporation—a move to protect creditors—and tangible assets will be disposed of.

Barton and Sanicola for weeks have been trying to dispose of their firm with no success. Frank Sinatra, whose wife owns one-third interest in the Barton firm, had first shown some interest in purchase, but backed out when liabilities of the company proved uninviting. With no buyers showing, liquidation proceedings followed.

Meanwhile the Songwriters' Protective Association, thru attorney John Schulman, has moved in to assert a protective hold over copyrights in the firm. This is in the interest of SPA writers to whom the Barton firm owes royalties.

Valando May Move In

Attorneys Wilzin and Halperin, handling the liquidation for Barton, are now negotiating with lawyer Jack Katz for Perry Como and Tommy Valando to purchase furnishings and take over the lease of the music publishing offices. If the deal is set, the premises will be occupied by Valando, who is partner with song star Como in a new music publishing venture, Laurel Music. Valando, who recently exited from the Santly-Joy firm, starts his Laurel operation officially after the first of the year. The pubbery will be ASCAP, with initial copyrights *Tell Me a Story* and *There Must Be a Way*. The latter was purchased from Jack Osfeld's Stevens Music holdings after Broadcast Music, Inc., licensing org, agreed to relinquish performance rights to the ditty. The music printer creditor also has okayed the liquidating, it is understood, with a deal being

In This Issue

American Folk Tunes	34
Broadway Showbiz	43
Burlesque	47
Carnival	55-65
Circus	52-54
Classified Ads	69-71
Com Meditations	79-128
Continuing Program Studies	10-12
Fairs and Expositions	48-49
Final Curtain, Births, Marriages	46
General Outlook	47
Home Hall of Hits	39
Legitimate	42-44
Letter List	72-73
Music	45
Merchandise	69-75
Music	18-33
Music as Written	33
Music Machines	80-86
Music Popularity Charts	22-32
Night Clubs	34-41
Parks and Pools	50-51
Plans for Production	74
Radio	5-17
Repeatability	68
Reviews: Legit	43-44
Night Club	36-37
Television	16
Vaudeville	38
Rinks and Skaters	66-67
Restroom Films	65
Routes: Carnival	64
Circus	66
Legitimate	44
Miscellaneous	67
Salesboards	76-78
Television	13-17
Vaudeville	35-41
Vending Machines	87-99

The Billboard, Main Office, 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1947 by The Billboard Publishing Co.

Matt Begging?

CHICAGO, Dec. 20.—There were reports here from authoritative sources today that Cleveland agents, members of the Ohio Guild of Theatrical Agents, received a wire yesterday from Matt Shelvey, deposed head of the American Guild of Variety Artists (AGVA), asking contributors for a "relief fund" with which he said he would battle a "plot" on the part of AGVA secretaries Jack Irving, Blackie London, Dave Fox, Florine Bale and others for the Associated Actors and Artists of America (Four A's) to usurp his power. Several Chicago agents checked said they had received no such wire. They all added that if they should, they'd give Shelvey no co-operation, for they are sticking close to Jack Irving, who has openly asserted that he will adhere to the edicts of the temporary Four A's committee.

Disk Jockey Segs Hypo Nitery Biz

WASHINGTON, Dec. 20.—Kavakos Club, nitery which uses a name ork policy here, has been one of the rare spots around doing good business. The spot's owner, Bill Kavakos, accredits his steady biz to heavy exploitation via standard op gimmicks, but concentrating mainly on disk jockey promotion.

The spot's future sked includes a third repeat 10-day booking for Ray Anthony's ork beginning January 5. Also skedded for one-week engagements are Elliot Lawrence beginning February 1, Ted Weems beginning January 15, Buddy Rich beginning January 22, Tony Pastor beginning March 21 and Nellie Lutcher for a week some time in March.

worked out for the printer to handle work for the new Laurel pubbery.

Valando Story

The split between Santly-Joy and Valando saw the latter and Perry Como give up their 25 per cent hunks of the Oxford Music, affiliate to the S-J set-up. The deal also involved a division of Oxford's surplus income, as well as the termination of Valando's professional-manager contract with Santly-Joy and Oxford.

Replacement for Valando on the Santly-Joy picture has not been made to date, altho rumors of offers to Nicky Campbell, of the Campbell-Porgie firm, and Jack Johnstone, of Johnstone Music, have been circulating freely.

FM-AM Sets '47 Production Tops Million

WASHINGTON, Dec. 20.—Output of FM-AM receivers is estimated at well over the million mark so far this year, with the total output up to the end of November officially tabulated by the Radio Manufacturers' Association today at an all-time high of 983,130 combination sets.

Production of television sets for the year has reached a record peak of 149,226 sets this year, RMA announced today.

Total production of all types of sets for the first 11 months reached 15,989,759.

Clein, Diamond In 15G Tangle

HOLLYWOOD, Dec. 20.—Still another entanglement in the muddled Jan August-Diamond Records-Mercury situation (*The Billboard*, December 20) came to light last week with disclosure that a \$15,000 damage suit had been filed against Diamond by John Clein, head of United Artists Records and owner of Phono-Plastics pressing plant. Clein's suit, filed recently in Los Angeles Superior Court, charged that Diamond's I. R. Gwartz owed him approximately \$9,000 for 50,000 Diamond pressings manufactured in Clein's West Coast plant. Platters, currently gathering dust on warehouse shelves, consist primarily of Jan August waxings. Diamond's deal with Clein called for Phono-Plastics to press 50,000 disks monthly and handle shipments to West Coast distributors. Altho contract is still valid, Clein stopped pressing for Diamond early last summer.

In addition to \$9,000 due for stored pressings, Clein claims Diamond owes him another \$6,000 for records shipped. It is understood that Clein's store of Diamond platters will be sold on the open market shortly to satisfy the manufacturer's lien. The Clein plant meanwhile is devoting full time to pressing United Artists records produced by a group of Hollywood indie label owners.

New Kiddie Album Gimmick

NEW YORK, Dec. 20.—RCA Victor bought a new patented kiddie album idea from Mrs. Margaret Melody this week. Titled *My Magic Mirror*, the package includes original songs and lyrics tied in with a front-cover distortion mirror akin to the funny-face reflectors found at Coney Island. The album mirror, however, is so ground that four distinct distortions are attained.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
BALLERINA
- No. 1 *Sheet Music Seller*
NEAR YOU
- No. 1 *Most Played on Disk Jockey Shows*
BALLERINA by Vaughn Monroe, Victor 20-2433
- No. 1 *Disk Via Dealer Sales*
BALLERINA by Vaughn Monroe, Victor 20-2433
- No. 1 *Disk in the Nation's Juke Boxes*
NEAR YOU by Francis Craig, Bullet 1001
- No. 1 *Folk Disk in the Nation's Juke Boxes*
I'LL HOLD YOU IN MY HEART (TILL I Can Hold You in My Arms) by Eddy Arnold and His Tennessee Plowboys, Victor 20-2332
- No. 1 *Race Disk in the Nation's Juke Boxes*
SNATCH AND GRAB IT by Julia Lee and Her Boy Friends (Julia Lee), Capitol Americana 40028

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 32 in Music Section.

Book Review: \$35 Headache Lotion For Pic Pacters

NEW YORK, Dec. 20.—There's many a slip twixt intent and actuality in film industry contracts, no matter how much you try to avoid them. Alexander Lindey, therefore, has compiled a very fine, authoritative and comprehensive volume, *Motion Picture Agreements, Annotated*, which covers any legal angle within agreements you can think up.

It doesn't matter whether you want to be a movie star, have a brain-child to sell, or you want to produce, exhibit or distribute—all the advice is there for the first time in one book. Sample court cases and standard agreements written in every-day English, with added comments by the author, explain every possible entanglement you may fall heir to.

The table of contents is a masterpiece of easy-to-find indexing. It's simple. You're about to sign a contract in some phase of motion picture work, you have a problem and you fear lawsuits; so you turn to the section, then to the form which applies to you, and your question is answered.

The *Motion Picture Agreements, Annotated*, published in Albany, N. Y., by Matthew Bender & Company, Inc., is a decided boon to the whole industry. A lot of time, energy and shelf space can be saved by possessing all the information you might need in this 1,000-page book. For \$35, the insurance against lawsuits is cheap. *Dennis McDonald.*

Vitacoustic Plight Denied

CHICAGO, Dec. 20.—Vitacoustic label spokesman here refuted music publisher talk in New York that the diskery was in bad financial straits. Vita's Lloyd Garrett and Jack Buckley stated that publisher collection agent Harry Fox had agreed to hold off until December 30 on \$7,621.58 in publisher royalties due November 15. A last-minute call to Fox indicated that the agreement had not been altered, with Vita expecting to pay up by New Year's.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

Roger S. Littleford Jr. Pres. & Treas.

Joseph C. Csida Vice-Pres.

Lawrence W. Catto Secy.

Editors

Joseph C. Csida Editor in Chief

C. R. Schreiber Coin Machine Editor

William J. Sachs Executive News Editor

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division 1564 Broadway, New York 19, N. Y. Phone: MEdallion 3-1615

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

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

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

C. J. Latscha, Advertising Manager B. A. Bruns, Circulation Manager Cincinnati, Ohio Phone: DUNbar 6450

Printing Plant and Circulation Office 2160 Patterson St., Cincinnati 22, Ohio

Subscription rates, payable in advance—One Year, \$10.00; Two Years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada, and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes: The Billboard Encyclopedia of Music Vols.



STANTON: 'CBS AIN'T KIDDIN'

Mr. and Mrs. a La Rube Latest E.T. Syndication Gim

CHICAGO, Dec. 20.—The present flood of breakfast-at-home programs being aired on many stations throuout the country will flow over into the folk artist field soon, it became apparent here this week when it became known that Lulu Belle and Scotty, famed husband-and-wife team which has been a folk favorite for years at WLS, on net shows, in the movies and on records, are cutting a series of transcribed breakfast-at-home shows planned for release shortly after the first of the year. WLS Attractions, Inc., which is producing the series, claims that the series will be the first of its type in the folk field.

Series, which will be offered on an open-end basis for local sponsorship, will have setting of the Blue Ridge Mountain area and will be titled *Breakfast in Blue Ridge*. Lulu Belle and Scotty will be featured in chats about happenings in that area and about topics of national interest. They also will provide musical numbers on each show. Supporting music will be supplied by an orchestra led by Red Blanchard, WLS musician. Sixty shows, written by Jack Stillwell, have already been cut. Series is planned for from three to five 15-minute airings per week.

Army Setting Shows On Three Networks

NEW YORK, Dec. 20.—Deal being wrapped up this week-end between the National Broadcasting Company (NBC) and N. W. Ayer covering the army's recruiting will probably have army sponsoring Fred Waring on Mondays and Wednesdays. Army will pay for the talent, but NBC will not charge for the time. George Frey, of NBC, and Hay McClinton, of N. W. Ayer, are concluding the deal, with sponsorship likely to start first week in January.

Army's campaign also calls for a comedy-variety show on Columbia Broadcasting System (CBS) and a Mutual show topped by Tex Beneke. The CBS show will probably be slotted Sundays at 4:30 p.m., the time which Phil Spitalny and the *Hour of Charm* will vacate January 4, when the show moves to 5:30 Sundays.

ABC-WING in Peace Pact; Back Feb. 1

DAYTON, Dec. 20.—Station WING, which broke with American Broadcasting Company (ABC) last June 16, will again become an ABC affiliate effective February 1, following conclusion of a new pact with the network. WING refused in June to accept ABC's offer of a six-month, mutually cancellable contract. The new agreement is a two-year, non-cancellable contract.

Station manager F. G. Dykstra says that the station, which now is using programs of Mutual Broadcasting System (MBS), will fully revise its schedule by February 1 to include such ABC programs as *Metropolitan Opera*, *Detroit Symphony*, Tom Breneman and others. However, efforts are being made to start the broadcasts immediately, and it is indicated that as many MBS programs as possible would be re-

Chesties in Twin TV-Radio Deal For N. Y. Giants

NEW YORK, Dec. 20.—A combination radio-television deal calling for sponsorship by Chesterfield Cigarettes of the New York Giants' home baseball games is now in the works. Stations involved are WMCA for the radio end and WNBT for the video side. The deal will mean that competitive cigarette companies will be sponsoring two rival New York teams, with Old Gold continuing its sponsorship of the Brooklyn Dodgers on WHN, New York.

The Giant deal will wrap up available New York baseball, with the Yankees having signed last week for both radio and TV coverage under sponsorship of Ballantine brewery on WINS and WABD, respectively. Mel Allen and Russ Hodges will handle the Yank coverage.

Last season WABD was unable to nab a Yankee TV sponsor, so that each game, for rights, lines and talent, cost the station about \$1,000, WCBS-TV, which did the Dodger games, sold them to Ford and General Foods, but the status of the 1948 games in this respect is still uncertain.

It is believed that Chesterfield will line up a new set of announcers to do the Giant games, covered last year by Steve Ellis and Frankie Frisch, and sponsored by Hoffman Beverages.

KLAC, KYS Sale Deals Turn Cold

HOLLYWOOD, Dec. 20.—Dorothy Thackrey's deal to unload KLAC, Los Angeles, and KYS, San Francisco, looked dead at press time, following departure of Howard Stark, radio broker, who treked to the Coast several weeks ago to close the deal for the Thackreys. Interest in both properties shown by Metro-Goldwyn-Mayer is reported to have cooled and may be off permanently.

An offer made by film producer Jack Wrather to buy KLAC for \$750,000 was turned down, since Mrs. Thackrey wanted to dispose of both stations to one buyer at a price slightly over \$1,000,000. Wrather is said to be willing to consider both outlets and will trek to New York about January 10 to resume talks with station owners.

Jane Froman New Coca-Cola Warbler

NEW YORK, Dec. 20.—Jane Froman this week was signed as vocalist on the Sunday afternoon Columbia Broadcasting System (CBS) Coca-Cola Show. She replaces Ginny Simms, who has left the show and returned to Hollywood. Miss Froman starts January 4.

Coke also has renewed Percy Faith as the show's orchestra leader, setting up a four-year optional deal. Total cost of the program is now estimated at \$15,000 weekly. The Faith deal is on an exclusive basis, the maestro giving up his *Carnation Milk* show when that program goes to the Coast shortly.

D'Arcy is the agency.

Wrong Proof

NEW YORK, Dec. 20.—Ivy League basketball games WHN began airing last night (Friday) are being sponsored by Old Gold Cigarettes and Nedick's, drink store chain, and not by Ballantine Brewery, as erroneously reported last week. The lad who wrote the piece had alcoholic drinks on his mind, not Nedicks' orange juice.

Don Dunphy is doing the play-by-play.

Morton Building Celebrity Show

HOLLYWOOD, Dec. 20.—A new airshow, tailor-made for George Jessel, is being prepped for early agency perusal by Maurice Morton Productions. Show is tagged *Testimonial Dinner*, designed to spotlight Jessel's knack for handling after-dinner speaking chores.

Show's format calls for a special dinner each week in honor of some public figure whose name recently made news. Guest will be flown to Hollywood, paid a regular guest fee, and wined and dined on a coast-to-coast net. In addition to Jessel, regulars would include a band and featured vocalist. Package cost is pegged at \$10,000 weekly.

ABC Takes Option On "What's Name?"

NEW YORK, Dec. 20.—The American Broadcasting Company (ABC) has taken a 60-day option on *What's My Name*, the Ed Byron package. Show is a modernized version of the old one, with Arlene Francis and Ward Wilson as quiz masters. ABC will peddle the package at \$3,500.

The audition platter was cut this week. Show formerly aired for Philip Morris Cigarettes.

WINS Announcers Win \$12 Pay Hike

NEW YORK, Dec. 20.—The dispute between American Federation of Radio Artists (AFRA) and WINS, New York, was settled via mediation Tuesday (14), following protracted negotiations which wound up deadlocked. The settlement provides pay hikes of approximately \$12 per announcer, bringing the base weekly pay to \$117.

The settlement also provides for partial elimination of frequency discounts for commercial program fees and waives extra fees for spot announcements.

Caughlin Seeks Michigan Outlet

DETROIT, Dec. 20.—Jerry W. Caughlin, head of the Franklin Department Store, has filed application for a new radio station at Algonac, Mich., 30 miles north of Detroit, under the name of Radio St. Clair, Inc.

Associated with him is Everette W. Sawyer, newscaster and independent producer, who has had a Franklin program on the air for 17 years.

Web Sets New Plan To Keep Sked Control

Ends Automatic Renewals

NEW YORK, Dec. 20.—In a blunt notice to advertisers pointing out that ultimate programing responsibility rests with the network, Frank Stanton, president of the Columbia Broadcasting System (CBS), this week revealed how extensive are the web's plans to control programing on its own air. "Effective immediately," he stated, "all automatic renewal privileges in contracts with advertisers are withdrawn." Virtually brushing away whatever opposition might develop to the network's block programing plans, Stanton pointed out that such responsibility is implicit in facilities contracts. He said, "We will continue to count upon co-operation of our clients in achieving this over-all objective, but we will exercise our responsibility when necessary to make periods available for more appropriate programs at the conclusion of contract terms, or upon substitution or changes in present programs."

Advertisers were also informed by Stanton that renewal privileges will not be offered in future contracts, and that priority lists for time periods which may become available are being eliminated.

The CBS move, regarded in the trade as bold and courageous, is a logical development of a pattern which began to take shape following the war. CBS, confronted with a drastic loss of top rated programs, embarked on an extensive production venture. Now beginning to pay in time and talent sales (*My Friend Irma*, Abe Burrows, *Talent Scouts*, et al.), this package activity gave the web a firm grasp on much of its own programing. The web also formulated a policy of exclusivity—designed to give it additional control over web-built packages and talent.

More recently, CBS took another step which indicated its confidence regarding its position with advertisers. This was the notification that CBS advertisers would be protected against rate and discount charges for only six months, instead of one year. William C. Gittinger, CBS vice-president in charge of sales, pointed out at the time that rising operational costs made it impossible "to forecast broadcasting costs at long range." However, while the economic basis of the Gittinger statement is apparent, the statement nevertheless fits into the pattern, namely: a forthright independent attitude to agencies and clients.

"Gang Busters" Holds Firm

NEW YORK, Dec. 20.—Reports that the L. E. Waterman Pen Company has canceled *Gangbusters* over American Broadcasting Company (ABC) because of the general decline in fountain pen sales were denied this week by Fred Thrower, the web's veepee in charge of sales. Thrower says the Waterman contract is firm until March and the sponsor has made no move to drop the opus.

Kaye Slated as Counsel To IMC as Front Is Drawn Vs. Petrillo; 75G Arsenal?

Public Relations Choice Due This Week

NEW YORK, Dec. 20.—Altho no official announcement has yet been made, it is virtually certain that the job of legal counsel to the Industry Music Committee (IMC) will go to Sidney Kaye, vice-president and founder of Broadcast Music, Inc. (BMI). IMC is the industry-wide radio-phonograph-transcription group organized under the aegis of the National Association of Broadcasters (NAB) to meet problems arising in connection with the American Federation of Musicians (AFM). Major efforts of IMC will be directed in the legal, legislative and public relations fields, with all segments of the industry contributing toward the war fund to be raised.

Confirmation of Kaye's appointment is expected sometime during Christmas week, and is to be made at the same time the identity of the committee's public relations man is made known. IMC's legal and executive committees have already agreed on Kaye, it was reported this week, but the IMC public relations committee has yet to pick its man. This group will meet again Tuesday (23), with four candidates under scrutiny, among them Jim Selvage, one-time press agent for the National Association of Manufacturers (NAM), and Joe Borkin.

A. D. (Jess) Willard, vice-president of NAB, who presided at IMC's full committee meeting yesterday (Fri) (See *DISKERS JOIN* on page 18)

Free-Lance Megger Issue Up Again

NEW YORK, Dec. 22.—Further exploration of the right of the Radio Directors' Guild (RDG) to represent free-lance directors nationally is to be undertaken today (Monday) when the union and network representatives meet again. This question has nothing to do with current RDG-web negotiations on New York staff directors, these negotiations having gone into mediation last week (see story elsewhere in this issue).

RDG claims there is no question as to its right to bargain for the free-lancers, since virtually all are members. It also has indicated it will not go to the National Labor Relations Board (NLRB) for a free-lance election. The webs' refusal to grant bargaining rights has bogged previous meetings.

New Ciggies B. R. in 1948

NEW YORK, Dec. 20.—A new network sponsor will become available sometime in 1948 when P. Lorillard Company sets up national distribution for its new cigarette, Embassy. It will be Lorillard's entry in the king-size field. Its regular smoke is Old Gold.

Embassy already has been introduced in Buffalo and Indianapolis, and on January 1 it goes into Cleveland. On the strength of tests made in the first two cities, Cleveland's radio budget will be hiked considerably. Both newspapers and radio were used in the other cities.

Embassy's local campaigns use musical and talk spots, latter featuring news-type indorsements by commentators. The list included Robert St. John, Bob Trout, John Vandercook, Ted Husing, Fulton Lewis Jr., Bill Stern and Harry Wismer.

The agency is Geyer, Newell & Ganger.

Agencies and RWG Talk Pact in Jan.

NEW YORK, Dec. 20.—Radio Writers' Guild (RWG) and representatives of the advertising agencies will meet the first week in January to discuss a contract for agency staff writers.

Basis of the discussions will be the minimum basic agreement recently signed by the RWG with the networks. Modifications appropriate to agency conditions will be written.

Sinsheimer Ankles Peck Agency Jan. 1

NEW YORK, Dec. 20.—Arthur Sinsheimer resigned this week as director of radio and television with the Peck Advertising Agency, effective January 1, and said he would announce a new affiliation soon. Sinsheimer is a pioneer radioman and a founder of the Radio Executives' Club of New York.

He had been with Peck over 10 years.

News Show Policy Switch May Mean 150G to WPEN

PHILADELPHIA, Dec. 20.—With the transfer of ownership of the independent WPEN from *The Evening Bulletin* newspaper to the Sun Ray Drug Company, drugstore chain, the station will undergo numerous policy changes in addition to staff realignment. Until now the outlet has been identified as *The Bulletin* station, but Albert J. Sylk, drug chain vice-president, who will take an active interest in the operation, will change the identifying air call to "the Sun Ray station." On all printed matter, WPEN will be typed "the Sun Ray Drug station."

The outlet, a 5,000-watter, will for the first time put its hourly news periods on the selling block. Until now, *The Bulletin* sponsored all the news periods, but with the new owners, news segs will be available to all commercial comers. This alone may mean about \$140,000 more a year in time sales. In addition, the station will make commercial time available for wine, beer and liquor sponsors, who were nixed under *The Bulletin* aegis. This, too, should represent a heavy source of income to the new owners, who paid a million bucks for WPEN and WPEN-FM.

No Religious Commercials

Going a step further than *The Bulletin*, which just tried to drop all commercial religious programs, the new owner will make no commercial time available for such sponsors. Several such programs still on the schedule will be dropped, and Sylk disclosed that he will set aside five free hours a week to cover the radio needs of all religious denominations.

Emphasis on programing, said Sylk, will be to develop WPEN as a local operation, and an intensive attempt will be made to pick up all the special events and important meetings around town. In addition, the sta-

Circuit

NEW YORK, Dec. 20.—Bookings set for Joan Caulfield have her set to do *Cavalcade of America*, December 29; *Let's Pretend*, December 31; *Theater of Today*, January 3, and *Theater Guild on the Air*, January 18.

Each of the shows is produced by Batten, Barton, Durstine & Osborn.

Altered 'Voice' Bill Readied For '48 Action

WASHINGTON, Dec. 20.—A modified version of the Mundt Bill, providing authorization for the "Voice of America," will be ready for Senate floor action by February, Senate Foreign Relations Committee announced this week. Chief change to be written by the Senate group involves splitting the overseas information group into two divisions—one to handle information, the other to deal with cultural relations.

Top Air Paper Boardsters

The committee draft will provide for setting up a special advisory board for each division. As forecast, the information advisory group will be made up of top radio and newspaper figures. Also to be added to the bill is a sharp definition of policy outlining exactly what Congress hopes to accomplish thru the information service. Final draft of the bill will be made by the group at its first meeting in the new session on January 7. The Mundt Bill was passed by the House last year but died in the Senate. With the changes, it is anticipated that the measure will be quickly passed by both houses of Congress early in 1948.

AFL Promises RDG Support; Demands Cut

NEW YORK, Dec. 20.—Mobilization of the total force of the American Federation of Labor (AFL) this week was promised to the Radio Directors' Guild (RDG), which currently is in State-supervised mediation with the networks over its wage demands. Nicholas Burnett, RDG executive secretary, indicated that AFL co-operation, in the event mediation efforts fail and a strike ensues, would mean full moral support, probably financial aid and possible refusal by other AFL unionists, including members of American Federation of Radio Artists (AFRA) to cross an RDG picket line. Three mediation sessions this week found the union and webs still without agreement, and Burnett said the RDG already is preparing for expiration of current contracts on December 31 by painting picket signs.

This week's meeting found RDG lowering its demands considerably, with the webs preparing their first counterproposal. RDG, which had demanded a \$250 weekly minimum for full directors instead of the current \$100, came down to \$195. Associate directors, now functioning under a \$70 minimum, had asked \$200 and this week cut that down to \$160 at the mediation sessions, while asking an escalator clause providing automatic raises of \$10 weekly at the end of each of the first two years in which the new contract would be in force.

While no details are available concerning the network counterproposals, representatives of the webs and the union agree that the two groups are still far apart. The participants, who met Monday, Tuesday and yesterday (19), adjourned to mull the current status of negotiations.

Web-Guild Dickers Continuing in Chi

CHICAGO, Dec. 20.—Contract negotiations between Radio Writers' Guild (RWG) and local network headquarters covering Chi free-lance writers will be continued here Wednesday (24) despite friction between the negotiating parties.

The Guild a few weeks ago asked for a price scale similar to that set on a national basis. The webs countered with an offer whereby writers on local and regional shows would get only 25 per cent of the national scale. They also sought a change in the "favored nations" clause, so that in the event a Guild member accepted work at below contract prices, the other webs could get the lower scale automatically. The Guild wanted the clause to read that other webs could get the lower scale only if the Guild, and not one member, okayed the lower price.

The webs regard the Guild's anger as without reason, inasmuch as a check at the National Broadcasting Company (NBC), Columbia Broadcasting System (CBS) and American Broadcasting Company (ABC) revealed only one free-lancer who would come under a pact. The networks called "ridiculous" the Guild's demand that the only acceptable terms would be those duplicating in local and regional shows the scales set in the national pact. Web execs stated they countered with very low offers to shake the Guild from its adamant stand, and indicated they would be willing to make higher offers if the Guild adopted a "reasonable" attitude.

NAB Mails Open-End ET Data to Members

WASHINGTON, Dec. 20.—National Association of Broadcasters (NAB) is readying to mail brochures containing up-to-date and full information to all members on open-end transcribed programs available for commercial distribution.

NAB's program department will maintain a permanent reference service for members on this subject, NAB announced yesterday (19).

tion will place greater emphasis on classical music. Also in the works, said Sylk, are 24-hour operation.

Virtually the entire WPEN staff remains under Sun Ray management, with several titles and operational scopes affected. Edward C. Obrist, assistant manager of the station under *Bulletin* ownership, becomes general manager, with G. Bennett Larson moving over to WCAU to head up the newspaper's television station.

William B. Caskey continues as advertising and promotion head; John (See *News Policy Switch* on page 9)



What a wonderful Christmas!

What a Happy Re-New Year!

The Paul Whiteman Record Club

Monday-Friday 3:30-4:30 P.M. (EST.)

This One



GXKO-ALE-ANF1 oletto da copyright

Indie Voices Gain Strength As NAB Picks 2 Committees

WASHINGTON, Dec. 20.—A partial victory for independents demanding an increased voice in the National Association of Broadcasters (NAB) is seen in NAB's appointments to standing committees. The latest two committees, named this week, solidify a trend giving indies an average of nearly two out of eight places on each committee, compared with two out of 13 in the previous year.

The gain in indie strength, the small and on a relative basis, is considered of some significance. The increase in relative strength by non-net-affiliated indies has come about thru shrinkage of the size of standing committees for economy reasons and thru a reduction in the number of network representatives on committees as the result of the recent change in status of webs active to associate membership in NAB.

Cott Due for Post

Ted Cott, director of operations and programs at WNEW, New York, is expected to be renamed to the important program executive committee, which is among a few groups still not yet chosen for the new year by NAB Prexy Justin Miller. There is considerable speculation in NAB that Cott might be elevated to chairman of the committee in place of Merle Jones, of WCCO, Minneapolis. It has also been learned that Harry C. Butcher, owner of KIST in Santa Barbara, Calif., will be a new face on the program executive committee.

It's probable that indies in NAB will not be content with the mildness of their gain in relative committee strength. It's likely that the NAB board of directors will weigh the recommendation made by the Cott-led group in October for creation of a new standing committee of independents. Altho the NAB president is empowered to create such a committee, the board's support is required, since the size and number of standing committees affects the association's budget and are paid travel and part of subsistence expenses for meetings.

New Appointments

The latest committee appointments, announced by NAB yesterday (19), give indies two places on an eight-man engineering executive committee. The indies are James V. Cosman, WPAT, Paterson, N. J., and Oscar C. Hirsch, KFVS, Cape Girardeau, Mo. The previous year's engineering committee also had two indie members, but the committee had 13 places. Heading the new committee is O. W. Towner, WHAS, Louisville. Others are Paul Demars, of Raymond M. Wilmotte, Inc., Washington; A. James Ebel, WMBD, Peoria, Ill.; J. R. Pepple, WOR, New York; K. W. Pyle, KFBI, Wichita,

Kan.; and R. J. Rockwell, WLW, Cincinnati. Non-voting board liaison members are T. A. M. Graven, WOL, and G. Richard Shafto, WIS, Columbia, S. C.

The new research committee follows: Carl Burkland, manager of WTOP, Washington, chairman; Harry Burke, KFAB, Omaha; Martin B. Campbell, WFAA, Dallas; Dietrich Dirks, KTRI, Sioux City, Ia.; J. Archie Morton, KJR, Seattle; William E. Ware, KSWI, Council Bluffs, Ia., and Earl W. Winger, WDOH, Chattanooga. Board liaison members are Charles C. Caley, WMBD, Peoria, Ill., and Willard D. Egolf, WBCC, Bethesda, Md. Egolf, whose station is an independent, replaces Frank Stanton, head of CBS.

Sole committee devoid of indie representation is the motion picture advisory committee, unchanged from last year and consisting of heads of networks and their aides. This committee, however, is functioning largely as a consulting group to Gerold Brandt, a motion picture producer. Brandt's plan to develop a flicker *Magic in the Air*, portraying the development and importance of radio in the nation. Most of the web vice-presidents on this committee are from the West Coast, for convenience in meeting with the Hollywood movie group.

FCC Jan. 13 Confab To Hear FM Beef Vs. "Discrimination"

WASHINGTON, Dec. 20.—Federal Communications Commission (FCC) will stage an informal conference January 13 to examine a complaint by FM Association that American Telephone & Telegraph Company is discriminating against FM. The FCC's designation of a conference date came yesterday (19) a week after FMA petitioned FCC with an informal complaint against AT&T, asking, among other things, that the phone company make its coaxial cable available to FM on the same free basis as for television.

AT&T will be invited to attend the conference. The formal petition filed by FMA was a follow-up to a complaint aired several weeks ago by Everett Dillard, head of Continental FM network, president of FMA, against AT&T during FCC's hearing on television and FM channel allocations.

H. S. Goodman Inks Two New Seg Deals

NEW YORK, Dec. 20.—Harry S. Goodman wrapped up two new deals this week, in addition to the Duke Ellington syndication agreement with WMCA Artists Bureau (see story elsewhere in this issue). One calls for production of a series of 90 spots based on Irving Caesar's *Songs of Safety*. New lyrics will be used on this series, and the contract provides that no commercial copy be incorporated into the jingle proper. Commercials are to be done live by the local announcer. The talent on this series includes vocalist Joey Nash and a girl trio.

Goodman has also undertaken the syndication of *This Is Your World*, open-end series featuring the husband and wife team of Mr. and Mrs. William Winter. The couple traveled 32,000 miles, over the Pacific and Asia, with recording equipment to make the series.

GM Tops ABC B. R.'s

NEW YORK, Dec. 20.—Top advertiser on the American Broadcasting Company (ABC) this year was again General Mills (GM), its best account for some years. Total GM time bill on ABC was \$3,844,672. Mark Woods, president of the web, also revealed that total time sales in 1947 were \$43,548,057 (*The Billboard* reported them last week as \$43,548,000), a 7.22 per cent gain over 1946.

Top agency for ABC was Dancer, Fitzgerald & Sample, with \$5,188,332. J. Walter Thompson was second and Kenyon & Eckhardt was third. The list of top 15 advertisers and agencies follows:

Advertisers		Agencies	
General Mills.....	\$3,844,672	Dancer-Fitzgerald-Sample, Inc.....	\$5,188,332
Procter & Gamble.....	2,517,236	J. Walter Thompson.....	4,006,234
Sterling Drug.....	2,025,714	Kenyon & Eckhardt.....	3,275,973
Swift.....	2,020,008	McCann-Erickson.....	2,520,472
Philco.....	2,010,939	BBD&O.....	2,149,650
Kellogg.....	1,952,030	Compton.....	2,312,823
Quaker Oats.....	1,809,665	Hutchins.....	2,010,932
Libby, McNeill & Libby.....	1,649,626	Foote, Cone & Belding.....	1,282,004
Miles Laboratories.....	1,181,286	Wade.....	1,181,286
Westinghouse.....	1,137,412	La Roche & Ellis.....	1,007,878
Toni, Inc.....	1,071,725	Maxon.....	916,430
U. S. Steel.....	1,067,725	H. Weintraub.....	824,383
Curtis Publishing.....	922,706	Hill Blackett.....	811,036
Gillette.....	916,430	Benton & Bowles.....	808,860
Kay Daumit.....	811,036	Sherman & Marquette.....	801,787

Coy To Head FCC? 'GOP Is Watching,' Hoffman Warns

WASHINGTON, Dec. 20. — While White House sources continue to list Wayne Coy as top prospect for Federal Communications Commission (FCC) chairman, Rep. Clare Hoffman (R., Mich.) issued a thinly-veiled warning today that the Republican majority in Congress is "watching very closely the developments down at the FCC." Hoffman, chairman of the House committee on expenditures in the executive departments, made the declaration in an extension of remarks for the *Congressional Record*.

Hoffman issued the warning by way of criticizing columnist Drew Pearson who, according to Hoffman, made the first forecast of Coy's prospective appointment. Hoffman recalled that Pearson hailed Coy as "a splendid choice." The congressman also recalled that Pearson is vying with Hearst Radio for the radio frequency now assigned to Hearst at WBAL in Baltimore. The Michigan Republican did not make clear just what the GOP is planning in reference the FCC, but he issued a reminder that GOP National Chairman Carroll Reece has assailed the possible choice of Coy and that Sen. Homer Capehart (R., Ind.) has suggested an investigation of the FCC.

FM Station, Diskery In Promotion Tie

COLUMBUS, Ind., Dec. 20.—WCSIFM here will blanket Chicago with promotional material via a deal just completed with Mercury Record Company. The latter will distribute FM booklets and WCSI match covers for the station.

The station for the past few months has been promoting Mercury Records, and the new deal calls for a continuation of this.

N. E. Radio Editors Banding in Council

HARTFORD, Conn., Dec. 20.—Tom Eaton, news director of WTIC, Hartford, said this week that plans were under way for a regional org of radio news editors, under the title of the New England Radio News Directors' Association. Working with Eaton on the project is John Hogan, of WCHS, Portland. Eaton says the org probably will be affiliated with the National Association of Radio News Editors.

The purpose of the unit will be "betterment of radio thru the exchange of ideas and gaining of equal access to news sources by radio newsmen," according to Eaton.

WNYC-FM Net In East Planned

NEW YORK, Dec. 20.—Plans for an Eastern FM network to emphasize educational and public service programs are being developed by Seymour Siegel, director of WNYC, the New York municipal station. The proposed web is to be purely an off-the-air operation, without actual physical connections. The Continental Network, East Coast FM network now in operation, uses this same method for some of its pick-ups.

The WNYC-sparked web will be a non-commercial set-up, with coverage anticipated in three or four Eastern States. The National Association of Educational Broadcasters (NAEB) will figure in the development. WNYE, the city's education department station, will, most likely, participate as well. The station now is off the air for a transmitter revamp and is due to return in February.

Kroger Promotion Winners Selected

CINCINNATI, Dec. 20.—The annual Kroger Grocery chain station promotion contest has been won this year by WBOW, Terre Haute; WCHS, Charleston, W. Va., and WMBD, Peoria, Ill. Honorable mentions went to WBNS, Columbus, O.; WLW, Cincinnati; WOOD, Grand Rapids, Mich., and WOWO, Fort Wayne, Ind.

The competition is based on promotion accorded the Kroger show, *Linda's First Love*, with trade paper editors serving as judges.

Ralph H. Jones Company is the agency.

Paar on Sustaining Into Morgan Spot?

NEW YORK, Dec. 20.—Comic Jack Paar will move into Henry Morgan's American Broadcasting Company (ABC) time period, Wednesday at 10:30 p.m., beginning December 31 unless some sponsor signs for the Morgan show before then. Paar would occupy the period on a sustaining basis should neither comedian acquire a bankroller. Both make their final sponsored broadcasts Wednesday (24), Paar for American Tobacco and Morgan for Eversharp, Inc.

Paar's package price is undergoing a sharp drop, from the \$18,000 tab during the past 13 weeks to an estimated \$7,500. American Tobacco was reported interested in renewing Paar at the new figure, but the slash occurred after the *Lucky Strike* radio plans had already been stated. Morgan has decided to stay off completely until he secures a sponsor, and will not go sustain.

Disk Fizz

NEW YORK, Dec. 20.—Disk Jockey Alan Courtney, broadcasting in the New York area again after a spell in the West, has a new twist for his shows, aired over WGBB, Freeport, L. I. Courtney is opening a soda emporium on the town's main drag, where the youth of the area will congregate to dance and imbibe sodas. The feature attraction will be Courtney's own shows, which will originate from the store.

Web Vs. Local Time? Up for '48 Court Test

WASHINGTON, Dec. 20.—Federal Communications Commission's (FCC) authority to ban a radio facility on the ground that a station uses "too much" network time and not enough local time may be settled early next year by the U. S. Court of Appeals. Case of WADC, Akron, vs. FCC reached the brief-filing stage this week with the Commission filing a vigorous defense of its powers in an appellee's brief.

The controversy arose out of FCC's April denial of WADC's bid to increase power to 50 kw. and shift from its present frequency of 1350 kc. to 1220 kc. At the same time FCC approved the application of WGAR, Cleveland, to jump to 50 kw. on the same wave length. Commission rejected WADC's bid chiefly on the grounds that it planned to carry exclusively the programs of a national network during most of the broadcast day.

No Program Disapproval

Claiming in its brief that WADC's chief argument is that FCC was censoring program content, Commission stated that "the decision does not make any official disapproval of the specific content of any radio program or of network programs as such." Under WADC's plans, however, the station "would not execute the responsibilities of a licensee—a responsibility which cannot be delegated away to any person or group," FCC charged. FCC claimed that use of a web's programs "during the largest and most important part of the day to the complete exclusion of local programming" constitutes "delegation of the responsibility to handle the day-to-day operation of a station."

Milwaukee's Court Hears WMLO, AFM Employment Dispute

MILWAUKEE, Dec. 20.—Volmer Dahlstrand, president of the Milwaukee Musicians' Association, Local 8 of the American Federation of Musicians (AFM), once threatened to keep WMLO off the air unless a contract to hire four musicians was signed with the union, two execs of the local indie testified at a hearing before Court Commissioner William Quick Tuesday (16). The four musicians were hired and subsequently dismissed.

Attorney Gene Posner, president of the Cream City Broadcasting Company, WMLO ops, testified that Dahlstrand had told the station manager last March that if the four musicians should not be employed, he "had ways of keeping us off the air."

Jerry Sill, station manager, said Dahlstrand had told him in a telephone conversation a few months ago that he would pull the station's lines if it failed to employ the musicians.

Rubin Defends Stand

The witness, examined by William Rubin, union counsel, said that following a dispute between the station and the union over the dismissal of the musicians, Dahlstrand had stopped two other musicians employed on commercial programs at the station from making further broadcasts over WMLO. Sill became manager of the station in July and did not negotiate the original contract.

The hearing was called by the union in connection with a garnishment which it has brought against the station for the salaries of the four dismissed musicians. The union contended that they were dismissed in

Earmuffs, Too?

NEW YORK, Dec. 20.—Benton & Bowles recently went thru unexpected difficulties in recording a series of one-minute spots for McKesson & Robbins' new suntan lotion, Tar-Tan. In keeping with the Scotch-type name of the product, one of the agency's radio brains decided to utilize a bagpiper for the spots. The instrument made so much noise it blasted the mike, drowned out the vocalist and drummer, Paul Whiteman Jr., and rendered the bagpiper unable to hear any instructions from the director.

Ultimate solution, after hours of unsuccessful waxing, placed piper 20 feet back of the singer and young Whiteman behind a screen shielding the mike, and had him wearing earphones so he could hear the director's cues.

Stiff Challenge on FCC Commissioners' Vote Rights Looms

WASHINGTON, Dec. 20.—Federal Communications Commission (FCC), having reversed itself twice within three months on the New York FM and Brockton, Mass., AM dockets, is seen facing a stiff challenge of its interpretation of the Communications Act—a challenge which legalists predict may eventually wind up in the courts. In throwing out its final decisions in both cases this week, FCC explained that it believes the act requires it to do so when commissioners who do not hear oral argument nevertheless enter into a decision. A re-hearing of oral arguments in both cases has been scheduled for January 12.

New York Daily News, whose FM bids were rejected in the New York decision, had pointed out that neither former Chairman Charles Denny nor Commissioner Edward Webster had heard oral argument altho they voted against the News' application. That FCC has envisioned the prospect of a wholesale clamor from past applicants whose bids were rejected under similar circumstances is apparent to legalists studying the effect of the precedent-making decision, since the commission specifically made presentation of a "timely petition" a determining factor in reopening any such case.

The Brockton and New York cases were similar in that the proposed decision favored one applicant while the final ukase reversed the original choice. In the New York docket, FCC first proposed to grant a Gotham FM station to the Daily News, later giving that spot to the radio corporation of the board of missions and church extension of the Methodist Church.

In the other docket, FCC had proposed to grant an AM station in Brockton to the Plymouth County Broadcasting Company. The final decision three months later, however, gave the grant to Cur-Nan Company.

Show for Celanese Hunted by Y & R

NEW YORK, Dec. 20.—Young & Rubicam, the agency handling Celanese, is shopping for a show for that account.

Celanese was last on the air in 1946 with Great Moments of Music. Since the end of 1946 the account has been using spots.

violation of a contract which runs until next April 15. The station ops claim that the contract is not valid because of "coersion and duress" allegedly used by Dahlstrand in obtaining it.

Ellington Disk Seg Sale Guarantees 150 Markets

NEW YORK, Dec. 20.—Duke Ellington's disk jockey wax program will be syndicated by Harry S. Goodman, transcription producer, who has guaranteed to sell the show in 150 markets, according to a contract signed Tuesday (16) by representatives of WMCA Artists Bureau, Inc., and Goodman. It is estimated that this guarantee will mean a total of between \$600,000 and \$800,000 in billings, depending on the rates of stations carrying the show. With the debut scheduled for December 29, the show has already been sold in 12 markets, including New York, Miami, Chicago, Buffalo, St. Louis, Washington and Cincinnati. Paradise Wines, which is sponsoring in New York, signed a pact which will mean billings of \$30,000 over a period of 52 weeks, according to a deal set by Olean Advertising.

The terms of the WMCA-Goodman pact specify that a sponsor must buy the entire show, that is, one hour daily, five times a week. If a sponsor wishes to repeat a period, the charge will be 50 per cent of the class rate. The contract also provides that sponsors may use only the current program—not an old one. If the station does not have the recordings necessary to the show, Goodman will supply them at the wholesale rate. HSG, according to the pact, will also handle all mechanical details.

Bigelow Producer

Production job, which will be done by Joe Bigelow, will provide for local color via cue sheets for the announcer on the local station.

Nine programs are already com-

pleted, and advertisers are being guaranteed two guests per week. It's known Perry Como guests on the first show. Other names already set are King Cole, Stan Kenton, Frank Sinatra, Paul Whiteman, Marilyn Maxwell, Guy Lombardo, Charley Barnett, Georgia Gibbs and Buddy Clark.

The Tommy Dorsey show, which is a venture similar to the Ellington opus, is already sponsored in 100 markets.

Ellington, as indicated previously in *The Billboard*, stands to earn \$75,000 annually out of the deal.

NEWS POLICY SWITCH

(Continued from page 6)

McClay as program boss, and Gil Babbitt as production chief in place of Roy Meredith, who moved over to the WCAU television station.

Dannenbaum Newcomer

Newcomer to the WPEN staff is Alexander W. Dennenbaum Jr., who comes in from WDAS here to become sales manager. Harold Davis comes back to Philadelphia for television sales at WCAU. Charles W. Burtis stays on as boss of technical operations.

Under Sun Ray aegis, new live programming impetus is to be given the FM adjunct as well. Separate operations of AM and FM are already under way and heavy emphasis will be given to the expansion of the FM station.

the
one station
that
covers all
the
\$1,000,000,000
ark-la-tex

The Shreveport Times Station

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

Part I

The Billboard



NIGHTTIME Talent Cost Index

Tabulations are based on sponsored programs only. Based on first 15 evening shows and first three Sunday afternoon shows in December 15 Hooper report.



Program Sponsor, Rank, Network and Stations	Hooper-ating	Competition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
1— BOXING BOUT (Louis vs. Walcott) Gillette Maxon ABC 226	41.5	It Pays To Be Ignorant—CBS Spotlight Revue—CBS Mystery Theatre—NBC Bill Stern—NBC	\$25,000	\$602.41	N
2— JACK BENNY** American Tobacco Lucky Strike Cigarettes F.C.&B., NBC 161	27.7	NSP—ABC Gene Autry—CBS Sherlock Holmes	\$22,500	\$812.27	N
3— TRUTH OR CONSEQUENCES Procter & Gamble Duz Compton, NBC 137	26.8	Famous Jury Trials—ABC Ned Calmer—MA—CBS NSP—MBS	\$10,000	\$373.13	\$.42
4— FRED ALLEN Standard Brands Tenderleaf Tea, Blue Bonnet Margarine J.W.T., NBC 143	25.9	Sunday Evening Hour—ABC Man Called X—CBS Ned Calmer—MA—CBS Jimmie Fidler—MBS Newscope—MBS	\$20,000	\$772.20	N
5— FIBBER MCGEE & MOLLY S. C. Johnson Johnson's Wax & Allied Products N.L.&B., NBC 141	25.8	NSP—ABC NSP—CBS NSP—MBS	\$12,500	\$484.50	N
6— EDGAR BERGEN Standard Brands Chase & Sanborn Coffee, Royal Puddings, Royal Desserts J.W.T., NBC 143	24.2	Sunday Evening Hour—ABC Adv. of Sam Spade—CBS NSP—MBS	\$20,000	\$826.45	\$.92
7— AMOS 'N' ANDY Lever Bros. Rinso R & R, NBC 149	24.0	America's Town Meeting—LN—Co-Op—ABC We, the People—CBS Gabriel Heatter—MBS Real Stories—Real Life—LN—MBS	\$15,000	\$625.00	N
8— RADIO THEATER Lux Soap & Flakes J.W.T., CBS 151	23.3	NSP—ABC Gabriel Heatter—MBS Real Stories—Real Life—LN—MBS Telephone Hour—NBC Dr. I. Q.—NBC	\$16,000	\$686.70	\$.79
9— BOB HOPE Pepsodent Div.—Lever Bros. Various Products F.C.&B., NBC 128	22.4	NSP—ABC NSP—CBS American Forum of the Air—LN—MBS	\$20,000	\$892.86	\$1.13
10— MR. DISTRICT ATTORNEY Bristol-Myers Vitalls, Sal Hepatica D.C.&S., NBC 134	20.8	Jack Paar—ABC NSP—CBS NSP—MBS	\$ 7,000	\$336.54	\$.43
11— ARTHUR GODFREY'S TALENT SCOUTS Lipton Div.—Lever Bros. Lipton Tea, Lipton's Noodle Soup Mix Y & R, CBS 145	20.5	NSP—ABC Charlie Chan—MBS Voice of Firestone—NBC	\$ 6,500	\$317.07	\$.37
12— WALTER WINCHELL** Jergens Jergens Lotion R. W. Orr, ABC 217	20.3	Corliss Archer—CBS NSP—MBS Manhattan Merry-Go-Round—NBC	\$ 7,500	\$369.46	\$.42
13— RED SKELTON B. & W. Tobacco Raleigh 903 Blend Cigarettes R.W.W., NBC 160	20.0	NSP—ABC NSP—CBS NSP—MBS	\$12,500	\$625.00	\$.73
14— MY FRIEND, IRMA Lever Bros. Swan Soap Y & R, CBS 145	19.3	NSP—ABC Fishing & Hunting Club—LN—MA—MBS Contented Program—NBC	\$ 6,000	\$310.88	\$.39
15— BANDWAGON F. W. Fitch Various Products L.W.R., NBC 159	19.2	NSP—ABC Blonde—CBS Gabriel Heatter Show—MBS	\$ 8,000	\$442.71	N

TOP THREE SUNDAY DAYTIME SHOWS

1— THE SHADOW Del. Lack. & West. Coal and Co-operative Blue Coal, R.&R., MBS 37	10.8	NSP—ABC Family Hour—CBS Ford Theater—NBC	\$ 2,500	\$231.48	N
2— COUNTERSPY Schutter Candy S & S, ABC 185	10.3	NSP—CBS Quick as a Flash—MBS Ford Theater—NBC	\$ 4,000	\$388.35	\$.48
3— EDDIE HOWARD Sheaffer Pen R.M.S., NBC 53	8.9	Lassie—ABC NSP—CBS NSP—MBS	\$ 2,500	\$280.90	N

Average evening rating is 10.9, as against 10.1 last report, 10.7 a year ago. Average evening sets-in-use are 33.3, as against 31.7 last report, 33.6 a year ago. Average available homes is 80.1, as against 80.0 last report, 80.8 a year ago. Number of sponsored evening hours reported is 68 1/4, as compared with 68 1/4 last report, 70 a year ago.

L. & M.—Lennen & Mitrovich. F. C. & B.—Foote, Cone & Belding. Y. & R. Young & Rubicam. W. L.—Warwick & Legler. W. & C.—Williams & Cleary. L. W. R.—L. W. Ramsey. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Ruthrauff & Ryan. D. C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R. W. & C.—Roche, Williams & Cleary. A. M. & W.—Audrey, Moore & Wallace. W. H. W.—William H. Weintraub. McC.—E.—McCann-Erickson. P. & R.—Pedlar & Ryan. D. F. S.—Dancer-Fitzgerald-Sample. N. L. & B.—Needham, Lewis & Brorby. R. M. S.—Russell M. Seeds. B. & B.—Benton & Bowles.

*—Includes first and second broadcasts.
LN—Limited Network.
NSP—No sponsored network program opposition.

MA—Moving Average.
N—Insufficient Data.

Louis-Walcott & 'Miss Hush' Ace Bargains

Fight Cost \$602 Per Point

NEW YORK, Dec. 20.—The current Nighttime Talent Cost Index, a feature of *The Billboard's* Continuing Program Studies (CPS), presents several interesting aspects,



with stand-out items being the Louis-Walcott fight and the tremendous hike in rating of Procter & Gamble's *Truth or Consequences*. The fight, sponsored by Gillette, scored a 41.5 Hooper, nearly 14 points better than Jack Benny, who is in second rank with 27.7. The fight is estimated as costing \$602.41 per point, as compared to Benny's \$812.27. CPS figures are prepared by C. E. Hooper, Inc., on *The Billboard's* talent cost estimates.

Truth or Consequences, riding the crest of the "Miss Hush" promotion device, scored a sensational 26.8 to take third rank. This compares with the program's rating of 16.3 in the last report. It's interesting to note that *Consequences* in the last report just managed to make the chart by virtue of "Miss Hush." The program's current rank, of course, gives it an attractive cost-per-point figure—\$373.13.

"Fibber" Drops to Fifth

Nighttime listing contains other significant changes. For instance, *Fibber McGee*, in first place in last report, is fifth now with 25.8. The Johnson's Wax program, however, dropped only .2 of a point, and would have made a better rank were it not for Louis vs. Walcott and "Miss Hush."

Others whose rank took a sizable dive include *Lux Radio Theater* and Pepsodent's *Bob Hope*. *Lux*, third last time up, came in eighth this trip, and *Hope*, second on the last chart, is now ninth. *Hope's* dive in rating, however, is considerably larger than that of *Lux*. *Duffy's Tavern*, incidentally, failed to make the chart.

Godfrey Makes It

Another significant item is the presence of Lipton's Tea's *Arthur Godfrey's Talent Scouts* in 11th place on the chart. The Columbia Broadcasting System (CBS) now has two house-built packages in the top 15, the other one being *My Friend Irma*. The latter, bankrolled by Lever Bros., fell somewhat, but it's still in there. It's also quite significant to note that the two CBS packages, from the standpoint of cost per 1,000 urban listeners, are the top buys—with *Scouts* delivering at 37 cents and *Irma* at 39 cents.

Top three Sunday daytime programs are *The Shadow*, *Counter-spy* and *Eddie Howard's* orchestra. *One Man's Family*, first on the last chart, is out, as is *True Detective Mysteries*, which made third last trip.

NAB Directors To Be Nominated, Elected Via Mail Balloting

WASHINGTON, Dec. 20.—National Association of Broadcasters (NAB) will put into operation for the first time February 16 a system of balloting by mail for members of the board of directors. The date was assigned yesterday (19) after NAB made known that the membership by a vote of 749 to nine approved an amendment to its by-laws for mail nomination and voting in 1948 to elect directors in even-numbered districts. In the past, district directors have been nominated and elected at district meetings, and the nomination of directors-at-large has taken place at annual conventions.

The firm of Ernst & Ernst will mail nominating forms to certified representatives of member stations February 16. NAB's by-laws, as amended, provide that all directors, at-large and from districts, whose terms begin with the 1948 convention, will be nominated and elected by mail. They will take office at the board session following the Los Angeles convention in May.

Meanwhile, first general discussion of new revisions in code preparatory to board's February 24-26 meeting in Hot Springs, Va., will take place January 28 when the public relations executive committee meets here.

Six Stations Form Connecticut Web

HARTFORD, Conn., Dec. 20.—Six Connecticut radio stations have organized into the Connecticut State Network, Inc., with the filing of incorporation papers at the State Capitol here. Headquarters of the group will be at 555 Asylum Street, Hartford, which is the address of WHTT, one of the member stations.

Included in the group are W Hartford; WNHC, New Haven; WATR, Waterbury; WNAB, Bridgeport; WSTC, Stamford, and WNLC, New London.

C. Glover Delaney, manager of WHTT, says the six stations have been operating informally as a network for "six or seven years."



the book that tells you HOW TO SELL NEW SPONSORS BUILD NEW AUDIENCES

Free to Radio Stations...

CAPITOL TRANSCRIPTION SERVICE SUNSET & VINE • HOLLYWOOD 28

Part II

The Billboard



NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the G. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.



Cross Section, U. S. A.

Reviewed December 20, 1947
Sustaining Via CBS

Saturdays, 3:30-4 p.m.

Produced in co-operation with the American Federation of Labor, Congress of Industrial Organizations, National Farmers' Union, National Grange, National Association of Manufacturers, U. S. Chamber of Commerce and National Farm Bureau Federation. Producer-director-emcee, Dwight Cooke. Subject this broadcast: "How Is the Taft-Hartley Act Working?" Speakers: Woodruff Randolph, president of International Typographical Union, speaking for AFL, interviewed by Gil Forbes, WFBM, Indianapolis; Charles Dudley, vice-president of Associated Industries of Georgia, speaking for NAM, interviewed by Jack Colby, WGST, Atlanta; Almon E. Roth, president of San Francisco Employers' Council, speaking for U. S. Chamber of Commerce, interviewed by Carroll Hansen, KQW, San Francisco; David Scribner, of General Council of CIO, interviewed by Ted Hanna, CBS, New York.

Current Hooperating of the program (Sustaining).....None
Current Hooperatings of shows preceding and following (Sustaining).....None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC, NBC: Sustaining.....None

Columbia Broadcasting System (CBS) first aired *Cross Section, U. S. A.* as a series last year. The web has returned it to the air as a sounding board on economic problems facing Congress and the people. This is a tall order, but the program is meeting the challenge admirably. Participating in the program, for instance, are the American Federation of Labor (AFL), the Congress of Industrial Organizations (CIO), National Farmers' Union, National Grange, National Association of Manufacturers (NAM), U. S. Chamber of Commerce and National Farm Bureau Federation. Wisdom of this manifold participation was obvious on the program caught—which considered the proposition, "How Is the Taft-Hartley Act Working?"

With Producer Dwight Cooke in the role of narrator, the program shifted to various sections of the country, where newsmen interviewed representatives of labor and management to obtain a many-sided analysis of the content and workings of the labor law. It's no secret, of course, to state that all labor reps pronounced it a slave measure, whereas reps of management heralded it as the basis of industrial peace and harmony. What is important, from the standpoint of radio, is the fact that the listener was able to get a rather clear insight into various aspects of the law and its advantages and disadvantages as seen from opposing camps. Dwight Cooke, who opened the program with a brief explanation of the T-H law, and the newsmen who interviewed representatives of opposing points of view posed their questions in a manner which reflected credit on radio. That is, they took pains to bring the listener a fair, balanced analysis.

The made up of interviews in different parts of the country, the program ran very smoothly. Cooke remained at the helm in Washington. From there the program went to union halls, factories and other meeting places in Atlanta, San

Doctors Today

Reviewed December 20, 1947
Sustaining Via NBC

Saturdays, 4-4:30 p.m.

Estimated Talent Cost: \$1,500; director, Norman Felton; writer, William Murphy; music composed by Emil Soderstrom; musical director, Joseph Gallicchio; announcer, Henry Cooke; lecturer, Dr. W. W. Bauer, director of health education, American Medical Association; narrator, Bob McKee; cast: Arthur Peterson (Dr. Brideson), Elmira Roessler (Anne), George Kluge (Dr. Green), Eloise Kummer (Miss Blake), Jimmy Coons (Paul), Art Hern (Avery), Patricia Crane (Nancy), Marianne Bertrand (nurse).

Current Hooperating of the program (Sustaining).....None
Current Hooperatings of shows preceding and following (Sustaining).....None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC, CBS and MBS: Sustaining.....None

The American Medical Association (AMA), no radicals they, in co-operating with National Broadcasting Company's (NBC) weekly *Doctors Today* airer, seems willing to take important stands on controversial medical issues despite severe organized pressure from outside sources. Vivisection, long a cause celebre among newspapers too busy to worry about housing and inflation, came in for strong support from the program in the course of this week's opus, dealing with heart surgery. The show, which attempts thru dramatizations and brief talks to explain simply important aspects of medicine and surgery, turned in an interesting job of popularization of complex subjects.

Each week the program delves into another topic. Show caught in handling affairs of the heart touched on "blue babies," differences in operating on knife and gunshot wounds of the heart, operations resulting from diseases of the heart and surrounding areas and unusual types of cases. Tribute was paid to dogs, which served as experimental patients (under anesthesia, it was stressed) for such operations at a time when few surgeons believed operations in the heart region ever could be performed successfully.

Technique of having one character, playing the role of a surgeon, recounting experiences and then utilizing flashbacks to dramatize them, certainly is not a new one, but it probably is the best way to get over material which would be bone dry if simply talked about. It made palatable and even interesting the explanation of actual operating procedure in certain types of cases. Dramatizations were preceded and followed by brief summations by AMA's Dr. W. W. Bauer.

Pace seemed a bit on the feeble side at times, and scripting might be somewhat sharper. Joe Gallicchio's musical bridges were inserted capably. Considering the difficulties to be overcome, the show came off successfully and must be regarded as a significant contribution to the growing roster of programs which put over valuable information in an entertaining manner. Sam Chase.

Francisco, Buffalo and Indianapolis. Speakers, top men in their field, are listed in the credits.

Paul Ackerman.

Youth Asks the Government

Reviewed December 16, 1947
Sustaining Via ABC

Tuesdays, 8-8:15 p.m.

Moderator, John Edwards; principal speaker, this program, Senator John E. Cooper (R., Ky.); subject, "the G. O. P. Anti-Inflation Proposal"; interrogators this program: Robert Schroeder, 18, student, University of Maryland; Marion Harrison, 16, page boy, House of Representatives; William Showalter, 16; Eulalie Harrison.

Current Hooperating of show preceding ("Green Hornet").....7.6
Current Hooperating of show following ("Monitor Views News").....2.7
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
CBS: "Big Town".....14.1
MBS: Sustaining.....None
NBC: "Milton Berle".....11.5

A prime example of a legislator at work busily dodging issues was heard this week on ABC's *Youth Asks the Government* program, which has four juvenile interrogators tossing questions at an official of the government. Unfortunately, only two of young quizzers seemed to have much to say, and Kentucky's Sen. John E. Cooper, before whom the queries were posed, was being careful to alienate no one with his answers. Just how the program would work out with better questioning and franker answering remains a moot point. Moderator John Edwards did not help matters by permitting the participants to stray far afield from the subject under discussion, the Republican anti-inflation bill which recently was defeated by the Senate.

The Senator, a Republican himself, defended the bill weakly, his major supporting argument being that it represents a voluntary, free enterprise approach as opposed to President Truman's compulsory, government-regulated program. This offered special forensic opportunities to 16-year-old Marion (Judge) Harrison, a congressional page boy and one of the most obnoxious of the precocious set to be heard on the airwaves in some time. Obviously bucking for a future GOP seat himself, this juvenile edition of Senator Taft blurted out that altho New Dealers (whom most observers thought long since gone from Washington) "blame things on the farmer and the NAM and nobody else, the farmer is entitled to get a break on his prices now." He went on to belabor these New Dealers as "fundamentally defeatists, who say that nothing will work except more regulations like the OPA." The trouble, he pontificated, was that labor is being pampered, and continuance of the 40-hour week will never increase production.

All this seemed a bit too out-

O'Dea in New Move In WOV-Bulova Tiff

NEW YORK, Dec. 20. — Richard O'Dea this week filed an amended complaint in New York Federal Court, asking a declaratory judgment against Arde Bulova, majority stockholder in station WOV, in which O'Dea has a part interest. By his new move, O'Dea is trying to get Bulova to sell a portion of his Class B stock to O'Dea. O'Dea's suit cited the 1938 consolidated agreement set-

Ellery Queen

Reviewed December 18, 1947
Sustaining Via ABC

Thursdays, 7:30-8 p.m.

Estimated Talent Cost: \$4,000 (as commercial); director, Dick Woolen; writers, Manfred Lee and Frederic Dannay; music, Rex Koury (organist); announcer, Paul Masterson; guest, this broadcast, Dick Williams, West Coast editor of Pic Magazine. Cast: Larry Dobkin (Ellery Queen), Virginia Gregg, Herb Butterfield, Alan Reed.

Last Hooperating of the program (September 21, 1947).....5.0
Current Hooperatings of shows preceding and following (Sustaining).....None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
CBS: "Club 15" (7:30-7:45).....6.8
"Edward R. Murrow" (7:45-8).....7.8
MBS: "Newscope" (7:30-7:45).....1.7
"Inside of Sports" (7:45-8).....2.6
NBC: Sustaining (7:30-7:45).....None
"H. V. Kaltenborn" (7:45-8).....9.5

In the contemporary private eye dodge, few if any gumshoes are more successful than *Ellery Queen*, the highly cerebral product of the imaginations of Manfred Lee and Fred Donnay. *Ellery* is a radio, movie, novel and short-story shamus, and in addition edits a monthly magazine, the best of its kind.

The program itself has a reasonably successful radio record despite its recent loss of sponsorship. It is now on the American Broadcasting Company (ABC) as a sustainer, airing from the Coast and carrying a \$4,000 price tag. Even tho the program caught was sub-par plotwise, *Ellery* shouldn't have too much woe tracking down a sponsor, for the program, by and large, maintains a high standard and an equally high level of interest.

Even an armchair detective had little trouble in tagging the louse-o in this script, an obvious clew being supplied. The story dealt with a family squabble and the ultimate knocking off of the principal suspect's pater. Cousin Schmo actually did it and tipped its mitt when he showed that he knew what the lad was drinking when no one else did.

Larry Dobkin and Virginia Gregg gave incisive performances as Ellery and Nikki, and support on the show was acceptable. The format, as usual, had a studio guest attempting to peg the culprit before Ellery provided the solution.

Jerry Franken.

spoken even for the senator, who hastened to dissociate himself from any remarks offensive to a segment of the population that might ever vote. Finally, however, he was cornered into admitting that perhaps the farmer is benefiting more from the present inflationary trend than anyone else. But, he said, all of us really are to blame. So he took a firm stand in favor of feeding starving Europe.

This program could stand a strong hypo in the form of government representatives with more gump-tion or a firmer viewpoint and kid quizzers of more diverse views and less hysterical attitudes.

Sam Chase.

Part III

The Billboard



LOCAL PROGRAM Reviews & Analyses

Rating figures are used whenever available from authentic sources. Data concerning advertiser's expenditures, campaign themes, promotion or other pertinent information, as in the case of public service programs, are based upon material supplied by station, advertisers, agencies, etc.

The House That Music Built

Reviewed December 16, 1947

Sponsored by LYON & HEALY

Aired Tuesdays from 9:30 to 10 p.m. on WENR, ABC 50,000 watts o-and-o station. Hooperatings for this show not yet available. Talent Cost: About \$750 weekly. Written by Bill Adams, announced by Jack Lester and produced by Hunter Reynolds. Program's talent includes 18-piece orchestra under direction of Rex Mauphin, George Barnes Instrumental Octet, pianist Bill Moss, organist Marie Ferguson and harpist Russ Crandall.

ABOUT THE ADVERTISER

Lyon & Healy, music instrument and radio chain which has stores in Chicago and other Midwest cities, is marking its first full fledged attempt to use radio advertising with this new series. In the past it has aired infrequent shows marking opening of new stores, but has in the main placed its advertising budget with other media. Now convinced, however, that it can sell the idea that L&H has everything in music and handles quality merchandise primarily via radio, it is going all-out and is bankrolling one of the most costly local sponsored musical series ever aired here. Louis G. LaMair, president of the company, has decided to give radio a real chance to promote his company and is not sparing the horses.

In making plans for this program Lyon & Healy decided it should try to reflect quality sales policy of its stores. In this attempt it has succeeded. Music, continuity and sales messages on the program are of quality nature and reflect nothing but good taste.

The fact that the show reflects quality and good taste does not mean, however, that it is stodgy or classical. Numbers aired on show heard, which ranged from the *Arioso* by Handel to a strictly modern number, *A Sunny Day in May*, played by the George Barnes Octet, showed that clearly. Other numbers included the *Marriage of Figaro* by Mozart, Arensky's *Waltz*, Victor Herbert's *Spanish Serenade* and a Christmas medley played by organist Marie Ferguson. All were above average in treatment.

At times the show seemed to lean too much toward the little known and unpopular. Lyon & Healy sells products that are intended for a cross-section of the populace. If the musical content of this show were of a more varied taste, program could do a better job of getting the general audience it is trying to reach in order to sell the various types of musical merchandise it features.

Cy Wagner.

The Swing Clinic

Reviewed by transcription. Style—Disk jockey, sold on a participating basis. Time, Monday thru Friday, 3:30 p.m., 3:45-4:15 p.m., 4:30-4:55 p.m. Cast Bob Nelson, over WBBQ, Augusta, Ga.

Bob Nelson has been doing a disk jock session over WBBQ, Augusta, since January, 1947, when the station went on the air. It's

The Northwesterners

Reviewed November 24, 1947,

by Transcription GROVES LABORATORIES Thru Duane Jones Co., Inc. KEX, Portland, Ore.

5,000 Watt Westinghouse Station Monday thru Friday, 4:15 to 4:30 p.m. Talent Cost: \$150 per week. Writer, Val Linder; announcer, Ben Hunter; cast: Roy Jackson and band.

Current rating for this program	2.9
Rating for program preceding ("Sunny Side Up")	1.7
Rating for program following ("Dick Tracy")	2.6
RATINGS OF SHOWS ON OPPOSITION STATIONS	
KALE-MBS (Fulton Lewis)	1.9
KOIN-CBS (Evelyn Winters)	1.1
KGW-Local (820 matinee)	2.1

The Northwesterners, namely Roy Jackson and His Little Band, are a lively outfit with a lot of zest. As a result, their daily 15-minute show has a load of bounce and good humor and dashes along at break-neck speed. Aired by KEX for Groves Laboratories to satisfy the tastes of many people in the region who go for Western-flavored music, the show should garner new listeners when the station ups its wattage to 50,000 soon.

There's nothing hillbilly about the show this gang puts on. It's Western music with a decidedly modern twist. The Jackson ensemble turned in some stirring swingish backgrounds to vocals on traditional cowpoke ballads, with accordion and fiddle obbligatos enlivening the proceedings. Good-humored banter between the bandmen and the announcer also lent flavor to the show, with the climactic, one-minute comic adventure strip, *The Adventures of Rawhide Roy Jackson*, neatly breaking up the musical portions of the program.

Heard on the show caught were top-notch renditions of *The Timber Trail*, *When It's Harvest Time* (vocal by Robin Ladd), *Empty Saddles*, an instrumental on *Hindustan*, and *You Sang My Love Song to Somebody Else*.

To cram all that music into 15 minutes, besides the clowning, necessitated a lively pace. So fast, in fact, that the sponsor, Groves Laboratories, got three full commercials into the show besides opening and closing plugs. It had to be a good program to stand that kind of product pushing, and it's a tribute to the cast that *The Northwesterners* stood up under it solidly.

Sam Chase.

a Monday thru Friday stint, with Nelson taking the air for one hour and 25 minutes daily. On the program caught he was chatty and intimate, delivering the kind of personalized banter which seems to be peculiar to the disk jockey fraternity. It was fairly breezy material. Nelson's emphasis seems to be not on the type of material which would appeal to swing bugs, but rather on an informal friendly relationship with listeners of a wide range of musical taste.

One aspect of the program seemed somewhat new—Nelson's reading of the comics. On the transcription reviewed he delivered his version of *Dick Tracy*, with voice changes to indicate the different characters.

According to station's records, sponsor list on the show varies. On the wax caught, Royal Crown Cola

Mind Your Manners!

Reviewed November 29, 1947

Sustaining over WTIC, Hartford 50,000 Watts

(NBC and New England Regional Network Affiliate)

Time: Saturday, 10-10:30 a.m.

Producer, Fred Wade; director-writer, Allen Ludden. Cast: Allen Ludden (emcee), Edward Robbins, Bob Tyrol (announcer).

WTIC has launched a top-notch public service show that should sustain interest. Written by Allen Ludden, of the station's staff, it has a format built around six youngsters representing listening area schools who discuss five questions dealing with behavior, the questions being submitted by listeners.

The show also provides for studio audience participation, with time set aside weekly for a "bad manners" quiz based on stories narrated by 14-year-old Edward Robbins, a Hartford lad. In 30 minutes' running time, the program, altho aimed primarily at the teen-agers, hits practically all age levels of the family, thus shaping up as a good family-type package.

The questions, well selected, include such topics as "How Should I Introduce a Boy to a Girl?," "What's the Best Way To Close a Letter of Week-End Invitation?" and "Should You Take Off Your Gloves To Shake Hands on the Street?" Other queries are about eating, travel and assorted items.

Allen M. Widem.

"GLENN'S GOOD EVENING"

Reviewed December 12, 1947

Conn. Economic Council, Inc. Sponsored on WDRC, Hartford

5,000 Watts

(CBS Affiliate)

M-W-F, 6:30-6:45 p.m.

Director-writer, Glenn Rowell. Cast: Glenn Rowell, Harvey Olson. Announcer, Leif Jensen. Estimated talent cost, unavailable.

Glenn Rowell, of the erstwhile Gene and Glenn team, is personnel director of Veeder-Root, large Hartford manufacturer. His WDAC show is built around Americanism, with the song and talk geared constantly to patriotism. Flag waving is not overdone, however, with Rowell intelligently working his gabbing and music to a solid pace.

The program features Rowell's piano playing and singing of old-time and current tunes, and also "fireside chats" about local community places, persons and ideas. Several recent shows stressed the Freedom Train visit locally. On the show caught, Rowell went nostalgic, dressing the memories with current reflections. Harvey Olson, the station's program director, came in occasionally with dialect parts. The show, starting out a few weeks ago as a public service feature, soon found a sponsor, the Connecticut Economic Council.

Allen M. Widem.

and Goodyear tires were plugged. All in all, show shapes up as a fairly good buy for local advertisers.

Paul Ackerman.

WFIL-TV Sells Rink Games, Filling Sked

PHILADELPHIA, Dec. 20.—With sale of the telecasts of the remaining home games of Philadelphia's ice hockey Rockets, WFIL-TV becomes completely sold out as far as its schedule of major sporting events is concerned.

The remainder of the Rocket's schedule, beginning January 21 and until March 20 to take in 17 telecasts of the games from the Philadelphia Arena, was sold to Thornton Fuller, Dodge and Plymouth auto dealers and distributors. The station's pro basketball games are sponsored by Norge, home appliance manufacturers, and its wrestling matches by Scott & Grauer, distributors of Ballantine beer.

ALLISON TO WLWT

CINCINNATI, Dec. 20.—Milton (Chick) Allison, formerly sales manager of WPEN, Philadelphia, has been appointed head of sales and promotion for the television operations of the Crosley Broadcasting Company. The step is the first toward establishing commercial operation of WLWT. Allison, who will report to J. R. Duncan, acting director of television for Crosley, will call upon agencies in the national field and will be responsible for local accounts in Cincinnati.

POST FOR WAKEFIELD

WASHINGTON, Dec. 20.—The State Department and the Federal Communications Commission (FCC) are preparing for the next meeting of the International Frequency Board in Geneva. This week's White House appointment of Ray C. Wakefield to the board spurred plans. Wakefield, formerly an FCC commissioner, was passed up for renomination this year in favor of Robert Jones.

The Spice of Life

Reviewed by transcription. Style—Novelty Musical. Open-end transcription produced by Kasper-Gordon. Cast: Dave Ballantine, Virginia Hauer, Men of Melody, Lee Daniels, Sammy Eisen Orchestra, and Eddie Kasper. Time—30 minutes.

Spice of Life, A new Kasper-Gordon open-end job, is a fast-paced musical with a twist, namely, all the verbiage is in rhyme. Lest this quirk give the wrong impression, it should be stated immediately that the metrical treatment on the show caught was quite pleasant and unobtrusive. It was delivered by Emsey Eddie Kasper, and consisted of light chatter tying together the musical elements of the show. Kasper's diction was good, and his reading of the rhymed lines indicated a knowledge of the essentials of phrasal pausing. In other words, he read the verse properly.

The half-hour wax show was packed with musical talent, both instrumental and vocal, and all buttressed by a lively orchestra under the baton of Sammy Eisen. Featured were Dave Ballantine, a singer who was a winner on the Arthur Godfrey Talent Scouts program; Virginia Hauer, who has been singing in clubs; Lee Daniels, a pianist; Men of Melody, an instrumental vocal quartet. Talent quite good, Hauer girl in particular impressive as new radio material. She delivered in a warm voice, seemingly suited to a wide range of song types. The Men of Melody scored in novelty material and Ballantine was fair, with a melodic, orthodox delivery.

This series, tho having no name of top value, should do well on the market. It has plenty of good music, good performers, and a reasonably novel idea in the versification.

Paul Ackerman

TALK OF THE TRADE

Station Relations

STARTING New Year's Eve, WCKY, Cincinnati, is extending its schedule to 24 hours to service the station's large nighttime listening audience. The schedule will be held intact as it is now aired, except from 1-7 a.m., when the WCKY *Nighthawks* program will be heard Monday thru Saturday. A regular 18-hour schedule will be maintained on Sundays.

WDRC, Hartford, Conn., noting its 25th anniversary, has six long-time employees who have served for a total of 128 years: President Franklin Doolittle and Chief Engineer I. A. Martino, both 25 years; Station Manager Walter B. Haase, 24; Traffic Manager Sterling V. Couch, 19; Commercial Manager William F. Mafo, 18, and Sales Representative G. Arthur Peterson, 17. . . . Ralph Silvers, formerly program director at WMID, Atlantic City, has joined sales staff of WHTT. Bill Smith is a new engineer at same station, and Bob Maurer, formerly with WKNB, New Britain, Conn., has joined the announcing staff. . . . Larry Clark, sports announcer, formerly with WIBA, Madison, has joined WTMJ-FM and WTMJ-TV. The last-named has also added Dorothy Saper, who was with WBKB, video outlet in Chicago.

ANGUS M. NICOLL has joined WNAX, Yankton, S. D., as promotion manager succeeding the late James H. Allen. . . . Harriet Van Horne, New York (*World-Telegram*) radio columnist, December 27 starts a weekly 10-minute show on where to go and what to see around town over WJZ Saturdays at 6:05 p.m.

Marion Claire, director of WGNB, WGN FM station, has been named chairman of Region 3 of FMA, area which covers Illinois, Michigan, Wisconsin, Iowa and Northern Indiana. . . . Larry Clark, former sports announcer at WIBA, Madison, Wis., has joined staff of WTMJ, Milwaukee, and will do sportscasting for AM outlet as well as station's video operation, WTMJ-TV.

Network Operations

SCHUTTER CANDY COMPANY has renewed *Counter Spy* program on ABC for 53 weeks effective February, 1948. Agency is Schwimmer & Scott. . . . Miles Laboratories, for Alka-Seltzer, has renewed sponsorship of *Queen for a Day* for third straight year. New contract, effective December 29, is for 52 weeks.

Dr. Lyman Bryson, counsellor on public affairs for the Columbia Broadcasting System (CBS); Syd Elges, vice-president in charge of press, National Broadcasting Company (NBC), and A. A. Schecter, vice-president in charge of news for Mutual (MBS), will speak before the American College Public Relations Association conference Friday, January 9, on *How To Get It on the Air*. Bryson will tell how programs of educational institutions can be interesting; Schecter will touch on the need for human interest and dramatic material in connection with special features from such institutions, and Elges will tell public relations directors how to deal with stations, prepare spot announcements and establish proper relationships.

JANETTE DAVIS, vocalist on Arthur Godfrey's five-a-week show for J. Chesterfields, starts her own CBS series, *Janette Davis Sings*, beginning Sunday, January 4, 5-5:15 p.m. . . . Helen Clair, Craig McDonnell and Robert Pollock have been added to the cast of the NBC serial, *Young Widder Brown*, Monday thru Friday, 4:45-5 p.m., and Peter Capell is new to the cast of *Backstage Wife*, over NBC. . . . John H. Norton Jr., American Broadcasting Company (ABC) vice-president in charge of stations, is back in New York after a business trip to Atlanta.

Agencies and Sponsors

WILLIAM L. NEWTON has been added to Badger & Browing & Hersey as account exec. He held a similar post with Fuller & Smith & Ross. . . . Morgan Reichner has joined Buchanan & Company as vice-president and member of the plans board. He was veepee and director of Abbott Kimball Company. . . . Tom Slater has been appointed director of network relations for Ruthrauff & Ryan. . . . The Kiesewetter, Wetterau & Baker Agency has been named to handle radio advertising for Abraham & Straus Department Store.

Samuel H. Northcross, radio chief of George Gallup's Audience Research, Inc., will lecture to Fordham University students January 8 on radio research techniques. . . . Martin Nierman has been named account executive at Pan-American Broadcasting Company. . . . Eugene Connett, formerly with Young & Rubicam, has joined McCann-Erickson as assistant account executive. . . . Jerrold L. Kingsley, who recently left Schwab & Beatty, has joined the copy department of McCann-Erickson, handling Standard Oil of New Jersey material.

ROBERT McDONALD, formerly program director of Miller's National Federation, is joining Chi office of Dancer-Fitzgerald-Sample as account executive.

Musical Shorts Set For Tele by Unitel

HOLLYWOOD, Dec. 20.—A series of nine musical featurettes, produced exclusively for television, were completed this week by Unitel, Inc., Hollywood indie film firm, and will be offered to video stations as soon as sales details are worked out. Running from two to six minutes, the features can be used as singles or welded into a half-hour program, enabling bankrollers to program pix and add

any commercial film strips required, according to Director Stanley Simmons. Production cost of the first series was pegged at \$30,000.

To circumvent Petrillo's tele music ban, shorts used an a capella group for musical effects. Featured were Theodora Lynch, Corinna Mura, Walters and Josette, the Notables and the Notables. A second series of 12 is skedded for shooting January 5, with talent supplied by Morris-Gervis Agency. Sales and distribution will be handled by Unitel's New York office. Rates are as yet undecided.

New Detroit TV Left Sans a Site; But Hope Lingers

DETROIT, Dec. 20.—Fort Industry Corporation lost the final round in the city council Tuesday night when its projected site for a new station to house WJBK, as well as the chain headquarters, was formally condemned by the council and given to the Detroit Historical Commission as a museum site. With delivery of equipment for the new television

station to be a WJBK affiliate, scheduled for February, Fort Industry is without a place to put it.

Loss of the property, purchased by George S. Storer over a year ago, probably will mean the abandonment of plans for a national center for the blind, which would have been informally connected with Wayne University, whose campus it adjoined. Storer was vitally interested in this side of the combined project and was relying on radio to develop a staff of readers who could read complete courses and books for the blind.

Another site will be sought, and the council urged the city planning commission to aid Storer in his search.

... FROM THE TENNESSEE PLOWBOY ... MERRY CHRISTMAS TO YOU ALL!



... Each year Eddy breaks his own record—Coast to Coast!

1943
1944
1945
1946
1947
1948

Assisted by
LITTLE ROY WIGGINS
AND HIS
STEEL GUITAR

"The Nation's Favorite"
Exclusive RCA Victor Artist

his biggest
year ahead . . .

Put Eddy Arnold as a must on your entertainment list for 1948. Look at this reprint from "BILLBOARD" for three straight weeks, Nov. 22, 29, Dec. 6.

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

Weeks to date	Last Week	This Week	POSITION
15	1	1	1. I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)..... Eddy Arnold and His Tennessee Plowboys Victor 20-2332
4	3	2	2. TO MY SORROW..... Eddy Arnold and His Tennessee Plowboys Victor 20-2481
27	2	3	3. IT'S A SIN..... Eddy Arnold and His Tennessee Plowboys Victor 20-2241
2	4	4	4. NEVER TRUST A WOMAN (The Cumberland Valley Boys)..... Decca 46074
23	5	5	5. SMOKE! SMOKE! SMOKE! (That Cigarette)..... (Tex Williams-Trio)..... Capitol Americana 40001

LISTEN TO EDDY ARNOLD SATURDAY, DEC. 27, N.B.C., Coast to Coast as Guest Star of Prince Albert-Grand Ole Opry From WSM, Nashville.

Eddy Arnold is available for Personal Appearances, Radio and Motion Pictures. For open dates write, wire or phone.

THOMAS A. PARKER
4218 SAN PEDRO ★ PHONE W3951
TAMPA 6, FLORIDA

"LIGHT BILL" TV CENSUS

Utilities Will Check Homes Owning Sets

Nationwide Co-Operation

(Continued from page 3)

St. Louis already have compiled up-to-the-month lists of set owners, and New York's Consolidated Edison Company is expected to launch its first census shortly after New Year's. The utility outfits have a three-fold personal interest in collaborating with ATS on the project. Foremost is the considerably increased use of power which will accompany mass installation of receivers. Also, it is of major importance for the light companies to be able to estimate regularly the approximate rise in the loads their lines must bear.

Start in Chi

First move to poll electric users on video was made by Commonwealth Edison Company of Chicago, which began its experiments early this year. Philadelphia's electric utility later adopted the idea, and the Detroit and St. Louis companies only recently fell into line. ATS currently is studying methods used by the four firms and will offer a refinement to all other ECAP members operating within receiving distances of television stations.

Altho the questionnaires used thus far have not made inquiry into research aspects such as income and listening habits, it has been possible to draw significant economic conclusions from them, nevertheless. Social levels can be determined from addresses of respondents, and such long-sought data as proportionate set ownership of apartment house residents against private homes also can be gauged. The Chicago survey already has undertaken a breakdown by social level.

Who Will Get Data?

The question of who ultimately will have access to the list has been tabbed as premature and has not yet been discussed by ATS, but it is understood that broadcasters in both Philadelphia and Chicago have ac-

7 Outlets Grab Up Sugar Bowl Films For Jan. 4-5 Video

NEW YORK, Dec. 20.—What is expected to prove the largest television coverage given any single sporting event thus far in this country was set today (20), when Paul Mowrey, national video director of the American Broadcasting Company (ABC), placed film versions of the January 1 Sugar Bowl football game for showing in virtually every tele city. The film will be produced by ABC and flown from New Orleans, site of the contest, to the various contracting stations for showing on January 4 and 5. The program will consist of highlights of the contest between Alabama and Texas, running from 15 to 30 minutes, with Harry Wismer, ABC sports director, handling the commentary.

Seven stations already have agreed to use the film, on a sustaining basis, and negotiations still are under way with four others, some of which are on the West Coast. Pacted to date are WABD, New York; WFIL, Philadelphia; WMAR, Baltimore; WMAL, Washington; WGRB, Schenectady; WBKB, Chicago, and KSD-TV, St. Louis.

Mowrey also arranged to kick off first television showings in New Orleans with live versions of three Sugar Bowl committee events. These include the boxing competition December 29, the basketball game December 30 and the New Year's Day football game. ABC will televise the games via an RCA jeep unit, and about 1,000 people will gather round 20 receivers in the Montelone Hotel for the relay receptions, first video broadcasts in the city.

quired copies of these census there. The Philadelphia census method currently is undergoing some revisions, but the latest quotation on receiver ownership there is 12,000. St. Louis completed its most recent survey on November 14 and found, at that time, that 985 sets were installed in residences, 501 in commercial institutions and 676 demonstration models were in operation in stores, a total of 2,162 sets for the city.

Power companies thus participating in the surveys also are individually buying time on their local video outlets, to stimulate growth of the tele industry. In Philadelphia, for example, the electric company last spring bought daytime time for several weeks prior to the baseball season, in order to provide daytime programming of sales demonstrations.

The New York survey, when it gets under way, promises to be one of the most elaborate operations of its kind ever attempted. The Consolidated Edison Company already has set plans to have several research people working on the study exclusively.

Some question exists as to what method will be followed in areas where utilities are publicly owned, and in such as California, regions using Tennessee Valley Authority (TVA) or other federal power supplies. But ATS officials believe that, should the surveys prove successful in other territories, publicly owned utilities will voluntarily co-operate with the campaign too.

No Spot Convensh Coverage For Western Telecasters; Ponder Industry Newsreel

Chicago Coaxial Cable Delay Forces Use of Film

PHILADELPHIA, Dec. 20.—Hope that the Midwest television audience would hear and see the Republican and Democratic national conventions here next June and July via on-the-spot coverage has vanished. Instead, the best that the Midwest stations will have to offer will be a daily movie chronicle of the political confabs as fast as a plane can fly them west. This was brought out Friday (19) at a meeting of 25 of the nation's top television men called at the Bellevue-Stratford here by Roger W. Clipp, manager of WFIL, WFIL-TV and WFIL-FM and chairman of the radio and television committee of Mayor Bernard Samuel's citizens' committee hosting the two big political conventions.

Possible Newsreel

Discussion also brought up the possibility of the telecasters setting up a television newsreel exchange as a permanent arrangement beyond the coverage of the political conventions. Altho nothing definitely was established along these lines, it was suggested that such an industry exchange could provide complete newsreel coverage of all important events as they occur in various parts of the country to all stations participating in the plan. However, definite proposals will wait until the convention coverage has been ironed out.

Original plans to relay convention goings-on direct by micro-wave relay link have been abandoned because there is no assurance that equipment necessary could be purchased and set up in time. Thus, live network coverage will be limited to the Eastern Seaboard. The effect on coast-to-coast networking may also be one of delay.

Earlier announcements that by next summer there would be a coaxial cable running to Chicago also went up in smoke. F. R. MacFarland, of American Telephone and Telegraph (AT&T), said there would be no coaxial installation capable of carrying television pick-ups west of New York and Washington and there was no possibility of making any tie-ins. However, AT&T said that the East Coast circuits between New York and Washington by next June would be able to transmit three programs simultaneously in the event the proposed program pooling plan shouldn't work out.

Western Union Link

There is also a possibility that a fourth Eastern link will be available by convention time. J. Z. Millar, Western Union engineer, said his org plans installation of a two-way radio beam circuit between New York and Philadelphia which will, if ready, be (See Convention Coverage, page 17)

Colleges Eye TV Uneasily as Grid \$ Slasher

NEW YORK, Dec. 20.—Colleges and universities, alarmed at the possibility of losing some of the heavy cash which has flowed over football ticket sales counters, are preparing to take direct action to counter the threat of television to their gate receipts. A two-day meeting of the Eastern College Athletic Conference (ECAC) this week set up a committee empowered to study the entire video problem and also to set up contact with other regional college groups. It is likely that the question will be aired on a national basis, probably at the instigation of ECAC representatives, when the National Collegiate Athletic Association (NCAA) meets in New York next month.

The colleges are particularly displeased by loss of attendance in favor of viewing by tele on bad weather days. Another sore point was the practice of some video outfits in filming games which were shown later over tele stations, with the colleges involved getting no return from such showings. Some ECAC delegates plumped for royalty payments to be made for such deferred film showings.

On National Scale

Participants in the discussions agreed that action would be necessary on a national scale to protect the colleges, with a central body probably taking over scheduling of telecasts, drawing up of contracts, setting of fees, ruling on commercials and supervising of all other phases. Such a suggestion is likely to be raised before the NCAA meeting, where specific action may result. Some ECAC delegates recalled the furor created by the onset of radio broadcasting years ago, when Eastern colleges first barred all airing of games, but later permitted each college to shift for itself.

One ECAC speaker, H. Jamison Swarts, of the University of Pennsylvania, summed up the results of two years of telecasting his university's gridiron activities. Swarts predicted a decline in attendance in years to come and declared that income from tele rights could not take up the slack. He also questioned whether the players would be quite as included to die for dear old alma mater when the spectators were clustered in their favorite taprooms rather than in the frigid stands.

USE THESE INEXPENSIVE

PERSONALIZED POSTAL CARDS

FOR YOUR FAN MAIL

You get true photographic reproductions in our black-and-white "Gloss-Tone" Postal Cards quoted below. Delivery from 4 to 6 weeks. All we need is your photo.

	NEW	REPRINT
1,000	\$10.50 per M	\$7.50 per M
2,000	8.25 per M	6.25 per M
3,000	7.50 per M	5.85 per M
4,000	7.15 per M	5.65 per M
5,000	6.90 per M	5.50 per M
10,000	6.45 per M	5.25 per M

A flat charge of \$2.50 will be added to the total cost of order if paragraph is desired for the address side of card, not to exceed fifty words.

F. O. B. Fort Wayne, Ind.

Write for Free Samples—No Obligation

Fort Wayne Printing Co.

FORT WAYNE 2, INDIANA

Real GLOSSY 8x10 PHOTOS

250 POST CARDS \$7.15

NO NEGATIVE CHARGE

2.95 FOR 25

Negative charge \$1.25 on first order of 8x10's except in quantities of 500 or more. 50% deposit, balance c.o.d. Send for full price list.

MULSON STUDIO DEPT. C, BRIDGEPORT 8, CONN.

TV NETS MAP NEWS COVERAGE

33 of 67 TV Bids Set for Hearing in FCC Rush Sked

WASHINGTON, Dec. 20.—Viewed as the most wholesome sign so far of revitalized interest in television development, Federal Communications Commission (FCC) at the turn of the year will embark on the heaviest video hearing schedule in history. With 33 of the 67 pending TV bids already designated for hearing and another half dozen to be added when FCC gets around to it, the task of issuing grants for available TV channels is beginning to cut heavily into the commission's time and, in the opinion of one high-ranking official, may soon become the major part of the FCC's work until most of the channels are occupied.

The unprecedented hearing schedule will be touched off by the January 5 proceedings here on FCC's examination of Paramount Pictures' television interests. Crowding the scene, this week's bids for Boston stations by Columbia Broadcasting System (CBS) and Matheson Radio are due to be tossed into hearing. The two bids make a total of seven applicants vying for the two remaining Hub City frequencies. CBS applied for Channel 9, already asked by Empire Coil Company of Massachusetts Broadcasting Corporation, and Boston Metropolitan Television Company. Matheson's bid for Channel 13 is opposed to bids for the same frequency by New England Theaters and New England Television Company. All but the two latest bids in Boston have already been designated for hearing.

Bids for Channel 10 in Dallas filed with FCC this week will also be set for a hearing if neither applicant backs out. Competing bidders are A. H. Belo Corporation and Texas Television Company.

Wilkes-Barre-Philadelphia Sessions

Recent bid of Wyoming Valley Broadcasting Company for Channel 11 in Wilkes-Barre will soon be set for hearing with that of Louis G. Baltimore for the same channel. Competing bids for the lone remaining frequency—Channel 12—in Philadelphia by Daily News Television Company and Pennsylvania Broadcasting Company are to be heard by FCC March 11.

In Pittsburgh there are four applicants for three remaining channels with a hearing slated early next year on the bids of Allegheny Broadcasting Corporation, Westinghouse Radio Stations, Empire Coil Company and WPIT. Also to be heard in the Keystone State are the competing applications of Harold O. Bishop and WHOP for Channel 8 in Harrisburg.

Cleveland, with two channels left open, has three bidders with all designated for hearings. United Broadcasting Company and WGAR are vying for Channel 7, while DuMont Laboratories' bid for Channel 2—the unopposed—will be part of the Paramount hearing.

The Paramount confab January 5 will involve bids by DuMont for Cleveland and Cincinnati stations, New England Theater's bid for a Boston outlet, United Detroit Theater's Detroit bid and Interstate Circuit's application for a Dallas station. All firms have been tabbed as Paramount-controlled by FCC. Paramount claims it does not control DuMont. Should FCC stick to its assumption, these bids will be dismissed by FCC on the grounds that

Paramount's subsidiaries already control the maximum of five stations permitted.

Dismissal of DuMont's Cleveland bid might permit FCC to cancel the Cleveland hearings if either United or WGAR could be persuaded to accept Channel 2 instead of Channel 7.

Dismissal of New England Theater's bid for a Boston station would not ease the situation there a bit since Cherry-Webb Broadcasting Company's bid for a Providence station asks that Channel 13 be taken from Boston.

However, dismissal of United Detroit Theater's bid for a station in the Michigan city would leave the way open for WJR, also seeking Detroit's remaining channel. Should Interstate's bid be tossed out little improvement would result since there would still be two bidders for the last remaining frequency.

Remaining applications on the video hearing calendar are those of Don Lee Broadcasting System for stations in Los Angeles and San Francisco. FCC is awaiting clarification of Don Lee's recent reorganization before going into the merits of the bids.

WNBT Rates To Go Up Again in Spring

NEW YORK, Dec. 20.—Further increase in television rates for WNBT here is due in the spring, probably in March or April. The rate hike will be based on increased receiver circulation anticipated by then.

WNBT raised its rates, effective

WEWS, Cleveland, 15th U. S. Outlet, Debuts for S-H

CLEVELAND, Dec. 20.—The nation's 15th commercial television station started service here this week (17) when WEWS, owned by Scripps-Howard, began a 20-hour weekly sked. The station operates on Channel 5.

WEWS has taken over the Women's City Club Auditorium as its headquarters, with what is believed to be the largest television studio in the country. The auditorium has 60 by 70-foot floor space as a stage, and in addition has smaller studios for other originations. Studio space of WEWS-FM also is available.

The schedule now is entirely sustaining, with one sponsor, Standard Oil of Ohio, signed this week to bankroll an amateur program. Sponsorship will begin in January. The rate-card structure provides for one charge for shows contacted for less than 13 weeks and a reduced rate for more than 13 weeks. Basic charges are \$480 and \$240 for an hour, the larger fee for less than 13 weeks; \$336 and \$168, half hour; \$240 and \$120, 15 minutes; \$192 and \$96, 10 minutes; \$120 and \$60, five minutes.

James C. Hanrahan is general manager; J. Harrison Hartley is television director; Patrick Crafton is program manager, and Joseph Epperson is chief engineer.

The station has discussed video coverage with the Cleveland baseball club, but no deal has been set as yet. Receiver-set circulation, all inclusive, is currently estimated at 1,000.

January 1, a few months ago, the new basic rate being \$500 per transmitter hour. It is effective for only 13 weeks.

Coast Boxing Arena Owner Claims Video Hypos B.-O.

HOLLYWOOD, Dec. 20.—Telecasting of boxing matches is boosting the box-office at South Gate Arena, according to Owner Frank Pasquale, who, in a letter to Klaus Landsberg, director of Paramount's KTLA, points out that the station's scanning of the arena's bouts has served to increase interest in the sport. At a time when some fight promoters are yelling that tele remotes of fights are killing the gate, fact that Pasquale holds an opposite view is particularly interesting.

Following is his letter to KTLA's topper:

Dear Mr. Landsberg:

It is now four and a half months since we signed our contract, under date of August 1, 1947, wherein we granted you the privilege of telecasting the boxing events held at this arena on Monday nights of each week.

If you will recall our signing the above agreement, you will remember that we were very reluctant in having our fights televised, for the simple reason that we felt at that time that such telecasting would affect our box-office receipts by having the customers sit home and watch the events thru television, and not come into our arena as paying customers.

We have kept constant statistics on our box-office attendance, and we must readily admit that we were

greatly in error with our first thoughts, in that the box-office would show a decline in attendance; the truth of the matter being, that our box-office has held up remarkably well, as a matter of fact, we now feel that it has helped in increasing the attendance at our events.

According to our records we find that the attendance at the present time, and ever since we have been televised, has been increased from 10 to 15 per cent over corresponding events which have not been formerly televised.

We, at this time, wish to assure you that we are more than glad with the results as shown, and just as soon as the present contract comes to an end we shall be more than glad to enter into an agreement with you for the renewal thereof for a further period of time.

In conclusion we also want to point out to you that we feel that we have received an innumerable amount of publicity thru your telecasting, wherein patrons who have never heard of the South Gate Arena, have either called us on the phone or came to the box office in person, anxious to see the fights in the ring, which heretofore they observed only thru their television sets.

Most Sincerely,
South Gate Arena,
Frank Pasquale,
Owner.

NBC in Lead, Doubling Up AM Spielers

Wide Use of Film Likely

NEW YORK, Dec. 20.—Networks are blueprinting their plans for network news coverage on television, as indicated by a series of significant steps taken recently by the National Broadcasting Company (NBC). This web has quietly signed up its name newscasters and regular newsmen to new contracts specifying television work in addition to radio broadcasting. Supplementary contract forms were sent out, were signed by virtually 100 per cent of the web's staffers, and are already in the hopper. Only two newsmen—who are abroad—remain to be heard from.

In addition, the news division of the web is laying plans for extensive domestic and worldwide news coverage via film. Already, authorizations have been granted for assigning staff photographers to managed and owned stations in Europe. One photographer will go to WNBW, Washington NBC tele station, next week. Another is to be assigned abroad shortly and it is expected that a third will go to NBC's video station on the coast when it begins operations.

The web currently is getting film from foreign agencies covering news in 19 foreign countries, and is increasingly using top radio men for video assignments. For instance, Merrill Mueller, head of the net's news bureau in London, was responsible for giving NBC its 29-hour scoop on the Princess Elizabeth wedding. Another web crack newsman, Robert Magidoff, has lately been doing much more video than radio. He's assigned to Moscow, where he's been getting NBC a lot of news on film. The web has been using the stuff frequently, with commentaries by Magidoff.

Philosophy of network execs is that they, themselves, rather than American wire services or newsreels, are in the best position to supply a timely and efficient news coverage via film. NBC, for instance, claims that all of its major scoops, such as (See Nets Map Coverage on page 17)

LOOK

BEST GLOSSY PRINTS

Photo Post Cards
3c Each in Quantities
8x10 Prints
9c Each in Quantities, Plus
Negative Charge \$1.50

Write for Prices

Terms: One-half with order, balance C. O. D. All original photos returned.

Commercial
Photos, Inc.

833 SOUTH LUDLOW ST.
FULTON 0861 DAYTON 2, OHIO

Hockey Games

Reviewed Wednesday (10), 8:25 p.m. via WCBS-TV. Style, sports. Sponsor, Knox the Hatter. Agency, Geyer, Newell & Ganger. Director, Herbert Bayard Swope Jr. Commentator, Win Elliott. Cameramen: Ed Leftwich and Sonny Diskin on the game; Pyron Paul on the commercial. Soundman, Ralph Novick. Commercial model, Jerry Miller.

Televising of the home hockey games of the New York Rangers by the Columbia Broadcasting System (CBS) is one of that web's more intricate video operations. That it is mostly successful is a tribute to CBS tele sports chief Herbert Bayard Swope Jr., who produces.

CBS uses two cameras to cover the games, one for long shots, the other for close-ups. Here is one case where lack of Zoomar lenses halves the effective coverage, inasmuch as both cameras follow approximately the same action; one Zoomar-equipped camera could do the work of both CBS cameras. The director, Swope, sitting in the CBS control room in Madison Square Garden, chose which of the two available images he wanted punched up. This, at times, called for the intuition of a swami, for Swope had to guess whether the play would carry thru to the goaltender, which offered the most effective close-ups, or be stopped somewhere short, with the longer shot making the better choice. Hockey being the exceedingly swift game it is, instantaneous decisions were called for, and Swope showed his familiarity with the problem by getting onto the close-ups for most of the significant shots. He missed a few—as was to be expected—getting onto No. 2 (or close-up) camera too late to capture the action, and getting back to No. 1 camera too late to nab the start of the subsequent play; but by and large, the more thrilling moments of the 4-4 tie game between New York and the Montreal Canadians were transmitted as well as possible with the equipment on hand.

Commentary by Win Elliott seemed too detailed, almost as tho it were (See *Hockey Games* on opp. page)

Luncheon at the Waldorf

Reviewed Thursday (18), 1-1:45 p.m. Style—Interview. Sustaining via WNBT. Originates in Flamingo Room, Waldorf-Astoria Hotel, New York. Director, Bill Garden. Emcee, Jay Martin. Interviewees, this program, four former members of WASPS: Betty Jane Williams, president of WASPS Association; Blanche Noyes, Phyllis Ryder, Clara Jo Stember.

With videomen constantly grappling for sprightlier use of the medium, National Broadcasting Company (NBC) has chosen to air a somewhat hackneyed gimmick titled *Luncheon at the Waldorf* for the homemaker trade. Emcee Jay Martin and four aviatrix guests rambled on for 30 minutes, mainly on the place of women in flying and what the four fem fliers themselves had accomplished, and then a 15-minute film was shown purporting to demonstrate basic elements of flying. The program proved static, talky and contained basic camera and sound flaws.

Martin's emceeing was wooden and single-paced. Conversation around the lunch table at the Waldorf was uninspired and consisted mainly of Martin asking each of the four, in turn, how she became interested in flying, when she first flew, what she did during the war and what she is now doing. Opportunities for interesting camera shots were virtually nil, and many shots were poorly framed or had backs of heads of some participants obscuring faces of others. Further, musical backgrounds were badly modulated, sometimes drowning out the talk. The show's opening, with Martin discussing the (See *LUNCHEON* on opposite page)

Make Believe Time

Reviewed Monday (24) 8 to 8:15 p.m. Video musical impersonation show presented sustaining on WBKB, Chicago.

A novel attempt to bring to television the successful technique of impersonators of famed musical personalities, this show, featuring Marvin Himmel, originator of the Three Make Believes nitery and vaude act, could have been top video entertainment if it had not been marred by video production mistakes which detracted plenty from over-all impact.

Cast as a record shop salesman, Himmel, in order to get into his impersonations, went into a daydream trance a la Danny Kaye's *Walter Mitty* performance, and then was shown costumed in the roles he duplicated. With recorded music in the background supplying work of talent imitated, Himmel gave impressions of Phil Harris, John Charles Thomas and Dorothy Shay. As in make-believe act, Himmel provided action, while music was supplied by recordings.

Production mistake was superimposition of shot of Himmel on moving clouds to accentuate dream impression. Result was that cloud shapes distracted attention from Himmel and took away attention from his actions, the real entertainment value of the act. Clouds could have been used briefly for transition, but Himmel should have worked in front of plain background.

Unique idea was using revolving pix of Himmel as introductory shot preceding dream sequences. But after it had been used once it had been milked dry and use second and third time was monotonous.

This show, a one-timer packaged by the Phil Gordon Agency, proved that Himmel has top video potentialities with his comical routine. But if his work is used as basis for series, greater production perfection will have to be attendant to capture maximum entertainment value.

Cy Wagner.

On the Town

Reviewed Friday (12), 12:30-1:30 p.m. Style, sports interview, remote from Pan-Pacific Auditorium. Sponsored jointly by Los Angeles tele set distributors. Agency, J. Walter Thompson. Produced by Doc Livingstone. Over KTLA (Paramount), Hollywood.

Area's tele set distribs have realized the need for additional afternoon tele programming and have pitched their pennies together into one pot (amounting to an initial budget of \$35,000) to bank-roll more daytime tele segs. This seg, a remote pick-up from Pan-Pacific, is one in a daily series to be tagged *On the Town*. With the sponsor's purpose in mind, today's scanning seems to fit the bill as far as giving local tele screens additional eye material is concerned. As to its entertainment value, their is some doubt since subject, by its nature, limits interest to the somewhat restricted audience of the sports-minded clan.

No single tele set brand name or dealer is plugged. Instead, commercial is offered in calling-card fashion, mentioning only that seg was sponsored by the Los Angeles tele receiver distributors.

For this pick-up KTLA brought its cameras down to the Pan-Pacific Ice Arena, giving viewers a glimpse of figure and hockey skaters in practice. These are capably reviewed by announcer Stu Wilson. In the case of the hockey team, elements of the game are explained by members of the team. In general, seg is a switch on the old man-on-the-street format, only in this case it is ice. J. Walter Thompson intends to inject a thread of continuity between the afternoon remotes, hence adding to their interest. Panning and dollying was handled in KTLA's typical skilled manner.

Lee Zhitto.

Fun at Four

Reviewed Thursday (11), 4-5 p.m. Style—Variety Show; produced by Charles Kelly. Presented by RCA Victor Varieties. Originated at WNBW (NBC), Washington. Director, Charles Kelly. Technical Director, Charles Colledge. Announcer, Ray Michael.

Fun at Four, running from 4 to 5 p.m. every Thursday, is sponsored by 50 local television dealers who have an across-the-board arrangement with WNBW for programs that hour Monday thru Friday. The sponsors are obviously convinced that *Fun at Four* should be fashioned largely to please casual women shoppers in stores selling and demonstrating video sets. Five variety acts that make up the show emphasize the women-shopper appeal, and Ray Michael, who emcees the show, addresses his remarks loyally and consistently to the "girls."

On the day caught the fare consisted of a hair-dressing demonstration by a pair of local coiffure artists, tap dancing by an eye-filling girl, songs by local collegian glee-clubbers, some stunts by a magician and a chalk cartoonist. Leaning heavily on amateur talent, the entertainment lacks a polished theatrical touch. For instance, the coiffure artists—Emile Jr., who operates several local hair-dress parlors, and his assistant, Margaret Tarpey—demonstrated how to arrange an "upswept" hair-do in 12 painfully long minutes, during which their occasional attempts at dialog were pathetically strained. Efforts by announcer Michael to interpose some witty sayings from beyond the camera's view were brave but futile. At times Emile, in his arduous task of completing the hair-do in the compressed time before the camera, blocked the camera vision with his broad back, and for all the television audience may have known or cared, Emile was demonstrating how to prepare a Christmas roast.

Rita Johnson Dances

The tap dancer, Rita Johnson, gave considerable spark to the show, performing to recorded music. WNBW's two mobile cameras sometimes had difficulty in following the dancer around and getting her in full view. Sam Abbott, a chalk artist, drew amusing sketches about holiday shoppers and gift problems. Harry Baker, a local magician, gave what he described as the fourth in a series of legerdemain demonstrations and left this televiewer with no palpitations of anticipation for the fifth. Five students from Georgetown University, who called themselves the "Georgetown Chimes," carried the heaviest load of the show with several lengthy renditions of old-fashioned harmony, the sort that would please middle-aged and elderly women. The commercials consisted of placards showing various models of video sets, with Michael's easy-going voice coming in for accompanying patter.

Michael, a personable jack-of-all-trades announcer, could contribute to some much-needed speeding up of the show by leaving his chair and table more often. Under the present arrangement there are tediously long breaks for the television camera's shift from Michael to the talent he introduces, and the viewer sometimes wonders whether Michael is in the same studio with the stuntsters.

Considering that *Fun at Four* is a small-budget show assembled for a relatively dull hour of the television day, the result is above average. The more glaring technical shortcomings are not too difficult to correct, even on a low budget, and the attractive Wardman-Park Hotel studio stage on which the show is performed could be used to better advantage.

Ben Atlas.

Charade Quiz

Reviewed Thursday (4), 8:15-8:45 p.m. Style—Quiz. Sustaining via WABD and the DuMont television network. Producer, Victor Keppler. Director, Henry Alexander. Technical director, Frank Bunetta. Video operator, Jack Falato. Audio operator, Curt Lambert. Emcee, Bill Slater. Guests this program, Minna Beth Lewis, Herb Polesie, Bob Sheppard.

The hoary but time-honored parlor game of charades is being adapted nicely by DuMont for video with the capable Bill Slater in the role of emcee. The show realizes what many only strive to obtain: Actual mental participation of the viewer in the program's doings. In this case, it means seeking to translate the significance of briefly acted skits and visual or oral clues and symbols into the answer. Three guests on the program try to beat the time limit set on each puzzle by Slater, and the element of competition transmits itself nicely to the viewer.

As in most quiz shows, the questions themselves, sent in by home viewers, range from the very simple to the very difficult. The guest board, consisting on this show of radio producer Herb Polesie, radio actor Bob Sheppard and Minna Beth Lewis showed, in some cases, a remarkable ability to latch onto obscure (See *Charade Quiz* on opposite page)

A Glamorous Christmas Morning

Reviewed Friday (12), 8:30-45 p.m. Sponsor, McCreery Department Store. Director, Ernest Colling. Technical director, Dick Pickard. Cast: Raye and Naldi, Irene Murphy, Walter Dever and Cheryl Archer. Via WNBT, New York.

This is one of three pre-Christmas programs placed by the McCreery Department Store on WNBT. This program ran 15 minutes. Thirteen minutes were commercial. Two were entertainment, and how they managed to get it in, no one can say.

The program opened with exterior film shot of the store, led to a toy counter and thereafter consisted of shots of various toys and dolls, with Irene Murphy in the guise of a sales clerk explaining the details and prices of the items shown. Two youngsters, a boy and a girl, played with the gadgets as Miss Murphy chattered along. Then just before the end of the program an abrupt cut from a candle display led to a shot of Mary Raye and Naldi, who did a brief ballroom terp routine.

No one doubts that department stores can use television with signal success, but certainly more fertile and imaginative treatment is both necessary and possible.

Jerry Franken.

GENUINE GLOSSY PHOTOS 5 1/2" x 3 1/2" EA.

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8"x10", \$55.00	30"x40" \$3.85 EA.
Fan Mail Photos	20"x30" \$2.50 EA.
1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

CopyART 165 West 46th St. Photographers Bryant 9-1723 N.Y.

WE DELIVER WHAT WE ADVERTISE



Burrelle's

ESTABLISHED 1888

PRESS CLIPPING BUREAU, Inc.

165 Church St., New York 7, N.Y.
Barclay 7-5371

Gen. Foods Returning to TV; Survey Shows Field "Sound"

NEW YORK, Dec. 20.—An official of General Foods Corporation (GF) this week indicated that the food firm would spend "close to \$1,000,000" in television in 1948. This statement followed a declaration by Howard Chapin, chairman of the GF television committee, that managers of each division within GF will be free to use video advertising as they see fit, within the budgets assigned them. Chapin revealed this GF tele policy while releasing some results of what the food firm terms the "first comprehensive research study of television," made for GF by two of its agencies, Benton & Bowles (B&B) and Young & Rubicam (Y&R). The survey shows, generally, that "television now has established itself as a sound commercial medium."

The portions of the survey which were released pertained mainly to the medium itself, and did not contain research concerning specific commercial and competitive aspects of video such as station, time and program ratings. This, said Chapin, was mainly because GF was not itself convinced of the validity of its figures in these spheres, since audience habits and viewing trends still are in the formative stages, with preferences far from set.

Chapin stated that GF was writing off the commercial importance of the large bar and grill audience in the firm's marketing activities. Altho Chapin said considerable "sober material" was obtained about this group, he pointed out that program selection remains in the hands of management rather than the customers, thus affecting the free listening of the average viewer. Also, bar customers were found to be inattentive to the commercials, with sponsor identification "notably lower" than that of home viewers.

While video's cost-per-thousand average runs well above radio's, the GF survey indicated that the ratio is falling rapidly, and video cost may be halved by next June. Nevertheless, the report concluded that costs currently "do not warrant the use of television as a basic, mass circulation medium, unless there are advantages over and above circulation."

Program types most preferred were sports, live drama, feature films and children's programs. Most desired but not on the air, the survey found, were new good movies, good radio shows, Broadway shows, more and new types of shows, movie and radio stars, operas and operettas. Indicating acceptance of commercials by tele viewers, the survey found that when asked what commercials they remember particularly disliking, 52 per cent of women, 28 per cent of children and 20 per cent of men answered "none."

The survey predicted 750,000 sets in use and 46 tele stations broadcasting in the U. S. by the end of 1948. Of current set owners interviewed, 71 per cent found video "wonderful," 19 per cent "good," and only 3 per cent "disappointing." The average New York set owner, they found, is an executive, professional man, or owns his own business, pays more than \$75 per month rent, has a family of 3.3 persons, and has friends in to see

Don Lee Rose Bowl Game Pitch Nixed

HOLLYWOOD, Dec. 20.—Don Lee television's last-minute attempt to get video rights to the Rose Bowl game was turned down last week, after web execs put in strong pitch to share tele rights with Paramount's KTLA. Don Lee last week appealed directly to Pacific Coast Intercollegiate Athletic Conference at a confab in Sonora, Calif.

Rights to the New Year's Day classic belong to National Broadcasting Company (NBC), who also control radio rights. NBC, in turn, farmed video okay out to KTLA when it was apparent that net's video outlet would not be in operation by year's end. Both KTLA and Don Lee's W6XAO will telecast the Rose Bowl parade preceding the game, and it was Don Lee's hope that NBC, Rose Bowl offices and KTLA would let cameras into the Bowl to carry game as a public service feature.

Crix, Thesps and Scripters Are Packaged for Video

NEW YORK, Dec. 20.—The Biow Agency last week was considering *Curtain Calls*, a video package produced by Gainsborough Associates. The opus would bring drama critics together in a round table with playwrights and actors of current legit shows. The emcee is Alfred Golden, who penned the current play, *Young Man's Fancy*.

The client involved has not been identified.

CHARADE QUIZ

(Continued from opposite page) clues and come up with the correct answer. This likely was a stimulant rather than a deterrent to more audience participation, however.

Slater's handling of the question-master's role was assured and good humored. The small troupe of youngsters who acted out the problems did an adequate job. Camera work was above the average of productions on this station, with neat framing, good angles and smooth switching. *Charade Quiz* approaches the type of professional quiz show tele can produce at very little cost. Sam Chase.

telecasts three times a week or more. Average tune-in is 17 hours per week.

As for GF's video experiences, the survey is prefaced with the statement that the firm has used all three New York stations for nine months, plugging nine products and six corporate divisions. This was done, GF said, to provide experience with commercial and program production, to stake out time claims, to acquire rights on programs and to allow broad participation for many GF products. First tangible result of the survey was the expansion recently by Maxwell House division of GF, which signed to sponsor a number of Madison Square Garden events over WCBS-TV. GF cut its weekly full hour over WNBT to 30 minutes about three months ago, in order to provide funds for the survey, which cost "under \$10,000."

Mags Fear Inroads by Tele: You Can't Watch, and Read, Too

NEW YORK, Dec. 20.—Fear that tele may hurt the magazine field is beginning to crystallize among mag publishers. Latest indication of this was a meeting held recently by execs of Fawcett Publications to consider the possible effects of tele on readership. Fawcett is also considering the advisability of adding a string of video fan mags to corral the audience which is expected to grow with the new medium. No action was taken.

One of the factors troubling Fawcett and other mag publishers is that a person, while viewing a video program, cannot peruse a magazine as radio listeners do.

Publishers other than Fawcett are taking increasing cognizance of tele and are using increasingly more video copy. Notable example is Ideal Publications, whose string includes *Personal Romances* and *Movie Life*.

NETS MAP COVERAGE

(Continued from page 15) the royal wedding, the eclipse of the sun in Brazil last year, et al, have been NBC-produced. Wire services, as of now, are figured as not having enough video know-how to be more than a second-rate source of material. The wire services' video films at present are criticized as often being out of focus, too late and lacking in technical details of photography. One web exec expressed the point of view that if the services develop in video news coverage, that will be all to the good—but at present it looks as tho the wire services have been forced into the picture because of competitive reasons.

Another web man pointed out that it was necessary for the webs to build their own top-flight video news organizations because of webs' desire for exclusivity. One aspect here, of course, is the commercial angle. Exclusive stuff, rather than material widely sold, will be more attractive to sponsors.

HOCKEY GAMES

(Continued from opposite page) being done for audio only, with Elliott describing action which was clearly visible on the screen. He might do better to limit himself more to naming the players involved, and expounding on the significance of the action. Elliott did get in some good, terse explanations of basic rules.

Camera work was excellent for the speed of the action and area to be covered. Some good possibilities of color shots were overlooked, however. Few crowd and bench reactions to scores or exciting plays were shown. Nor did the screen show the balconies of the Garden, draped with huge banners proclaiming admiration for various players and bearing such slogans as "Playoffs or Bust."

Commercials, on this occasion for Knox Hats, meant additional production problems. They were part live, from a small studio elsewhere in the Garden, and part slide, from CBS studios. Live portions, requiring considerable rehearsal, had a couple modeling Knox-sold items and going thru pantomime while male and female voices discoursed on the quality and price of the goods. Four-way hook-up connecting the live commercial, Elliott's cage, the CBS studio and the Garden control room necessitated instantaneous cuing by Swope, which it received. Swope also needed Elliott for drop-in commercials at various intervals thruout the game. Other two Garden sponsors, Ford and Maxwell House, offer somewhat less complicated commercials, Ford's being done by film exclusively from the CBS studio. Sam Chase.

The latest move by a mag bowing to reader interest in video is *Radio Mirror*. Beginning with the April issue, this will be titled *Radio and Television Mirror*.

Another aspect of video intriguing the mags is advertising. Competition for the ad dollar is constantly sharpening among radio, newspapers and mags. With video entering the picture, the migraine promises to hit a new high.

CONVENTION COVERAGE

(Continued from page 14) made available to Eastern telecasters for convention coverage.

Since flicks appear to be the only coverage available for the Midwest telecasters, Clipp appointed a committee to study all the problems attending the setting up of a film service which would call for distribution by chartered plane service. Kenneth W. Stowman, director of WFIL-TV here, was named chairman of the film committee. With B. O. Sullivan, of New York; Brank Bremer, of WAAT-TV, Newark, and Neil H. Swanson, of WMAR-TV, Baltimore, he will study costs, facilities and other aspects of the film coverage.

The committee, which is expected to report back to the group at another meeting early in January, will also explore the possibility of commercial sponsorship on a national basis to help defray the costs involved in the service.

LUNCHEON

(Continued from opposite page) menu with a waiter, then greeting his guests as tho he had no idea they were coming, also was signally unconvincing.

Guests included Blanche Noyes, former actress and veteran champion flier; Phyllis Ryder, lead in *Voice of the Turtle*; Clara Jo Stember, aviation artist for magazines, and Betty Jane Williams, who narrated the film which occupied the last third of the program. Of these only Miss Ryder contributed real sparkle and personality to the proceedings.

The film was the most interesting and visual portion of the program, with some shots showing the fundamentals of operating the controls, made from inside a plane's cockpit, and others, made from another plane, illustrating the results of each manipulation. However, even this was hampered by Miss Williams' commentary, which was too heavily larded with technical jargon unintelligible to the beginner, at whom the show was directed. Talk such as "equal amount of sky between the wingtips" and "each oscillation will become smaller" tends to confuse the kitchen mechanic.

The program wound up with emcee Martin, an ex-legiter, taking a vocal turn on Irving Berlin's *Remember* while his coffee cooled before him, and his guests made with the enthusiasm. Which was more than the viewer could do. Sam Chase.

I'M A LIVE SHOW!

Though definitely in the groove, my sparkling photo reposes do a "live," smackeroo publicity job putting over the names of today and tomorrow!

8x10's, 5c
(In Quantity)
POSTCARDS, 2c
(In Quantity)

Mounted Blow-ups on heavy board, 20x30, \$2; 30x40, \$3 (In Quantity).

Write for FREE Samples and Price List B.

MOSS PHOTO
155 W. 46th St.
BR 9-8492-8498 N. Y. C. 19



Quality Glossy Prints

If you want quality photo-reproductions and fast service, order from us. We make them by the thousands.

100—8x10's for \$ 6.50
500—8x10's for 27.50
1000—8x10's for 50.00

Negative charge of \$2.00

Post cards in quantity, 2 1/2¢ each.
Write for price list on other sizes.

Quality Photo Service
Perkins St., Box 42 Bristol, Conn.

THE CORN IS GREENBACKS!

Ork Agents Eye Folksters For \$ Relief

Hillbilly Grosses Pay Off

(Continued from page 3)

gross racked up by hillbilly Eddy Arnold in the Washington Municipal Auditorium a couple of weeks ago. The sole attraction was Arnold with his guitar, without an ork or other surrounding bill. Others recall the couple of successful experiments conducted at the Rustic Cabin, Englewood Cliffs, N. J., sponsored by Nat Tannen, which featured a night of folk entertainment on the ork attraction's night off and which filled the spot on both evenings.

All Around the Country

One major p. m., who has been around for many years, testifies that the West Coast, the Dallas region in Texas, the Pennsylvania and Ohio territory, Detroit and its environs, and even the sedate New England territory have shown solid box-office reaction to servings of country music.

The WM office made its entry into the folk field recently when it signed Ernest Tubb, who was one of those who helped gross some \$9,300 in a two-night folk music concert presentation at Carnegie Hall two months ago, for theater bookings. The office this week arranged a similar deal for Eddy Arnold.

M-A signed Dude Martin, a cowboy ork, recently and just landed the group a Victor recording pact. The agency intends to look further into the folk biz.

GAC has been looking into the possibilities of the hill and cow artists mainly in the East. Agency exec Art Weems revealed that the agency has been thinking of taking on the Hayloft Hoedown, the Philadelphia hillbilly group, and the local fem folk disk jockey, Rosalie Allen. The agency at one time handled Spade Cooley, one of the top exponents in the cowboy ork field.

Music Corporation of America (MCA) handles the Bob Wills group. MCA execs say that the agency isn't on the prowl but at the same time wouldn't turn down worth-while country-style talent.

Newcomer's Eyes Peeled

Several personal managers who have long been connected with top name orks have confidentially revealed that they have been searching into the folk-talent field lightly to date but that they now are contemplating more exhaustive efforts toward actively moving into the field.

It is well known in the trade that such folk names as Cooley, Wills, Arnold, Tubb, Merle Travis, Tex Williams, Red Foley, Sons of the Pioneers, Elton Britt, Jimmy Wakely, Tex Ritter, Bob Atcher and others have proven top disk sellers. But their personal appearance box-office potential has rarely been so carefully eyed. For succor from the dropping name ork revenue they're latching onto the folksters.

Petrillo's Confident, But . . .

NEW YORK, Dec. 20.—James C. Petrillo's sound-off in the press this week that he expects the American Federation of Musicians (AFM) record-royalty payments for as long as 10 years after the December 31 ban came as no surprise to record company execs here.

Lawyers for the diskeries have been pondering that point for a long time, with interpretations still varying. Some concede that the 1944 contracts signed between AFM and recording companies call for the payment of royalties on all records pressed from masters cut during the life of the contract. Since these contracts expire December 31, Petrillo obviously bases his 10-year royalty expectations on just that concession. Other lawyers think there may be grounds for interpreting the stipulation on masters differently.

But most important, few of the lawyers are sure of the Taft-Hartley Act's effect on Petrillo's "master" agreement is such is conceded as agreed.

Law's Restrictions

The T-H Act's provision governing "restrictions on payments to employee representatives" says it shall "be unlawful for any employer to pay or deliver, or agree to pay or deliver, any money or other thing of value to any representative of any of his employees who are employed in an industry affecting commerce." That would clearly outlaw the payment of royalties where no previous contracts exist, but the law also says: "This section shall not apply to any contract in force on the date of enactment of this act, until the expiration of such contract or until July 1, 1948, whichever first occurs."

Therefore, argue some record company lawyers, Petrillo may be allowed to collect his royalties only up until December 31, when his pacts with disk firms expire. It is believed, however, that the AFM's legal counsel will argue that continued payments of royalties on records sold after December 31 are legal when they stem from those "masters" covered by contracts which were specifically exempted by the T-H law. Even if such interpretation were rejected by lower courts, it is thought possible that AFM might fight to deem the royalties portion of the T-H law unconstitutional on the grounds that if the law prohibits payment of royalties on pre-December 31 masters it constitutes an *ex post facto* decree, which would be contrary to the constitution.

All of which settles nothing currently, but leaves record company tradesmen not as sure as Petrillo that he's going to collect such royalties or that they're going to pay them.

Diskers Join With Airers In Mapping Petrillo War; Kaye Slated as Counsel

IMC in Huddle, 75G War Chest Rumored

(Continued from page 6)

day), refused to verify reports that a \$75,000 slush fund is to be raised, stating that it sounded "high" to him. However, it has been ascertained that the four major record companies are going to underwrite a minimum total of \$15,000 with smaller firms to contribute proportionately and on a voluntary basis depending on their own financial conditions. In addition, open-end and library transcription companies, broadcasters, both AM and FM, and telecasters, will assume some of the burden.

Willard pointed out that it was difficult to estimate the total size of the funds to be raised, since there is no indication whatsoever as to how long the AFM record ban will continue or as to whether the networks will be deprived of live music after January 31.

IMC and various subcommittees met all day yesterday (Friday). Morning sessions were held by the legal and public relations group, as well as a phonograph company session attended by Ed Wallerstein, of Columbia; Jim Murray, of RCA Victor; John Hammond, Mercury; Guy Lemmon, Majestic; A. Halsey

Cowan, Signature, and Jack Pearl, representing the Phonograph Record Manufacturers Association (PRMA). PRMA and its 40-odd small manufacturers are skedded for an early January meet to determine its IMC stand. Some of the smaller diskeries are said to be cold to Kaye's appointment.

The full session of IMC heard reports of meetings held by the networks with James C. Petrillo, AFM president. The main point made was that those confabs held so far have been fruitless, and Petrillo is making it clear he does not intend to talk turkey until shortly before the web contract expires January 31. This has spurred web attempts to prepare for musicianless operations.

Among those attending the Friday sessions in addition to Willard, Wallerstein, Cowan and Lemmon were: William Ware, Leonard Marks and Bill Bailey, FM Association; Len Asch, WBCA, Schenectady; Everett Dillard, Continental Network (FM); Cy Langlois, Lang-Worth Transcriptions; Joseph McDonald, American Broadcasting; Dick Doherty, Don Petty and Bob Richards, NAB; Frank E. Mullen and Robert Myers, NBC; Merritt Coleman, Thad Brown, Television Broadcasters Association; Andy Wiswell and Richard P. Testut, Associated Programs; Joe Bailey, Louis G. Cowan, Inc.; Cal Smith, KFAC; Robert Thompson, WBEN; Ted Streibert, WOE; Frank White, CBS; Daniel Creato, RCA Victor.

Kearns Comm. Spot-Checks AFM Members

Seek Data on Full-Timers

(Continued from page 3)

full-time musicians." This information, it was indicated, will be used by the subcommittee to seek grounds for deeming Petrillo's recording ban "inequitable and unlawful" and possibly to shape legislative remedies.

Kearns, himself a former musician who still holds an AFM card, said that many of AFM's claimed 250,000 members worked "only part-time at best," and he voiced belief that "a good number probably only carry union cards as a matter of sentiment."

"Petrillo has claimed that record-making throws his musicians out of work," he said, "and I think we ought to have an idea about how many real musicians are actually involved."

Kearns added that he hoped to have such information before starting on any new anti-Petrillo measure.

Census Method Secret

Precisely how the Kearns committee is making its census of AFM is not known, but it is believed that investigators are making a spot check, inasmuch as no steps have been taken toward subpoenaing membership rolls, a step which would be regarded as involving too many legal obstacles and too much delay.

The preparatory action not only confirms the fact that a new congressional inquiry is in the making, but also indicates for the first time the tenor of the coming hearing.

Kearns said it would be impossible to hold hearings on any Petrillo legislation until after the start of the session. "Besides," he said, "we want to see if Petrillo goes thru with the record-making ban."

Coming close on the heels of last week's subcommittee report bitterly criticizing the union and calling on the Justice Department and Congress for remedial action, the subcommittee's preparatory inquiry into AFM is expected to develop intensity early in the year.

Empire Takes Over HRS Line

NEW YORK, Dec. 20.—Empire Record Corporation, local firm which presses small-label disks, this week concluded a deal with the HRS diskery to take over control of the HRS line for manufacture and distribution in the United States and all foreign countries. Steve Smith, one of the HRS founders, sold out his interest.

Empire will sell the HRS disks, composed mainly of hot jazz wax, direct to the dealer. The 10-inch disks, formerly retailed for \$1, will be marketed at 75 cents, with the dealer paying 35 cents plus tax per record. The 12-inch line will remain at \$1.50 retail price and will be sold to dealers at 75 cents plus tax. The line will carry a full return privilege. HRS, a 12-year-old hot jazz diskery, features wax by such hot exponents as James P. Johnson, Rex Stewart, Barney Bigard, Sarah Vaughan, Earl Hines, Johnny Hodges and Pee-wee Russell.

Petrillo Again!

HOLLYWOOD, Dec. 20.—Just what the diskeries' artist and repertoire men will be doing after the December 31 ban is still up in the air. Typical of some feeling on the subject is the move of one publisher, who has been dangling a job offer in front of Walt Heebner, RCA Victor's Coast a-and-r chief.

Gillespie Ork May Hurdle British Barrier

LONDON, Dec. 20.—Possibility that for the first time in a decade an American ork will play in England arose last week when orkster Ted Heath led a group of British musickers in demanding of the British Musicians' Union (BMU) that the union grant permission for Dizzy Gillespie's band to play a group of four concerts here. Heretofore, as a reciprocal measure to the American Federation of Musicians (AFM) ruling that any foreign tootler seeking to work in the United States must first either become a citizen of the U. S. or state intention to do so, the BMU has barred Yank tootlers from performing here.

It is also believed that Heath has approached or will approach the British Ministry of Labor regarding clearance for Gillespie. Be-bopper Gillespie currently is the talk of ork circles here, and Heath has been making his request mainly on the strength of artistic progress rather than as an effrontery to the BMU regulations.

NEW YORK, Dec. 20.—Billy Shaw, Gale agency exec, who booked a European concert tour for Dizzy Gillespie's be-bop crew, reported this week that he had received an itinerary of the tour which provided for four dates in England from February 22 thru 25. Gillespie currently is set for 10 days in Sweden, with a tour of Norway, the American zone in Germany, and Belgium to follow. The ork is skedded to leave for Sweden January 16.

It is reported that Gillespie will be paid close to \$3,000 a day for his tour.

Engel Into Wax Biz in Canada

NEW YORK, Dec. 20.—Tho the approaching new year brings the Petrillo ban, lyric mag publisher Lyle Engel is going ahead with plans to set up a diskery in Canada thru his Canadian corporation, Song Lyrics of Canada. The new label will be tabbed Song Hits, same as his song lyric mag. Engel will cut at least four sides before the December 31 deadline, using the Art Hallman ork, considered one of the top Canadian bands. First disk will be a tune called *Song Hits*, with the flipover being the Hallman theme song. Disks will be cut at the Toronto studios of the Dominion Broadcasting Company.

According to Engel, either the masters may be brought to this country for pressing or he will use a couple of Canadian plants, including that of RCA Victor Company. The distribution is not set, one of the contemplated methods is understood to be newsstand distributing with special racks for the Song Hits disks and Song Hits mags.

Will Disk Ban Hypo 1-Nighters?

ASCAP Melon: 7½ Million, Plus Foreign Dough

NEW YORK, Dec. 20.—Altho the American Society of Composers, Authors and Publishers (ASCAP) will give no official information, usually reliable informants place the gross income for the Society this year as close to \$10,000,000, with the normal net distributable income figured to hit about \$7,500,000. This after deduction of administrative expenses which run about 16 to 17 per cent of the gross and discounting of foreign moneys which are separately disbursed.

Year-round operation of the Society found an improved take in the general licensing field—night clubs, lounges, taverns—and among wired music orgs, with approximately 25 per cent of the gross stemming from this source. Theater licensing dough accounted for only 12 to 13 per cent of the gross income.

The radio field as usual was the mainstay for the Society melon, running close to 63 per cent of the total gross.

The net figure of \$7,500,000 is accounted for by the fact that foreign dough collected this year came close to \$900,000, including about \$480,000 from "war blocked" foreign sources and the remainder from the British Performance Rights Society.

Report Ansley Doffing Names

NEW YORK, Dec. 20.—Reports reaching *The Billboard* at press time indicated that the Ansley Hotel in Atlanta, leading name-band location in the South, would suspend its name ork policy about February 4.

Owner Carling Dinkler is believed to have notified band bookers that he was going to cancel out all dates past February 4 and revert at least temporarily to a local talent policy. The Shep Fields crew was skedded for the February 4 opening, while other orks, including Frankie Carle, would be canceled out and possibly re-booked for later dates should the spot revert to names.

Reason for the probable suspension of the ork policy is understood to stem from political effects of the coming election in Georgia. These reportedly involve a liquor-sales situation.

V. Monroe's Four-Disk Parlay Tops Two Million Sales

NEW YORK, Dec. 20.—Vaughn Monroe, one of the leading ork grossers of the year, currently is riding on what is probably the highest swell of his record-selling career. Factory requisition figures from RCA Victor credit the combined sales for four current Monroe platters as already topping the 2,000,000 mark. Breakdown lists his *Ballerina* at 750,000 with the sales curve still going up; *How Soon*, about 300,000; *You Do*, 400,000, and *I Wish I Didn't Love You So*, 550,000.

The totals are as healthy as most star solo crooners get near these days and far exceed the normal sale of pop band platters, but Perry Como continues as Victor's prime heavyweight. Factory figures on Como's *When You Were Sweet Sixteen* and *Chi-Baba* stand at over 1,067,000.

BMI Putting Bee On Chi Niteries

CHICAGO, Dec. 20.—After a year of canvassing local bistro and ballroom ops, Broadcast Music, Inc. (BMI), served notice that it is clamping down on ops who are holding out, sending its first infringement suit this week to Bill and Frank Helsing, ops of Helsing's Vodvil Lounge, Northside niterie. The suit, charging unlicensed public performance of BMI copyrighted music, was received here Thursday (18).

During the first year of its licensing campaign BMI has sewed up approximately 160 ops, with only the Latin Quarter and Helsing's holding out among niteries. All major ballrooms have been inked.

When contacted Frank Helsing said he had no comment to make and would take the matter up with his attorney.

Capitol Shifts Regional Staff

NEW YORK, Dec. 20.—Capitol Records' veepee and general sales manager, Floyd Bittaker, last week appointed Bob Stabler to the newly created post of assistant national sales manager for the diskery. Stabler, who currently is serving as Eastern regional manager, will be responsible for maintaining liaison between Capitol's exec offices and its distrib org. He will work out of the firm's Hollywood offices.

Stabler's regional post, which is worked out of New York, will be filled by William R. Hill, currently Midwest regional manager out of Chicago. Ray Marchbanks, now Southern regional manager out of Atlanta, will go to Chicago to replace Hill. Victor Blanchard, who has been branch manager of the firm's Atlanta distrib outlet, will be promoted to Southern regional manager.

These sales personnel changes were revealed at a meeting of Capitol regional managers held in Hollywood last week. Other matters discussed at the meeting included new and simpler ordering procedures, new methods for handling factory-to-dealer distribution, new sales promotions and specialized application of advertising funds to hype sales results.

Harry Moss's Death a Shock

NEW YORK, Dec. 20.—Showbiz, particularly the music field, this week mourned the death of veteran booker Harry Moss. Moss, 43, was found dead of a heart attack in his apartment here Thursday (18) morning. Funeral services were held at the Riverside Chapel next day.

At the time of his death Moss maintained his own booking agency and doubled as veepee in the Willard Alexander org.

Moss founded the mag *Dance* at the age of 16. Later he was partner in the Moss-Hallett office before spending five years in the one-night department of Music Corporation of America (MCA). He then served a few years with the Columbia Broadcasting System (CBS), which he left to join Consolidated Booking. He was recognized as one of the top one-night bookers.

Bookers Look For Prodigals To Come Home

Tootlers Will Need Jobs

HOLLYWOOD, Dec. 20.—Altho band biz seers still see the impending Petrillo disk ban as no immediate help to the sagging name ork booking biz (without disk exploitation, grosses may suffer further), they're looking under the carpet and coming up with predictions that ultimately the ban, if it lasts, will bring about bigger and better name bands and possibly better personal appearance biz.

All of this because the bookers feel that after New Year's most of the name sidemen who have been earning good free-lance recording and radio dough by sitting down here and in New York and Chicago will have to switch back to the traveling ork circuit. After December 31—and more particularly after January 31 when the AFM may walk out on radio—these tootlers, who now are cleaning up heaps of weekly loot as a result of the heavy pre-ban waxing skeds, will find it hard to locate regular work outside of pop name orks. It is figured that these star sidemen likely will start a hegira back to the name ork orbit and probably disregard their disdain for road work in favor of drawing weekly pay checks.

Back to Glamour Days?

It generally is believed that such a flight back to the band shed would reinstate the sharper musicianship and some of the tootler glamour that has been missed in terperies since the beginning of the war. Names like Bob Haggart, Tony Mottola, Art Ryerson, Buddy Morrow, Toots Mondello, Chris Griffin, Bob Miksis, Stan Freeman, Will Bradley, Yank Lawson, Red Solomon, Trigger Alpert, Hymie Schertzer, Red Norvo, Eddie Miller, Ray Bauduc, Les Robinson, Ed Kusby, Mannie Klein, Nick Fattol, Herb Haymer, Zeke Zarchy, Matty Matlock and others have been operating in wax and radio studios from coast to coast. If many of these musickers—some of whom formerly were band leaders in their own right—return to active sideman status, orksters may find it easier to build marquee name value and, more importantly, improve the caliber of their bands.

It was World War II that drew the top sidemen from ork ranks originally. Orksters who hit the West Coast found many of their musicians lured into local studio work by the California climate and a flock of Coast small diskery activity. Tootlers sat down to wait out Local 47 cards on the strength of war-earned loot. Once they got into the waxery-radio-film studio whirl, these instrumentalists refused to return to the road despite offers. Result was a swelling of Local 47's membership to twice its original size. Local 47 now has some 15,000 members. Similarly Local 802 in New York has swelled up to close to 30,000-member mark.

Hegira Vanguard

Recent disk biz slumps, resulting in the thinning out of activity among the Coast diskers, has already forced some settled tootlers to return to traveling name orks. But the Petrillo ban preparation spree lent a tem- (See *Will Ban Hypo?* on page 33)

Signature Gets Up 100G New Moo; See Creditors Okay on Settlement, Revamp

GE Distribs Fini; Sales Staff Shuffle; 10-Payment Sked

NEW YORK, Dec. 20.—After raising fresh funds Signature Records this week revamped its entire sales structure and policy following filing of arrangement proceedings with creditors under Chapter XI of the Chandler Act last Monday (15). The diskery revealed that it was severing with the General Electric Supply Corporation and its 110 distrib-outlets (jobbers for the Signature line) and will build a new distrib network of independent jobbers within a couple of months. For the new set-up the firm has hired Earl Winters, formerly veepee in charge of sales with Modern Music Sales here, as sales manager. Larry Shelton, formerly with GE in Milwaukee, will become assistant sales manager. Winters will canvass the East Coast and Shelton the Midwest and West for new distrib to complete a new national sales picture.

\$100,000 More To Go

The revamped sales structure is being built on the strength of new funds raised within the Signature firm, according to Prexy Bob Thiele. It is understood that over \$100,000 more will go into the diskery.

The money was raised prior to the firm's filing of a petition for arrangement with creditors under the Chandler Act. Legal proceedings on the petition went thru the same courts that handle bankruptcy papers. But it is pointed out that the Signature action actually is not a move to file for bankruptcy. Instead, the firm has been declared a debtor-in-possession, giving it an opportunity to apply the newly raised dough toward a new distrib network, operating expenses and an improved biz structure. Under the arrangement proceedings the firm proposed a settlement of 100 per cent payment in 10 equal installments to creditors within one year from the date of acceptance of the plan by the creditors. It is understood that the Signature plan was approved pro tem by the court. It now must be accepted by the creditors of the firm. Revisions of the plan may be made mutually.

The voluntary arrangement proceedings of the diskery listed liabilities of \$395,462 and assets totaling \$515,893. Assets included the new Signature plant and machinery at Shelton, Conn., valued at \$158,868; wax stock valued at \$157,399; master records valued at \$75,000 (but subject to revision depending on the Petrillo ban) and accounts aggregating \$37,969. Liabilities are spread over about 20 major creditors, with music publishers, represented by Agent Harry Fox, due for the biggest chunk, about \$51,000, and the firm's music director, Ray Bloch, second creditor in line with \$30,000 due him. Artists, album manufacturers, suppliers and printers constitute the other creditors. It is reported that at an informal meeting firm's major creditors almost unanimously agreed to go along with the diskery's new plan.

Reasons for Drain

Thiele conceded that the combination of low sales and lack of a compound plant to manufacture basic raw material had drained the diskery financially. The fact that the GE chain could not sell disks in sufficient quantity to register profits, despite heavy expenditure in advertising and promotion, led to the revision in sales structure.

Thiele claimed in his stockholders' report that the newly completed compound plant in Shelton will reduce the cost of compound from 30 to 40 per cent. He also asserted that the new distrib appointed thus far have been doing excellent biz even tho GE has been unloading its record stocks in those areas. Thiele also averred that some of his new distrib have been buying up GE disk stocks; reportedly, Modern Music here bought

Major Wax Limb Break - Off and Sale Rumored

NEW YORK, Dec. 20.—Efforts to reach top officials of Majestic Radio and Television Corporation at press time were fruitless, but unofficial reports here and in Chicago indicate that the Majestic Records branch of the company may be divorced from the parent org soon and a possible sale of the diskery effected to a Wall Street syndicate.

The story from Chicago is that most of the record accounting department personnel in Elgin, Ill., where Majestic makes its main headquarters, have been dismissed and the files shipped to Newark, N. J. Rumors circulating in Gotham say that the pressure of interested bankers is responsible for a decision to split the diskery away from the radio-tele org, with the financial backers believing that the over-all corporation was relying too heavily on actual disk-branch revenues and neglecting the radio-tele operation.

Wall Street Deal

Strictly unofficial reports give voice to the claim that a Wall Street group may shortly take over the record branch on a deal which would involve a token \$1-cash transaction plus assumption of total liabilities and assets of the wax branch. Estimates of these are said to run about \$750,000 liabilities as against assets of about \$350,000 to \$400,000. The assets would include evaluations placed on three factories (which some tradesmen say are first class), as well as on Majestic's stock of masters.

That a sale of the disk branch may be in the offing was intimated some weeks back by diskers who claimed that Majestic Record sales were running 800,000-900,000 a month and that such volume ordinarily would be conducive to good profits.

up 25,000 platters; Marnell distrib, Philadelphia, bought up 40,000 cookies; Chord distrib, Chicago, acquired about 15,000 disks, and others in Baltimore and Pittsburgh are expected to follow thru.

Backlog of Masters

With regard to artists and repertoire, the exec claims to have built up a "healthy" backlog of masters with which to buck the Petrillo ban. Thiele said that the diskery has been recording and will continue to record right up to the December 31 deadline. In addition to the new wax, he said, he has purchased unreleased masters of several independent diskeries, including sides by Sam Donahue and the Page Cavanaugh Trio. Regarding the firm's current artist roster, which includes Johnny Long's ork, Anita O'Day, Ray Bloch, Alan Dale and Connie Haines, Thiele claims they are familiar with the company's problems and are supporting the diskery in its current situation.

MGM, WB, Mooney Look for Clover In "Clover" Wax

NEW YORK, Dec. 20.—This is the story behind the story behind a new waxing which shapes up as the latest "sleeper hit" candidate. MGM diskery artist and rep topper, Harry Meyerson, several weeks ago received a copy of a platter from his Pittsburgh distrib with a label which read: "Krantz Records presents *Four Leaf Clover* by the Uptown String Band." An attached note told Meyerson that the diskery had sold some 800 copies in one Pittsburgh store in three weeks and maybe it would be worth looking into.

Meyerson listened, liked and assigned the tune, which is actually the oldie *I'm Looking Over a Four Leaf Clover*, to Art Mooney with instructions to duplicate the Krantz waxing. Mooney got it down almost note for note and for added authenticity hired old-time Paul Whiteman banjoist, Mike Pingatore, to lay down the Krantz one-step beat.

The waxing incited the Warner pubberies to dust off copies of *Clover* and rush them to other diskeries.

Meanwhile denizens of the Pittsburgh and Philadelphia area were pointing out that "string band arrangements" long have been potent territorial faves and the step-up to national disk-spotlighting was figured inevitable.

Court Clears Bank Of Liability for Cosmo Pub Moneys

NEW YORK, Dec. 20.—A unique effort by a music publisher to collect record royalties from the officer of a defunct diskery met defeat this week when an E. B. Marks lawsuit against Cosmo Records and Harry Bank was dismissed in New York Supreme Court by Justice Henry W. Goddard.

The Marks firm, thru attorney Arthur Garmaize, had attempted to hold Bank liable for the bankrupt diskery's pub-debts on the ground that he was actually a dominating force in the company's operations and therefore responsible for its losses. The pub firm sued for mechanical revenues due on the tune *Too Many Irons in the Fire*.

Bank, one-time prexy of the waxery which passed into receivership after he had departed from the company, testified under cross-examination: "Altho I was president of Cosmo, I was actually only an office boy in the firm."

A second Marks action, based on the song *Malaguena* and entered against Seva Foulon (current A & R director for national diskery); United Masters and Bard Record Corporation was closed this week, but Judge Goddard reserved decision in the case.

New Delray Diskery Will Buck AFM Ban With Backlog

DETROIT, Dec. 20.—A new record firm venture by William Ryan and Mrs. Delmar Ray—Delray Recording Company—is going ahead here undaunted by the coming Petrillo ban. Mrs. Ray, wife of Reuben Ray, one of Detroit's leading juke box operators, says she has a backlog of some 150 masters by Negro talent (hitherto unwaxed) accumulated over the past five years and will use these as beat-the-ban fodder under two new labels, Delray and Paradise. The firm, however, will cut six more sessions before the December 31 deadline. The first releases by Delray under its Paradise label include *Tomorrow Night*, by Lonnie Johnson, and *I'm So Right Tonight*, by Evelyn Collins and the Choclateers.

Everybody Signs Pacts But Petrillo

Pre-Ban Talent Grab Finale

NEW YORK, Dec. 20.—With the Petrillo deadline only a hairbreadth away, diskeries entered their fifth mad week of pacting new talent (see last four issues of *The Billboard*) with Columbia utilizing the services of singers Johnny Desmond and Jerry Wayne, backing each on a series of sides with the Dell Trio.

MGM grabbed off Betty Garrett, from the legit *Call Me Mister*, as well as cleffer Buddy Kaye, who has cut some vocal sides for the label. Musi-craft pacted the King Odem Quartet. Bob Crosby inked a three-year deal with Bullet and will try to cut 16 sides before the ban. Bullet also added Patti Clayton, with the thrush due to wax eight sides before December 31. De Luxe signed Sylvia Sims to a three-year pact and New Orleans chirp Cecilia Kirsch to a five-year paper. Kirsch gal is planing here to cut 16 sides before Petrillo ban sets in. Meanwhile the proposed switch of thrush Betty Reilly from De Luxe to the Victor International label (*The Billboard*, December 13) was reported to have been stymied. De Luxe is asserting a contractual hold over the Reilly chirp which calls for 12 sides and is reported to run until April, 1948. The thrush has cut only 11 sides and the diskery is refusing to waive the unfinished platter.

Philly on Alert

Philadelphia diskeries are also going all out to beat the Petrillo deadline. Tune Disk had sessions this week by Ray Anthony and Al Donohue. Label is also cutting a slew of standards with piano-vocalist Nick De Francis. Click diskery is using New York studios to cut a half dozen sides with Bob Manning, former Ziggy Elman singer. The Arkay label is staying active by digging into the hot jazz field and coming up with Jimmy Oliver, Billy Scott, Al Steele and Jimmy Heath.

In the midst of the huffing and puffing of established waxeries, a new label has appeared on the scene—Orpheus—which cut its first session with Bill Clement, former Johnny Long tenor sax man, and vocalist-arranger Reggie Childs. First series of disks will be distributed this week.

Gale's Blow-Off: 'Fool That I Am!'

NEW YORK, Dec. 20.—Moe Gale beefed loudly to the RCA Victor Company this week, but the diskery came back with the answers.

Gale, whose agency handles Erskine Hawkins, complained in a letter to J. W. Murray, veepee in charge of the Victor record division, that the company had not given fair protection to Hawkins, featured on the race roster. Gale averred that Hawkins had recorded the pop plug tune, *Fool That I Am*, some weeks back and complained that the label's decision to bring out a recent Sammy Kaye disk of the same song would hurt Hawkins.

Victor took the position that it was common practice for diskeries to press up various versions of any given ditty—almost all the majors have done it at one time or another—and felt that since Hawkins's platter was aimed at the race market and Kaye's was a pop platter, no actual competition was involved and no harm done to Hawkins.

MUSIC—AS WRITTEN

New York:

Tommy Dorsey has caught up with the Petrillo disk ban shuffle; he began strenuous recording sessions at Victor Friday (19). . . . Record company lawyers mapping strategy for the Blossom Time-Shuberts suit which comes up for trial soon. Action may set important precedent for determining whether pubs are entitled to mechanical fees for pre-1909 ditties. . . . Stan Kenton's *Theme of the West*, written with Pete Rugolo, featured in Hotel New Yorker's new ice show. . . . Larry Richmond, of Music Dealers' Service, which moved into new 10th Avenue quarters this week, says that while sales velocity of any one song is no better than status quo, more songs are selling well currently than in recent months with total sheet-sales pick-up possibly close to 15 per cent.

Jay Thornton, ex-Decca exec who recently transferred to sales manager's post with London Records, departed from the English Decca-owned label after a disagreement on policy. . . . Herman Lubinsky, Savoy Records' bossman, finishing off a brace of foreign deals for his platters. He's appointed the Biem mechanical collection org in Switzerland to handle Swiss royalties—deal set thru publisher Ralph Peer, Biem agent in this country—and is rounding out representation in France, Italy, etc. . . . Buddy Morris due in New York after New Year's after delaying plans for an earlier trip because of ill health.

Funny things happening because of the Petrillo ban include sudden conversion of music publisher Dave Dreyer into a recording director. Dreyer, who has a pub tie-up with Jim Bullet's Bullet label, was pressed into service during pre-deadline hours to cut sides here with Les Elgart, Adrian Rollini, Bobby Breen, Al Trace, etc. . . . BMI licensing org says it has tucked away over 243 roller skating rinks as new licensees, including most members of Roller Skating Rink Operators' Association.

Edmund Hall's small combo will replace Dave Martin's group at Cafe Society Downtown Tuesday (23). Martin will enlarge his quintet for an engagement at the Hotel St. George, Brooklyn. . . . Redd Evans' Jefferson Music firm landed a new Alec Wilder-Eddie Finckel tune, *I Wish I Had the Blues Again*.

Paul Gayten Trio and chirp Annie Laurie, who made the De Luxe disk-ing of *Since I Fell for You*, this week were signed to a Gale Agency management paper. . . . Jerry Wald's org is due into the Paramount Theater either January 14 or 21. . . . Marvin Frank, William Morris flack, has been hired by Musicraft Records to replace Dan Edelman as the diskery's press agent and promotion man.

Singer, arranger and alto man Earl Warren, who cut out from Count Basie's org over a year ago to take a fling at band fronting, will return to Basie next week. . . . Frankie Laine, with Sam Donahue's org, will do a group of concerts in Philadelphia and New York's town halls and Boston's Symphony Hall January 9, 10 and 11. . . . Ella Fitzgerald is set for four weeks at Billy Berg's, Hollywood, beginning February 18. . . . Larry Shayne's Beverly Music is taking over the Mort Green-Lelgh Harline score from the RKO pic *Station West*.

Columbia diskery this week appointed Carl Brutz assistant production superintendent of the night shift at the Bridgeport plant. Brutz was formerly special assistant to the works manager in the diskery's production office. . . . Drummer Jack Parnell, of the Ted Heath English org, and London disk artist, coming over here from England.

General Artists Corporation made a series of Midwest and Southern bookings in locations which only rarely use traveling orks setting Ray Anthony into the Claridge Hotel, Memphis, for three weeks beginning January 30; Ray Eberle into the Deschler-Wallick Hotel, Columbus, for four weeks beginning February 2, and Chuck Foster into the 400 Club, St. Louis, for four weeks beginning February 9. . . . Mel Torme set for two weeks at the Chase Hotel, St. Louis, beginning February 27. . . . Chirp Virginia Maxey set for Columbia pix.

Lecuona Cuban Boys booked into the Havana-Madrid nitery for 10 weeks beginning January 1. . . . Composer-pianist Ernesto Lecuona will make his first American concert tour under direction of Berenice Kazounoff during March and April. . . . Adventure Records issuing a *Sing a Song of Safety* album on unbreakable disks featuring the warbling of singing disk-jockey Dick Gilbert, one-time WHN spinner now with KRUX, Phoenix.

Bregman, Vocco, Conn pubbery acquired *I'd Love To Live in Loveland With a Girl Like You*, owned by Will Rossiter's firm since its initial publication in 1908. Rossiter wrote the old fave under the pen name of W. R. Williams. . . . Julia Lee due east for the first time in February to play theaters. . . . Miguelito Valdes into Chase Hotel, St. Louis, for a month beginning

January 23. . . . Paul Chelly, recently returned from Europe, is reorganizing his org.

Perry Alexander and Jack Rollins have penned *It's a Good Cause, Brother*, with all royalties to go to the Damon Runyon Cancer Fund. Perry's Dubonnet firm will pub.

Chicago:

Lawrence Welk will lose his two vocalists, Joan Mowery, leaving for Japan shortly after the first of the year to join her dad, who is an army officer on duty there, while Bobby Beers cuts out to do a single with MCA booking him. . . . Jack Owens has cut *Will You Be My Darling*, on which he does a duet with his 13-year-old daughter, Mary Jane, with whom he penned the tune.

Bullet Records has inked Harvey Cooper, vocalist, and Gay Crosse, ex-Mercury Negro combo leader. . . . Tower has added Joe Tantino, Wisconsin Polka Band, and the Squires, while Universal has worked out a deal with Red Nichols. . . . Bob Dublin, major Loop record retail shop op, has started his own record label and has already cut eight sides by the Doc Evans' Dixieland Band. . . . Lishon's Record Shop, another Loop outlet, has signed a 13-week pact for a half-hour show (12 midnight) Sundays over WENR, with Norm Kraeft as emcee. Deal, set by Bill Wilson, will feature concert and classical music only.

Mack McCoy, cocktail booker with Mutual Entertainment Agency here, will take a two-week respite from his desk to do the guitar background work with the Harmonicats during the holiday run at the Oriental Theater. . . . Salt Lake City disk jockeys, Jazzbo Collins and Bettlebrow Black, settled their recent feud December 5 in a wrestling bout before 3,000 fans at the Salt Lake Pavilion, with Collins winning the match after 15 minutes. . . . Paul Eduard Miller has joined WSBC, local independent, which is aiming many shows at Negro fans, as jazz consultant.

Hollywood:

Local 47, AFM, will open its own grocery store, selling staples to members at cost. Union says move is in protest of current high cost of living. . . . Decca topper Jack Kapp due in town over the holidays. . . . Composer Igor Stravinsky and Lou Levy rumored to have split over disagreement on type of publicity and exploitation to be used.

Dick Peterson's org waxed new series of sides with United Artists Records. . . . Latin orkster, Chuy Reyes, has rounded out his 200th week at swank Mocambo. Reyes has backlog of 26 unreleased sides at Capitol. . . . Decca has teamed thrush Evelyn Knight with Dick Haymes for a series. . . . Columbia's Joe Higgins will be in New York for the holidays.

Philadelphia:

Vaughn Monroe drew a bigger gate at Frank Palumbo's Click than Harry James. . . . Altho Stan Kenton comes to the Click February 2, promoter Ernie Anderson will still go thru with his February 13 jazz concert for the band at the Academy of Music here. . . . Tom Darlington takes over the Bombay Gardens dancery bandstand. . . . Trumpeter Jack Count builds his own band, bowing at Hotel Plaza. . . . Sam Donahue gets the Belle Air Ball bid at Villanova College here January 16.

Ford Harrison making his local bow at the Hotel Warwick's Warwick Room. . . . Maestro Tony Gallaird bought into the Circle Bar at near-by Chester, Pa. . . . Al Cooper promoting the New Year's night prom at Elate Ballroom with Earl Bostic and The Ravens. . . . Harold Ascola takes over publicity and promotion chores for local Columbia records distributor. . . . Dexter Gordon brings his hot jazz crew to Watts's Zanzibar.

Buddy DiVito left Harry James after the close of the band's run at Frank Palumbo's Click and is reported readying a band of his own to spotlight his singing chores. . . . Duke Ellington skedded for a December 30 jazz concert at the Academy of Music, with Stan Kenton to make his local bow via the same concert stage February 13. . . . Gene Krupa and Sammy Kaye follow Vaughn Monroe's current pitch at Frank Palumbo's Click.

Ross Raphael rumba org pacted by the local Click label. . . . Benny Goodman inked for a solo stint by the Philadelphia Orchestra for a Penston Foundation symphony concert come April 19. . . . Nat Segall shuttered his Down Beat, long the haunt of the jamming hot jazz men.

St. Louis:

Maurice Rocco held over in the Circus Snack Bar until New Year's Eve. . . . Newest disk jockey in this territory is Harry Stonum of WIBV, Belleville, Ill., ex-drummer with Jack Teagarden and Lee Castle. . . . Joe Russo has opened his own night club, using three acts and an ork.

Screen Opera May Start Trend for Same in Platters

HOLLYWOOD, Dec. 20.—Diskeries can expect a boost in opera platter sales if other pic companies follow the trend for more operatic flickers started last week by Columbia Pictures. According to Columbia, enthusiastic response from exhibitors and public alike to its release of *The Eternal Melody*, streamlined pic adaptation of Puccini's opera, *La*

Boheme, is responsible for the decision to bring other operas to the screen. Those now definitely skedded include *La Traviata*, *Faust*, *Aida*, *Martha*, *Tales of Hoffman* and *I Pagliacci*.

Carmine Gallone, who directs *Eternal Melody*, and Gregor Rabinovitch, its producer, have started work on the second in their operatic series, *La Traviata*, which takes the screen name of *The Lady of the Camellias*. Cast includes Nelly Corradi, as Violetta, and Gino Matterna, as Alfredo.

Diskeries found longhair platters selling almost at pop disk pace following Columbia's release of *Song To Remember*, based on the life of

Apollo Withdraws Suit

CHICAGO, Dec. 20.—Court action involving the right of Negro blues singer Wynonie Harris to sign a contract with King Records has been withdrawn by Apollo Records, it was learned this week.

Apollo last week had served notice that it would attempt to restrain the singer from recording with the Cincinnati firm, claiming that Harris had a prior contract with them.

Chopin. Similar situation was experienced when the studio first started the present trend during the '30's when it brought Grace Moore to the screen in *One Night of Love*.

DUKE'S LIBERIAN SUITE

NEW YORK, Dec. 20.—The annual Duke Ellington Carnegie Hall concert on December 26 and 27 will feature ork leader's new *Liberian Suite*, penned on commission of the Liberian Government to celebrate its centenary anniversary. The program will include 11 other new compositions. Three grads of the Juilliard School of Music who studied on scholarships provided by the Duke will be featured soloists, along with such Ellington stand-bys as Johnny Hodges, Lawrence Brown, Harry Carney, Jimmy Hamilton and Sonny Greer.

Decca Headliners

BING CROSBY

GOLDEN EARRINGS BALLERINA

with The Rhythmairs and
John Scott Trotter Orch.

Decca Record #24278, 75¢

HAPPY BIRTHDAY PAUL LANG SYNE ANNIVERSARY SONG

with Ken Darby Singers
and Victor Young Orch.

Decca Record #24273, 75¢

PASS THAT PEACE PIPE SUSPENSE

with John Scott Trotter Orch.

Decca Record #24269, 75¢

HOW SOON YOU DO

with CARMEN CAVALLARO
at the Piano.

Decca Record #24101, 75¢



ANDREWS SISTERS

TOO FAT POLKA YOUR RED WAGON

With Vic Schoen and his
orchestra.

Decca record #24268, 75¢

Prices do not include federal, state or local taxes.



EXCLUSIVELY ON
DECCA RECORDS

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

Week Ending
December 19

Billboard
TRADE
SERVICE
FEATURE

HONOR ROLL OF HITS

(TRADEMARK)

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

Last Week

- 1. BALLERINA** 4
By Bob Russell and Carl Sigman
Published by Jefferson (ASCAP)
 Records available: Jimmy Dorsey, MGM 10035; Vaughn Monroe, Victor 20-2439; Jerry Shelton Trio, Mercury 5075; Mel Torme, Musicraft 15116; Buddy Clark, Columbia 38040; Enric Madriguera, Decca 24265; Bing Crosby, Decca 24278. Electrical transcription libraries: Lenny Herman, Lang-Worth; Norman Cloutier, NBC Thesaurus; Jan Garber, Standard; Shep Fields, Lang-Worth; Charlie Spivak, World.
- 2. NEAR YOU** 1
By Kermit Goell and Francis Craig
Published by Supreme (ASCAP)
 Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Auditones, Rainbow 10025; Four Bars and a Melody, Savoy 657; Vic Lombardo, Majestic 7263; Glenn Davis, Midwest Recorded Specialties 263; Dick (Two-Ton) Baker, Mercury 5066; Flash and Whistler, Universal U-6. Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard; Eddy Howard, World.
- 3. HOW SOON** 2
By Jack Owens and Carroll Lucas
Published by Supreme (ASCAP)
 Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; John Laurens, Mercury 5069; Vaughn Monroe, Victor 20-2523; Jack Owens, Tower 1258; Dinah Shore, Columbia 37952; D. Farney, Majestic 1179; B. Andrew-E. Bieck, Hollywood Rhythms 1651; Jimmy Atkins, Continental C-11004; Guy Cherney-Dick Foy Ork, Trilon 195. Electrical transcription libraries: Eddy Howard, World.
- 4. TOO FAT POLKA** 3
By Ross MacLean and Arthur Richardson
Published by Shapiro-Bernstein (ASCAP)
 Records available: Blue Barron, MGM 10106; Arthur Godfrey, Columbia 37921; Dick (Two Ton) Baker and His Music Makers, Mercury 5079; Slim Bryant and His Wildcats, Majestic 6022; Accordion Masters, Standard T-135; Andrews Sisters, Decca 24268; Jerry Butler, Harmonia H-1127; Louis Prima, Victor 20-2609; The Starlighters, Capitol 480; Seva All Stars Ork, Seva 2004. (No information on electrical transcription libraries available as The Billboard goes to press.)
- 5. CIVILIZATION** 6
By Bob Hilliard and Carl Sigman
Published by E. H. Morris (ASCAP)
 Records available: Woody Herman, Columbia 37885; Danny Kaye-Andrews Sisters, Decca 23940; Ray McKinley, Majestic 7274; Murphy Sisters, Apollo 1059; Sy Oliver Ork, MGM 10083; Jack Smith, Capitol B465; Louis Prima, Victor 20-2400; The Hy-Lo Trio, Crystal-Tone MK 1004. Electrical transcription libraries: The Jumpin' Jacks-Patti Dugan, NBC Thesaurus.
- 6. YOU DO** 5
By Mack Gordon and Josef Byrow
Published by Bregman-Vocco-Conn (ASCAP)
 From the 20th Century-Fox Film "Mother Wore Tights."
 Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; Larry Douglas, Signature 15144; Helen Forrest, MGM 10050; Georgia Gibbs, Majestic 12011; Jerry Gray Ork, Mercury 5056; Vaughn Monroe, Victor 20-2361; Dinah Shore, Columbia 37587; Margaret Whiting, Capitol 438. Electrical transcription libraries: Nat Brandwynne Ork, World; Phil Brito, Associated; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus.
- 7. SERENADE OF THE BELLS** 7
By Kay Twomey, Al Goodhart and Al Urbane
Published by Melrose (ASCAP)
 Records available: Bob Houston, MGM 10091; Sammy Kaye, Victor 20-2372; Kay Kyser, Columbia 37956; Guy Lombardo, Decca 24258; Jo Stafford, Capitol 15007; Vic Damone, Mercury 5090. Electrical transcription libraries: Nat Brandwynne, World.
- 8. GOLDEN EARRINGS** 9
By Jay Livingston, Ray Evans and Victor Young
Published by Paramount (ASCAP)
 From the Paramount Film "Golden Earrings."
 Records available: Anita Ellis, Mercury 3072; Jack Pina Ork, MGM 10085; Peggy Lee, Capitol 15009; Dinah Shore, Columbia 37932; Charlie Spivak, Victor 20-2585; Guy Lombardo, Decca 24270; Bing Crosby, Decca 24278; Victor Young Ork, Decca 24277. Electrical transcription libraries: Sweetwood Serenaders, NBC Thesaurus; Nat Brandwynne, World; Lenny Herman, Lang-Worth.
- 9. —AND MIMI** 8
By Jimmy Kennedy and Nat Simon; published by Shapiro-Bernstein (ASCAP)
 Records available: Frankie Carle, Columbia 37819; Jerry Cooper, Diamond 2083; Dinning Sisters, Capitol B466; Ray Dorey, Majestic 7262; Dick Haymes-Gordon Jenkins Ork, Decca 24172; Art Lund, MGM 10082; Charlie Spivak, Victor 20-2422; Mel Torme, Musicraft 15114. Electrical transcription libraries: Eddy Howard, World; Sweetwood Serenaders-Charlie Jordan, NBC Thesaurus; Lenny Herman, Lang-Worth; George Towne, Associated.
- 10. I'LL DANCE AT YOUR WEDDING** 10
By Herb Magidson and Ben Oakland
Published by George Simon (ASCAP)
 Records available: Vic Damone, Mercury 5090; Helen Forrest, MGM 10095; Peggy Lee, Capitol 15009; Jeanie Leitt, Decca 24266; Tony Martin, Victor 20-2512; Ray Noble-Buddy Clark, Columbia 37967. (No information on electrical transcription libraries available as The Billboard goes to press.)

THIS WEEK'S RCA VICTOR RELEASE

RCA VICTOR STARS

On The **Billboard**

"HONOR ROLL OF HITS"
(see opposite page)

1. BALLERINA
VAUGHN MONROE
RCA Victor 20-2433

2. NEAR YOU
LARRY GREEN
RCA Victor 20-2421

3. HOW SOON
VAUGHN MONROE
RCA Victor 20-2523

4. TOO FAT POLKA
LOUIS PRIMA
RCA Victor 20-2609

5. CIVILIZATION
LOUIS PRIMA
RCA Victor 20-2400

6. YOU DO
VAUGHN MONROE
RCA Victor 20-2361

7. SERENADE OF THE BELLS
SAMMY KAYE
RCA Victor 20-2372

8. GOLDEN EARRINGS
CHARLIE SPIVAK
RCA Victor 20-2585

9. —AND MIMI
CHARLIE SPIVAK
RCA Victor 20-2422

10. I'LL DANCE AT YOUR WEDDING
TONY MARTIN
RCA Victor 20-2512

PERRY COMO

with Russ Case and his Orchestra
I've Got A Feeling
I'm Falling

with The Satisfiers
Another Como oldie that'll
soar like "Sweet Sixteen."

Pianissimo

Everybody's doing this one,
but Perry's will be it!
RCA Victor 20-2593



FREDDY MARTIN

(vocal by Stuart Wade
and The Martin Men)
(The Treasure of)
Sierra Madre

Don't Call it Love

Barclay Allen's piano again in a
swell "Concerto King" treatment
of the theme song from Para-
mount's "I'll Walk Alone."
RCA Victor 20-2590



SPIKE JONES

and his City Slickers
Lots of loony nicks waiting
for this wild new waxing!

My Old Flame

vocal by Paul Judson and
Paul Frees

**People Are Funnier
Than Anybody**

vocal by Dick Morgan and
Freddie Morgan
RCA Victor 20-2592



BILL JOHNSON

and his Musical Notes
Mama, Mama, Mama

vocal by Bill and Quartet
and

**Let's Be Sweethearts
Again**

vocal by Gus Gordon
and Quartet
RCA Victor 20-2591



THE MULLEN SISTERS

with Tony Mottola and his Orch.
(RCA Victor Smart Set "VOCA-LOVELIES" P-194)
Time On My Hands and **Standin' in the Need of Prayer**
RCA Victor 20-2464

Frenesi and **The Moon of Manakora**
RCA Victor 20-2465

The Kerry Dance and **Empty Saddles**
RCA Victor 20-2466

Basin Street Blues and **Carioca**
RCA Victor 20-2467

CLYDE GRUBB

He's Building A Mansion and Just a Closer Walk With Thee
(For Me Over There)
RCA Victor 20-2596

TAMPA RED

Let's Try It Again and She's a Solid Killer Diller
RCA Victor 20-2597

LIL GREEN

I Want a Good Man Bad and Outside of That
RCA Victor 20-2589

ST. LOUIS JIMMY

Monkey Face Blues and Going Down Slow
RCA Victor 20-2598 (Re-issued by Request)

LAWRENCE DUCHOW

Humdinger Polka and Horseshoe Laendler
RCA Victor 25-1105

JOSEPH ALLARD

Reel Des Skieurs and Reel De Cabano
RCA Victor 25-1106

WALTER DOMBKOWSKI

Czyja to Dziewczyna and Gwizdalka Polka
RCA Victor 25-9182

ALBERTO SOCARRAS

Tu Felicidad and Yo E'tá Cansá
RCA Victor 26-9024

FERNANDO FERNANDEZ

Mentirosa and Nochecita
RCA Victor 23-0743

ERSKINE HAWKINS

Ain't I Losin' You

Languid blues with a swell
Jimmy Mitchell chant

Sammy's Nightmare

Hawkins hits surrealist chords as
the band lays down a torrid riff.
RCA Victor 20-2594



ELTON BRITT

and the Skytoppers

Roses Have Thorns

and

Who Else

RCA Victor 20-2595



WATCH THESE CLIMBERS:

I'VE GOT A FEELING

I'M FALLING and

PIANISSIMO

GONNA GET A GIRL and

SONG OF NEW ORLEANS

Perry Como
RCA Victor 20-2593

Larry Green
RCA Victor 20-2560

**THEY'RE MINE, THEY'RE
MINE, THEY'RE MINE**

**IT'S KIND OF LONESOME
OUT TONIGHT**

IN A LITTLE BOOK SHOP **Vaughn Monroe**
RCA Victor 20-2573

Sammy Kaye
RCA Victor 20-2583

Sammy Kaye
RCA Victor 20-2558

**STILL
AT LOW
PRICES!**

In the hope that we're not
forced to follow the up-
ward trend, RCA Victor
is doing everything
possible to maintain
its current prices.

THE STARS WHO MAKE
THE HITS ARE ON



RCA VICTOR RECORDS





The January focal point of all record buyers will be The Billboard's JUKE BOX SUPPLEMENT

January 24

This important supplement (published and distributed with the annual Coin Machine Convention Issue) will present the latest information and data concerning the recording industry — the recording ban — favorite song hits on machines — juke box business — platter spinings — television — and various lists of importance to every reader.

Regular distribution, along with that week's Billboard plus extra distribution at the convention, to retailers, foreign operators, etc., assures complete coverage of the entire record buying market.

For Further Details—

Contact the Nearest Billboard Office

The Billboard

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending December 19



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.

Weeks to date	POSITION Last Week	POSITION This Week	Song	Publisher
17	1	1	NEAR YOU (R)	Supreme
9	2	2	HOW SOON (R)	Supreme
8	1	3	WHITE CHRISTMAS (R)	Berlin
8	3	4	CIVILIZATION (M) (R)	E. H. Morris
7	8	5	BALLERINA (R)	Jefferson
7	4	6	—AND MIMI (R)	Shapiro-Bernstein
6	8	7	SERENADE OF THE BELLS (R)	Melrose
14	5	8	YOU DO (F) (R)	Bregman-Vocco-Conn
5	5	8	TOO FAT POLKA (R)	Shapiro-Bernstein
3	12	9	DON'T YOU LOVE ME ANYMORE (R)	Oxford
3	10	9	GOLDEN EARRINGS (F) (R)	Paramount
4	7	10	SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
17	6	10	THE WHIFFENPOOF SONG (R)	Miller
7	11	11	SO FAR (M) (R)	Williamson
20	9	12	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
2	13	12	I'LL DANCE AT YOUR WEDDING (R)	George Simon
2	16	13	THE STARS WILL REMEMBER (R)	Harms, Inc.
3	14	14	WINTER WONDERLAND (R)	Bregman-Vocco-Conn
1	—	15	PASS THAT PEACE PIPE (F) (R)	Crawford

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	Song	English	American
9	1	1	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
21	2	2	NOW IS THE HOUR	Keith Prowse	Leeds
20	3	2	THE LITTLE OLD MILL	Irwin Dash	Mood
11	4	3	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	*
29	2	4	COME BACK TO SORRENTO	Ricordi	Public Domain
7	7	5	PEG O' MY HEART	Ascherberg	Robbins
12	5	6	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
5	6	7	BOW BELLS	Kassner	*
3	8	7	HOW ARE THINGS IN GLOCCA MORRA?	Chappell	Crawford
2	—	8	SOUTH AMERICA, TAKE IT AWAY	Feldman	Witmark
2	13	9	—AND MIMI	Campbell-Connelly	Shapiro-Bernstein
2	10	10	MY OWN DARBY AND JOAN	Box and Cox	*
11	8	11	THERE'S DANGER AHEAD, BEWARE	Yale	*
16	9	12	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
2	14	13	THE COFFEE SONG	Southern	Valiant
9	11	14	THAT'S MY DESIRE	Feldman	Mills
5	15	15	CHRISTMAS DREAMING (A Little Early This Year)	Leeds	Leeds
3	16	16	THE GIRL THAT I MARRY	Berlin	Berlin
4	12	17	ALL OF ME	Francis Day	Bourne
48	17	18	ANNIVERSARY SONG	Dix	Crawford

*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 two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank Order According to CMS	Rank Order GVT	SONG	Rank Order According to CMS	Rank Order GVT
SERENADE OF THE BELLS	1	20	WHAT ARE YOU DOING	15	—
CIVILIZATION	2	18	NEW YEAR'S EVE?	—	—
NEAR YOU	3	1	THE LADY FROM 29	—	—
AN APPLE BLOSSOM WEDDING	4	4	PALMS	16	—
BALLERINA	5	19	YOU DO	17	7
TOO FAT POLKA	6	5	SO FAR	18	—
WHITE CHRISTMAS	7	—	CHRISTMAS DREAMING	19	—
I WONDER WHO'S KISSING HER NOW	8	—	FEUDIN' AND FIGHTIN'	20	—
GOLDEN EARRINGS	9	—	YA SHURE, YOU BETCHA	—	3
I WISH I DIDN'T LOVE YOU SO	10	—	DON'T YOU LOVE ME	—	—
HERE COMES SANTA CLAUS	11	—	ANYMORE?	—	8
WHEN YOU WERE SWEET SIXTEEN	12	6	NAUGHTY ANGELINE	—	9
THE STARS WILL REMEMBER	13	—	—AND MIMI	—	10
HOW SOON?	14	2	ANNIVERSARY SONG	—	11
			CHI-BABA, CHI-BABA	—	12
			THE LITTLE OLD MILL	—	13
			LET'S BE SWEETHEARTS	—	—
			AGAIN	—	14
			PEG O' MY HEART	—	15
			KOKOMO, INDIANA	—	16
			I HAVE BUT ONE HEART	—	17

Season's Greetings

from **VITA** *acoustic*
TONE CONTROLLED
"LIVING SOUND"



Many thanks for your warm reception during our first year in the record field.

Lloyd G. Garrett
LLOYD G. GARRETT
PRESIDENT

J. D. Buckley
J. D. (JACK) BUCKLEY
VICE-PRES. IN CHARGE OF SALES

VITA *acoustic*
TONE CONTROLLED
"LIVING SOUND"
Records

OFFICES AND STUDIOS 42nd Floor
20 N. Wacker Drive, Chicago 6, Ill.
CHICAGO • NEW YORK • HOLLYWOOD

On behalf of our Recording Artists
and ourselves...
... We wish our distributors,
dealers and Phonograph
Operators... A very

Merry Christmas
and a...
Happy New Year

We also wish to take this opportunity to thank you
for your cooperation during the past year.

DISTRIBUTORS OF APOLLO RECORDS

Music Suppliers of New England
17 Chadwick Street
Boston, Mass.

Eddie's Record Distributing Co.
2818 Dowling Street
Houston, Texas

Millner Record Sales Co.
110-112 No. 18th Street
St. Louis, Mo.

F. & M. Record Distributing Co.
7026 Lexington Avenue
Cleveland, Ohio

Hall Record Sales Co.
716 18th Street
Denver, Colorado

C. & C. Distributing Co.
902 4th Avenue
Seattle, Washington

David Rosen, Inc.
855 No. Broad Street
Philadelphia, Pa.

Vita Record Dist.
2822 W. Pico Blvd.
Los Angeles, Calif.

M. & M. Distributing Co.
529 S. Monroe
Green Bay, Wisconsin

Niagara Midland Sales Co.
881 Main Street
Buffalo, New York

Penn Midland Sales Co.
51-53 Chatham Street
Pittsburgh, Pa.

United Record Sales Co.
1287 Fulton Street
San Francisco, California

Thurrow Distributing Co.
134 So. Tampa Street
Tampa, Florida

Wm. B. Allen Supply Co.
916-918 No. Claiborne Ave.
New Orleans, La.

Dixie Record Suppliers, Inc.
731 W. Cary Street
Richmond, Va.

Barnett Distributing Co.
15 E. 21st Street
Baltimore, Md.

F. & F. Enterprises P.O. Box 129 Fayetteville, N. C.

APOLLO RECORDS, INC.

EXECUTIVE OFFICES: 342 MADISON AVE., NEW YORK CITY

NEW YORK • 615 10th Ave., New York 19, N. Y.
CHICAGO • 719 South State Street, Chicago, Ill.

ATLANTA • 367 Edgewood Ave., S.E., Atlanta, Ga.
DETROIT • 100-02 E. Anwater St., Detroit 26, Mich.

WRITE FOR COMPLETE CATALOG

Radio Popularity

Week Ending
December 19



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, December 12, 8 a.m., and ending Friday, December 19, 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 60 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)

Title	Publishers	Lic. By
All of Me (R)	Bourne	ASCAP
—And Mimi (R)	Shapiro-Bernstein	ASCAP
Ballerina (R)	Jefferson	ASCAP
Civilization (M) (R)	E. H. Morris	ASCAP
Golden Earrings (F) (R)	Paramount	ASCAP
Home Is Where the Heart Is (R)	Advanced	ASCAP
Hills of Colorado	London	BMI
How Soon? (R)	Supreme	ASCAP
I Still Get Jealous (M) (R)	E. H. Morris	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I'll Dance at Your Wedding (R)	George Simon	ASCAP
Made for Each Other (R)	Peer	BMI
Mary Lou (R)	Mills	ASCAP
Near You (R)	Supreme	ASCAP
Papa, Won't You Dance With Me? (M) (R)	E. H. Morris	ASCAP
Pass That Peace Pipe (F) (R)	Crawford	ASCAP
Santa Claus Is Comin' To Town (R)	Feist	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
So Far (M) (R)	Williamson	ASCAP
The Best Things in Life Are Free (R)	Crawford	ASCAP
The Gentleman Is a Dope (M) (R)	Williamson	ASCAP
The Stanley Steamer (F) (R)	Harry Warren	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
True (R)	Santly-Joy	ASCAP
What Are You Doing New Year's Eve? (R)	Famous	ASCAP
White Christmas (R)	Berlin	ASCAP
Why Does it Have To Rain on Sunday? (R)	Johnstone	BMI
Why Should I Cry Over You? (R)	Feist	ASCAP
Winter Wonderland (R)	Bregman-Vocco-Conn	ASCAP
With a Hey and a Hi and a Ho Ho Ho (R)	Bourne	ASCAP
You Do (F)	Bregman-Vocco-Conn	ASCAP

Remaining 20 Songs of the Week

A Fellow Needs a Girl (M)	Williamson	ASCAP
Christmas Dreaming (R)	Leeds	ASCAP
Christmas Song (R)	Burke-Van Heusen	ASCAP
Don't You Love Me Anymore? (R)	Oxford	ASCAP
Feudin' and Fightin' (R)	Chappell	ASCAP
Forgiving You (R)	Mellin	BMI
How Lucky You Are (R)	Peter Maurice	ASCAP
I Never Loved Anyone (R)	Dreyer	ASCAP
I'm a-Comin', a-Courtin' Corabelle (R)	Dreyer	ASCAP
I'm My Own Grandpaw (R)	General	ASCAP
It Happened in Hawaii (R)	Remick	ASCAP
Lone Star Moon (R)	Advanced	ASCAP
Mickey (R)	T. B. Harms	ASCAP
My, How the Time Goes By (R)	Chappell	ASCAP
The Little Old Mill (R)	Mood	ASCAP
The Whiffenpoof Song (R)	Miller	ASCAP
They're Mine, They're Mine, They're Mine (R)	Sinatra Songs	ASCAP
Too Fat Polka (R)	Shapiro-Bernstein	ASCAP
Treasure of Sierra Madre (F) (R)	Remick	ASCAP
Zu-Bi (R)	Republic	BMI

RECORDS MOST-PLAYED ON THE AIR

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 throught 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 to date	Last Week	This Week	Title	Lic. By
8	3	1	BALLERINA	Vaughn Monroe (Vaughn Monroe) Victor 20-2433—ASCAP
9	2	2	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Arthur Godfrey (Archie Bleyer Ork) Me)	Columbia 37921—ASCAP
21	1	3	NEAR YOU	Francis Craig Bullet 1001—ASCAP
11	4	4	HOW SOON (Will Jack Owens (Eddie Ballantine Ork) I Be Seeing You)?	Tower 1258—ASCAP
7	5	5	GOLDEN EAR-RINGS	Peggy Lee (Dave Barbour Ork) Capitol 15009—ASCAP
4	8	6	I'LL DANCE AT YOUR WEDDING	Ray Noble-Buddy Clark Columbia 37967—ASCAP
2	6	7	SERENADE OF THE BELLS	Jo Stafford (Paul Weston Ork) Capitol 15007—ASCAP
4	14	8	CIVILIZATION	Ray McKinley Majestic 7274—ASCAP
3	14	9	CIVILIZATION	Andrews Sisters-Danny Kaye Decca 23940—ASCAP
8	10	10	YOU DO (F)	Margaret Whiting (Frank DeVol Ork) Capitol 438—ASCAP
4	12	11	CIVILIZATION	Jack Smith (The Clark Sisters-Frank DeVol Ork) Capitol B-465—ASCAP
9	9	12	YOU DO (F)	Dinah Shore (Sonny Burke Ork) Columbia 37587—ASCAP
2	14	13	WHITE CHRISTMAS (F)	Bing Crosby Decca 23378—ASCAP (Phil Brito (Ted Dale Ork), Muscraft 517; Carmen Cavallaro, Decca 24141; Cowboy Copas, King 675; Jesse Crawford (Harry Breuer), Decca 24143; Bobby Doyle (Ray Bloch Ork), Signature 15058; Eddy Howard, Majestic 1175; Ink Spots, Decca 24140; Harry James, Columbia 37955; Liberty Ork, Continental S-1152; The B. Mayo Quintet, Lone Star 103; Ethel Smith, Decca 24142; Kate Smith, MGM 10096)
2	11	14	HOW SOON (Will Dinah Shore (Sonny Burke Ork) I Be Seeing You)?	Columbia 37952—ASCAP
12	—	15	NEAR YOU	Elliot Lawrence (Rosalind Patton) Columbia 37838—ASCAP

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales

Week Ending
 December 19



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 italic.

Weeks to date	POSITION Last/This Week/Week	Record	Label
8	1	1. BALLERINA Vaughn Monroe....Victor 20-2433 <i>The Stars Will Remember</i>	Victor
8	2	2. TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me... <i>For Me and My Gal</i>) Arthur Godfrey (Archie Bleyer Ork) Columbia 37921	Columbia
17	3	3. NEAR YOU.....Francis Craig.....Bullet 1001 <i>Red Rose</i>	Bullet
4	5	4. WHITE CHRISTMAS (F)...Bing Crosby.....Decca 23778 <i>God Rest Ye, Merry Gentlemen</i>	Decca
6	4	5. CIVILIZATION Andrews Sisters-Danny Kaye.... <i>Bread and Butter Woman</i> Decca 23940	Decca
6	9	6. HOW SOON (Will I Be Seeing You)?..... Vaughn Monroe (Vaughn Monroe-Moon Maids).....Victor 20-2523	Victor
6	13	7. SERENADE OF THE BELLS Sammy Kaye (Don Cornell-Choir) Victor 20-2372 <i>That's What Every Girl Should Know</i>	Victor
5	—	8. CIVILIZATION Louis Prima (Louis Prima Ork) Victor 20-2400 <i>Forsaking All Others</i>	Victor
1	—	9. HERE COMES SANTA CLAUS Gene Autry.....Columbia 37942 <i>An Old-Fashioned Tree</i>	Columbia
8	6	9. HOW SOON (Will I Be Seeing You)? Jack Owens (Eddie Ballantine Ork) Tower 1258	Tower
4	14	10. HOW SOON (Will I Be Seeing You)?.....Bing Crosby-Carmen Cavallaro... <i>You Do (F)</i> Decca 24101	Decca
8	8	11. YOU DO (F)..... Vaughn Monroe (Moon Maids).... <i>Kokomo, Ind.</i> Victor 20-2361	Victor
5	11	11. GOLDEN EARRINGS (F)...Peggy Lee (Dave Barbour Ork)... <i>I'll Dance at Your Wedding</i> Capitol 15009	Capitol
2	12	12. I'LL DANCE AT YOUR WEDDING Ray Noble-Buddy Clark..... <i>Those Things Money Can't Buy</i> Columbia 37967	Columbia
12	7	12. NEAR YOU.....Larry Green.....Victor 20-2421 <i>Pic-a-Nic-In</i>	Victor

(Continued on page 28)

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.

Weeks to date	POSITION Last/This Week/Week	Album	Label
9	1	1. Merry Christmas Album Bing Crosby Decca A-550	Decca
5	2	2. Merry Christmas Music Perry Como Victor P-161	Victor
7	3	3. Dorothy Shay (The Park Avenue Hillbilly) Goes to Town Dorothy Shay Columbia C-155	Columbia
19	5	4. Al Jolson Souvenir Album Al Jolson Decca 575	Decca
2	4	5. 'Twas the Night Before Christmas Fred Waring Decca 480	Decca

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

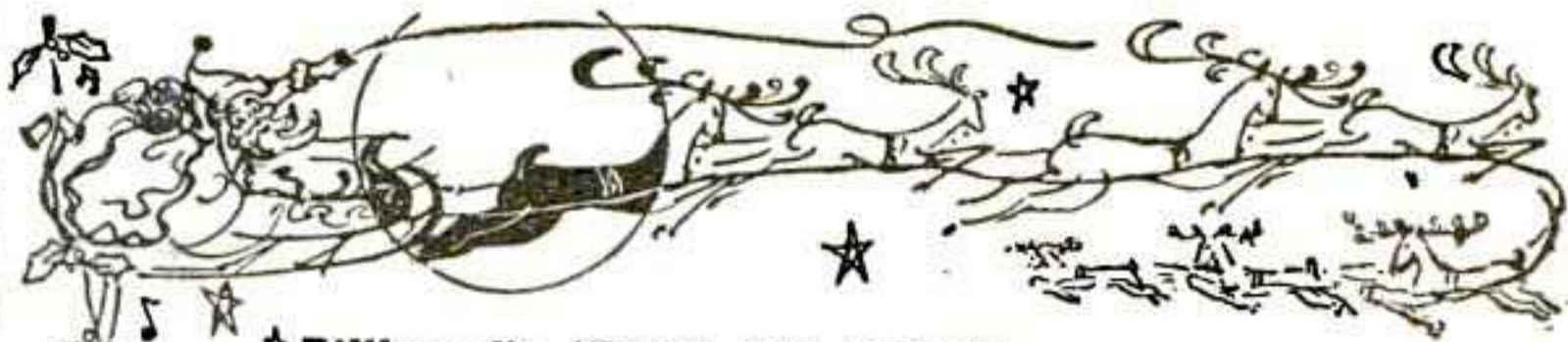
Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

Weeks to date	POSITION Last/This Week/Week	Record	Label
116	1	1. Clair De Lune Jose Iturbi Victor 11-8851	Victor
104	4	2. Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist Victor 11-8863	Victor
130	2	3. Chopin's Polonaise Jose Iturbi Victor 11-8848	Victor
89	3	4. Jalousie Boston Pops; Arthur Fiedler, conductor..... Victor 12160	Victor
4	2	5. Ave Maria Marian Anderson Victor 14210	Victor

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.

Weeks to date	POSITION Last/This Week/Week	Album	Label
122	1	1. Rhapsody in Blue Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor Columbia X-251	Columbia
67	4	2. Rachmaninoff Concerto No. 2 in C Minor Arthur Rubinstein, pianist, NBC Ork; Vladimir Golschmann, conductor Victor 1075	Victor
47	2	3. Tchaikovsky Nutcracker Suite Eugene Ormandy, conductor, Philadelphia Ork. Victor DM-1020	Victor
1	—	4. Khactaturian; Masquerade (Symphonie Suite) Arthur Fiedler, conductor, and the Boston Pops Ork Victor DM-1166	Victor
1	—	5. Tchaikovsky: Concerto for Piano and Orchestra Album Artur Rubinstein-Minneapolis Symphony Ork-Dimitri Mitropoulos, Director..... Victor M/DM-1159	Victor



★ Billboard's "TIPS ON TOPS" says:

TOMORROW'S HITS

TIP— As a variation on the traditional seasonal waxings, Joe Gumin has cut JINGLE BELLS in SIX languages (ON ONE SIDE) and backed it with AULD LANG SYNE, done with New Year's Eve crowd noises.

Jingle Bells

IN SIX LANGUAGES ON ONE RECORD

A NEW RECORDING BY

JOE GUMIN and his Orchestra • Chord Record 201

Watch our Newest Releases strike a "Happy" Chord on Juke Boxes!

ORDER FROM YOUR NEAREST DISTRIBUTOR

J. H. Martin, Inc.
1407 Diversey Parkway, Chicago, Ill.
Barnett Distributing Co.
8 W. 20th St., Baltimore, Md.
W. E. Harvey
1312 Ontario St., Cleveland, Ohio
W. E. Harvey
12649 Linwood Ave., Detroit, Mich.

Triangle Record Distributors
1901 Fifth Ave., Pittsburgh, Pa.
David Rosen Co.
855 N. Broad St., Philadelphia, Pa.
P. H. Milemore, Inc.
767 Tenth Ave., New York City
Milner Record Sales
110 N. 18th St., St. Louis, Mo.

CHORD RECORDS
 127 North Dearborn Street
 Chicago
 Phone Franklin 3310

ATTENTION DISTRIBUTORS

Important record manufacturer has a few desirable territorial franchises available beginning January 1, 1948. Opportunity for aggressive, well established distributors to connect with prestige organization. Give full details in confidence, mention labels you now distribute. Our present distributors know of this advertisement.

Write BOX #268, The Billboard,
 1564 Broadway, New York, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Billboard TRADE SERVICE FEATURE

Record Possibilities

Week Ending December 19

THE BILLBOARD PICKS:

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

- BEG YOUR PARDON**.....Francis Craig.....Bullet 1012
In "Near You" vein. Tho sequels rarely happen, big push by Robbins pubbery can put this over.
- I CAN'T GIVE YOU ANYTHING BUT LOVE**Rose Murphy.....Majestic 1204
Previously touted in The Billboard's record review section, disk is moving up. A flash item, buyers are cautioned to get in their orders fast or look out.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. THE SECRETARY SONG.....Ted Weems.....Mercury 5081
2. HERE COMES SANTA CLAUS.....Gene Autry.....Columbia 37942
3. THE DUM DOT SONG.....Frank Sinatra (The Pied Pipers-Axel Stordahl Ork).....Columbia 37966
4. I CAN'T GIVE YOU ANYTHING BUT LOVERose Murphy.....Majestic 1204
5. OOH, LOOK-A THERE, AIN'T SHE PRETTY?Buddy Greco-The Sharps.Musicraft 515
6. BOOT WHIPAnita O'Day (Will Bradley Ork)....Signature 15162
7. SONG OF NEW ORLEANS.....Larry Green Ork (Vocal Trio)....Victor 20-2560
8. AT THE CANDLELIGHT CAFE.....Gordon MacRae.....Capitol 15014
9. BEG YOUR PARDON.....Francis CraigBullet 1012
10. PENNYPied Pipers.....Capitol 478

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. OOH, LOOK-A THERE, AIN'T SHE PRETTY?Buddy Greco-The Sharps.Musicraft 515
2. JINGLE BELLS.....Bing Crosby.....Decca 23282
3. SANTA CLAUS IS COMING TO TOWNBing Crosby.....Decca 23281
4. WHITE CHRISTMAS.....Perry Como.....Victor 20-1970
5. AT THE CANDLELIGHT CAFE.....Dinah Shore.....Columbia 37984
6. (I'M A-COMIN', A-COURTIN') CORABELLEEddy Howard.....Majestic 1170
6. GONNA GET A GIRL.....Tony Pastor-Tony Pastor-The Clooney Sisters).....Columbia 37973
7. I CAN'T GIVE YOU ANYTHING BUT LOVERose Murphy.....Majestic 1204
8. BLACK AND BLUE.....Frankie Laine (Carl Fischer Ork)....Mercury 1026
9. SONG OF NEW ORLEANS.....Larry Green Ork (Vocal Trio)....Victor 20-2560
10. THE SECRETARY SONG.....Ted Weems.....Mercury 5081
10. YOUR RED WAGON.....Ray McKinley.....Majestic 7275

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. CHRISTMAS ISLAND.....Andrews Sisters-Guy Lombardo.....Decca 23722
2. TWO LOVES HAVE I.....Frankie Laine (Carl Fischer Ork).....Mercury 5084
3. HOW LUCKY YOU ARE.....Andrews Sisters (Vic Schoen Ork).....Decca 24171
4. WHITE CHRISTMAS.....Perry Como.....Victor 20-1970
5. GONNA GET A GIRL.....Tony Pastor (Tony Pastor-The Clooney Sisters).....Columbia 37973
6. GONNA GET A GIRL.....Larry Green (Vocal Trio).....Victor 20-2560
7. SECRETARY SONG.....Ted Weems.....Mercury 5081
7. TWO LOVES HAVE I.....Perry Como (Russ Case Ork).....Victor 20-2545
8. THE DUM DOT SONG.....Frank Sinatra (The Pied Pipers-Axel Stordahl Ork).....Columbia 37966
9. (I'M A-COMIN', A-COURTIN') CORABELLEFrankie Carle (Gregg Lawrence)....Columbia 37972
10. IN A LITTLE BOOKSHOP.....Vaughn Monroe.....Victor 20-2573

TO CELEBRATE '48



The MODERNAIRES

Featuring Hal Dickinson. Orchestra under the direction of Lou Bring

"The Jingle Bell Polka"

"The Whistler"

(Based on theme from CBS Radio Program)

Columbia 37980



Dick JURGENS and his orchestra

"My Rancho Rio Grande"

"On Green Dolphin Street"

(from "Green Dolphin Street")

Vocal by Jimmy Castle

Columbia 38027

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade-marks "Columbia" and © Reg. U. S. Pat. Off.



The Billboard

MUSIC POPULARITY CHARTS

PART VII

Record Reviews

With Ratings for Disk Jockeys, Dealers and Juke Box Operators

Week Ending December 19

How Ratings Are Determined

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

THE CATEGORIES

1. Song Calibre	15
2. Interpretation	15
3. Arrangement	15
4. "Name" Value	15
5. Record Quality (surface, etc.)	5
6. Music Publisher's Air Performance Potential	10
7. Exploitation (Record adv'tg-promotion; film, legit and other "plug" aids)	10
8. Manufacturer's Distribution Power	10
9. Manufacturer's Production Efficiency	5

THE RATINGS

(100 points—the maximum)

90-100	tops
80-89	excellent
70-79	good
60-69	satisfactory
0-59	poor

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

RAY NOBLE ORK WITH BUDDY CLARK (Columbia 38026) <i>Sierra Madre</i> Song from new flick. First part of disk features the Noble ork, then the Clark vocal. Adds up okay. <i>Two Loves Have I</i> Noble and Clark disk should give current pop tune real boost.	83	85	81	83
THE KORN KOBBLERS (MGM 10120) <i>I'm A-Comin' A-Courtin' Corabelle</i> (Stan Fritts) Kobblers play hillbilly with current pop. <i>The Dum Dot Song</i> (Stanley Fritts) Music arranging cute, but comedy in vocal forced.	69	70	68	69
BOB HUSTON (Hugo Winterhalter Ork with the Quartones) (MGM 10118) <i>Pianissimo</i> New plug tune ably handled by Houston and vocal group. <i>All Dressed Up With a Broken Heart</i> Disk one of best to date on current pop waltz. If tune catches, platter will grab its share of loot.	79	80	78	80
PEARL BAILEY (Mitchell Ayers Ork) (Columbia 38028) <i>—But, What Are These!</i> Lyrics a bit off color for jocks but race-boxes should welcome. <i>I Need Ya Like I Need a Hole in the Head</i> Seems made to order for race jocks and jukeboxes, with the Bailey thrush making most of lyrics.	72	60	75	81
JERRY MURAD'S HARMONICATS (Universal U-25) <i>My Wild Irish Rose</i> Tempo and arranging a la "Peg o' My Heart." Pic-song tie in may help. <i>Valse Bluette</i> Harmonicats have one here that looks best for the home.	76	76	72	79
ALAN LOGIN (National 7018) <i>Love Me</i> Cutting poor. Login's piano styling a la Irving Fields. Beat nice. <i>Jungle Rhumba</i> Fancy ivory tickling here. Eerie jungle rhythm held thruout.	60	63	60	57
MILDRED BAILEY with Ellis Larkins Trio (Majestic 1190) <i>Born To Be Blue</i> Bluesy and mournful. For Bailey fans. <i>Don't Worry 'Bout Strangers</i> Should get play in race boxes. Bailey handles lyrics clearly and well.	70	69	73	69
78	79	75	81	

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

CAPTAIN STUBBY & BUCCANEERS (Majestic 1205) <i>Buffalo Gals</i> Traditional minstrel tune gets pretty fair novelty going over. <i>Dum Dot Song</i> Wacky rendition of 'novelty ditty for the most part cute.	68	67	68	68
MARK WARNOW ORK (Lorry Raine) (Coast 8026) <i>Senorita Maracas From Caracas</i> Song, ork, vocal all nice. Adds up to fine disk. <i>Who Put That Dream in Your Eye?</i> (Lorry Raine) Lorry Raine again does good vocal. Ork arranging cute and bouncy.	73	74	70	75
LANNY ROSS (Stephen Kiskey Ork) (Majestic 1195) The Amory Bros. <i>Underneath the Clock at the Biltmore</i> Pleasant waxing of pleasant tune with New York hotel lyric tie-in. <i>The Whiffenpoof Song</i> College type vocal. Song well suited for the Ross tonsils.	81	81	81	81
BLUE BARRON ORK (MGM 10121) <i>Let's Be Sweethearts Again</i> (Charlie Fisher and Ensemble) Typical Barron treatment in nice bouncy tempo. <i>Mary Lou</i> (Clyde Burke) Balance of ork and vocal bad in spots. Disk fair otherwise.	80	81	79	79
JACK FINA ORK (MGM 10122) <i>Song of New Orleans</i> (Harry Prime) Coming plug tune with Mardi Gras tie-in. Don't sell this disk short if song clicks. <i>Music From Beyond the Moon</i> (Harry Prime) Song pretty. Fina's sweet piano easy on the ears.	72	75	72	70
BILLY ECKSTINE (The Quartones and H. Winterhalter Ork) (MGM 10123) <i>True</i> Good Eckstine and chorus vocal can nibble a few nickels. <i>I'll Never Make the Same Mistake Again</i> Cutting poor. Eckstine pipes in good form. Short trumpet, sax solos nice.	72	75	72	70
JOSE MELIS ORK (Mercury 5084) <i>Jungle Rhumba</i> Song caliber and fancy piano riffs distinguish otherwise unexciting disk. <i>Don't Call It Love</i> (Evalyn Stallings) Piano again steals show on new tune. Vocal unimpressive.	80	81	79	79
81	82	77	84	
76	77	72	78	
68	71	68	66	
70	73	68	68	

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

CURT MASSEY (Allan Massey Ork) (Coast 8017) <i>The Honey Song</i> Ork beat keeps disk moving at brisk pace. Vocal okay. <i>Blue Jay</i> Massey vocal nice. Tune cute and catchy.	77	78	74	78
RAY MCKINLEY ORK (Majestic 1185) <i>Over the Rainbow</i> (Lynn Warren) Oldie gets nice vocal by Lynn Warren. Ork beat slow and dreamy. <i>You Don't Have To Know the Language</i> (Ray McKinley) A scat McKinley vocal with a Latin American flavor . . . bueno!	77	80	76	74
RAY DOREY (Paul Barron Ork) (Majestic 1186) <i>I Wish I Knew the Name</i> Dorey does fine job with new ditty. Barron's ork could be stronger. <i>Passing Fancy</i> New plug song capably handled, tho not outstanding.	78	80	75	78
ART KASSEL ORK (Mercury 5088) <i>I've Got a Feeling I'm Falling</i> Sweet bouncy treatment by ork. Hart vocal okay. <i>In a Little Book Shop</i> (Trilo) Beat draggy and lifeless. Other disks on current pop much better.	74	74	74	74
THE PROGRESSIVE FOUR (DC 8028) <i>You Can Run On</i> Spiritual gets solid run thru. <i>I Cried Holy</i> Spiritual here finds group in niche that seems best for them.	81	83	76	83
JACK SMITH-CLARK SISTERS (Earl Sheldon Ork) (Capitol 484) <i>Teresa</i> Smiling Smith piping, with Clark Sisters emerges as happy harmony. <i>Saunty O'Shea</i> From new legit "Look Ma, I'm Dancing." Vocal blend okay with right amount of Irish flavor to ork backing.	72	73	70	72
FREDDY MILLER ORK (Famous 600) <i>Are You Having Any Fun?</i> (Janet Parker) Shades of Kemp, Kaye and others. Pleasant vocal on the oldie. <i>The Stars Were Mine</i> (Janet Parker) Poor lyric, catchy melody. Parker vocal okay.	72	73	72	70
FREDDY MILLER ORK (Famous 601) <i>Don't Blame My Heart</i> (Janet Parker) Beguine woo tune draws fair rendition. <i>While Strolling Through the Park</i> (Janet Parker) Oldie done in cute manner that clicks only during vocal.	74	74	74	74
61	71	67	44	
62	73	68	44	
76	79	73	77	
83	84	81	84	
64	66	60	65	
57	59	55	57	
69	69	69	69	
67	67	66	69	

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS

OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

LEE MONTI'S TUNES (Aristocrat 501) <i>Mickey</i> Harmonicats setting a "Peg o' My Heart" picture, moving up tempo for second chorus on the oldie. <i>My Little Girl</i> (Jimmy Adams & Trio) Pleasant listening with some fancy fast harmonica riffs.	84	85	81	85
THE PROGRESSIVE FOUR (DC 8036) <i>I Want a Little Girl</i> A la Ink Spots-Mills, recording poor. <i>St. Louis Blues</i> Faster than most renditions with Progressive Four again aping other vocal groups.	76	77	75	77
PEGGY LEE (Dave Barbour-Brazilians) (Capitol 15022) <i>Manana (Is Soon Enough for Me)</i> Samba novelty with funny lyric scribbled by the Lee-Barbour talents. Done like thees. <i>All Dressed Up With a Broken Heart</i> The waltz done as a jump tune in the usual perfect Lee vocal taste and Barbour backing.	51	51	47	56
PHIL HARRIS & ORK (RCA Victor 20-2575) <i>Loaded Pistols, Loaded Dice</i> (Phil Harris) For the jockeys and boxes where the Harris chatter rates. <i>Now You've Gone and Hurt My Southern Pride</i> (Phil Harris) Not too much in the lyrics for Harris to play with.	55	55	50	60
SAMMY KAYE (RCA Victor 20-2583) <i>They're Mine, They're Mine, They're Mine</i> (Don Cornell and The Kaydets) Pleasant, typical Kaye rendition of plug tune. If tune goes so will this wax. <i>I Hate To Lose You</i> (Don Cornell & The Kaydets) Tune drags this under Kaye standards.	88	92	83	89
FRANKIE LAINE (Carl Fischer's Ork) (Mercury 5091) (Frankie Laine) <i>Shine</i> Oldie refurbished with solid beat, jazz solos—and groovy Laine chanting. <i>We'll Be Together Again</i> Pretty ballad delivered in typical Laine note-bending fashion.	77	81	75	80
CHUCK FOSTER ORK (Mercury 5085) <i>My Cousin Louella</i> (Tommy Ryan and Ensemble) Cute ditty. Disk best to date on tune with juke box possibilities. <i>Foggy Foggy Dew</i> Burl Ives song vocalized well by Tommy Ryan.	73	75	70	73
85	87	82	87	
78	80	76	80	
81	80	78	84	
76	77	78	74	

(Continued on page 32)

Introducing
JERRY SMITH
The Western BALLADIER



With JACK LESTER And His Trail Blazers
Jerry Smith Scores Another Sales Success!

ON FM RECORDINGS
The Finest in the Record Industry
FM 261 The Daughter of Jole Blon
When My Blue Moon Turns to Gold Again
FM 262 Rye Whiskey
The New San Antonio Rose
LIST PRICE **79¢**
For Full Information Write
Frederick Lee Company, Inc.
325-2ND AVE. S. MINNEAPOLIS 1, MINN.

Season's Greetings
from ...
ROSALINDA
Rainbow Record #10033
Sung by RED BENSON
Getting Hotter Every Day
CHERIO MUSIC PUBLISHERS, INC.
1585 Broadway New York 19

Season's Greetings
FROM
DE LUXE RECORDS
DE LUXE DISTRIBUTORS
DE LUXE ARTISTS
DE LUXE RECORD CO., INC.
Linden, New Jersey

MERCURY RECORDS



Fast Service
RECORD ELECTROPLATING
MASTERS — MOTHERS — STAMPERS
MATRIX PLATING CO.
4224 JOY ROAD, DETROIT 4, MICH.
Not affiliated with any Recording Company.

The **Billboard** MUSIC POPULARITY CHARTS
PART VIII
Advance Information

Week Ending December 19



ADVANCE RECORD RELEASES

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

POPULAR

- A Fellow Needs a Girl**
M. Wells (Winter Wonderland) Universal U-13
- All Dressed Up With a Broken Heart**
P. Lee (Manana) Capitol 15022
- All Through the Night**
V. Young Ork (Golden Earrings) Decca 24277
- An Old Sombrero (And an Old Spanish Shawl)**
X. Cugat-B. Clark (You Don't) Columbia 38046
- Ballerina**
B. Crosby (Golden Earrings) Decca 24278
- Banana Polka**
V. DiMaggio (Prune Song) Universal U-22
- Between the Devil and the Deep Blue Sea**
F. Miller Ork (My Darling) Famous 603
- Bilbo Is Dead**
A. Tibbs (Union Man) Aristocrat 1101
- Blue Jay**
C. Massey (The Honey) Coast 8017
- Boogie Woogie Blues**
C. Samuels (Lolly Pop) Aristocrat 1001
- Buster Bennett Medley (1. You Are Too Beautiful; 2. Weary River)**
Buster Bennett Trio (It Can) Columbia 38043
- Call Me Darling**
B. Caston (Gold Bless) Staff S602
- El Relicario**
V. DiMaggio (Mandolin Polka) Universal U-21
- Frankie and Johnny**
G. Lombardo (I'm My) Decca 24288
- Get a Pin-up Girl**
Honeydreamers (My Sweetie) Vitacoustic 12
- Get the Moon Out of Your Eyes**
M. Wells (Ragtime Cowboy) Universal U-14
- Go On Blues**
Brownie McGhee (The Way) Disc 6059
- God Bless the Child**
B. Caston (Call Me) Staff S602
- Golden Earrings**
B. Crosby (Ballerina) Decca 24277
- Golden Earrings**
V. Young Ork (All Through) Decca 24277
- Paul Harvey's Favorite Story**
P. Harvey . . . Universal U-7505
- Hora Staccato**
F. Zabach Ork (I Found) O'Connor 0-100-11
- How Many Times**
J. Staulcup (I Need) Universal U-16
- How Could You Be So Mean?**
L. Johnson (My Last) Disc 6061
- I Found a Lovely Dream**
F. Zabach Ork (Hora Staccato) O'Connor 0-100-11
- I Need Lovin'**
J. Staulcup (How Many) Universal U-16
- I Told Ya I Love Ya, Now Get Out**
W. Herman Ork (If Anybody) Columbia 38047
- I Wish I Knew the Name (Of the Girl in My Dreams)**
R. Dorey (Passing Fancy) Majestic 1186
- If Anybody Can Steal My Baby**
W. Herman Ork (I Told) Columbia 38047
- If I Didn't Have You**
S. Thompson Ork (Palmer's Boogie) Miracle M-123
- It Can Never Happen**
Buster Bennett Band (Buster Bennett) Columbia 38043
- I'll Make Up For Everything**
A. Russell (My Cousin) Capitol 15021
- I'm My Own Grandpaw**
G. Lombardo (Frankie and) Decca 24288
- Intermezzo**
F. Zabach Ork (Nocturne) O'Connor 0-100-12
- It Isn't Fair**
F. Miller Ork (Love Goes) Famous 602
- It's Over**
J. Moore's 3 Blazers (Money's Getting) Exclusive 257
- Just Me and My Dog**
Brownie McGhee (Lonesome Blues) Disc 6057
- Keep What You Got**
L. Johnson (Why I) Disc 6062
- King Cole Trio, Volume III, Album**
King Cole Trio . . . Capitol CC 59
- Honeysuckle Rose**
Capitol 10102
- I'll String Along With You**
Capitol 10102
- Makin' Whoopee**
Capitol 10101
- Rhumba Azul**
Capitol 10103
- This Is My Night To Dream**
Capitol 10103
- Too Marvelous for Words**
Capitol 10101
- Lolly Pop Mama**
C. Samuels (Boogie Woogie) Aristocrat 1001
- Lonesome Blues**
Brownie McGhee (Just Me) Disc 6057
- Love Goes 'Round an' 'Round**
F. Miller Ork (It Isn't) Famous 603
- Manana (Is Soon Enough for Me)**
P. Lee (All Dressed) Capitol 15022
- Mandolin Polka**
V. DiMaggio (El Relicario) Universal U-21
- Mickey**
L. Monti's Tu Tones (My Little) Aristocrat 501
- Money's Getting Cheaper**
J. Moore's 3 Blazers (It's Over) Exclusive 257
- Monon Centennial Music Album**
Universal
- Belle of the Monon**
Brown County Hills
- Hoosier Time**
Indiana Is So Rich
- Last Call for Dinner**
Monticello Moon
- The Gentleman Who Paid My Fare**
Up and Down the Monon
- Move Your Hand, Baby**
Crown Prince Waterford (Weeping Willow) Capitol 40074
- My Cousin Louella**
A. Russel (I'll Make) Capitol 15021
- My Cousin Louella**
F. Sinatra (What'll I) Columbia 38045
- My Darling Remember**
F. Miller Ork (Between the) Famous 603
- My Last Love**
L. Johnson (How Could) Disc 6061
- My Little Girl**
L. Monti's Tu Tones (Mickey) Aristocrat 501
- My Sweetie Went Away**
Honeydreamers (Get a) Vitacoustic 12
- My Wild Irish Rose**
J. Murad's Harmonicats (Valse Bluette) Universal U-25
- Nettie's Boogie**
N. Saunders (Sleepy Time) Universal U-38
- Nocturne**
F. Zabach Ork (Intermezzo) O'Connor 0-100-12
- Over the Rainbow**
R. McKinley (You Don't) Majestic 1185
- Palmer's Boogie**
G. Palmer (If I) Miracle M-123
- Passing Fancy**
R. Dorey (I Wish) Majestic 1186
- Pawnshop Blues**
Brownie McGhee (Secret Mojo) Disc 6058
- Prune Song**
V. DiMaggio (Banana Polka) Universal U-22
- Ragtime Cowboy Joe**
M. Wells (Get the) Universal U-14
- Secret Mojo Blues**
Brownie McGhee (Pawnshop Blues) Disc 6058
- Shaunty O'Shea**
J. Smith (Teresa) Capitol 484
- Sleepy Time Gal**
N. Saunders (Nettie's Boogie) Universal U-38
- Sugar**
J. Liggins Honeydrippers (You'll Miss) Exclusive 256
- Swing Man**
J. McVea Ork (Two Timin') Exclusive 255
- Teresa**
J. Smith (Shaunty O'Shea) Capitol 484
- The Honey Song**
C. Massey (Blue Jay) Coast 8017
- The Way I Feel**
Brownie McGhee (Go on) Disc 6059
- Two Timin' Baby**
J. McVea Ork (Swing Man) Exclusive 255
- Union Man Blues**
A. Tibbs (Bilbo Is) Aristocrat 1101
- Valse Bluette**
J. Murad's Harmonicats (My Wild) Universal U-25
- Weeping Willow Blues**
Crown Prince Waterford (Move Your) Capitol 40074
- What'll I Do**
F. Sinatra (My Cousin) Columbia 38045
- Why I Love You**
L. Johnson (Keep What) Disc 6062
- Winter Wonderland**
M. Wells (A Fellow) Universal U-13
- You Don't Have To Know the Language**
X. Cugat-B. Clark (An Old) Columbia 38046
- You Don't Have To Know the Language**
R. McKinley (Over the) Majestic 1185
- You'll Miss Me Sure's You're Born**
J. Liggins Honeydrippers (Sugar) Exclusive 256

FOLK

- That Old Swiss Chalet in the Rockies**
Smilin' Red Maxedon and His Radio Gang (When It's) Arcadia AP 1948
- The Foolish One**
Buffalo Johnson (The Sweetest) Rich-R-Tone 409
- The Girl Behind the Bar**
The Stanley Brothers (Mother No) Rich-R-Tone 420
- The Honey Song (Honey, I'm in Love With You)**
T. Hill (Is It) Decca 46090
- The Leaf of Love**
Turner Bros (God's Own) Radio Artist 202
- The Little Rosewood Casket**
S. Cooper and His Clinch Mountain Boys (What Will) Rich-R-Tone 415
- The Sweetest Dream**
Buffalo Johnson (The Foolish) Rich-R-Tone 409
- There's More Than One Way to Skin a Cat**
F. Holden (Coo-see-Coo) King 678

(Continued on page 86)

MEMO

from Dick Bradley

HEY, FELLAS:

"HOW SOON" are you ready for another "TOWER-IFFIC HIT"—If you're ready—so are we—Get behind JACK OWEN'S TOWER-IFFIC recording of the latest "SONGATION," I'M ALL DRESSED UP WITH A BROKEN HEART with Eddie Ballantine's Orchestra—It's on TOWER label #1263—GET THAT ORDER IN.

Regards,
D. B.

TOWER RECORDS

Recording?



on top of the OPERA BUILDING

in chicago

PHONOGRAPH MASTERS • PROCESSING • PRESSING

STILL GOING STRONG!
"HORSE AN' BOOGIE"
Clyde Trask's Orchestra
With Vocal by Bob Taylor
TERRITORY OPEN FOR DISTRIBUTORS
FOR INFORMATION — Cherry 0484

WIRE WRITE

RADIO ARTIST RECORDS

"Your radio friends on records"
811 RACE ST. CINCINNATI 2, OHIO

MIRACLE
PARADE OF HITS
MIRACLE
extends
Season's
Greetings
MIRACLE RECORD COMPANY
500 EAST 63RD ST. CHICAGO 15 ILL.

Another BMI Pin-Up Hit
LET'S BE SWEETHEARTS AGAIN
Published by
CAMPBELL-PORGIE
Performance rights licensed thru
BMI
BROADCAST MUSIC, INC.
New York • Chicago • Hollywood

RECORD PRESSINGS
High quality Shellac Pressings available. Save freight cost, expedite delivery for Midwest distribution by using our plant in St. Louis, Mo. Any quantity accepted. Reasonable.
MID-WEST RECORD PRESSING CO.
4098 Eastern Ave. St. Louis 31, Mo.
(Phone: Nowstead 9488)

WE'RE LOOKING FOR GAL MUSICIANS

(With USO Experience)

WE NEED THESE IN PARTICULAR

- 1 top flight **VIOLINIST**, popular music experience desirable.
- 1 Grade A **PIANIST**, versatile, orchestra experience helpful.
- 1 Good **GUITAR**, orchestra experience a must.
- 1 Good **VIBRAPHONE**, hope she can double on another instrument.

STRINGS: We've a complete string section to fill . . . can use up to a dozen violins, violas, cellos.

BRASS: Room for a few very good trumpets and trombones.

WOODWINDS: We'll find six or more good woods, all of them doubling.

Any or all must be free to travel with all-gal orchestra. All expenses paid, salary open for discussion. Write to Mr. Schamber, Geo. A. Hormel & Co., Austin, Minn., giving experience, photo, etc.

If you know a gal musician who might be interested, clip this ad for her, please.

The Billboard MUSIC POPULARITY CHARTS

Album Reviews

PART IX

Week Ending December 19

TRADE SERVICE FEATURE

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 best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS

(100 points—the maximum)

90-100 tops
80-89 excellent
70-79 good
40-69 satisfactory
0-39 poor

THE CATEGORIES

	Max. Pts.
1. Production Idea (grouping of selections continuity)	15
2. "Name" Value	15
3. Caliber of Material	15
4. Manufacturer's Distribution Power	10
5. Exploitation Aids (Record company and other adv'tg-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

KING COLE TRIO—Volume 3 **85**
King Cole Trio
Capitol 59

Makin' Whoopee; Too Marvelous For Words; I'll String Along With You; This Is My Night to Dream; Rhumba Azul; Honeysuckle Rose.
Third King Cole Capitol album features Nat Cole as usual on vocals altho two disks "Rhumba Azul" and "Honeysuckle Rose" strictly instrumental. Standouts are "I'll String Along With You," "Tonight Is My Night to Dream" and "Makin' Whoopee." Neo-modern cover design of trio's instruments showy in bright colors.

JUKES Perhaps "I'll String Along With You" and "Makin' Whoopee."
JOCKS The picking is good.

WHAT MAKES RAIN? **70**
Eric Strutt-George Duning Ork.
Leonard Joy
Decca DU 90019
(Parts I and II)

Aptly sub-titled "For children who ask questions." Story and songs on one 12-inch unbreakable disk, fill a need expressed by many parents but simplicity—even for children—seems overdone. A bit too juvenile in spots. Paper wrapper with cartoons depicting disk's story colorful and in good taste.

JUKES Not suitable.
JOCKS Not suitable.

SONGS OF FRIENDSHIP **80**
Irving Caesar
MGM 14

How to Spell Friendship; Thomas Jefferson; There's Something About America; Tommy Tax; Let's Make the World of Tomorrow Today; I Know a Friendly City; We Have a Law; Our Football Team; Election Day; Song of the Good Neighbor; We'll Soon Be One World; It Is Always

Music to His Ear; United Nations; This Is Our Last Chance For Peace.
Caesar introduces himself to tots by singing bits from his pop hits. Album scores in its attempt to show children American democracy and meaning of United Nations. Package good with tune's lyrics on inside cover.

JUKES Not suitable.
JOCKS Not suitable.

SING A SONG OF SAFETY **67**
Dick Gilbert-The Bluebirds
Ray Carter Ork
Adventure ARC 6

Let the Ball Roll; An Automobile Has Two Big Eyes; When You Ride a Bicycle; When You Swim; Johnny Climbs Fences; Introduction; When You Are Watching a Parade; Pins and Needles; Leaning Out of Windows; Heroes of Peace.
Kid-disk album featuring former joek Dick Gilbert. Arrangements should keep the little ones listening and singing along. Unbreakable disks in attractive package with flaps pasted to the inside covers. Production idea could have been smarter. Educational value for tots lends merit to the package.

JUKES Not suitable.
JOCKS Not suitable.

THE VELVET FOG **76**
Mel Torme—Ork
Musicaraft S-8

Fine and Dandy; The Day You Came Along; Love, You Funny Thing; I'll Always Be in Love With You; I Can't Give You Anything But Love, Baby; Three Little Words.
Mel Torme—The Velvet Fog—thus the album title, does half a dozen standards in his throaty tones. Effectiveness of Torme's delivery is further aided by the tasty backing of the Dave Barbour Quintet. Attractive album cover spots a Torme pic.

JUKES All sides worthy of a whirl.
JOCKS Excellent for the spinners.

RECORD REVIEWS

(Continued from page 30)

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

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

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

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

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

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

RECORDING STUDIO TIME STILL AVAILABLE

AMERICA'S FINEST RECORDING STUDIO
FORMER WORLD STUDIOS

7 DAYS A WEEK AROUND THE CLOCK

Telephone or Wire for Reservations

United Broadcasting Co.

301 E. Erie St. SUPERIOR 9114

Chicago 11, Illinois

WM. L. KLEIN, General Manager



by the Makers of incomparable
Majestic Radio-phonographs

A NEW HIT SONG

"THAT THERE HOME"

Flipover

"JUST LIKE THAT"

RECOLA RECORDING COMPANY

Send Your Order To
THE TERRY SALES COMPANY
864 S. LOGAN ST. DENVER 9, COLO.



Catch JERRY MURAD'S
"HARMONICATS"
AGAIN ON
Universal Records, Inc. Chicago

FREE! Send for FREE copies of the following new songs — "My Radio Man," "Pennsylvania Hills," "I Love You, Cleo," "My Mariner-ette," "I Love You," "The Show Must Go On," "Love Came Back To Say Hello," "When You Walked In," "Dream Girl."
GRIMES MUSIC PUB. 250 So. Broad St. Philadelphia, Pa.

10 INCH RECORD PRESSINGS
Shellac or Vinylite
Fast Service — High Quality
Small or Large Quantity
Labels — Processing — Masters
SONGCRAFT, INC.
1650 Broadway, New York 19, N. Y.

Current Releases
by KING

KING 671
NEXT SUNDAY, DARLING,
IS MY BIRTHDAY
backed by
Where the Old Red River Flows
by CLYDE MOODY.
KING
1540 BREWSTER AVE. CINCINNATI 7, OHIO

ATTENTION
MUSIC OPERATORS AND DEALERS
A Sensational Love Ballad
Recorded on Metro #7451
BONDS OF LOVE
backed with
A LONELY SONG
Vocals by ALLAN MASSEY
Distributed by
Paul H. Milemore, Inc.
767 10th Ave. New York, N. Y.
CO. 5-7189

Reliability — Quality
RECORD PRESSING
10" or 12"
RESEARCH CRAFT CO.
1226 E. 8th St. Los Angeles 24, Calif.

(Continued on page 85)

Trial Set January 6 On Suit of Youmans Heirs Against Miller

NEW YORK, Dec. 20.—Trial date of January 6 has been assigned by New York Supreme Court to the case of Vincent Youmans, Inc., versus Miller Music.

The late famous composer's estate is suing Miller for a 50-50 divvy on all performance moneys received on Youmans' copyrights since the time these were absorbed by the Miller subsidiary of the Loew-Robbins group. The plaintiffs, thru attorneys Leonard Zissu and Lou Dreyer, charge that a specific contract agreement exists entitling the estate to such share of the income. Miller, thru Attorney Julian Abeles, is contesting the claim, reportedly on the ground that Youmans had received his proper share of performance rights revenues by virtue of his Double-A writer classification in the society.

Philly Negro AFM Ousts 12-Yr. Heads

PHILADELPHIA, Dec. 20.—The 12-year reign of George (Doc) Hyder as prexy of the Musicians' Protective Union, Negro-membership Local 274 of the American Federation of Musicians (AFM), was ended this week when maestro James Shorter was elected to succeed the former band leader. Frankie Fairfax, secretary, who also held the post for 12 years since he and Hyder organized the local union, stepped out in favor of Henry Lowe. Other officers elected were Harry Monroe, vice-president; Jus Johnson, assistant secretary; Herbert Berry, treasurer, and Damon Fisher, sergeant at arms.

The new executive board consists of Charlie Gaines Sr., George Hawkins, John Lynch, Harry Marsh Sr., Stanley Peters and James Tyree. The election marked the first time that the incumbents faced opposition. Hyder, who gave up his Doc Hyder's Alabamans to guide the union, declared he would not return to the band business.

Shep Fields To GAC Fold

NEW YORK, Dec. 20.—Shep Fields this week signed a term management pact with General Artists Corporation (GAC). The orkster, who has been on the come-back trail since last August, previously was handled by the Mus-Art Agency.

Reason for the switch was believed to be the failure of Mus-Art to land a top New York hotel location for the ork.

Season's Greetings from Ray Bloch

EXCLUSIVE

Signature

RECORDING ARTIST

100,000 RECORDS

FOR SALE BRAND NEW AT 25c EACH

100,000 RECORDS

- RACE**
- PARK AVE. JESTERS**
A-1 Don't Turn Your Back on Me
Twenty Hop Gats on a Boat
SLIM GAILLARD
- 1013 Dunkin' Bagel
Don't Blame Me
MELLO LARKS
- 1014 Going Home
You Got My Heart Talking Double Talk
IVORY JIM HUNTER
- 609 Bad Luck Blues
Tavern Swing
JOE TURNER
- 4002 My Gal's a Jockey
I Got Love for Sale
GATEMOUTH MOORE
- 6002 Did You Ever Love a Woman?
I'm Going Way Back Home
DON BYAS SWING SEVEN
- 9012 Don't You Ever Wear No Black
Evil Gal Blues
BILLY ECKSTINE
- 9016 I'm In the Mood for Love
Long, Long Journey
Blue
- 9018 2nd Balcony Jump
I've Got To Pass Your House
It Ain't Like That No More
LONEL HAMPTON
- 834 I'm Mending My Own Business
Don't Let the Landlord Gyp You
EDDIE HEYWOOD
- 677 Heywood Blues
You Made Me Love You
FOUR KING SISTERS
- 1043 Stone-Cold Dead in the Market
The Coffee Song
JAZZ
- PAGE CAVANAUGH TRIO**
- 161 Salpa
Air Mail Special
EARL HINES
- 166 Straight Life
Now That You're Mine
FRISCO JAZZ
- 606 At the Jazz Band Ball
Red Wing
JAKE PORTER
- 608 Opus Five
Jump So Far
PETE JOHNSON
- 4001 I May Be Wonderful
1946 Stomp
WALTZ
- OSCAR STRAUSS**
- 8501 The Last Waltz
1001 Nights
8502 Waltz Dream
Treasure Waltz

- WESTERN**
- CASS COUNTY BOYS**
4011 Silver Stars, Purple Sage, Eyes of Blue
That's My Home
PAUL WESTMORELAND
- 101 Can't Win, Can't Place, Can't Show
Trouble Keeps Hangin' Round My Door
VIC DIAS
- 1114 Nobody's Fool
Rose of the Alamo
BILLY HUGHES
- 1115 Milk Cow Blues
Stop That Stuff
DICK THOMAS
- 5012 Ragtime Cowboy From Santa Fe
Sleepy Head
SLEEPY VALLEY FIVE
- 701 Two Timin' Gal
I Din't Mean a Word I Said
POPULAR
- GINNY SIMMS**
154 Somewhere in the Night
This is Always
GEORGE JESSEL
- 4515 My Mother's Eyes
That Old Feeling
4518 Oh, How I Miss You Tonight
I Used To Love You
JOAN EDWARDS
- 458 No Can Do
(Parts I & II)
DEL COURTNEY
- 458 I Was Here When You Left Me
(Parts I & II)
HAL MCINTYRE
- 470 There's No One But You
Patience and Fortitude
LARRY CLINTON
- 481 Stardust
Where or When
482 Solitude
Stormy Weather
EDDIE HEYWOOD
- 641 House of Blue Light
A Man Is a Brother to a Mule
NOVELTY
- PHIL HARRIS**
138 One-zy Two-zy
One Little Bug
TONI ARDEN AND AL TRACE
- 7011 Southpaw Special
Fuzzy Wuzzy
LATIN-AMERICAN
- ENRICO MADRIGUERA**
462 Babalu
Take It Away
J. TORRES
- 085 Lucerito
Silverio, Facundo, Y Laluna

Check With Order; or C. O. D. (Freight Extra).
BROOKLYN RECORD MUSIC DISTR. CO. 241 Flatbush Ave. Ext.
BROOKLYN 1, N. Y.
Ulster 5-0227
Lists available on request. Keep for future reference.
WE BUY RECORDS!

Granz Show to France

NEW YORK, Dec. 20.—Details have been worked out for the Norman Granz Jazz at the Philharmonic show to appear at the International Jazz Festival in Nice, France, February 16-25. The jazz troupe will include Coleman Hawkins, Flip Phillips, Howard McGhee, Ray Brown, J. C. Heard and Helen Humes, with the piano and alto and tenor spots still open. Granz intends planing his group to and from Europe under the auspices of Radioiffusion Francaise, which arranged the junket in connection with the Nice Jazz Festival Committee. While in Europe, Granz also expects to expand distributing facilities of his Clef disk label, which records Jazz at the Philharmonic. Clef now is distributed in France and Scandinavia.

WILL BAN HYPO?

(Continued from page 19)

porary solution to the remainder of the settled tootlers.

It is pointed out that several of the top Coast instrumentalists are regularly employed in movie studio work, in addition to which they have been picking up the extra recording loot. However, the greater majority of Coast musickers are in the radio studio or recording studios and Petrillo may force many to come scurrying back to the bands.

JUST RELEASED

★ ★ ★
ALL DRESSED UP WITH A
BROKEN HEART
Alan Gerard Nat'l 7019

★ ★ ★
JUNGLE RHUMBA
Alan Login Nat'l 7018

★ ★ ★
MADE FOR EACH OTHER
Eric Madriguera Nat'l 9028

NATIONAL Records

IMPORTED

LONDON RECORDS

THE LONDON GRAMOPHONE CORP.
16 W. 22nd ST., NEW YORK 10, N. Y.

Records with
**MINIMUM
SURFACE
NOISE**
are made from

NEFF COMPOUND LAC
A PRODUCT OF J.W. NEFF LABORATORIES INC.

Discover for yourself how this superior compound produces records with less surface noise — that play longer. Write for free sample.

BINNEY & SMITH CO., 41 EAST 42ND STREET, NEW YORK CITY
Exclusive Sales Agents for U. S., Canada, Central and South America.

YOU'VE HEARD IT—WE HAVE IT
"I'M NOT JUST A WHISTLIN' DIXIE"
(When I Say I'm Wild About You)
A natural for vaudeville and floor show use. Send for professional copies.
UNIVERSAL MUSIC SALES 54 W. Randolph Street, Chicago, Illinois

WURLITZER MUSIC

These leading coin-phonograph manufacturers have already entrusted their prestige to

PERMO POINTS!

Aireon MILLS

For 17 years PERMO POINTS have been the choice of manufacturers and operators alike... They realize the needle is the heart of every phonograph... Better order some PERMO POINTS today!

ROCK-OLA

PLAMOR

THE HOUSE OF GABEL

ELLIPTICAL **PERMO INCORPORATED** **ROUND**
Chicago 26

The original and world's largest manufacturer of longlife phonograph needles

At all Decca, R.C.A. Victor, Columbia Distributors

Stage Waits—No. 4 in a Series

Buster Astor Buys Shoes In Big Loew's State Deal; Gay Goose Job Is Cooked

An exchange of correspondence between Jay Marshall (magician, ventriloquist) and his friend, Buster Astor (the best comic in the low-price field):

Jacksonville, Fla.
December 10, 1947

Dear Jay:

My luck is so bad; just when I get hot they close out vaudeville at Loew's State. . . . You may not know this, but I have over \$60 invested in an angle which I figure will have me at the State in less than six months. First off, it is an approach to one else thinks of, and it comes up by accident. . . . Happens one day I need a pair of shoes and I drop into the London Shoe Store at the corner of 43d Street and Broadway. And I find out the shoe salesman is a guy named Schwartz, and his brother is the assistant manager at Loew's State; so every time I get to New York I buy a pair of shoes and talk show business with this guy named Schwartz. You know Sam

Pearlman cannot go on forever as house manager, and when Pearlman goes out, Schwartz goes in, and when Schwartz goes in, I go to his brother and buy another new pair of shoes, and in less time than it takes to say "Sidney Piermont" I am in like Flynn, working the Stem in the four slot, at least. I figure some no account act must make people sore and they close the house, which screws up the deal for everybody. . . . Come to think of it, did you play this date very recently????????? I will not think of blaming you, but I am right now stuck with nine pairs of shoes.

I am closing at the Gay Goose here in Jax in another two days. . . . Makes five weeks I am here which is not bad as I only came in for two (with option). They exercise the option and I stay four, but this last week I am not held over in the strict sense of the term. . . . I can see they will take the new show, so I draw an advance from the cashier and make a touch from the boss, so at the end of the week I am well overdrawn. . . . And the boss has to hold me one extra week to get even. . . . I know you will recognize this old dodge, as I even think it is you who tells it to me.

They have a comic; so I am billed as the "extra added attraction." They cannot cancel this new boy, altho I hear talk that after the first show the boss thinks seriously of paying him off, as he does not do so good. . . . This is partly because he does the same gags I do here the week before. . . . (I steal the routine from an emcee around Pittsburgh. . . . But I do not know where this new guy gets it.) You will never know of this yuck. . . . His name is Red Keller, and he is one of the boys from Chicago who still thinks a funny hat will get laffs. . . . There are a lot

He Never Got It

NEW YORK, Dec. 20.—Paul M. Brunn, Miami Beach Newspaper columnist, is right when he says he doesn't hold any silver card signifying honorable membership in the American Guild of Variety Artists (AGVA), as inaccurately reported in *The Billboard*. What happened was that Matt Shelvey, deposed AGVA head, ordered a silver card for Brunn. The card was delivered to AGVA, but never turned over to Brunn. AGVA, however, carries Brunn's name on its official list of card holders.

Bob Wyatt

(Wells's Music Bar, New York)

During the wee hours musicians dropped in after their own spots had shuttered to hear Bob Wyatt dispense modern musical magic from an organ with a Vibratone speaker. Commencing with a full chorus of continuous bass (brought on by rapid footwork) to build up tone, the personable lad did a *Body and Soul* which had Earl Hines, Eddie Heywood and Garland Wilson shouting approval. Wyatt did six numbers, some with Billy Taylor at the piano, all of which were highly commendable. Wyatt's fingering in a sort of *Laura*—chiffon style was delightful.

Barbara Carroll filled in for a pleasant half hour at the 88 and Jimmy Anderson displayed a rich, full, crooning baritone in several pop songs.

Jack Tell.

of comics in this business who wear funny hats, carry a cane or have some gadget which they use to let the public know they are comics. . . . I know one emcee who can't even talk unless he wears a certain funny hat. . . . I feel if a guy does not get laffs a funny hat is not going to do it for him, but you know you can never tell these schmos.

Don't forget to write to me and when you do will you please send me half a dozen rubber cigars as this is my trademark in show business, and the one I am using I chew down pretty much. Remember to write to "The Best Comic in the Low-Price Field"—who is your friend,

BUSTER ASTOR.

P. S.—Do you happen to wear size 9½ shoes????

The Blue Angel,
152 East 55th Street,
New York City,
December 13, 1947

Dear Buster:

Your friend Schwartz might be able to get you a pass to see the show at the State or he might be able to fix your flat feet, but as for getting you booked on the stageshow—this he could not do. You just picked the wrong brother to work on. Go, instead, to USO-Camp Shows and see Benny Piermont (Sid's brother) and have a talk with him. Ben will tell you that he can't help you at the State, but every now and then he needs an act to play a benefit at some army hospital, and you can leave your name and address. When he calls you turn him down, if only for spite. But you can then go around to the agents and tell them you turned down an offer from Piermont (don't say which one) and in this way you can make yourself important with some of the smaller offices. I don't honestly think this is a very good angle, but it is less expensive than buying shoes. You are welcome to it for what it is worth.

I am still at the Blue Angel, but my option comes up after every show. And I don't feel that my position is too secure. You see, I started at the Angel back in April. . . . Most acts start at the Village Vanguard and then go to the Blue Angel, but I did it the other way around and made a round trip. While I was at the Vanguard I lived in fear of getting an offer from Sammy's Bowery Follies. Now I'm afraid I may get no offer at all. That's life.

Mark Leddy tells me I have nothing to worry about, but then there are some acts who think the joy of show business is worrying about next week. I am sending this letter and the cigars to General Delivery, Miami. If you do not get them let me know. As for the shoes you have bought, you can chalk it up to one more time you put your foot in it.

Yours till they bring it back at the State.
JAY MARSHALL.

P. S.—I wear size 10C.

Quit or Else!

CHICAGO, Dec. 20.—Jack Irving, executive secretary of the local chapter of the American Guild of Variety Artists (AGVA), this week revealed that Tuesday (9) he had been threatened with violence unless he "quit AGVA immediately." Irving said that he was called on a private line, whose number was known only to intimates, at 4:30 a.m., and told to quit the entertainers' union immediately. Irving said that he had notified local police of the threat and that he had told his caller he intended to continue with AGVA and "fight this whole affair out."

Irving, when queried about what his stand was on the "national AGVA office," set up by Matt Shelvey this week in Philadelphia in conjunction with a meeting between Shelvey and 16 branch AGVA executive secretaries, said he was still doing business with only the national Four A's committee and headed by Hy Faine, currently governing AGVA. Irving said he had not communicated with other Midwest reps. Only one Midwest AGVA rep, Al Wilson, Cincinnati, attended the Shelvey Philadelphia confab.

Richmond, Va., Adds Flesh

NEW YORK, Dec. 20.—The National Theater, Richmond, Va., will start vaudeville for the season on January 1. Agent Hal Sands, who has operated flesh in the theater since 1943, expects about 36 weeks this year.

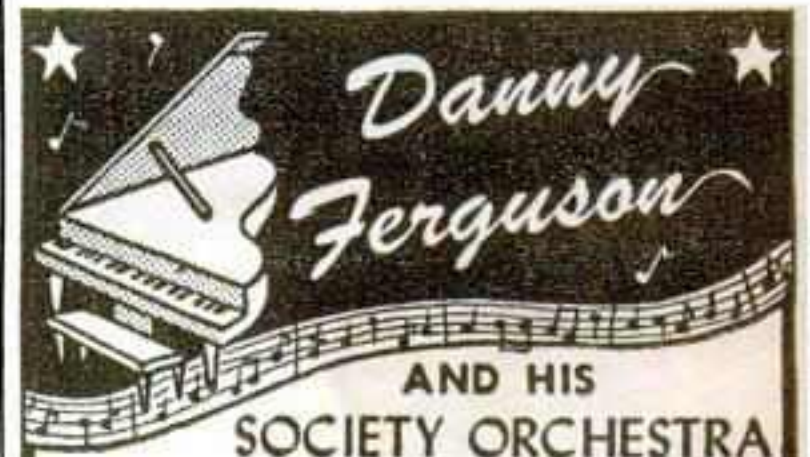
TOM McDERMOTT DUO



TOMMY AND CARLOS

WISH YOU
A MERRY CHRISTMAS AND A HAPPY
AND PROSPEROUS NEW YEAR

Now Into Their Fourteenth Week
3rd Return Engagement
ALTA CLUB Miles City Montana
For Future Bookings Contact
FREDERICK BROS. AGENCY, INC.
8584 Sunset Blvd., Hollywood 46, Calif.



Merry Christmas

Exclusive Direction
McCONKEY MUSIC CORP.

WANTED

For immediate openings, girl single pianist for Cocktail Lounge work, also girl organist. Wire, phone or write

Al Hirsch Attractions
408 Empire Bldg., Denver 2, Col.

The Amazing!

ZANY-ACKS

Show Stoppers!

A HEADLINE ACT OR A COMPLETE SHOW!

Season's Greeting To Everyone

EXCLUSIVE MANAGEMENT
MUTUAL ENTERTAINMENT AGENCY 203 N. Wabash Ave. Chicago

Dynamic DOROTHY DUNN

AND HER 4 MEN OF RHYTHM
Singing—Swinging
Solid Sending Unit

AVAILABLE SOON

Management

AL DVORIN AGENCY 54 W. RANDOLPH ST. CHICAGO



ARA BACKS 4A'S AGVA RULERS

—Editorial—

4A's Must Clear the Air

THE current situation in the American Guild of Variety Artists (AGVA) which finds the recently appointed Associated Actors and Artistes of America (Four A's) committee and the newly formed Matt Shelvey organization tearing at each other's throats, once again is threatening the very existence of the actors' organization. Shelvey obviously is fighting for his very business existence and can hardly be expected to take into consideration the more idyllic aspects of the situation. It therefore, equally obviously, becomes the responsibility of the Four A's committee to take firm and immediate steps to clarify the atmosphere.

A few weeks ago Shelvey was fired for what the Four A's described as cause. Its position all along has been that Shelvey was an employee of the Four A's and as such could be fired at any time.

Acts See Threat to Jobs

Actually the membership isn't too worried about Shelvey. What they're mostly concerned with is the confusion generated by this firing, and an implied threat to their jobs.

AGVA members' jobs are tied up with spots that have cash deposits with the union. Many operators have objected—and still object—to putting up these bonds. Some of them see this confusion as an excuse to get their dough back. Without bonds, spots will be marked unfair. According to AGVA rules, its members may not work in unfair spots.

The prevalent confusion hasn't been helped by the Four A's or Shelvey. In fact, Shelvey by setting up a national office in Philadelphia and getting some 15 regional reps to back him, has added to the confusion.

Already operators are asking aloud what happens to their bonds. The Four A's has said that the firing of Shelvey hasn't changed anything—that AGVA will go on as before and bonds will be collected.

Enough of the Iron Curtain

But with the exception of a few chosen insiders among the AGVA members, the membership at large doesn't know what to think and the Four A's with its iron curtain tactics hasn't helped it any.

It has charged that Shelvey was incompetent, was seeking methods to perpetuate himself in office, and used all sorts of political tricks to gain one-man control of the union.

But even if all these charges are true—and there is evidence to substantiate some of them—it doesn't excuse the fumbling tactics of the Four A's.

The AGVA membership, easily the largest in the Four A's, is big enough to know the facts of life and certainly old enough to stand on its own feet and choose its own leaders.

It's about time that the Four A's gave the full facts in plain, non-evasive language members can understand. Charges of "incompetency," "bad judgment," etc., are not enough.

Agents "Neutral," But Will Deal Only With Shelvey's Successors; Cash Bond Must

Miami Clubs First To Feel Effect of Decision

(Continued from page 3)

is the posting of a cash bond, requested by AGVA, before a show opens. This ruling has been in effect in AGVA for some years and has frequently proved a stumbling block in efforts to sign minimum basic agreements.

Miami First To Be Hit

The cafes most likely to be affected immediately are those in Miami Beach. Resort spots are now the biggest talent buyers in the country and spend as much as \$30,000 weekly for their shows. In the past it was not unknown for the ops to plead inability to post the bond until the show ran a week so that they could get some money into the house and turn it over to AGVA. Occasionally this was permitted and money was collected later by AGVA reps in Miami and then turned over to the national.

Under the new application this practice will be stopped. Shows will not be permitted to open or even leave New York until the full amount of the bond is placed with the national office.

Agencies in Line

I. Robert Broder, ARA topper and head of the William Morris office, Music Corporation of America (MCA), General Artists Corporation (GAC) and other agencies, met with the Four A's Tuesday (16) and agreed that they would notify all their acts

and the ops of the clubs they're set for that money would have to be deposited in New York before acts would be permitted to leave.

A problem facing AGVA in enforcing such a decision is the attitude of members who see in this a threat against their jobs. Actors questioned say they can't see how the union can stop them from working. They also say that some ops may use this demand for a bond as an excuse to cancel shows, particularly if starting business doesn't hold up.

The Four A's committee replies to such statements that if an op hasn't the money to place on deposit guaranteeing all salaries, including the star's, he has no business remaining open. The Four A's won't okay any act that opens in a club which hasn't guaranteed the salary by such a bond. The committee also emphasized that the method of handling this bond money has not changed. In the past, withdrawals from this fund, a non-interest-bearing deposit in a New York bank, could be made by Matt Shelvey and by Ruth Richmond of the Four A's. Today Hyman Faine's name was substituted for Matt Shelvey's.

Shelvey Miami Rep Out, 4A's Has To Clear Up Confusion

MIAMI, Dec. 20.—Barney Barnett, Shelvey-appointed American Guild of Variety Artists (AGVA) rep in this area, has been discharged by the Associated Actors and Artistes of America (Four A's) and his territory has been taken over by the Four A's.

Alan Corelli, of the Theater Authority, and Mort Rosenthal, AGVA lawyer, arrived in Miami Wednesday (17) to look into the situation. The day after their arrival, Corelli and Rosenthal held a meeting with actors and cafe ops to clarify the picture.

General belief here had been that some outside group of which nothing was known was trying to take over AGVA. After Corelli and Rosenthal explained that the Four A's was the parent body of AGVA and had a right to replace Shelvey for "cause," the listeners seemed satisfied.

Chi LQ Slashes Its Nut From 20G to 1½

NEW YORK, Dec. 20.—Ralph Berger has changed his show policy drastically in order to cut expenses. His Chicago Latin Quarter, which had show budgets up to \$20,000 weekly, will now operate on about a \$1,500 nut.

The line has been discharged and the new policy will call for a comic (about \$500-\$750), a girl singer for about \$200 and a dancer for about \$125. Size of ork has been cut from 12 men to six.

B&K Switch Chi Flesh Houses

Chicago House Bowing to S-L

Medium-priced acts to be offered by chain with emphasis on variety bills

(Continued from page 3)

stage crew and Lou Breese's 15-piece house ork four-week notices December 11.

According to the source, B&K will steer away from expensive names, unless absolutely necessary, the feeling being that a balanced variety bill will do the trick. The Ritz Brothers, opening Christmas Day for two weeks, will close the vaude policy at the Chicago January 8. No opening bill has been set for the State-Lake.

Definite details have not been worked out with the American Federation of Musicians over how large a pit band will be utilized at the smaller house, nor how large a stage crew will be required by the stagehands' union, but it is known that B&K execs will attempt to cut down on all personnel requirements.

Shelvey Defi!

NEW YORK, Dec. 20.—Tho both Morris L. Ernst and Hyman Faine, representing Matt Shelvey and the Four A's, respectively, refused to talk about the meeting held Friday (19), insiders say Shelvey reps gave the Four A's committee a virtual ultimatum to the effect that if matter couldn't be ironed out within a specified period the entire problem would be taken to court. The committee recessed and then came back and asked for the week-end to think over its reply.

Worcester, Mass., Adds Sunday Flesh, Name Bands

NEW YORK, Dec. 20.—The Auditorium, Worcester, Mass., will start Sunday night vaude with name bands and five acts on January 4. Initial bill will be headed by Duke Ellington and ork.

The Cab Calloway band will appear January 11, while Louis Prima has been signed for February 1. Interim dates have not been contracted.

Settlement of Loew N. Y. Vaude Dispute Possible This Week

NEW YORK, Dec. 20.—Ironing out of the dispute between Loew's State and Local 802 of the American Federation of Musicians (AFM) will be attempted at a meeting Tuesday (23), according to Henry A. Maccaro, supervisor of the union's theater department. If no agreement is reached, the union's first action will be a demand for salaries on the pay day after the skedded cessation of vaude Wednesday (24). The musicians say a contract for a pit band in the house exists until next Labor Day. About \$2,000 in weekly salaries is involved.

Loew officials could not be reached for comment.

Harem Adds Elly Powell And Damone to New Bill

NEW YORK, Dec. 20.—In addition to Belle Baker who opens at the Harem January 24, the show will have Vic Damone and Eleanor Powell. The matter of billing is still under discussion, tho la Baker's contract calls for star rating.

Season's Greetings

from
Cofillion Room
Hotel Pierre



Charles D. READER

Impresario
1946-'47

Music Director
1947-'48

Enjoying "Consistently" Good Business

DAK CHUNG Troupe

2 GIRLS — 3 BOYS

Outstanding
Juggling
Oriental
Novelty
Colorful

THE ONLY
CHINESE BOYS
DOING THIS
JUGGLING



Now Playing
LATIN QUARTER
BOSTON, MASSACHUSETTS

Available commencing
Jan. 4th, 1948, for:

Booked for Fairs by
BARNES & CARRUTHERS

INDOOR CIRCUS
THEATRES
NIGHT CLUBS

PARKS
HOTELS
OUTDOOR CIRCUS

DIRECTION: HARRY NATHANO ROOM 700, 48 W. 48TH ST.
NEW YORK, NEW YORK
See Page 59 in Carnival Section

NIGHT CLUB REVIEWS

Glass Hat, New York

(Thursday, December 11)

Capacity, 444. Price policy, \$2.50 minimum. Shows at 8:30 and 12:30. Booker, Music Corporation of America (MCA). Owner, Alfred Kaskel; Operator, Belmont-Plaza Hotel. Estimated budget this show, \$1,200. Estimated budget previous show, \$750.

Romo Vincent brought his standard hi-jinks to this East Side cafe and a receptive audience. His *It's a Great Day*, *Jose O'Neill—the Cuban Heel* and *Boogie Woogie Porter* routines, delivered with nonchalant poise, got yocks despite a hep audience which seemed to have heard them before. His *Disk Jockey*, a newie, has the makings of one of his best bits once he irons out a few kinks. The number gives opportunity for the rich-voiced comedian to impersonate the pop songsters of the day.

Jensen's Unique Magic

Norman Jensen did a unique magic single, mixing his hokum with take-offs of Hollywood names for sock effect. His sleight-of-hand rated approval on its own, but, coupled with the name mimicries, Jensen rated an added nod. The six June Taylor girls did three numbers, *Easy To Love*, *Begin the Beguine* and *Country Style* with square dance audience participation to build the two-act into a sock hour presentation.

Eddie Stone's ork cut the show admirably, then came up with the most welcomed selection of old tunes for dancing as could be found anywhere. Using 90 per cent of bygone melodies, Stone wows the floor patrons with an "I wrote" medley which puts the club way ahead in all around entertainment. The rumba enthusiasts were sufficiently satiated by the Latin rhythms of Al Castellanos and Mechita.

Jack Tell.

The Down Beat, Boston

(Wednesday, December 10)

Capacity, 450. Price policy, no cover or minimum. Shows at 8:30 and 11:30. Owner-operator, Al Booras. Booking policy, non-exclusive. Publicity, Harry Paul. Estimated budget this show, \$3,000.

The first new club to debut in the Hub in a year opened strong as a downtown attraction with Milt Britton and band plus Sharpels and Naples. The policy here is to feature name bands which work two shows nightly as a show unit in themselves, with added acts to round out the entertainment quota.

Britton and band, offering their familiar type of roughhouse slapstick, are now hyping their unit appeal with the addition of thrush-tapper Pat Yankee, ex of the Ted Lewis outfit, and Tommy Rafferty, impersonator and slapstick specialist.

It is close to impossible to set up the Britton unit's antics in print, but if the mits of first-nighters are any key, the Hub trade has been waiting with cash in hand for a dose of slapstick combined with good, firm dance music which the seven sidemen dish out under Britton's baton.

The weakest spot in the opening show, and one which may turn out okay, is the act of Sharpels and Naples. As an act, it rates well for the burlesque circuit and comes complete with water squirted from behind a screen, a fem accomplice who gets the free beer after everyone else is well dunked with water and other assorted standard burly situations. The fact is that the cash customers liked it, especially the fem section which hasn't taken in much burlesque lately.

The current show runs about 40 minutes, and apart from the expected bugs on opening nights, such as mal-adjusted mikes, unfamiliarity with the band stand and stage, rates as unique as the only spot of its type on the Boston scene. Barbara Pearson.

College Inn, Hotel Sherman, Chicago

(Friday, December 19)

Capacity, 475 seats. Shows at 8:30 and 11:30 p.m. Price policy, \$1.50-\$2.50 week-ends. Publicity, Howard Mayer. Estimated budget this show, \$3,750.

Current cast is the poorest selection of talent yet in the year-old disk jockey revues, with too much piano and vocalizing making for some boring lulls. While each performer does a different style of work, there is enough record talent around to make for a better rounded show.

Keyboarding gets a heavy spotlight, with fronter Jose Melis, holdover for the past four months, doing a heavy share of sensuous Latin 88-ing, while headliner Nellie Lutchter does the jazz keyboarding in between her vocalizing.

Throating plays too heavy a role, with holdover Jeannie Williams warbling a pair of ditties, in addition to Pat Curran, who's introed as direct from the kitchen, coming on in full chef's garb to warble a pair of Irish tunes that won him four call-backs. He is just over from Erin and a real high-register tenor who clicks on the old sod standards.

Nellie Lutchter, in the anchor spot, pulled a solid ovation and, even after six numbers, only time kept her from working six more. Altho the over-tone frantic vibrato which has made her chirping a record standout couldn't be caught over the room's p.-a. system, her provocative salesmanship won her constant attention. Two-thirds of her numbers were greeted by mits at the start.

Marty Hogan, rising disk jock who will emcee the forthcoming air show from the hotel's new Celebrity Train Lounge, did okay in the introing spot. Hogan attempted to take the usual two-minute walk-on of the College Inn model, Don Jarboe, out of the sheer boredom class by doing a rumba with the brunet looker, but failed.

Johnny Sippel.

Samovar, Montreal

Capacity, 275. Price, \$1.50 minimum. Manager Carol Grauer. Publicity Marc Thibault. Booking policy, non-exclusive. Estimated budget this show, \$950.

The current bill is one of the best ever seen here. There's enough variety to satisfy everybody, not that Samovar habitués are the toughest people in the world to satisfy.

The strongpoint in the parlay is the Russian bass-bari, Adia Kuznetzoff. Besides having a socko set of pipes, the lad projects his love for singing to the payees and knocks 'em dead. He sings in many languages, and by smart showmanship explains the idea before each number.

Nina Novak, Good Company

New at the Samovar is Nina Novak, a Polish ballerina. The gal shows nice sense of comedy in her *Warsaw Polka*, but she also shows that she's no hack when it comes to legit pirouettes, etc. It's straight from the shoulder stuff.

Fernando del Monte clicks in spirited Mexican dances, but here too there's no hoked-up stuff. Also from below the Rio Grande is Pilar Gomez, eye-filling terper who gets everybody hepped up with smart native routines aided by inevitable but effective castaneting.

Claudia Jordan, about the only strictly U. S. dish on the bill, sells her songs in sock fashion, injecting a fine folksy quality in her work.

Catol emsees the bill and does a good job. Bill Skinner's band gives adequate support. Biz is okay.

Charles J. Lazarus.

**Restaurant Continentale,
Hotel Netherland Plaza,
Cincinnati**

(Wednesday, December 17)

Capacity, 450. Prices: Dinners from \$2; drinks from 40 cents; no minimum; no cover. Shows at 1:30 p.m.-8 p.m.; six days a week. Booking policy, W. Carl Snyder, exclusive. Management, Max Schulman, hotel manager; Richard Elsner, catering manager; Albin Bratfish, headwaiter; James Mason, captain; Amy V. Pace, publicity. Estimated budget this show, \$3,500; estimated budget last show, \$3,000.

Revue Parisienne, new icer which bowed Wednesday (17), stacks up as one of the tastiest dishes offered here since the room first cracked with the refrigeration oprys seven years ago. Show has everything — excellent wardrobe (by Johnny Baur, Chicago), good lighting, a sound musical score, youth, beauty, speed and an abundance of talent—and Harriet Smith, assisted by Ray Frost, turned in a bang-up job on the producing end. The new layout, the second of the season, should run at least three months.

With this show, W. Carl Snyder, erstwhile Frederick Bros. exec, returns to the tank icer field as director after some time on the road as manager of *Holiday On Ice*, in which he still retains an interest. Snyder has directed the icer here for a half dozen seasons.

The Six Lovely De-Icers, young, lovely and shapely, add up to a valuable asset and their refreshing manner and eager-beaver zip stamp them as one of the best ice lines ever to cavort here. Two of the gals, Wilma Robinson, a statuesque blonde with a million-dollar smile, and Penny Joyce, pert and shapely brunette, step out for specialties and click like a house afire. They are definitely principal timber.

Ray Frost and Ed Leary, male singles, featured individually in several spots, offer a good brand of skate work. Lads make a neat appearance and inject a vim and verve into their work that maintains the show's rapid pacing and wins for them a sound mitting.

Topping the talent parade are Bob and Florence Ballard, way above average as ice teams go. Handsome, talented pair offer several outstanding routines, featuring a solid assortment of fancy lifts, spins and twirls, and they walk away with the applause honors.

Ork leader Gardner Benedict contributes a bang-up job on the warblé assignments to tie up the show's continuity in tip-top style, while his nine-piece crew cuts a neat pattern on the show music and dance sets. Gomez and his Latin-American crew (5), new here the last three weeks, offer a variation and keep the room alive between the Gardner sessions.

Bill Sachs.

Small's Paradise, New York

(Tuesday, December 16)

Capacity, 600. Owner, Edwin Small. Manager, Frank Gibbs. Booking policy, non-exclusive. Price policy, \$2 minimum week-ends. Shows at 10:30, 12:30 and 3. Estimated budget this show, \$2,500.

This perennial bistro with practically the same format which has held up thruout the years has another typical line-up of sock Negro entertainment. Heading the array is Billie Daniels, whose whispering tenor is as effective in 50-seater spots as in larger places. While he worked, everybody hushed up, but they exploded after each number. Daniels's swoon-singing was never better and his selection of pop tunes showed the personal touch.

Baron Wilson was a subtle and dignified emcee whose patter gained respect with every line. He filled his own spot with delightful novelty parodies which were fresh, clean and funny. Baby Laurence, a newcomer, did intricate tap routines that showed educated feet. Myra Johnson chirped

Vaude in Clink

DETROIT, Dec. 20. — A three-a-day repeat booking has been set by the Music Corporation of America (MCA) to play the Southern Michigan Prison at Jackson, 80 miles west of Detroit, Christmas Day. The prison, three times as big as Sing Sing, has booked MCA shows three years in a row for this occasion.

The shows are given in the 1,800-seat theater said to be outfitted equal to any modern vaude theater in existence, even to de luxe dressing rooms. The three shows are given at 8:45 a.m. and 1:30 and 7:30 p.m.; so every prisoner, except those not on good behavior, has a chance to attend.

The show, which is not a benefit, is headlined by Frankie (Sugar Chile) Robinson and Skitch Henderson's band and includes Mervyn Nelson, Harold and Wanda Bell, Riley and Nora, Two Hits and a Miss, and Fred Maher and Skinny Dugan.

**3A's Shindig
Will Ask Why
Matt Got Gate**

NEW YORK, Dec. 20. — A mass meeting for actors and agents is being prepped by the Associated Agents of America (Three A's) consisting of 130 club date and indie agents, to be held in the immediate future. It will demand to know why Matt Shelvey, former head of the American Guild of Variety Artists (AGVA), was fired by the Four A's.

This decision was reached unanimously last week when the Three A's met to elect new officers and to conduct its regular business.

Hyman Goldstein, prexy of the Three A's, said he and the members of his org would flatly refuse to take orders from the Associated Actors and Artistes of America (Four A's) or any of its reps until it was satisfied that the firing of Shelvey was justified. "If they (Four A's) want to take our franchise away, they can take it," he said. "We'll take it up with the Supreme Court."

Return of Bonds Asked

The biggest headache he is experiencing, according to Goldstein, is the attitude of resort owners who are now demanding the return of their bond money because they feel the union is too unstable.

Late Friday (19) night the Three A's met with the Four A's committee running AGVA and asked why Shelvey was fired without a hearing. According to Goldstein, who asked the question, the reply was "If Shelvey wants a hearing, let him ask for it."

The Three A's meeting elected the following officers: Goldstein, president; Sid Leipzig, vice-president; Jack Segal, treasurer; Jimmy Daley, executive secretary, and Harry Dell, sergeant at arms. The board will consist of Sid Kerner, Johnny McCune, Eddie Luntz, Charlie Rapp, Julie Heath, Bob Irwin, Hal Edwards and Nick Elliot.

her blues numbers in excellent voice thru three numbers.

Ronnie Leo and Olga, the latter a striking, buxom blonde, came up with authentic Latin routines. The team is energetic, good looking and a cinch for a downtown rumba spot.

The chorus (6) did a trio of impressive, interpretive dance routines. Paul Bascomb and his ork (6) cut the show and played for dancing.

Jack Tell.



Season's Greetings
MURIEL LYNNE TRIO
NOW ON SECOND WESTERN TOUR OF THE SMARTER LOUNGES AND CLUBS
PERSONAL MANAGEMENT: JACK BLUE, 509 Tabor Bldg., Denver, Colorado

Curly's Theatre Cafe
MINNEAPOLIS, MINN.
20 SOUTH FIFTH ST.



"Hilde Simmons:
The Upper Midwest loves you. For the first time in 14 years, "Curly's Theatre Cafe" has broken a precedent in holding a "name" act for more than 2 weeks. Because of tremendous crowds "clamoring" for more of Hilde Simmons, the management was forced to extend your engagement. You would still be here at Curly's were it not for your contract commitments at the "Plantation" in Nashville, Tennessee. Hilde, please!—Come back as soon as you can—Minneapolis wants you!!!!"
Gratefully yours,
Jimmy Hegg—Mgr.

Holiday Greetings

GAUDSMITH BROTHERS

RADIO CITY MUSIC HALL

Radio City, New York

Direction: WILLIAM MORRIS AGENCY



Season's Greetings

from

"KINGS OF THE KEYBOARDS"

"BUD" TAYLOR
ORGANIST

SHERATON HOTEL
New York City, N. Y.
Broadcasting Nightly
WNEW

HARRY SMITH
PIANIST

MANY THANKS TO . . .

- Mr. Gilbert Johnson (Manager)
- International Artists' Corp.
- WNEW Staff
- Len Golos (Publicity)

FOR MAKING 1947 A HAPPY YEAR

Sincere wishes for a most Joyous Christmas to

The Debonaire Deceptionist

G. Ray Terrell

Judy & Jack

Currently at the GOTILLION ROOM, Hotel Pierre

from

Landre & Verna

THEATRICAL
and
RADIO
HEADQUARTERS

HALIFAX HOTEL

in the "Heart of Hollywood"

Write or Wire
6376 YUCCO ST.
HOLLYWOOD 28, CALIF.

SPECIAL
ATTENTION
TO
BANDS

WHIRLWIND DANCE SENSATION

VILMA SHERRY

Closes 6 Weeks' Return Engagement
LATIN QUARTER, Chicago
December 24th

OPENS DECEMBER 25TH—TWO WEEKS

ORIENTAL THEATRE, Chicago

Thanks to SID HARRIS, MUTUAL ENTERTAINMENT AGENCY 203 NO. WABASH AVE. CHICAGO 1

Billboard says:
Vilma Sherry highlights the bill. She demonstrates the finest terping seen in years. Her spins, turns and rhythmic tapping brought the house down with a terrific mitt. She is definitely ready for any top musical.

VAUDEVILLE REVIEWS

Loew's State, New York

(Thursday, December 18)

Capacity, 3,500. Prices, 50 cents-\$1. Four shows daily, five Saturdays. House booker, Sidney Piermont. Show played by Louis Basil's house band.

The final bill at the long-time vaude house found the crowd apathetic. Even tho acts almost knocked themselves out, the audience wouldn't get off its hands or give out with more than polite laughs.

Jack Carter, on next to closing, punched from his opening line. He was fast and glib as ever, but despite his clever material and machine-gun pitching, customers just weren't catching. In fact, a fast comic is seldom a real hit here. Customers here apparently want their gags slow and old. Just the same, Carter managed to wind up with a real mitt, for which his last few minutes were chiefly responsible.

Molly Picon got better results with her throwaways than with her set routines. Her schmaltzy style is ideal for numbers like *People on Parade* and *Hands*. But using the same style for her calypso *Sweaters* seemed incongruous. Her gimmick in the latter number, calling out for customer to come up for a free sweater, has the makings of something with laughs. The way the giveaway was worked on the show caught, it was just nothing. Some lad (apparently not a plant) ran down the aisle, took the sweater and went back to his seat. Miss Picon's drunk act was unfunny and the lyrics repetitious. The only laughs in this one was her crying jag bit.

Big Mit for Piano Boogie

Dave Apollon's act, a combo of long hair with a short hair delivery, got fairish results. The two girls (pianist and harpist) who now work with Apollon, give the act a lot of class and, to an audience that appreciates it, the routine would be sock. However, an act consisting of Liszt's *Hungarian Rhapsody* and *Hora Staccato*, even tho lightened with *Begin the Beguine* and *Song in the Night*, doesn't sell here. In fact, the girl pianist's boogie number was the one that got the biggest hand.

The show teed off with Jack and Charlie Brick's trampoline act. The boys worked nicely, and the derby-hatted, cigar-smoking lad got some nice hands for his bit.

George Andre Martin, a heavy-set bald man, showed a clever finger act. He uses the forefingers of both hands to show taps, ballet and ballroom stuff, covering his wrists with various cuffs. Using a small black table as a prop, Martin got some life-like effects into his finger work. A ventriloquist bit, using a doll, didn't register.

Harold and Lola wound up the show with their standard snake dance done as effectively as ever.

Pic, Variety Girl. Bill Smith.

Chicago, Chicago

(Friday, December 19)

Capacity, 3,900. Price, 95 cents straight. Five shows daily; six over week-ends. House booker, Nate Platt. Shows played by Lloyd Shaffer and the house ork.

If Nate Platt can find enough new and refreshing vaude acts as there are on this bill, the reported cut to a lower budget when vaude moves out of this house to the State-Lake Theater across the street (see other story in this issue), local vaude will get a much-needed shot in the arm.

Tho two of the four acts have been seen here before, none is standard nitery or vaude fare, tho all rate top attention. Lebrac and Bernice got the show off to fast pace with one of the finest unicycle turns working today. Guy works the entire stint on the same 16-foot unicycle, employing unusual balancing and juggling feats. His beautiful blond partner strips to scanties for the closer, when she joins him in some two-high stands that pulled heavy palming.

The Bunin Puppets, a streamlined version of the Punch and Judy show, have something new in hand puppets. The male and fem manipulators present a miniature revue, replete with emcee and a variety bill. Act eliminates, except for a smart Apache dance, the objectionable slapstick usually associated with this craft, with the j-bug act standing out for (See Chicago, Chicago, on page 41)

Oriental, Chicago

(Thursday, December 20)

Capacity, 3,200. Prices, 95 cents straight. Five shows daily; six on week-ends. House booker, Charley Hogan. Show played by Carl Sands' house ork.

This revue provides so-so entertainment, with two acts carrying the major part of the show. Carl Sands put his 13-piece pit band thru a pertinent opener with drummer Smith Howard leading the audience thru *Rainbow Over Chicago*, written by Morris Silver, local agent, and Joe Howard.

Back after a three-month lay-off, the curvacious Nelson Sisters got attention immediately, coming on in sequined scanties for their standard aerial turn. Girls work from a 24-foot set-up and their act has plenty of suspense. They got applause between stunts and a hefty mitt at closing.

Despite trouble with two nervous (See Oriental, Chicago, on page 41)



Season's Greetings
Princess
GRACE FAIRCLOUD

American Indian
Singer of popular songs.
AT LIBERTY for engagements — Stage, Screen, Radio. Member AGVA. Write BOX 267, The Billboard, 1564 Bway., New York.

SEASON'S GREETINGS

From

JACK AND CHARLIE BRICK

NONSENSE ON THE TRAMPOLINE

Currently—LOEW'S STATE THEATRE New York City, New York

Thanks, Sidney Piermont.

Personal Representative: Ben Kuchuk, RKO Bldg., N. Y.

the DOLLODIANS

Exclusive Management: Silber-Rollo Agency

1568 Cross Roads of The World, Hollywood

Three Men and a Maid
Instrumental
Vocal
Ned Doll, Dir.

held over again!
Waikiki Lau Yee Chai
Honolulu, T. H.

★
BARO
and
ROGERS



Dancing
for
FUN

Opening
Dec. 26th

★
THE HAVANA MADRID
NEW YORK

Shelvey Reps
And 4A's Unit
Go in Huddle

Rank-and-File Vote Asked

NEW YORK, Dec. 20.—The battle for what has been called the control of American Guild of Variety Artists (AGVA), now being waged between Matt Shelvey, ex-national administrator, and the Associated Actors and Artistes of America (Four A's), took on added significance last week after a meeting held by reps of both parties.

The immediate result of the meeting was the hiring of William Feinberg by the Four A's to act as labor relations consultant to the international body of the Four A's in its dealings with AGVA, particularly in its current battle with Matt Shelvey. Feinberg, now a labor relations expert, was the secretary of Local 802, American Federation of Musicians, for 11 years. He left 802 to join General Artists Corporation.

Ernst at Corfab

The first of what may be a series of meetings with Shelvey reps was held Friday morning (19) at Equity by the five-man Four A's committee handling AGVA affairs and Morris L. Ernst, special counsel retained by Arthur W. A. Cowan, who in turn represents Shelvey. Both sides were very hush-hush about the meeting and about future plans.

Ernst even refused to admit there had been any meeting, tho he was emphatic in saying democratic processes were completely lacking in the running of AGVA.

Ernst characterized the discharge of Shelvey as "an abuse of a right—and even if they (Four A's) had that right there was no justification without a hearing. Even Adam and Eve had a hearing before they were thrown out."

He further said that the whole matter should be given to AGVA members to settle either thru a referendum or a convention.

"Would Win in Court"

"If we go to court we will win," said Ernst. "But I will fail in my first duty to the union if it comes to a court fight. No union wins when the courts enter. I want a referendum or a convention, either or both at once. The only source of power is the membership and we'll take our chances on the democratic processes."

Arthur Cowan said that a referendum was an easy process. There are 11,000 AGVA members certified in good standing as of last April. The total membership is about 30,000. "The ballots are at the printers; the committee has the names. It's all a simple process."

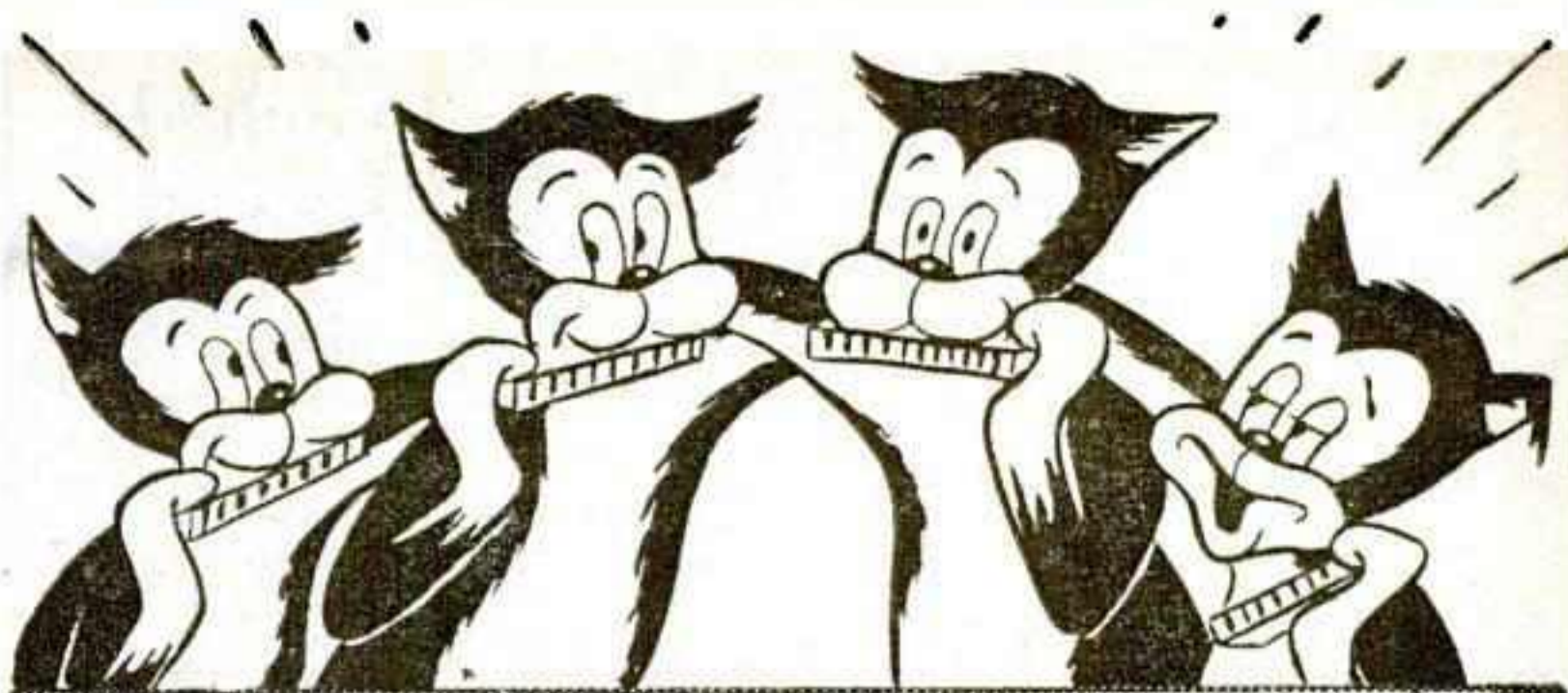
Committee members running AGVA refused flatly to comment on the outcome of the meeting. They said an agreement bound both sides to secrecy.

N. Y. LQ Signs Up
Ina Ray Hutton

NEW YORK, Dec. 20.—Lou Walters has bought Ina Ray Hutton to open for him at the Latin Quarter next September. The last time Walters used an outside band it was Ted Lewis.

Miss Hutton, who will have a show built around her, will work in the productions and will emcee.

The spot is also dickering for wires calling for six shots weekly.



Seasons Greetings
from Jerry Murad's
HARMONICATS



LATEST RELEASE
UNIVERSAL #25

"MY WILD IRISH ROSE"

backed by **"Valse Blurette"**

★★
CURRENTLY HEADLINING

ORIENTAL THEATRE

CHICAGO

RETURN ENGAGEMENT
WITHIN 6 MONTHS



Exclusive Management
MUTUAL ENTERTAINMENT AGENCY

203 NORTH WABASH AVENUE CHICAGO 1, ILLINOIS

Aussie Pic House Brings Back Acts

BRISBANE, Australia, Dec. 20.—The Cremorne Theater has changed from second-run pix back to vaude under direction of Harry Wren Theaters, with radio comedian Jack Davey heading the bill. Vaude is proving exceptionally popular in Brisbane and turnaway business is the standing order.

Jack Davey will be on the bill for two weeks, after which he is expected to return to radio, from which he has been away for three months. This is his second visit to Brisbane.

Other radio comedians now doing

Lewis Lynched!

PHILADELPHIA, Dec. 20.—Comedian Joe E. Lewis, coming into Jack Lynch's Latin Casino to do his show, asked an attendant to get his cigarettes and handed the fellow his locker keys. That was too much for Lynch.

"Get a load of that!" yelled Lynch. Seven thousand a week and he locks up his cigarettes!"

vaude are Mike Connors, Terry Scanlan, Morry Barling and Kitty Bluett.

Detroit Town Pump Sold; New Policy

DETROIT, Dec. 20.—The Town Pump, downtown spot, passed to new owners Monday (15), with Joseph Benis and Isadore Warshaw, newcomers to the biz, taking over the lease. The spot has been operated by David Katz and Earl Shapero, who opened it just a year ago.

The policy is being shifted to a stage bar show, with about three acts, in place of the names which have been used hitherto. The spot opened a year ago with Nan Blackstone, and has used Sheila Barrett, Nino Nanni, currently Mervyn Nelson and others, with Jane Dulo booked in for two weeks opening December 28. Benis said a name might occasionally be brought in for a short engagement, but the policy will be for more standard entertainment.

Jimmie MARK
THE ANEMIC BUM
★ AND *Lucille* ★
COMEDY CYCLING!
A RIOT OF FUN!

Eastern: JACK KALCHEIM
1270 Sixth Ave., New York

Fairs: CHAS. ZEMATER
54 W. Randolph St. - Chicago

Midwest: MARTY WHYTE
32 W. Randolph St., Chicago



Season's Greetings
To All
Our Friends

BOB EVANS
and
JERRY O'LEARY

Personal Management
E. Z. KEOUGH
Chicago, Ill.

Now the Cabanas Take Up Yocks, In the Daytime!

MIAMI, Dec. 20.—The disk jockey gimmick has hit here with a vengeance. Not only do most of the niteries have their platter riders, but the cabanas use them during the day.

The latest possibility to enter the field is Gene Baylos, now working at Mother Kelly's. The comic (not a disk jockey) has been on various programs nightly and his ad libs get healthy yocks. So the Beachcomber has come up with an offer asking Baylos to leave Mother Kelly's, where he's an act, and work for Ned Schuyler, Beachcomber op, and make with the talk over the air.

CABOT AND DRESDEN
★ AND ★
A new thrill in dancing.

Now Touring Australia
Press Comment
"The Herald," Melbourne:
"For artistry in performance, Cabot and Dresden easily top the bill."
Dir. Kenneth Later — W.M.A.

— Radio and Victor Recording Star —
EDDY ARNOLD
The Tennessee Plowboy
AVAILABLE FOR CHOICE DATES
Write Wire Phone
JOLLY JOYCE
Earle Theater Bldg.
PHILADELPHIA, PA.
WALnut 2-4677
WALnut 2-8451

Thank You
WALTER PALUMBO
PALUMBO'S
CAFE • RESTAURANT
15th and Walnut Streets
Philadelphia, Pa.

December 21, 1947

Mr. Steve Gibson and His Original Red Caps
15th and Walnut Streets
Philadelphia, Pa.

Dear Steve:
I want to thank you for the wonderful performance you and your Red Caps are doing for me at Ciro's. Also want to let you know that you have more than doubled our business since you opened there on December 1st, 1947.
Believe us, you boys deserve all the success in the world and I will always look forward to the pleasure of playing you at our clubs.
Holiday Greetings!
Sincerely yours,
Walter Palumbo
Walter "Oscar" Palumbo

STEVE GIBSON
and His Original
RED CAPS

America's Most
Versatile Group
**SINGING
MUSICAL
COMEDY**

and Thanks to

JAKE DIAMOND (owner)
Martini Club, Wildwood, N. J.
FOR 3RD SUMMER ENGAGEMENT IN 1948

JOHN ANTHONY (owner)
Twin Bars, Gloucester, N. J.
FOR 5TH RETURN OF 12 WEEKS IN 1948

GOODELMAN BROTHERS (owners)
Club Nomad, Atlantic City, N. J.
FOR 3RD RETURN OF 6 WEEKS IN 1948

HAL BRAUDIS & KATHERINE DUFFY
(bookers)
Last Frontier Hotel, Las Vegas, Nev.

THANKS TO ALL THE DISK JOCKEYS
PLAYING OUR MERCURY RECORDS



Under Exclusive Management
JOLLY JOYCE
AGENCY

Get Our Latest
MERCURY
Records

WRITE — WIRE — PHONE
EARLE THEATER BLDG.
11th and MARKET STREETS
PHILADELPHIA 7, PENNA.

Phones:
WALnut 2-4677, 2-3172, 2-9451

Montreal Spots Buy Own Acts; Talent Holds, But Biz Drops

By Charles J. Lazarus

MONTREAL, Dec. 20.—A definite trend in the direction of open booking is indicated by a survey made here of various local spots using flesh. The spots covered include niteries, cocktail lounges and the Gayety, only strictly vaude house in town.

The business has fallen off sharply—for seasonal or other reasons—there is no indication at the moment that there will be a commensurate cutting down in live talent, and booking agents are active in and around the Montreal area.

"Open booking," as it exists locally, means that buyers are not anxious to tie themselves up with any particular agent and will buy from anybody who has the best bargains.

Somewhat of an exception are the El Morocco and Esquire, which deal with Dick Henry, of the William Morris Agency, and Roy Cooper, Paramount Entertainment Bureau locally, respectively. Tho the El has no exclusive written contract with the Morris office, there is an understanding that acts will be booked thru the New York agency. This does not prevent the club, which spends about \$2,200 (exclusive of band and line), from buying any act on its own. However, for good-will purposes, the Morris office still collects a split commish even if it doesn't book the act. When Canadian acts are used (like Alys Robi or Andre Rancourt) the Morris crowd gets no cut.

Esquire "Exclusive"

The Esquire has an exclusive arrangement with Roy Cooper, tho it's not in writing either. Cooper has been booking the room for years and the nut can run from \$1,200 to \$1,500. The Esquire is a room educated mostly to comics topping the layout, and they're mostly in the medium-to-low priced field.

The Normandie Roof had an exclusive booking arrangement for years with Music Corporation of America (MCA) until May Johnson ankled MCA and took the Normandie account with her. Miss Johnson now does all the booking (including bands) for all the Cardy hotels, but she hasn't been able to get any of the other spots exclusive. Miss Johnson, with her hotel tie-up, has a good slice of her business coming in from club dates, tho it's only the U. S. performers who can command anything like the club date fees they get at

home. Canadian performers get a \$15 and up rate on club dates.

The nut on the Normandie Roof can go as high as \$1,800. The room uses occasional names but generally the acts are from the medium-priced field.

\$850 Samovar Average

Carol Grauer, manager of the Samovar, handles his own booking, working with Stanley Rayburn, New York agent. However, it's non-exclusive, and Grauer himself makes the jump to New York every few weeks. The Samovar spends an average of \$850 but this is no indication of the quality of the show; it's just that the performers, being along arty lines, may be top notch but are not always in demand.

Aside from these four main rooms, the other places using entertainment, including cocktail lounges, have pretty much of an open booking set-up. But Cooper, probably one of the biggest agents in town, has a finger in most pies. The Quartier Latin, French nitery, uses mostly local talent, but Cooper usually has at least one act in the place. The nut doesn't run over \$600. Other places are Cafe de L'Est (budget about the same as Quartier Latin), Tic Toc (cocktail lounge), Palm Cafe (mostly Cooper's acts), Jamaica Grill (Gay '90's stuff) and others.

The Gayety has a two-a-day vaude policy, no flickers and a nut of about \$3,000. The house has an exclusive booking arrangement with A. & B. Dow in New York. Fairly high standard acts are generally the rule here.

ORIENTAL, CHICAGO

(Continued from page 38)

mutts, Gautier's Bricklayers kept the audience's attention. Act ran about five minutes overtime because of the erratic pups, but even the miscues got laughs and the canine corps bowed off to a solid hand.

Wilkie and Dare should revise the first five minutes of their act. Pair, especially the gal, gets grins immediately with their appearance, but dull gags and hokey props that follow need overhauling. Act went into high gear shortly before closing, with pratfalls and comedy acro getting a rise from pewsitters.

Unfortunately for Shavo Sherman, this house has been playing mimics, both singles and duos, for several months. Sherman's impresoes, all of which are standard, didn't register. Lad needs a couple of unusual characteristics. *Johnny Sippel.*

CHICAGO, CHICAGO

(Continued from page 38)

execution, costuming and patter. Bowed off to huge hand.

Every time Johnny Morgan has worked this town he's changed his material considerably and this time his new used car salesman in 1937 and 1947 bit was the one that won for him. His gangling movements and distorted delivery keep the yock meter running in high. Closed with his standard satire on longhair baton wavers, with several new pieces of biz to enhance the closer.

Gordon McCrae, Capitol platter crooner, won fem attention immediately with handsome appearance that was marred a bit by a poorly tailored suit. After one number the dark-haired balladeer had males on his side, displaying a robust voice. Ditty selection was tops, with his *Freedom Train* encore likely to become a standard classic with him.

Lou Breese's house ork contributed a sparkling scoring of *Malaguena* that proved a welcome contrast to an otherwise light, novelty bill. *Johnny Sippel.*

New York:

Xmas Buying Drops Stem to 349G; Strand 21G, Cap 49G

NEW YORK, Dec. 20.—Unusually good shopping weather, plus the sky-prices for Christmas purchases left little incentive or cash to be spent in the Stem's half dozen vaude-pic houses which grossed \$349,700. The figure was enhanced considerably by the good showings at the Paramount and Music Hall, both in their second weeks. The Strand's return to flesh after a flicker revival policy proved a disappointment with a low \$21,000 take.

The Paramount (3,654 seats; average \$72,000) followed a first week's excellent \$85,000 with \$73,000, which is unusually good for this off session. The total so far with Ray McKinley and ork, Billy De Wolf, Frankie Laine the Clark Brothers and *Golden Earrings* is \$158,000.

Radio City Music Hall (6,200 seats; average \$100,000) did \$133,000 for the second session to top the first period's \$131,000 making a total of \$264,000 so far. Plus the annual Christmas show, the bill has Myrtil and Picard, the Gaudsmith Brothers, the Acromaniacs and *Good News*.

Strand Low 21G

The Strand (2,700 seats; average \$40,000) brought Charlie Barnet and ork, Ada Lynne, Bunny Briggs and Deval Merle and Lee to re-institute vaude. The initial inning brought a low \$21,000. The film is *Always Together*.

The Roxy (6,000 seats; average

\$85,000) after a poor \$60,000 opening stanza eked out \$45,000 in the second week for a total so far of \$105,000, with Connee Boswell, Jayne and Adam DiGatano, Paul Gerrits, the Pitchmen and *It Had To Be You*.

The Capitol (4,627 seats; average \$72,000) pulled in \$48,700 after a weak opener of \$63,000, totaling \$111,700 for Paul Whiteman and ork, Gene Sheldon, Marilyn Maxwell, Ben Beri and *This Time for Keeps*.

Loew's State (3,500 seats; average \$25,000) with James Barton, Francis Craig, Frank Conville and Sunny Dale, Jayne Walton, Lander and Holland, the Dewey Sisters and *Desert Fury* got a poor \$21,000. The new show (reviewed this issue) has Molly Picon, Dave Apollon, Jack Carter, George Andre Martin, Harold and Lola, Jack and Charlie Brick and *Variety Girl*.

2-0642 - Telephones - 32-9181

GIRL REVUES
ORCHESTRAS
RADIO STARS
DANGERS
ODDITIES
NOVELTIES
SINGERS



Gordon's Entertainment Bureau
635 Main St., Hartford 3, Conn.

Boston:

T.D.'s 30G Is Good For Hub, Nix for Him

BOSTON, Dec. 20.—The holiday sag hit hard in the week ended Wednesday (17) when the count was down at the box office. Tommy Dorsey and ork, usually a strong draw here and a potentially greater pull via T.D.'s disk jockey session carried over a Hub station, managed to break the house average by only \$500. His \$30,000 gross rated good for the town, but poor for Dorsey. Pic: *Philo Vance's Secret Mission*.

Current show returned to the variety bill, with Bob Evans and Jerry, Lester Cole and Debs plus two other acts. Biz started very slow in spite (or because) of a double-feature pic: *Jezebel* and *A Slight Case of Murder*.

4G for Dale

NEW YORK, Dec. 20.—Dale Belmont won \$4,000 Friday (19) in an award by Supreme Court Justice Edward J. Lumbard in her breach of contract action against Lester Cowan Productions, Inc. A jury verdict of \$10,000 in this, the second trial of the suit, was reduced to the lesser sum by the justice, who contended the plaintiff's claim to a month's contract for the Axis Sally role in the film *G.I. Joe* at \$1,000 per week, was substantiated by additional evidence.

In the initial trial the singer had won a jury verdict of \$29,000, which the appellate division set aside in ordering a second trial.

Unless Miss Belmont accepts the \$4,000 decision within 30 days, the court will grant Defense Attorney Louis Frohlich's motion to set aside the verdict and order a third trial.

"ANNOUNCEMENT"

TOWER THEATRE

(FORMER ERLANGER)
ATLANTA, GA.

OPENS DEC. 18
with

KAY FRANCIS

in
"STATE OF THE UNION"

Followed Dec. 25th by

FRANCIS CRAIG

and an

ALL-STAR
VAUDEVILLE SHOW

NAMES—ATTRACTIONS—AGENTS

Contact

Allied Artists Agency

355 Peachtree, N. E. ATLANTA, GA.
Lamar 1872-1941
Exclusive Bookers

COMEDY PATTERN
FUN-MASTER
"The Show-Biz Gag File"
Nos. 1 to 22 @ \$1.00 Ea. (22 for \$18).
10 Parodies for \$10.00.
"How To Be an Emcee"
\$3.00, including 2 Gag Files.
Send for list Comedy Material, Parodies,
Comedy Songs, Minstrel Patter, Black-Outs,
Bits, Skits, etc.
No C. O. D.'s.
PAULA SMITH
200 W. 54th St. New York 19

GAG UP YOUR ACT!
Spike up your act with the hilarious, original
gags contained in PUNCH LINES gag files
numbers 1 to 5 @ \$1 per file. Written by
top gagman (of famous radio shows). Hun-
dreds of wonderful jokes on many topics.
Special introductory offer: Buy all five files
and get absolutely free 6 parodies, comedy
team joke collection, comebacks to hecklers
and the LAFFfile collection of bellylaufs.
LAUGHS UNLIMITED
276 W. 43rd St. New York City
"the house that joke built"

ACTS WANTED
Break your jump East or West. Can offer
many night club, theater, convention and
banquet bookings now. Write, wire, come in!
RAY S. KNEELAND
AMUSEMENT BOOKING SERVICE
75 1/2 West Chippewa St., Buffalo 2, N. Y.
A.G.V.A. Franchised

MONOLOGUES!
20¢ each! (Minimum order \$1.00.) Hi-class
comedy material by top writers. Satisfaction guar-
anteed. Get acquainted with us for better material.
MOVIELAND SCRIPTS
400 S. Fremont Ave. Los Angeles 13, Calif.

WIGS BEARDS
MAKE-UP
FREE CATALOG
F. W. NACK 30 N. Dearborn St.
CHICAGO 2, ILL.

13 TROUPES SMACK STICKS

8 Producers Sending Shows To Hinterland

Guarantees Usually Assured

(Continued from page 3)

ary. Loy Nilson and Michael Stewart are his co-producers on this deal, and the troupe will most likely wind up in the Middle West. Also on his schedule early next year is *The Glass Menagerie*, with Helen McKellar in the leading role.

James Kling and David Jones, in association with Leventhal, are starring Freddie Bartholomew in *The Hasty Heart*, starting around the beginning of the year. The play will follow the same route that their last road show, *Life With Father*, took last season, opening in New England, cutting into Pennsylvania and then into the Middle West.

Barter Theater Rep

The Barter Theater, with three repertory companies on the wing, is making plenty of stops in small towns. Two companies are playing in the South and a third, on a nationwide tour, is nearing the Coast. In its repertory the Barter is presenting such shows as *John Loves Mary*, *Arms and the Man*, *Twelfth Night*, *The Barretts of Wimpole Street* and *The Importance of Being Earnest*. Aside from the national company, which plays larger cities and scales its ducats higher, the other two troupes keep their ticket prices low, with the top range being about \$2 a pew and in many places less.

Stanley Woolf, who sells a subscription series of three shows to the tank towns for \$5, has two companies out, *Made in Heaven* and *Dream Girl*, with *Kiss and Tell* going out soon. Woolf's three companies troupe thru-out the country, going into the smallest cities. Right now *Heaven* is in Paducah, Ky., and *Dream Girl* is in Middletown, N. Y. Business, according to the producer, hasn't kept pace with last year's takes.

Reed Lawton, who had a unit out doing both *Marinka* and *Alice in Wonderland*, has dropped the former offering because it meant too big a company and didn't pay off accordingly. *Alice* goes into Chicago soon and then further into the Middle West. Reports are that business has been off for the show, even tho its fix are fairly reasonable with \$2 for the top seat.

National Rep Company Tours

Recently the National Repertory Company (NRC) closed a successful tour in Texas. NRC presented *Tartuffe*, *The Importance of Being Earnest* and *The Duchess of Malfi* to Middle West audiences. Most of the performances were given in colleges where a \$500 guarantee was assured before the booking was accepted.

Skaneateles Theater, Inc., headed by Walter Davis and operating in up-State New York, is another legit outfit which is hitting the whistle stops. *Kiss and Tell* was the first show on its schedule, and now *The Late George Apley* is on the boards before New York State audiences. Davis, who aims to build a 30-town circuit, peddles his ducats at a \$2.40 top.

National Theater Conference (NTC), org of off-Broadway theater groups, is sponsoring a college troupe

BROADWAY SHOWLOG

Performances Thru
December 20, 1947

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore).....	12-3, '47	21
A Young Man's Fancy... (Cort Theater)	4-29, '47	271
An Inspector Calls... (Booth)	10-21, '47	71
Antony and Cleopatra... (Martin Beck)	11-26, '47	29
Born Yesterday (Lyceum)	2-4, '46	792
Command Decision... (Fulton)	10-1, '47	93
For Love or Money... (Henry Miller)	11-4, '47	53
Happy Birthday (Broadhurst)	10-31, '46	472
Harvey (48th Street)	11-1, '44	1,326
Heiress, The... (Biltmore)	9-29, '47	96
John Loves Mary... (Music Box)	2-4, '47	367
Man and Superman... (Alvin)	10-8, '47	85
Medea... (National)	10-20, '47	72
Voice of the Turtle, The (Hudson)	12-3, '43	1,543
Winslow Boy, The... (Empire)	10-29, '47	61

DRAMA REVIVALS

Burlesque (Relaxed)	12-25, '46	414
---------------------	------------	-----

Musicals

Allegro... (Majestic)	10-10, '47	83
Angel in the Wings... (Coronet)	12-11, '47	12
Annie, Get Your Gun... (Imperial)	5-16, '46	668
Brigadoon... (Ziegfeld)	3-13, '47	324
Call Me Mister... (National)	4-18, '46	703
Finian's Rainbow... (46th Street Theater)	1-10, '47	413
High Button Shoes... (Century)	10-9, '47	84
Music in My Heart... (Adelphi)	10-2, '47	92
Oklahoma... (St. James)	3-13, '43	2,140

ICE SHOWS

Icetime of 1948... (Center)	5-23, '47	225
-----------------------------	-----------	-----

CLOSED

Caribbean Carnival... (International)	12-5, '47	11
Saturday (13)		
Druid Circle, The... (Morosco)	10-23, '47	69
Saturday (20)		

COMING UP

Crime and Punishment... (National)	12-22, '47	
Cradle Will Rock, The... (Mansfield)	12-26, '47	
Topaze... (Morosco)	12-27, '47	

from Indiana University, which presented classics in schools thruout the Middle West. The company consists of the best college thespians, with many of them getting NTC scholarships in addition to their salaries. Lee Norvelle heads this group.

Most of the units working the tank towns get guarantees and line up sponsors before entering a town. In this manner, at least, a limited sale is assured. Otherwise, going in cold, a company might be murdered unless it was selling a script with a salacious angle.

While the increase in legit at this time is a hopeful sign and indicates somewhat of a demand, the accent, insiders in the trade point out, should be on giving the customers their money's worth so that they will keep coming back and get the legit habit.

Equity Weighs Subdivisions Besides Thesps

NEW YORK, Dec. 20.—Actors' Equity is considering starting separate divisions within the union for stage manager, director and other units which are slightly different from the thesp group comprising a majority of the members. This practice is already followed in the American Federation of Radio Artists (AFRA), where separate categories of actors, announcers, singers and sound effects men are recognized.

The group probably would work under the same roof with Equity but have an exec assigned to handle each division's special problems. The committee considering the question consists of John Kennedy, Philip Ober, Angus Duncan and Ralph Bellamy.

Discussion arose at last Tuesday's (16) Equity council meeting, where execs agreed to give the once-over to the constitution of the Stage Managers' Association (SMA). Purely a social org and recognized by Equity, the SMA has 200 members and has accomplished a good deal in its short existence. Educational classes are held every week in various phases of legit, with authorities from unions lecturing to the backstage pilots. The idea, of course, is to brief the members so that the additional knowledge will help them with their jobs. SMA also offered to produce its members for community theaters, if the outlying legit centers wanted to employ stage managers. This was done at a recent meeting of the National Theater Conference in New York.

H. Duffy To Pay Full Salaries for Waxings

NEW YORK, Dec. 20.—A wrangle between Actors' Equity and Henry Duffy, and producer of *Music in My Heart*, over cast salaries for recording the musical has been settled. The recording was already being made when the union found that chorus members were being paid the old rate of one-half their weekly wage for the disk. The new rate which went into effect September 1, when a new pact was negotiated with the League of New York Theaters, gives choristers a full week's pay for making their single platter.

The new agreement was called to the attention of the producer, and he agreed to pay the correct sum to the chorus. *Music in My Heart* is not being made into an album but will come out in one 12-inch record of musical excerpts from the show. Columbia Records is making the disk.

Springfield, Mass., Gets No Road Shows

SPRINGFIELD, Mass., Dec. 20.—Springfield will not get the number of legitimate shows it could have this year because of a lack of theater facilities, a situation which has renewed agitation for a municipal theater.

Because of the costs involved in moving stage productions on the road, many of the larger road companies refuse to play for less than a week, according to Harvey W. Preston, president of the Playgoers of Springfield, Inc. He said this explains why no productions have been brought here to date.

Normally, roadshow productions

New Book Review: Atkinson's Tome

NEW YORK, Dec. 20.—Latest Stern chronicle to hit the stands is *Broadway Scrapbook*, by Brooks Atkinson, *New York Times* aisle expert on matter theatrical (Theater Arts, Inc., \$3). *Scrapbook* is a collection of some 70 pieces, selected by critic Atkinson from his Sunday *Times* articles over the last dozen years. It's amusingly illustrated with show business cartoons by Al Hirshfeld.

Aside from a wittily penetrating sum-up of some of the best and the worst items which have made and marred the legit stage during the last decade, Atkinson takes excursion essays into such matters as the World's Fair, the state of the theater in Chungking and Moscow, the mathematical idiosyncrasies of a critics' circle balloting, and the problem of canine discipline.

Over-all, Atkinson has compiled a tome which is pointed directly at the library shelves of theater lovers. It is not for the man in the street, but it cannot fail to arouse the interest and enthusiasm of those who are convinced that the theater never will be more than an invalid. *Scrapbook*, in considerable measure, is something to be treasured. Bob Francis.

Kenley Troupe Folds In Reading; Stock Holds on Elsewhere

READING, Dec. 20.—Because of failing business, John Kenley closed his stock company Saturday (13) at the Plaza Theater here. Kenley opened his troupe November 3 with Peggy Ann Garner in *Kiss and Tell*. Since then he has presented, among others, Ruth Chatterton in *Caprice* and Gloria Swanson in *Goose for the Gander*. The producer, once a secretary to J. J. Shubert, opened the winter stock with profits from a straw-hat he operated in Deer Lake, Pa.

There are several other stock companies operating this winter, for the first time in years. Lucia Cooke has a troupe in Atlanta, Malcolm Atterbury one in Albany, N. Y.; Lily Cahill one in San Antonio and Patricia Dutton one in St. Augustine, Fla.

Sam Hoffman Does It

NEW YORK, Dec. 20.—Henry Adrian is producing Sam Hoffman's script, *From Now On*. Most of the money for the show was raised by the playwright, who then went ahead and chose a producer. Adrian probably will produce his own script, *The Shop At Sly Corner*, later in the season.

Karloff for Hardwicke

NEW YORK, Dec. 20.—Boris Karloff will star in J. B. Priestley's *Linden Tree*, which goes into rehearsal sometime in February. Unable to obtain Sir Cedric Hardwicke because of other commitments, Maurice Evans, the producer, wired the playwright and obtained his consent to the substitution.

brought here by the Playgoers play at the Court Square Theater, a flick house which limits them to two or three nights.

ANTA Benefit Jan. 18 Vaunts Record Galaxy

NEW YORK, Dec. 20.—The American National Theater and Academy (ANTA) benefit this January 18 at the Ziegfeld Theater will present a legit talent array practically unparalleled in the history of the theater, doing various scenes, songs and bits from hit shows.

The preliminary line-up of stars doing scenes for the show, which will be produced by Oscar Serlin and emceed by Hiram Sherman, includes Florence Reed in *Shanghai Gesture*, John Gielgud in the soliloquy from *Hamlet*, Jane Cowl in *Smilin' Thru*, Raymond Massey in *Abe Lincoln in Illinois*, and Helen Hayes supported by Ian Martin and Clarence Derwent in *Victoria Regina*.

Musical Numbers

Musical comedy numbers include Libby Holman singing *Body and Soul* from *The Little Show*, Willie Howard doing the quartet from *Rigoletto* from *The Passing Show*, William Gaxton chirping *Thou Swell* from *A Connecticut Yankee*, Ray Dooley and Florenz Ames in the baby carriage scene from *Itchy Koo* and Irene Bordoni singing *Little Birds Do It* from *Fifty Million Frenchmen*.

ANTA figures it can net 30G from the one evening benefit since ducats will be scaled very high. Seats for the first four rows in the orchestra will be \$100 each, but membership in ANTA will be thrown in free. Pews for the next four rows will cost \$50 and the rest of the orchestra will sell at \$20 and \$10. Mezzanine tickets are priced at \$10 and balcony at \$6, \$4.80 and \$3.60.

Several shows have already agreed to schedule benefit performances for ANTA. *Finian's Rainbow*, *Medea* and *Brigadoon* have okayed the idea and *Allegro* will join in once the nut is paid off.

Equity Mulls Booklet To Show Jrs. Union History

NEW YORK, Dec. 20.—Actors' Equity Tuesday (16) considered a resolution offered at the last quarterly meeting that an educational course in union affairs be offered to the junior membership of the org. Several suggestions were offered, including one by Franklin Heller that a dramatized living-newspaper presentation of Equity history be shown to actors and that Alfred Harding's book, *The Revolt of the Actors*, be revised to include other unions (AFRA, AGVA, AGMA and SAG) in its contents. Equity is also considering giving a copy of the book to each company deputy to loan to members so that they can become acquainted with the union's history.

The labor org is exploring the question carefully, because if the educational pitch is not presented to the actors in the right manner, the thespians will lose interest as they did when similar courses were given 15 years ago. A committee was appointed and will investigate various methods of approaching the problem.

Essay Contest on Legit To Hypo Student Interest

NEW YORK, Dec. 20.—An essay competition to stimulate interest in legit among drama students in metropolitan high schools and colleges is being sponsored by the Leblang Theater Ticket Agency. The subject of the contest will be *The Theater—What It Should Be Doing*. The judges are three of legit's leading crits, Ward Morehouse, Brooks Atkinson and John Chapman. Prizes include seats to top legit shows, backstage visits to stars, tomes on the theater and an

Off-Broadway

THE WARRIOR'S HUSBAND

(Opened Friday, December 12, 1947)

LENNOX HILL PLAYHOUSE

A comedy by Julian Thompson. Staged by Carl Shain. Sets, Richard Clark. Lights, Rebecca Jennings. Stage manager, Allan Stapleton. Presented by the Equity Library Theater.

First Sergeant.....	Elizabeth Dillon
Second Sentry.....	Carol Hammerstein
Third Sentry.....	Elaine Lamb
Burial.....	Dolores Lambert
Second Sergeant.....	Lyn Ely
Hercules.....	Joan Leonard
Caustica.....	Cassandra F. Brothers
Pomposia.....	Florence Hart
Hippolyta.....	Viki Weldon
Sapiens.....	Ellen Andrews
Sapiens Major.....	Casey Walters
Antiope.....	Jay Sanford
Theseus.....	Anne Henderson
Homer.....	John Bryant
Runner.....	Allyn Finch
Hercules.....	J. W. Wilcox
Gargantua.....	J. W. Weems
Achilles.....	Alvin Randall
Ajax.....	Fred Hunter
Greek Warriors.....	Larry Ward
AMAZONS, HUNTRESSES AND GUARDS:	
Jacqueline Carroll, Joyce Crosbie, Jean Sorel and June Stevens.	

Continuing to show an improvement in the standards of their productions, the third show of the Equity Library Theater (ELT) season, *The Warrior's Husband*, sets a high mark in comedy this year. In view of the fact that the ELT is preparing to go into local high schools with its program, this script is a natural choice for presentation to neighborhood audiences.

Scripted by Julian Thompson, *Husband*, which was turned into the hit musical comedy *By Jupiter* several years ago, is as fresh now as when it was first written. Full of satire and ribbing the weaker sex mercilessly, the play tells of the state of affairs in ancient Greece in a society ruled by women. For a while the gals have things to themselves, but men manage to reverse the order of things, and female domination starts to end.

While here and there the thesping could have been improved, in the key roles the acting was excellent, so that the show did not suffer. Tops for the evening is Casey Walter's portrayal of Sapiens, the effeminate son of the fem prime minister who becomes the queen's consort. Walters wrings the role dry of laughs, giving it just the right touch so that his interpretation does not become too broad. John Bryant, as the Greek warrior Theseus, is a good-looking young juvenile with plenty of ability but needs a bit more seasoning to carry a role of such weight. As the queen's sister, Anne Henderson, while decorative, does not always seem at ease onstage but continued to improve as the play progressed.

Comic Roles Good

In the two comic roles, Alvin Randall and J. W. Weems, are good for plenty of chuckles. Ellen Andrews is properly majestic as the Amazon Queen. As the top sergeant in the petticoat army, Elizabeth Dillon comes thru with a hard-bitten characterization. Florence Hart as Cassandra F. Brothers cringe correctly as the queen's councillors. Viki Weldon as the fem prime minister strikes the right note.

Special commendation should be given to Carl Shain for his top flight directorial stint. Shain knows his comedy and stages a script with a knowing hand. Richard Clark's scenery, consisting of a tent in ancient Greece and the queen's palace, simulate the times. *Leon Morse.*

appearance on a radio seg dealing with legit. Essays must be submitted by February 15. Winners will be announced March 1, 1948.

Leblang's is also pushing the sale of theater ticket gift certificates as holiday presents. Issued in \$10 denominations, they sold \$20,000 worth last season. The outlook is just as good this year.

Legit Okays Bally Bureau For the Sticks

(Continued from page 3)

all-out effort to sell legit to the nation by employing a full-time representative to go thruout the country and drumbeat for theater, but also may mean a coming of age for the League of New York Theaters, the producers' org. The various managers will now have to draw together solidly to sell legit as a whole and not only compete with each other for patronage as they have in the past.

Herman Bernstein who heads a committee for the betterment of conditions on the road, was instructed to merge his group with the publicity unit and form a united front. The public relations committee also will now handle the road and devise ways of improving accommodations, backstage quarters, etc., for troupes on tour. Preliminary estimates were that 20G would be needed to set up the plan, but to do any thoro type of job, insiders claim, this sum will have to be doubled. It would be raised by an increase of \$5 or \$10 in League membership dues.

"Sweethearts" In Sour Suit

NEW YORK, Dec. 20.—Sidney B. Smith, son of the late Harry B. Smith, one of the scripters of *Sweethearts*, filed suit in U. S. District Court here yesterday for a judgment declaring his right to share in the renewal rights of the show. Smith names as defendants Spencer Bentley, Tams-Witmark Music Library, Robert B. Smith, Ella Herbert Bartlett, Clifford V. Herbert and Fredericka De Gresac Maurel.

Smith, who wants the 16 2/3 per cent share of the renewal rights that Bentley now is getting, asked for an injunction to stop Tams-Witmark from paying Bentley the royalties. Bentley, who is a nephew of Irene Bentley Smith, Harry B. Smith's second wife and executor of her estate, got himself a piece of *Sweethearts* when the rights to the show were renewed in 1941. It is these rights that Smith claims. William Peck and E. Stewart Sprague are attorneys for the plaintiff.

Jagger Bags Big Percentage Deal

NEW YORK, Dec. 20.—One of the top percentage deals in legit has been handed to Dean Jagger for starring in Joseph Estr'y's *Dr. Social*, which is to be produced by Harold Barnard and is to go into rehearsal within 10 days. Jagger will get a \$750 weekly guarantee against 15 per cent of the gross over \$10,500. Stewart Chaney will design the scenery for the show. Don Appel will direct. Jagger's agent is Jerry Rosen.

"All My Sons" Is Detroit Fill-In for "Mrs. Fraser"

DETROIT, Dec. 20.—Quickie booking of *All My Sons* was set this week by the Dramatic Guild of Detroit, to open December 25 for 17 days at the Shubert-Lafayette Theater, following the cancellation of *The First Mrs. Frazer* because of the injury to Jane Cowl.

Charles D. Adams, director of the Guild, which produced *The Play's the Thing* with Ian Keith at the same house six weeks ago, headed East this week to assemble the cast. He plans to get principals available from the Chicago production of *All My Sons* and fill in with Detroit pros.

Library Theater

HE WHO GETS SLAPPED

(Opened Monday, December 15, 1947)

GUILD FOR THE JEWISH BLIND

Drama by Leonid Andreyev. Staged by Lewis Leverett. Production manager, Jose Vega. Stage manager, George Hoxie. Presented by Equity Library Theater.

Polly.....	Cornelius T. Frizell
Tilly.....	Bill Major
Briquet.....	Jack Horn
Count Mancini.....	Phil Sann
Zinida.....	Susan Roy
He.....	Carl Don
Jackson.....	Gayne Sullivan
Consuelo.....	Paquita Anderson
Alfred Bezano.....	Kris Kersen
Baron Regnard.....	Jerry Bynder
Gentleman.....	Milton Selzer

CIRCUS PERFORMERS: Isobel Robins, Charles McFarland, Elizabeth Rozek, Kathleen Joice, Victor Pepe.

It seems to one reporter that the selection of productions for small stage showcasings should be made with an eye to their adaptability to limited space. Much, of course, may be accomplished via imaginative set design, but there are plays which require a physical scope and depth of presentation which makes them lose their impact when offered on a tiny stage. Certainly, *He Who Gets Slapped* falls into that category. Andreyev's tragi-comedy about sawdust folk needs a sizable circus backyard for them to play in, if the atmosphere which is so essential to the action is to come across. Projected on a shallow, crowded stage, it is bound to bog down to a conversation piece.

Essentially, that is the chief trouble with the Equity Library Theater production of *He*, as put on for three performances this week in the auditorium of the Guild for the Jewish Blind. It is evident that a lot of earnest work has gone into the production, but it never quite comes off. The ELT boys and girls have gone back to the original Gregory Zilborg translation, which the Theater Guild used 25 years ago. It might have been better had they adopted the Ruth Guthrie version which the Guild used for the revival a couple of seasons back. The latter had a speeded-up pace which was all to the good. Lewis Leverett has given the piece a very creditable staging as far as his limited facilities permit, and the cast has been obviously streamlined to the least common denominator. However, the ELT showcasing still gives off a feeling of overcrowding and lack of proportion. It just doesn't do right by Andreyev and his clown.

Naturally, the above puts an added strain on performances which in other circumstances might register much better. Paquita Anderson looms enormously large for the dumb little bareback rider. Given more perspective, she would doubtless be much more effective. Carl Don makes more or less of a field-day of the title role. He has moments of sound playing, but also an unguarded tendency toward scene chewing and should give more thought to his diction. Susan Roy, on the other hand, makes a capable and restrained Zinida, and Phil Sann deserves a definite pat on the back for his portrait of the venal stinker who wants to sell his offspring down the river.

But over all, ELT might better have left *He* to gather more dust on the Library shelf. The best epitaph tag for this one is "a nice try."

Bob Francis.

"Seed and Dream" for Chi

CHICAGO, Dec. 20.—*The Seed and the Dream*, a dramatic pageant highlighting the Golden Jubilee Festival of the Chicago Zionist organization, will be presented here tomorrow in the Civic Opera House. Directed by Anton M. Leader and scripted by Morton Wishengrad, the spectacle will have Sam Jaffe as the star and use as featured thespians the Hull-House Theater Workshop.

Out-of-Town Opening

MAKE MINE MANHATTAN

(Opened Wednesday, December 17, 1947)

SHUBERT THEATER,
NEW HAVEN, CONN.

A new musical revue. Staging and lighting, Hassard Short. Sketches and lyrics, Arnold B. Horwitz. Music, Richard Lewine. Settings, Frederick Fox. Choreography, Lee Sherman. Costumes, Morton Haack. Musical director, Charles Sanford. Orchestrations, Ted Royal. Sketches directed by Max Liebman. Vocal supervision, Lois Mosely. General manager, Al Goldin. Press representative, Michel Mok. Stage manager, Sterling Mace. Presented by Joseph M. Hyman.

CAST: Sid Caesar, David Burns, Joshua Shelley, Nelle Fisher, Hal Loman, Sheila Bond, Danny Daniels, Jack Kilty, Ray Harrison, Max Showlater, Perry Bruskin, Ed Chappel, Francis Spencer, Kyle MacDonald, Anne Feris, Annabelle Gold, Rhoda Johansson, Phyllis Mayo, Marta Nita, Dolores Novins, Willis Bruner, Tony Charmoli, Hal Loman, Tommy Morton, Skip Randall, Rudy Tone, Stephanie Augustine, Eleanor Bagley, Joy Carroll, Jean Jones, Larry Carr, Ed Chappel, Biff McGuire.

Broadway's already hit-swollen musical stage will simply have to move over and make room for a fresh newcomer when the new Hassard Short revue, *Make Mine Manhattan*, takes over on the Stem. Highly reminiscent of *The Little Shows* and *New Faces* at their very best, this intimate, bright and merry musical will bring theatergoers a full evening's worth of hilarity, beauty and exceptional talent in proportions that will make *Manhattan* a thoroughly intoxicating concoction. The ingredients are so completely blended that the trite phrase "never a dull moment" takes on real meaning.

Another Caesar "came, saw and conquered," when Sid Caesar completely wrapped up the proceedings and made the show his own. His irresponsible manner, his zany, but clever monologs and his timing of laugh lines in his skits and blackouts so won over the preem audience that the curtain found him being cheered to the echo. There is no doubt that this show will advance Caesar right to the top.

Liebman's Sketches

Max Liebman, who directed the sketches, brought out a smooth, rapidly moving performance and offered material that was far above the usual run of revue sketches. The entire show was completely satirical, and as one may judge by the title, concerns life in general in the metropolis. New Yorkers will, of course, be convulsed as they see themselves as others see them, and the visiting firemen will howl at the gentle spoofing of all that Broadway means to the outside world. There is an exceedingly funny sketch written around a First Avenue restaurant owner who aspires to cater to the United Nations delegates, and his run-in with the Russian delegation

Too Mooch!

NEW YORK, Dec. 20.—Actors' Equity has received a protest from agent Jerry Rosen on the method that Arthur Schwartz employs to audition his talent for the producer's musical, *Inside U. S. A.* Rosen charges that Schwartz, while auditioning talent for the show, made applicants employ pianists at \$5 an hour and then refused to hear them sing. The talent seller points out such a practice not only cheats the thrushes of a chance to sell their songs but works a hardship on youngsters who can ill afford the dough. Consequently, Rosen is sending Schwartz no more singers and instead is seeking to bring the producer up on charges before the labor org.

CE Gives Flacks Free Pix With Limitations

NEW YORK, Dec. 20.—Up for approval before the League of New York Theaters is a scheme proposed by Chorus Equity (CE) which would allow flacks more latitude to publicize legit shows. As an experiment for six months beginning January 1, the press agents will be permitted one stunt picture free each month with chorus personnel.

However, the privilege carries certain conditions with it to limit abuses. First, the same 12 hour rest period as is in force now must be observed; second, 24 hours notice must be given participants; third, each CE member involved must get written permission from his union and last, those participating must be assured of both published pictures and name credit in reputable publications. If the photo is not used within two months they must be given one-eighth of a week's salary. The flacks have already seen and approved of the idea; all that remains is the producers' approval.

Legit drumbeaters have complained that union restrictions have hampered their publicity pitches for musicals. On the other hand, CE points out that the press agents should have consulted with the union before the labor org went into negotiation and not waited until after the contract was signed to complain.

leaves the audience limp with laughter.

Not even the sacred Theater Guild escapes the lampooning wit as the performers take *Allegro* (Greek chorus, ballets and all) for an excruciatingly funny ride. There is a sly poke at the efforts of the city to bring the movie industry to New York; the Park Avenue theater gets a thoro going-over, and the qualifications of a top-flight drama critic are presented to the audience in a manner that will even give the aisle-sitters a chuckle.

Interspersed with the sketches are songs and dances of excellent caliber which the young cast does to a neat turn. Jack Kilty, from the airwaves and *Oklahoma*, lends his pleasing baritone to the ballads, and along with Kyle MacDonald, who is as good to look at as to listen to, brings whatever romantic interest there is to the piece. Their treatment of *I Don't Know His Name* and *Saturday Night in Central Park* should make these two songs top favorites with the juke box crowd. Danny Daniels and Ray Harrison head the score of fine dancers, who are as adept at ballet as at modern hoofing. Sheila Bond and Eleanor Bagley scored heavily with their comedy songs, as did Joshua Shelley in his spoofing of Schrafft's.

Morton Haack's costuming followed the "new look" completely, and never has the controversial styling been shown to better advantage. Frederick Fox did a neat job with the settings, employing monotonous thruout for some lovely effects. His use of grays, greens and tans blended in beautifully with the special lighting and effects created by Short.

Summing up, there is no doubt that *Make Mine Manhattan* is an order that will be duplicated all over New York just as soon as this refreshing piece makes its bow. There is very little that remains to be done, and from the breathless pace of the bow-in, it is Stem-ready.

Sidney Golly.

DES MOINES, Dec. 20.—*Holiday on Ice* of 1948 rolled out of Des Moines with a \$50,000 take for 10 shows. Owner Art Snider reported the take was better than anticipated, with the gross exceeding the \$47,000 from 13 shows on previous engagement last year. It was the third time the group has played Des Moines.

Collegiate Review

HERE'S THE PITCH

(Opened Friday, December 19, 1947)

CITY CENTER

A musical comedy. Book by Craig Gilbert. Music by Courtney Crandall. Lyrics by William Scudder. Staged by John Baird. Dances by John Pierce. Settings by Lawrence Goldwasser. Costumes by Pat Havens. Stage manager, George Warren. Press representative, Tom Weatherley. Presented by the Hasty Pudding Club of Harvard University.

Artie Hooper.....Theodore Allegritti
Horace Cornwall.....Frederick Lamont
Fred Watson.....William M. Reed
Susan Douglas.....Thomas W. Zinsser
Al Laney.....William A. West
Rose.....Robert G. Mybrum
Mayor Douglas.....Jack Hedges
Harry Thayer.....Palmer Dixon
Betty.....Emory Niles
Herbert.....Robert E. Miller
Floozie.....Edward E. White
Floozie.....Peter Godfrey
Floozie.....John J. Hughes
Policeman.....David C. Binger
Policeman.....Jerome Dickinson
Policeman.....Robert S. Erskine
Rambler.....Ferguson F. Addison
Rambler.....Raymond J. Conidine
Rambler.....Arthur B. Nichols
Rambler.....Robert L. Purinton
Mudhen.....Robert A. Loeb
Waiter.....Robert D. Clark
Small Boy.....Henry E. Erhard
Teacher.....Lauriston Ward
Townsperson:
James R. Blake, James R. Holt, George F. Lewis, Samuel S. Rogers, William R. Crawford, Stern R. Ellis, Benjamin H. Gaylord, Seton J. Jams, Frank Rohr.

This is the season of the year when the campus librettists, lyricists and tunesmiths get an opportunity to tour their annual efforts. So comes to the City Center for a two-night stand, *Here's the Pitch*, Harvard's Hasty Pudding Club's musical for 1947. Incidentally, *Pitch* is the centennial offering of the lads from Cambridge.

As college musicals go—and sometimes those undergrad amateurs go pretty far—*Pitch* is pretty good stuff. Craig Gilbert has written a burlesque melo book, which wouldn't be tabbed novel by any professional standards. It has something or other to do with a couple of pitchmen from a local carnival, a tin-horn gambler and an attempted fix of the town's baseball championship (circa 1895) via the use of the aforesaid pitchmen's stock in trade "the elixir of happiness." The town mayor is mixed up in it. Also his daughter, who seems to be in love with the local pitcher. There is also a bawdy lady who runs a house of small repute. A good deal of the comedy is as broad as the latter. However, there is a lot of fun in it—some of it a lot fresher than some of our more pretentious Stem material—and since it is aimed primarily at a highly sympathetic audience, the results are okay.

Of course, as in all HPC offerings, the fem assignments are turned over to some of the huskiest denizens east or west of the Charles River. Their stage heart interests are usually diminutive and that adds to the fun. Translated into pro Stem terms, the outcome might not be so amusing. Also cast-wise, much of the production, no matter how good, is still amateurish. Some of the lads regard their efforts as an evident romp. But there are a pair in the current opus who could do right well as to holding their own in pro circles. Theodore Allegritti and Frederick Lamont have plenty on the ball to qualify for Equity futures if they want them. Robert Mybrum also has plenty of promise as a comedian when he once gets the hang of slapping a musical comedy line across so that the back pews can get it.

Pitch's lyrics over-all are superior to its tunes, altho Courtney Crandall has concocted a pleasant ear-filler with *So Well So Soon*. But William Scudder's words for such novelty numbers as *Little Ladybird* and *Extra Curricular Girl* are the sort of thing that make a college show tick. *The Lobby of the Ritz* has a lot of originality too.

John Baird's staging is a credit to

Philly Concert Field Invaded By Annenberg

PHILADELPHIA, Dec. 20.—Walter A. Annenberg, publisher of *The Philadelphia Inquirer*, dips further into the entertainment field in having his Philadelphia Inquirer Charities, Inc., take over the operation of the concert series of the Philadelphia Forum. Charities, Inc., stages a yearly musical festival and confines itself largely to sporting events on a year-round program. The newspaper itself owns and operates WFIL, of the American Broadcasting Company (ABC); WFIL-FM and WFIL-TV, and earlier this year it purchased the Philadelphia Arena, sports arena which also houses ice shows, rodeos and other spectacles. The Arena will house Annenberg's television studios, now under construction.

The Philadelphia Forum, founded as a non-profit cultural venture in 1921, presents a score of performances a year at the Academy of Music on a subscription basis. Programs include concert artists, ballets, symphony orchestras, operas, lectures and public forums.

In the public statement announcing the acquisition of the Forum series, it was stated that "support by the newspaper and the radio and television stations will broaden the public support of the Forum's activities." Funds realized will be distributed to charitable organizations by the newspaper's Charities, Inc.

The newspaper takes over the operation of the Forum series immediately. William K. Huff, executive director of the Forum since its founding, will continue in that capacity. The deal makes the newspaper the biggest buyer of concert talent in the city.

ROUTES Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.
Anna Lucasta (Civic) Chicago.
Bonanza Bound (Shubert) Philadelphia.
Baker, Josephine (Majestic) Boston.
Chevalier, Maurice (Biltmore) Los Angeles.
Carousel (Ford) Baltimore.
Chocolate Soldier (American) St. Louis.
Dream Girl (Auditorium) Oakland, Calif., 26-27.
Dunham, Katherine (Civic Aud.) Pasadena, Calif., 27.
Fatal Weakness, with Ina Claire (Geary) San Francisco.
Firefly, The (Blackstone) Chicago.
Harvest of Years (Colonial) Boston.
Harvey, with Joe E. Brown (Auditorium) St. Paul, 25-28.
I Remember Mama (National) Washington; Jones, Spike (Studebaker) Chicago.
Look, Ma, I'm Dancing (Shubert) Boston.
Lady Windermere's Fan (Auditorium) Rochester, N. Y., 25-27.
Late Christopher Bean (Hartman) Columbus, O., 25-27.
Master's Chair (Lobero) Santa Barbara, Calif., 25-27.
Make Mine Manhattan (Forrest) Philadelphia.
Men We Marry (Shubert) New Haven, Conn., 25-27.
Musical Repertoire (English) Indianapolis, 25-27.
Oklahoma (Hanna) Cleveland.
Private Lives, with Tallulah Bankhead (Harbis) Chicago.
Red Mill (Music Hall) Kansas City, Mo., 25-28.
Strange Bedfellows (Locust St.) Philadelphia, 27-Jan. 3.
Student Prince (Opera House) Boston.
Song of Norway (Bushnell Aud.) Hartford, Conn., 25-31.
Show Boat (Erlanger) Buffalo, 25-27.
State of the Union (Memorial Aud.) Louisville, 25-27.
Sweethearts, with Bobby Clark (Nixon) Pittsburgh.
Voice of the Turtle (Erlanger) Chicago.
Wolfie, Donald (His Majesty's) Montreal, 25-Jan. 3.

John Baird. He doesn't forget that he is dealing with a college show and gave it professional polish without ever letting it lose its amateur freshness. The sets are simple and good and the costumes stick to the Gay '90's tradition.

Pitch is good collegiate fun. It might even be that face-lifting could give it the stamina to background a real Stem show. Bob Francis.

Magic

By Bill Sachs

GALI-GALI has opened in the Terrace Room of the Statler Hotel, Detroit, a favorite spot for magickers in the past year. . . . Delmar and Marlene, after winding up at the Rhapsody Club, Niagara Falls, N. Y., hit out for their Buffalo home for the holidays. After the first of the year they will begin a trek thru the South. . . . Sam J. Collins, magic enthusiast of Hillsboro, O., is back in Clearwater, Fla., for a winter hiatus. . . . Dr. Aaron Weiss, assisted by Mrs. Weiss, presented his escape nifties on the *Doorway to Fame* television broadcast over a New York station December 15. . . . Bob Nelson, of Nelson Enterprises, Columbus, O., made Johnny Jones's "Now, Let Me Tell You" column in *The Columbus Evening Dispatch* of December 10 with a mention of a new card telephone trick with which Bob is baffling the Columbus citizenry these days. . . . Earl Morgan is set thru the holidays with his *Rhapsody in Smoke* at the Anglesey Cafe, Minneapolis. . . . Jack Kaplan, drum-beater for John Calvert, is hotter than a cowboy's pistol over the fact that the recently published book, *Inside Magic*, written by George L. Boston, with the aid of Robert Parrish, failed to make mention of his boss's name, a fact which he deplures in a lengthy epistle to the magic desk. "How can an author attempt to be an authority on magic and magicians and present a book to the trade with the flagrant omission of the name of one of the world's greatest magicians — John Calvert?" Kaplan wants to know. "There may be other capable magicians not listed in the book but certainly none with the reputation of John Calvert," Kaplan emphasizes. Ferevensakes!

CHICAGO MAGICIANS' Round Table played host to Cardini and his wife at the Lido Restaurant in the Windy City Saturday afternoon, December 13. Entertainment was furnished by Clarke Crandall, with Dorny Dornfield and Bert Allerton appearing briefly. Cardini was welcomed by Chic Schoke, who also presented him with a copy of George Boston's new book, *Inside Magic*. . . . Joan Brandon appeared at Cooper Union, New York, last Friday night (19) in an expose of fraudulent mediums and spritualists. Admission was free. . . . The Magic Desk holds important messages for Virgil the Magician and George Marquis. Please shoot in a route where mail will reach you. . . . One of our Chicago correspondents typewrites, to wit: "I was surprised to read in last issue about Tom Rainey's rubber-check episode. Obviously it was sent in by someone who has a grudge against Tom. The moment I saw the item, I called Tom Rainey, and he was burning. Naturally, the person who sent in that item is going to clip it and mail it to Percy Abbott, with the result that Tom will be taken over the coals, not for taking the check, which Percy obviously knows about and which is a natural mistake, but for the unfavorable publicity which Tom will be blamed for releasing." What sort of absurdity is all that? In the first place, the item was not sent in by a person who has a grudge against Tom Rainey; second, the item was strictly a news yarn of the kind that appears daily in practically every newspaper in the country, so why would anyone want to throw a wing-ding? Furthermore, no one will have to send Percy Abbott a clipping. He reads *The Billboard* and will spot the item himself, and, if we know Percy Abbott, he isn't the type to harrass a person over a natural mistake. Is our Chicago correspondent lacking in a sense of humor or is he taking his magic too seriously? At any

HOXD, Panama, Bows in English

PANAMA CITY, Dec. 20.—A new all English station, HOXD, debuted here recently, with 1,500 watts on 940 kc. The station manager is George Williams, with Jack Allyn, program director. Announcers include Lee Yanders, formerly with KFI, Los Angeles, and Kully Kulbertson and Chick Leonards, both formerly with other Panama stations.

The station is repped in the United States and Canada by the Pan-American Broadcasting Company of New York.

Detroit Theater Masons Install Their Officers

DETROIT, Dec. 20.—Paul Lasko, of the National Theater, was installed as worshipful master of the Daylight (Theatrical) Masonic Lodge No. 525 Tuesday (16), succeeding Walter Rockens, also of the National. Other new officers are, senior warden, Charles K. Hammell, of the Ben Young ork at the Bowery; junior warden, Harold C. Berg, theatrical press agent; secretary, Paul H. Pitzer Sr., of the Leonard Seel Trio at the Hotel Statler; treasurer, William Swistak, National Theater; senior deacon, Benjamin Greenwald (Bernie Green), night club emcee; junior deacon, William T. Bair, Paddock Bar; senior steward, Paul Pitzer Jr., Detroit police department; junior steward, Angelo C. Zummo, of the Ben Young ork; marshal, Benjamin Purple, People's Bar; assistant marshals, George Rapp and Earl Day Jr., flick projectionist; chaplain, Walter L. Rickens; tiler, Henry C. Lelliott, of Lelliott Brothers, former vaudeville act; organist, Milton R. Vine, of the De Vito orchestra at Club 509, and assistant stewards, Billy R. Long, Mercury Bar; Orville (Whitey) Harris, circus clown; Sherman Lambly Jr., Rouge Theater, River Rouge, Mich., and Milton R. Vine.

Inspector Charles W. Snyder, Detroit police censor, acted as grand marshal for the installation, with Edgar A. Guest, famed poet and radio figure, as principal speaker.

4 N. J. Houses Add Flesh; Give Week to Dow Package

NEW YORK, Dec. 20.—With four more Reid Chain theaters showing once-a-week vaude, the circuit provides a full week's work for a package put up by the Dow Agency.

The new houses which recently added flesh are the Park, Morristown; the Oxford, Plainfield; the Majestic, Perth Amboy, and the St. James, Asbury Park, all in New Jersey.

Technicality Voids EMA Picks

CHICAGO, Dec. 20.—Because of the failure of the nominating committee of Entertainment Managers' Association, the local Artists' Representatives Association (ARA) chapter, to file a list of candidates 60 days before the election, the recent election, which selected a new board of governors, was declared null and void last week.

Due to the error, which violates the ARA by-laws, a new board of governors will have to be elected, with the election tentatively set for the middle of January. Election of EMA officers has been postponed until after the new election.

This is the second time in two years that a legal technicality has invalidated a local EMA election.

rate, its discourses like this that help fill columns around the holidays when mail containing news is light.

Burlesque

By UNO

PALMER COTY changed from straight to comic for his engagement at the Club Rainbow, Buffalo, where co-principals are Bill Reilly, straight; Bettie Lee, featured strip; Honey Riley and Ginger Allen. . . . Niteries on the Coast are forming a tour of eight weeks to play a burly policy. . . . Billee Duncan presided over the moppet party given at the NVA rooms, Manhattan, December 21. . . . Fields and George open at the Alvin, Minneapolis, December 26 for Milt Schuster. . . . Tina Nix, still another parade girl promoted to strip principal—she emanates from Newark—is Oklahoma-born and the only performer in a family of four. . . . Lou Karns, contortionist-hand balancer, back on stage after six years of Uncle Sam service, is being spot-booked as extra attraction on the Hirst Circuit. . . . Olive Raye (Mrs. Chuck Wilson), also known as Princess White Fawn, is about to undergo an eye operation in her Chicago home. . . . Bill Hendricks, new Hirst wheel producer, formerly of the Cadillac Club, Philadelphia, relieved Jack Montgomery December 23 at the Hudson, Union City, N. J., with Jack moving to the Troc, Philadelphia. . . . Peggy Bond is now headlining the Burbank, Los Angeles, with Wauneta Bates, Harry Clexx and George Lewis, part of the cast.

EVELYN TAYLOR switched from the Hirst to the Midwest Circuit, heading a unit which co-features Baby Dumpling, Mandy Kaye, Sam Price and Charlie Harris. . . . Murray Dolin has transformed from a comic to a hypnotist. . . . Winsome Wynette is starring in Bill Hasenfus' Silver Dane, Marinette, Wis., thru Cliff Burmek. . . . Lili St. Cyr is featured at the Follies, Los Angeles. Some of the other principals are Bon Bonne, Mary Miller and Harry Arnie. . . . Mae Dix, former ace soubrette, is assistant manager of the Collins Costume Shop in Manhattan, where former principal Lizette Weber is one of an army of 25 designers and sewers. . . . Billy (Zoot) Reed and Jack Murray started as house comic and straight last week at the Grand, St. Louis. . . . Sim Kerner did the publicity end and Art Stanley led the ork at the annual show and dance of the Entertainment Managers' Association (EMA) December 18 at the Hotel Astor. Org is composed of theatrical bookers in existence 25 years. Proceeds went to a welfare fund for theatrical folk. . . . A new Hirst unit broke in at the Hudson, Union City, N. J., recently. Principals included Freddie Lewis, coming from Indianapolis; Irving Harmon and Mary Anne (Mrs. Harmon), from Cincinnati; Frank Smith, a recent bridegroom, from his home in Claypool, Ind., and Jerri Manuel, from Pittsburgh. . . . Charles Schultz, straight man, held over at the Casino, Boston, for a second season. . . . Chuck Wilson, comic, replaced Red Dolin in the Binder-Rosen unit on the Hirst wheel. Dolin left for Youngstown, O., to play the Jack Kane Circuit.

ANTA Holds Huddle To Show Jrs. Ropes

NEW YORK, Dec. 20.—American National Theater and Academy is conducting a free service for Actors' Equity juniors that will help get them set on life in legit quickly. The three-session seminar will brief the juniors on such things as casting, workshops, summer stock, support while job hunting, theater production methods, etc. While the orientation course will not, of course, get jobs for actors, it will give them a thoro understanding of what they are tackling as thespians. The scheme was developed by Fred Stewart.

WJBK, Detroit, Out In Open With Ban On Foreign Tongues

DETROIT, Dec. 20.—The policy of no foreign language shows which became effective on WJBK November 15, after several months of slow transition, was taken out from under wraps and boldly used in station promotion this week. The key slogan, "All in English," is being used on streetcar and bus cards and will be used in coming weeks in newspaper ads.

While there is a chance of arousing antagonism, the station is being perfectly frank in exploiting its policy. General copy is stressing the theme of new blood—the station has had a regular parade of new personnel since Fort Industry Corporation took over in July, many of them from other Detroit stations—and new programming with nearly every show on the 24-hour schedule at least retailored.

The move is a surprising about-face, because WJBK, under the former James F. Hopkins management, exploited its appeal to 15 language groups, particularly during the war. There has been a rumble of protest, and at least two "committee" orgs, identified as the American Committee for Protection of Foreign Born and the Detroit Committee for Foreign Language Radio Programs, popped up. But they got nowhere.

Ralph Elvin, station manager, said this week: "Apparently our listeners like the new policy because our Hoop ratings are definitely up. Our sponsors, too, are satisfied, because there has been no decline in commercial business."

To: **SATIRA**
WE WISH YOU A MERRY XMAS AND HAPPY NEW YEAR
and hope you will be with us soon.
From: Your Friends in the Show Business

TOOTHACHE?
DUE TO CAVITY
Get quick relief with Dent's Tooth Gum or Dent's Tooth Drops! Be prepared! Buy a package from your druggist today. Keep it handy. Follow directions.



DENT'S TOOTH GUM 25¢
DENT'S TOOTH DROPS

COSTUMES
Rented, Sold or Made to Order for all occasions.
Custom MADE GIFTS. Send 25¢ for Sequin and Net Hair Ornament and receive Circulars FREE THE COSTUMER
238 State St., Dept. 2 Schenectady 5, N. Y.



WANTED
EXOTIC DANCERS & STRIPS
For Theatres and Clubs from New England to California.
Be a Booster for
MILTON SCHUSTER
127 North Dearborn St. CHICAGO 2, ILL.

WANTED
Burlesque Performers
Specialty and Semi-Nude Dancers
Write
PRESIDENT FOLLIES
San Francisco 2, Calif. E. SKOLAK, Mgr.

CHORUS & LINE GIRLS
We want hundreds of girls for work in the finest clubs and theatres. Write, wire or call:
LLOYD'S THEATRICAL OFFICES
562 Broadway, Albany, N. Y.

RHINESTONED G-STRINGS
\$10.00 Black or White Fringe, Rhinestoned Bras, \$2.50. Elastic Opera Hose, \$4.95. Elastic Elbow Length Mitts, \$1.35. Strip or Chorus Net Pants, \$1.35. Bras, 75¢. Free folder.
C. GUYETTE
346 W. 45th Street New York City
Tel.: CI-rols 6-4137

THE FINAL CURTAIN

IN LOVING MEMORY
OF MY
SISTER

"DOT"

WHO PASSED ON
DECEMBER 24, 1945

LOVE
COLLEEN

IN MEMORY
OF A
VERY GOOD FRIEND
DOT WEISS

Who passed away
December 24, 1945.

ARCHIE BRUMLEY

In Loving Memory
of Our Good Friend
Mrs. O. J. (Dollie) Weiss

Who Passed Away
In Hot Springs, Ark.
December 24, 1945

Ray and Evie Belew

IN MEMORY
Of My Loving Husband and Pal
EDWARD J. MADIGAN
Who passed away Dec. 12, 1942.
Sadly Missed by His Wife.
MRS. EDDIE MADIGAN
317 Coleman St., Bridgeport 4, Conn.

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

AYLWARD—Mrs. Catherine M., widow of Theodore E. Aylward, for many years manager of the old Grand Opera House, Cincinnati, December 14 in that city. Survived by two sons, Capt. T. C. Aylward, U. S. Navy, Philadelphia; Louis C. Detroit; a daughter, Mrs. Bruce Reynolds, New York, and two sisters, Rose and Mae Burns, of Cincinnati and Chicago, respectively. Burial in Spring Grove Cemetery, Cincinnati, December 17.

BALDWIN—Mrs. Ivy, 79, wife of the former aerialist, in Presbyterian Hospital, Denver, December 10. Surviving are her husband; two sons, Harry E., Denver, and Ira W., Ogden, and a daughter, Mrs. Ila Newman, Denver.

BECK—Benjamin B., 83, violinist and editor of Cleveland's music union magazine, December 14 in Bay Village, O.

BEHYMER—Lynden Ellsworth, 85, internationally known theatrical impresario, at the California Hospital, Los Angeles, December 16. Starting to work at the old Childs Opera House in Los Angeles, he rose from usher to program manager. In 1888 he began to expand his activities, bringing such stars as Sarah Bernhardt, Edwin Booth, Joseph Jefferson and Adelina Patti to Los Angeles. In 1897 the Del Conte Opera Company was presented under his management, giving the American premier of *La Boheme*, and in 1901 he brought the Metropolitan Opera Company to Los Angeles for its first appearance in the West. His enterprises included the old Grand Opera House, the Los Angeles and Burbank theaters, Hazard's Pavilion, which later became the Philharmonic Auditorium, the Mason Opera House, Simpson's Auditorium and Trinity Auditorium. Survived by his widow, a son, two daughters and a sister.

BULL—John, 85, retired circus man, December 17 in St. Helier, Jersey, Channel Islands. He once trained animals for P. T. Barnum.

COHEN—Tommy, 83, once advance man for David Warfield and Lily Langtry, December 13 in San Francisco. He began his show business career as advance man for various road companies. He retired four years ago after several years with Columbia Pictures.

DALTON—Mrs. Carl (Doris Dale), 68, associated with various rep and stock companies for many years, December 6 in La Crosse, Wis. She had appeared with the North Bros. Comedians, Harry Beck's rep show, the Needham Cotton Blossom Showboat, Dale Sisters' Stock Company and Carl Dalton's Attractions. Survived by her husband Carl. Burial in Oak Grove Cemetery, La Crosse.

DONATH—Kurt, 67, former opera singer, December 17 in Memphis. He once sang with the Henry W. Savage Opera Company. His widow and daughter survive.

ENSIGN—William H., former member of the Massachusetts State Rac-

ing Commission, recently in Springfield, Mass.

HOFFMAN—Louis H., 46, Massachusetts racing commissioner, December 6 in Boston.

HOLMAN—Sidney, 47, composer and lyricist, December 12 in San Francisco.

LINK—Edward J., 26, announcer at Station WCON, Atlanta, December 13 in that city when he fell down an elevator shaft in the Atlanta Constitution Building. He was formerly with WBGE, Atlanta. Survived by his widow and an eight-month-old daughter. Burial in Chicago.

LLOYD—J. Darsie, 83, father of film producer-actor Harold Lloyd and vice-president of his son's film company, in Hollywood Presbyterian Hospital, Hollywood, December 17. He also leaves his wife and a brother.

LONG—Raymond, ride operator the past season with the Roof Garden Shows, in Niles, Mich., of injuries sustained in an auto accident there December 14.

MASCARO—A. T. (Tony), 70, Pittsburgh's oldest active magician-puppeteer, December 16 of a heart attack just before he was to present his act at the Catholic home for boys in Brookline, Pa. Survived by his widow, Jennie; two daughters, Toni Ann, and Mrs. Stella Spiegel, and a brother, Pete.

In Fond Memory of My Dear Friend

JESSIE McDONALD

(Bollus)
who left us June 4, 1947.
May her soul rest in peace.
MAE DIX

McGUIRE—Mrs. Hazel, 47, leading figure in Florida radio, December 13 in Miami. She had been with Station WQAM 17 years, rising from telephone receptionist to assistant to the president. She was an officer of the Florida Association of Women Broadcasters and an authority on radio law. Her husband and sister survive.

McMICHAEL—William T., 81, a member of the Steuben County Fair Board, Bath, N. Y., December 11 in Bath Memorial Hospital.

MORGAN—Mrs. Lissa Jane Raynor, 79, who aided Tell Taylor in writing the music for *Down by the Old Mill Stream*, December 11 in Toledo.

NUNN—Shepard Wayne, 66, legit actor, December 17 in New York. He first appeared professionally in 1909 in *The Minister's Sweetheart*, followed by *Miss Springtime*, *Midnight Girl*; *Oh, My Dear*; *Tomorrow the World*, *Kiss and Tell* and others. Two sisters and three brothers survive.

PERRY—Harry Oliver, 56, formerly in outdoor show business and operator of Turner's Fish Camp on the Withlacoochee River, Florida, in Ocala, Fla., recently. (Details on General Outdoor page.)

ROSENBERG—Lewis, known in outdoor show circles, suddenly in Hot Springs December 11. At the time of death he was employed as a cook at the Arlington Hotel, Hot Springs. Burial in Jewish Rest Cemetery, that city.

In Loving Remembrance of My Beloved
Husband, Pal and Partner

CHARLES ROONEY

(Riding Rooneys)
Who Departed Dec. 24th, 1936.
I Still Miss You, Dear.
MINNIE H. ROONEY

SEEFELDT—Mrs. Lee Belle, known to many carnival troupers, December 7 at Methodist Hospital, Fort Worth. She spent several years of her childhood on the T. J. Tidwell Shows, where her parents (Prof. Levitch and wife, Anna) were palmists. Survivors include her husband, Elroy;

her parents, and one sister, Mrs. Dorothy Johnson. Burial in Greenleaf Cemetery, Brownwood, Tex.

SNOOK—Mrs. Catherine, mother of Lydia (Pinky) Snooks, December 9 in Reading, Pa., of a heart ailment.

STURGIS—Josef Edwin, 66, stage actor and silent motion picture director, at Cedars of Lebanon Hospital, Hollywood, December 13. Services in Hollywood, December 17, followed by cremation.

WARREN—Earl Eugene, 77, former trick rider with William Cody's Buffalo Bill Wild West Show, December 4 in a Calgary, Alta., hospital.

ZANDER—W. C., 49, rider, owner and former magician on carnivals, at his home in Sturgis, Mich., December 15. Burial in Sturgis.

Marriages

BALTINUS-HUGHES—M. D. Baltinus, non-pro, and Kay Hughes, singer-pianist, recently in Milwaukee.

BLAKE-SUPOVE—James Blake and Lily Supove, director of news, special events and publicity at WNYC, December 12 in New York.

BRENT-MICHAEL—George Brent, stage and film actor, and Janet Michael, non-pro, in Yuma, Ariz., December 17.

DUKA-MONDON—Roy Duka, comedian, and Dusty Mondon, pianist-vocalist, in West Hartford, Conn., recently.

PEASE-WITBECK—Alfred Pease, West Hartford, Conn., and Patricia Witbeck, of the transcription library of WTIC, Hartford, Conn., in Hartford recently.

PETERSON-ZAHNLEITER—Ernie Peterson, of the WTIG news staff, Hartford, Conn., and Marion Zahnleiter, in West Hartford, Conn., recently.

ROTHMAN-TOWNSEND—William Rothman and Mary Jane Townsend, December 11 in Chicago. Both are with the radio show, *Ladies Be Seated*.

Births

A son, Dennis Wayne, to Mr. and Mrs. L. A. Bolenbarker December 12 in Houston. Parents were formerly with the Victory Exposition Shows.

Twins to Mr. and Mrs. James Murphy, former concessionaires, in Norfolk recently.

A daughter, Valerie Dorothy, to Mr. and Mrs. John Shidler in Memorial Hospital, Torrance, Calif., December 14. Mother is Rosemary De Camp, radio and film actress.

A son, Gerald Dwight, to Mr. and Mrs. Dwight Hauser at Cedars of Lebanon Hospital, Hollywood, December 12. Father is a producer-writer for American Broadcasting Company.

A son to Mr. and Mrs. Robert Kinsora in Detroit December 15. Father is a movie projectionist and son of Frank Kinsora, president of IATSE Local No. 199.

Will Fyffe

Will Fyffe, 62, Scottish character comedian and one of Britain's foremost music-hall performers, died December 14 in Saint Andrews, Scotland. At the age of 7 Fyffe first performed in *East Lynne* and *Uncle Tom's Cabin* with his father's traveling show. When 18 he left the legit ranks to eventually become a headliner comedian in vaude. He gave several command performances and also appeared in films and radio. In 1927 Fyffe played the Palace Theater, New York, where his impersonations won him star billing later in Earl Carroll's *Vanities*.

Communications to 155 No. Clark St., Chicago 1, Ill.

FUNSPOT FOR COMPTON, CALIF.

Boston Group Seeks Arena

Convention bureau cites revenue loss resulting from lack of facilities

BOSTON, Dec. 20.—Plans for a new auditorium capable of housing the largest indoor events took form this week at a meeting of civic and business leaders sponsored by the convention bureau of the Chamber of Commerce. Those attending the confab were told by reps of the bureau that lack of proper facilities resulted annually in the loss of millions of dollars to the city. A hall seating from 5,000 to 25,000 persons, depending upon the event being staged, was said to be needed.

Mechanics' Building, only 10 minutes from Park Square, the center of business activity, was mentioned as a possible site. However, George Laing, building manager, and representatives of Campbell-Fairbanks Expositions, told the group that the interval required for demolishing the present structure and the erection of a new one would mean the forfeiture of at least three of the biggest predicted years in the history of the building. Accordingly, they counseled waiting. It was also pointed out that Mechanics' Building, while antique, was serviceable in every respect and that as many as 200,000 persons in eight days had attended such events as the New England Sportmen's Show.

Besides Mechanics' Building the city also has for the staging of indoor events the Boston Garden, which can accommodate 13,900 at circuses and as many as 18,000 at fights and conventions; Boston Arena, seating from 6,000 to 8,000, depending upon the event; Symphony Hall, with a capacity of 2,300; the Opera House, with 3,500, and numerous armories, three or four of which can seat up to 4,000 apiece.

Mechanics' Building is on the main line of the Boston & Albany Railroad and cars can be unloaded at its doors. The Garden is similarly serviced by the Boston & Maine.

Choo-Choo Feature at Children's Expo

NEW YORK, Dec. 20.—One of the features of the National Children's Exposition, which opened today at the Grand Central Palace for a nine-day run, is a miniature steam train.

It was installed by the manufacturer, the Ottaway Amusement Company, Wichita, Kan. A big play was indicated, according to Harold E. Swanson, sales manager of the firm.

Heart Disease Proves Fatal to Harvey Perry

OCALA, Fla., Dec. 20.—Harvey Oliver Perry, 56, well known in outdoor show business as operator of Turner's Fish Camp on the Withlacoochee River, died in the Ocala Hospital here from heart disease. Burial was in City Cemetery.

Active pallbearers were James R. Cross, Robert K. (Bob) Parker,

Motor Speed Round-Up:

New Half-Mile Track for Tampa; 1947 Midget Toll Placed at 41

TAMPA, Dec. 20.—Construction was skedded to start here this week on a new auto racing plant to be located on West Hillsborough Avenue, opposite Drew Field. Plant will have a half-mile track, a grandstand seating 7,000 and parking space for 6,000 cars, according to O. R. Hukle, president of the Tampa West Coast Speedways, Inc., who said it will be ready for use in March.

Track will be 75 feet wide at the turns and 65 feet wide on the straightways, with a 40-foot safety apron on the inner and outer portions of the turns. Concrete wall will be built directly in front of the grandstand, Hukle said.

Besides Hukle, other officers of the Tampa West Coast Speedways are Cecil King, vice-president; Hugh L. McArthur, secretary, and Al Reina, manager.

41 Claimed by Midgets

CHICAGO — Midget auto racing this year claimed the lives of 41 drivers, according to *Life* magazine (December 15), which presented a picture story on the mounting popularity of midget racing.

17,000 at Gilmore

LOS ANGELES—Johnny McDowell won the 11th annual 150-lap Grand Prix at the Gilmore Stadium midget auto races here Sunday (14) before a crowd of 17,000. The blue ribbon racing classic victory netted McDowell an estimated \$3,500 on the win end. Originally slated as a Thanksgiving Day event, the race was postponed four times because of fog and rain. Three crack-ups marred the card. Norman Holtkamp and Joe Garson tangled racers on the 44th lap, with Garson climbing a light standard. He was uninjured. Sam Hanks piled into Jerry Piper and Holtkamp on the 112th lap. Neither driver was hurt. Ed Haddad went

Orange Bowl Aqua Follies

Adds Peter Fick to Cast
MIAMI, Dec. 20.—Peter Fick, who won the world's 100-meter championship at the last Olympic games in 1936 and for five years holder of the U. S. National Sprint title, has been added to the cast for the Orange Bowl Aqua Follies, the December 29-30 water carnival at the Venetian Pool here, Producer Pete Desjardins announced.

Others in the cast include Sam Howard, acrobatic specialist; Clayton Mains, Detroit, comedy diver; Charlie Diehl, billed as the world's heavyweight diving champion; Earl Clark, diver, and Frank Snary, comedian.

George Latimer, Carl Yoder and Homer Simons. Honorary pallbearers were Joe Savary, Walter Warnock, Dr. O. J. Pierce, Hillman Boswell, D. L. Savary, Ben Thomas, William Hall, Ray Sassard, Sam Cooper, Wallis Cooper, Cecil Davis, Wally Bishop, Jerry Wilbur, Walter Gregory and Forrest Caldwell.

into the crash wall in the trophy dash, wrecking his car but escaping injury. Piper won the trophy event.

Wins at Gardena Speedway

GARDENA, Calif.—Andy Linden, threading his way from the last place, hit the wire ahead of the field to win the 30-lap big car race at Carrell Speedway here Sunday (14) before 4,500 fans. Linden, who won in the time of 12:11.88, was followed to the checkered flag by Yam Oka, whom he overtook on the 27th lap.

Australian Tracks Washed Out

SYDNEY, Dec. 20.—Speedway midget auto racing in this section of Australia is temporarily washed out by almost daily rain during the past several weeks. The tracks are dirt or cinder courses and unusable in wet weather.

The trio of American ace drivers, Wilber Lamoreaux, Jack Milne and Jimmy Gibb, have only been able to get going two nights out of five weeks and are considering returning to the United States unless they are favored with better weather breaks.

Plans Revived For New Garden By Civic Groups

NEW YORK, Dec. 20.—Plans for a new \$20,000,000 Madison Square Garden, killed last March by the State Legislature which refused to allow the Triboro Bridge Authority to issue bonds to cover the cost of construction, gained new momentum here this week as 12 important business and civic groups declared in favor of resubmitting the proposal to the Legislature early next year. The proposed building would be the largest of its kind in the world and contain a combination convention and exposition hall, sports arena and 2,000 car garage, covering the two-block area on the West side of Columbus Circle.

William O. Riordan, president and chairman of the board of directors of the New York Convention and Visitors Bureau, said the bureau had supplied all organizations with full information about the need for a structure of this kind and by so doing hoped to arouse public opinion. Royal W. Ryan, executive vice-president of the bureau, said that business had lost \$19,500,000 for 1947 alone because it lacked the facilities of competing cities like Atlantic City, Cleveland, St. Louis, Kansas City, Philadelphia, Chicago, San Francisco and Buffalo.

Backing the proposed Garden, in addition to the convention bureau, are the Lions Club of New York, Fifth Avenue Association of Commerce, Real Estate Board of New York, West Central Park Association, Automobile Manufacturers Association, Kiwanis Club of New York and the Park Avenue Association.

All endorsements of the proposal

200G Project Opens Mar. 1

Carter-Morehart exec says amusement zone will cover 40 acres

COMPTON, Calif., Dec. 20.—A new amusement park, costing more than \$200,000 in buildings, equipment and other facilities, will open here at Atlantic and Olive Streets March 1, it is announced by Carter-Morehart Enterprises, Inc., operator of the project, with offices in Los Angeles.

The park will be one of the largest of its kind in the West, it is said, and will cover 40 acres, 28 to be devoted to amusements, 5 to picnic grounds and 7 to paved parking spaces.

Lease for the property was signed November 28, and work already has begun. Tho many of the buildings, such as the dance pavilion, will not be completed until late spring, formal opening is skedded for March 1, said J. A. Carter, president of the firm, who added that concessions of all kinds are now being leased.

Name Selected

Name of the park will be Compton Sports Fair and it will be strictly a family funspot, Carter said. He emphasized that it will include no amusements of the honky tonk variety and no gambling or liquor will be permitted.

One of the features will be a miniature train modeled on the lines of the Santa Fe Chief. A 12-car train is planned with a capacity of 144 persons.

Carter-Morehart Enterprises, Inc., are well known in the miniature train manufacturing field. This is the firm's first venture into park operation. Carter was originator of the Auto Roller Coasters which were operated on the West Coast in the early 1930's.

Other features of the park will include a skating rink, dance pavilion, swimming pool, Ferris Wheel, pony ride, 16 major surface rides and a variety of kiddie rides. Five acres will be set aside for picnic grounds and seven acres will be paved for parking purposes.

Admission to the park will be free and there will be several free attractions. Year-around operation is planned, Carter declared.

Carter-Morehart Enterprises, manufacturers of outdoor amusement equipment for 15 years, operate a factory in Los Angeles. Carter announced that the park will be developed entirely with new equipment. He said his firm will invest approximately \$125,000. Planned concessions to be leased out will require another \$75,000 investment at the site.

Property involved extends 1,250 feet on Olive Street and 1,200 feet on Atlantic Avenue and another 200 by 200-foot section on the corner of Olive and Atlantic. All the land involved is within the Compton city limits.

are being forwarded to Mayor O'Dwyer, members of the Board of Estimate, Governor Dewey and State legislative leaders.

Calgary Nets 119G; Event's Second Best

Gate Hits 334,464

CALGARY, Alta., Dec. 20.—The Calgary Exhibition and Stampede, Ltd., had its highest income in history, but expenditures also were higher than previous years, and a total surplus of \$119,448 was realized at the end of the 1947 year, E. D. Adams, chairman of the finance committee, told 100 shareholders of the company at the 62d annual meeting. The surplus in 1946 was \$152,149, the highest in the history of the company.

A. H. McGuire, president, gave his annual report from home where he was confined by illness. The speech was relayed to the meeting by radio.

McGuire, reviewing building plans for 1948, said new pari-mutuel stands will be erected, the grandstand will be extended, more parking space will be provided and a new six-lane entrance to the grounds will be provided when the transit system's car barns area is acquired.

Construction of a new arena, which will cost approximately \$750,000, will be started March 1, 1948, said J. Charles Yule, general manager. The company hoped to have at least part of the space now occupied by the streetcar barns before the exhibition in July, 1948, he said.

Slightly Below Record

Yule reported the total attendance at the 1947 stampede was 334,464 persons for six days, only 5,000 below the record attendance of 1946. An all-time high attendance was recorded Friday of Stampede Week in 1947, with 71,954 persons present. Entries were higher in nearly every department, with livestock entries alone more than 1,500, compared with 1,400 in 1946. Prize money in the stampede events was up \$3,000.

Yule mentioned particularly the caliber of the bucking stock, which was higher than in previous years, and he said provision had been made to buy some of the top bucking horses to insure good bucking stock in future years.

Spring and fall livestock sales reached a new high in 1947 of more than \$600,000. In addition, the exhibition company had given every possible assistance in the sale of purebred stock for export to the United States.

Yule felt the publicity gained thru the press, radio and movies was the best in history and would publicize the stampede all over Canada and the United States.

Midway Receipts Off

Income from attendance at the stampede and arena operation was higher than in 1946, but receipts from the pari-mutuels, exhibit space, concessions, midway and the spring race meet were slightly lower, Adams reported.

Increased costs of materials, labor and other items were reflected in the higher expenditures. Wages were up \$11,000 over 1946, feed was up \$1,500, equipment and supplies up \$1,000; stampede prizes up \$3,000, \$1,650 of which was for chuck wagon events; race and pari-mutuel expenses were up \$1,000, general grounds expenses were up \$1,600, wages of staff during Stampede Week were up \$2,500, and general upkeep and repairs not including Stampede Week were up \$13,500.

The company's total surplus was \$467,269, Adams reported, but he said \$250,000 of the amount already had been earmarked for the new arena, and \$100,000 had been reserved for operating contingencies.



ANDREW HANSON (right), new secretary of the All-Iowa Fair, Cedar Rapids, is shown indicating to Al Sweeney, National Speedways, the changes planned in the Cedar Rapids fairgrounds for the next year. New midway site, new parking area, improvements to the race track and a four-lane highway leading into the grounds are included among the planned improvements. National Speedways recently closed to stage a big car still date race meet Decoration Day on the track and also will present auto races at the fair.

Around the Grounds:

Ionia, Mich., Nets \$28,686;
Spencer, Ia., Gets New Sec.

Net profit of the 1947 Ionia (Mich.) Fair was \$28,686, as compared with \$55,837 in 1946 and \$16,174 in 1945, it was announced at the fair board's annual meeting. Fair will start the new year with an \$118,344 trust fund, set aside to modernize its grandstand and erect needed buildings. It has \$16,000 on hand to publicize and initiate plans for the 1948 event. Allan M. Williams, president, and Rose Sarlow, secretary, were returned to office.

Oceana County Fair, Hart, Mich., this year netted a profit of \$4,750 after expenses and the costs of plant repairs. Chief among improvements was the blacktopping of the midway area at a cost of \$2,500. August Marx, secretary, said he planned to resign but that he would retain the office until the directors named his successor.

Clay County Fair, Spencer, Ia., is considering candidates for the job of secretary. Ben Nelson, who held the post this year, resigned.

Fair men, attraction reps and carnival agents planning to attend the Georgia Association of Agricultural Fairs' annual convention at the Georgian Terrace Hotel, Atlanta, January 19, are urged by Mike Benton, association president, to make early hotel reservations. About 40 rooms have been set aside by the hotel for those who plan to attend. Rooms will be available January 18 thru January 20. In requesting reservations, it should be pointed out that they are being sought for the fair convention, Benton advises.

President Arthur Driscoll, Vice-President Ransom Franklin, Secretary C. Richard Johnson and Treasurer Harold Brennan were re-elected at the annual meeting of about 35 stockholders of Broome County Fair, Inc., Whitney Point, N. Y., December 8. Discussion revealed that the corporation, with no outstanding indebtedness, financed \$3,600 in permanent improvements at the local fairgrounds in 1947. It was also revealed that premium payments would be increased after the 1948 annual.

Gordon Grant, a director of the Regina (Sask.) Exhibition Association, was re-elected as a member of

city council. J. Cyril Malone, a former director of the fair board, was elected for his second term as president of the Regina branch, Canadian Legion.

Directors of the North Battleford (Sask.) Agricultural Society were hosts at a recent banquet honoring Frank Wright, who retired November 30 after 33 years as secretary-manager of the organization. A presentation was made by J. E. McLarty, a former president, who reviewed the history of the society since its inception in 1906.

Third annual V-J Day celebration of the Milford (Mich.) American Legion Post will be held this year for the first time as a feature of the Milford Fair, skedded for August 11-14. The V-J cele, which consisted of a parade, horse show, contests, baseball games, fireworks, dancing and a car giveaway, last year drew well. Deal to hold the cele as part of the fair was worked out recently by execs of the fair and the Oldenburg Post, American Legion.

A past president of the Regina (Sask.) Exhibition Association, Hugh McGillivray has been returned for a second term as mayor of Regina. Mayor McGillivray garnered more than three times the number of votes received by his opponent in the mayoralty election without an election campaign. He had been confined to his house for several weeks with a face infection and was unable to take part in the campaign.

Following their plan to place all World War II veterans in charge of the Legion-operated annual, directors of the Dearborn County Fair, Lawrenceburg, Ind., named the following at the annual election last week: Walter Neary, president; Eugene Seitz, vice-president and concession superintendent; William Ritzman, secretary, and William Caldwell, treasurer. Outgoing officers announced the payment and retirement as of January 1, 1948, of \$10,000 in bonds which were sold to erect the plant's new \$54,000 grandstand.

Fairman's Fair Rescheduled for February 11-14

SACRAMENTO, Dec. 20.—Dates for the Western Fairs Association demonstration-type exhibit school, Fairman's Fair, have been changed to February 11-14, according to an announcement by the association's office.

First of its kind, the Fairman's Fair is a development of the innovation, College of Fairs, and will be held on the California State Fairgrounds here. Instead of the lecture-type schools of the past two years, the sessions will be devoted to actual exhibits, demonstrations, animations, drawings, matrices, motion pictures, slides and projectors. Purpose is to let the 300 managers and directors of 90 member fairs in Far Western United States and Canada see and examine the latest gadgets and methods in presenting better shows.

Architects, exhibit designers, ride manufacturers, concession builders, artists, tent and awning firms and amusement device companies will be invited to show their wares.

Moore Named Prexy Of Waterloo Dairy Cattle Congress

WATERLOO, Ia., Dec. 20.—Stanley D. Moore, a board member for 15 years, was elected president of the Dairy Cattle Congress at its recent annual meeting here. He succeeds Roger I. Crowell, who was not a candidate for re-election but remains on the board.

H. M. Smith was elected vice-president, while E. S. Estel was re-elected secretary, and H. G. Northey, treasurer.

Dates for the 1948 show were set for September 27-October 3.

It also was announced that the Ayrshire Breeders' Association has designated the congress as its national show for 1948, the fourth group to so designate the congress. Others were the American Guernsey Cattle Club, Holstein - Friesian Association of America and Brown Swiss Cattle Breeders' Association.

Plans are being advanced to develop more land at the rear of the grounds for additional parking space.

Other members of the board are Frank Collord, A. D. Donnell, G. W. Hagemann, Roger Miller, A. K. Pingeno, H. B. Plumb and Mark T. Humphrey.

Dan Heyman Re-Elected Norwalk, O., President

NORWALK, O., Dec. 20.—Daniel Heyman has been re-elected president of the Huron County Fair board here. O. F. J. Channing was named vice-president. Mrs. Elfreda Crayton and Roy Gathergood, secretary and treasurer, respectively, were also re-elected.

Due to conflicting dates with the Ohio State Fair, Columbus, the 1948 Huron County Fair will be held September 28-October 2 instead of August 26-29, thus giving it an extra day run.

Saskatoon Renames Gooding

SASKATOON, Sask., Dec. 20.—C. T. Gooding was re-elected president of the Saskatoon Exhibition at the annual directors' meeting. Returned as vice-presidents were A. M. Duncan and W. J. Bradley. A. D. Munro was re-elected honorary treasurer. Honorary president is R. W. Caswell.

Prince Albert, Sask., Reports 11G Profit

PRINCE ALBERT, Sask., Dec. 20.—Financial report of the Prince Albert Agricultural Society for the year ended October 31 showed total receipts of \$32,934, expenditures of \$21,776 and a net gain of \$11,158.

Largest contribution to the society's coffers was \$13,588 realized from the 1947 exhibition, while the largest drain was \$4,789 payment for grandstand attractions and band during the fair.

Expenditures during the four livestock sales promoted by the society totaled \$306 and prize money during the fair was \$3,875.

Entrance to the fairgrounds had been improved considerably with new gates, fences and lighting atop the main entrance, the report said. Work done thus far had partially fulfilled previous requests for an extensive building program to accommodate year-round activities at the exhibition grounds; it was stated.

A heavy rain during the evening of the second day of the fair had caused considerable reduction in receipts, the report said.

All Officers Re-Elected

At Northampton, Mass.

NORTHAMPTON, Mass., Dec. 20.—Charles N. DeRose was re-elected president of the Hampshire, Franklin and Hampden Agricultural Society at the recent annual meeting here.

Others re-elected were William H. Dickinson, first vice-president; W. Briceland Nash, second vice-president; Charles D. Stearns, treasurer, and John L. Banner, secretary.

Directors chosen for a three-year term were Paul W. Brown, Dr. Thomas F. Corriden, Myron Clapp, Sewell Hobbs, Henry Snyder and Silas Snow.

AMERICAN THEATRICAL AGENCY, INC.

Suite 1806, 203 N. Wabash Ave., Chicago 1

WARD (FLASH) WILLIAMS EDGAR I. SCHOOLEY

NOW CONTRACTING FEATURE ACTS AND ATTRACTIONS FOR 1947-48. INDOOR AND OUTDOOR DATES.

Write-Wire-Phone Andover 6087-6088
Cable Address: ATAINC



NATIONAL SHOWMEN'S ASSOCIATION

GREET'S YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th
Wednesday each month
Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.

Mostly everyone of the Eastern amusement family is a member. Are you?

Write For Information.

Initiation \$10.00
Dues \$10.00 Yearly

WILLIAMS AND LEE ATTRACTIONS

WISH YOU ALL

A MERRY CHRISTMAS AND HAPPY NEW YEAR

To all our Friends, Fair Secretaries, Acts, and those that made it possible for us to have the best season we have had. We say again, Thanks for everything, and the Best of everything, to you and yours for the coming Year of 1948.



Meetings of Fairs Assns.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 5-7. William Clark, Franklin, secretary.

Tennessee Association of Fairs, Noel Hotel, Nashville, January 6-7. Henry W. Beaudoin, Memphis, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 7-8. Doug Curran, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 13-14. R. M. Sawhill, Glasco, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 14-15. Mrs. Don A. Detrick, Bellefontaine, secretary.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, January 15-16. Dr. G. A. Ottinger, Jamestown, secretary.

Oregon Fairs' Association, Imperial Hotel, Portland, January 15-17. H. H. Chindgren, Molalla, president.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 19-20. C. C. Hunter, Taylorville, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, Man., January 19-21. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

Georgia Association of Agricultural Fairs, Georgian Terrace Hotel, Atlanta, January 19. Mike Benton, president.

Massachusetts Agricultural Fairs Association, Hotel Sheraton, Worcester, Mass., January 19-21. Robert P. Trask, Topsfield, secretary.

Art McGuire Re-Elected Calgary Stampede Prexy

CALGARY, Alta., Dec. 20.—A. H. (Art) McGuire was elected for his second term as president of the Calgary Exhibition and Stampede, Ltd., by the board of directors following the 62d annual meeting. It was the largest meeting of shareholders in history. The entire slate of officers and the 15 directors were re-elected, and most of the committee chairmen remain the same as last year.

Vice-presidents are J. B. Cross and George Edworthy. J. Charles Yule is general manager.

Danbury Reps for 75th Show

DANBURY, Conn., Dec. 20.—A diamond jubilee revue, presented free in the big top, is one of several new attractions planned for the 75th anniversary of the Danbury Fair, October 2 thru 10, 1948. C. Irving Jarvis, assistant general manager, announces. Other features will include a daily street parade in the style of the Gay 90's, an old-time

West Virginia Association of Fairs, Charleston, January 20-21. J. O. Knapp, Morgantown, secretary.

South Carolina Association of Fairs, Hotel Wade Hampton, Columbia, January 21. J. Cliff Brown, Sumter, president.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 22-24.

North Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 23. A. H. Fleming, secretary, Louisburg.

Washington Fairs' Association, Washington Hotel, Seattle, January 23-24. Charles T. Meenach, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 25-27. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 26-27. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 26-28.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 28-30. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Expositions and Rodeos, Baker Hotel, Dallas, January 29-31. Oscar B. Jones, secretary, Marshall.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 9-10. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 12. J. M. Dean, Jackson, secretary.

INQUIRIES are being made and secretaries of associations and fairs should send in the dates of their annual meetings to *The Billboard*, 155 North Clark Street, Chicago 1, Ill.

fiddlers contest and public square dancing. The daily parade this year was built around a circus theme and many of its features will be retained and elaborated on.

Fremont Annual Engages Pearse To Revamp Plans

FREMONT, O., Dec. 20.—R. J. Pearse, Raleigh, N. C., fairgrounds planning specialist, has been hired by directors to revise the plans of Sandusky County Fairgrounds here. Pearse is now working on revision plans for the Wellington (O.) Fair and will tackle the Fremont job in January.

Four main points will be considered in the revision of the local fairgrounds; relocation of harness racing track, stables and grandstand, a revised midway, increased parking facilities and improved "flow of traffic" on grounds. At the close of the 1947 fair, officials announced plans for a long-range building plan of \$750,000 for a new coliseum, junior fair buildings, restrooms, grandstand and other structures.

Clearance Nuhfer, Woodville, has been re-elected president of the fair board. Russell Hull remains as secretary. Nuhfer and Hull, as delegate and alternate, will attend the annual Ohio State Fair Managers' Convention in Columbus January 14-15. The 1948 Sandusky County Fair will be held September 6-10.

D. A. Boyle Named President Of So. Alta. Rodeo Circuit

MacLEOD, Alta., Dec. 20.—D. A. Boyle was re-elected president of the Southern Alberta Rodeo Circuit. Honorary president is Herman Linder, and vice-presidents are L. S. Richards and Pat Burton. James Burke is secretary-treasurer.

Financial report showed a balance of \$111 for the circuit. Over \$2,000 was paid out in special bonus prizes during the summer, which had helped draw top contestants. Special bonus prizes will be given again at 1948 shows.

Temporary dates for four of the shows were set as follows: Lethbridge, August 9, 10 and 11; Cardston, July 13-14; Medicine Hat, July 16-17; Coleman, July 31. Dates for shows at Pincher Creek, MacLeod, High River and Nanton will be set later.

Fire Damages Yorkton Barn

YORKTON, Sask., Dec. 20.—Fire of undetermined origin destroyed a hay barn at the fairgrounds here, with loss estimated at \$1,500. It was the only building on the grounds not covered by insurance.

THE MAINE STATE FAIR

LEWISTON, MAINE

UNDER NEW MANAGEMENT

BROKE ALL RECORDS

Labor Day Week This Year

BIG SCALE IMPROVEMENTS UNDERWAY FOR 1948

MAINE STATE FAIR, SEPT. 6-11 INC.

We are ready to entertain propositions from a Recognized Carnival Company or we will consider booking independent Rides, Shows and Concessions.

Please write in detail immediately what you have to offer.

JIM O'KANE, Secretary

ACTS WANTED —FOR 1948 FAIR SEASON—

Can use Flying Acts—Teeter Board Acts, Horizontal Bar Acts, Cycling Acts and PLATFORM Acts of every description. Long season—short jumps—starting July and ending November. State salary—full details—send photos. Address all replies to our K. C. Offices.

J. C. MICHAELS ATTRACTIONS

KANSAS CITY OFFICES:
210 RELIANCE BLDG., KANSAS CITY, MO.

CHICAGO OFFICES:
84 W. RANDOLPH ST., CHICAGO, ILL.

Storin Selects Committees for N. E. Gathering

AGAWAM, Mass., Dec. 20.—President Harry Storin, of the New England Association of Amusement Parks and Beaches, has appointed the following committees to serve in connection with the staging of the association's annual meeting, March 10, 1948, in the Parker House, Boston.

Program: Julian H. Norton, Lake Compounce, Bristol, Conn., chairman; John Collins, Lincoln Park, North Dartmouth, Mass.; Harold D. Gilmore, Whalom Park, Fitchburg, Mass.; J. Victor Shayeb, Revere Beach, Mass.; John Dineen, Hampton Beach, N. H., and Lawrence Stone, Paragon Park, Nantasket, Mass.

Finance: George I. Feldman, Boston, chairman; John Cairo, R. I. Fireworks Company, Providence; Jesse M. Hutchinson, Riverside Park, Agawam, Mass.; Philip Pollatto, Crescent Park, R. I., and Saul Feldman, Revere Beach.

Membership: J. Victor Shayeb, chairman; Pierce Norton, Lake Compounce; E. W. Burr, Playtime, Inc., Weymouth, Mass.; Jesse M. Hutchinson; Paul S. Haney, Lincoln Park; Barney Williams, Whalom Park; A. S. Davis, Boston; Charles B. Lake, Crescent Park; Meredith Lee, Ocean Beach Park, New London, Conn.; Joseph L. Carrolo, Oakland Beach, R. I. and Sam Levy, Paragon Park.

Resolutions: R. S. Uzzell, Jamaica, N. Y., chairman; Arthur W. Abbott, Riverside Park; E. R. Enegren, Lake Pearl, Wrentham, Mass.; D. E. Bauer, Acushnet Park, New Bedford, Mass.

Insurance: Edward J. Carroll, Riverside Park; John L. Campbell, (See Storin Picks Aides on page 75)

Read 'Em and Reap

Unity and Cohesion Are Missing In Park Industry; What To Do?

By Harry Storin

(Editor's Note: The following story is written by Harry Storin, public relations director of Riverside Park, Agawam, Mass., and contains plenty of food for thought for men in the industry.)

Hey, fellers, get in close and take a look over my shoulder as I read this rather sharp statement by one of the greatest banking institutions in this country. It says:

"It is claimed by many long-time observers of the industry that there is less unity and cohesion among those who have a financial stake in the recreation industry than in any other industry of its size."

Now let's stop a second and give that a second reading.

Okay, now let's see where we stand, you and I and the other guys around these here pages. Wanna know how I feel? I say the guy who made this statement is right. And just adding "to a degree" or "to a certain extent" is not enough. I think we ought to dig deeper and unearth some reasons for the statement.

"Recreation business" covers a lot of angles and businesses. Just how big is it anyhow?

Well, some of those add-and-subtract boys tell us the American people spend about \$10,000,000,000 annually for recreation.

They say that \$1 out of every 20 annually spent by Americans goes for recreation.

They say further that even families without sufficient money to buy some

of the necessities of life spend money on recreation.

And that out of every dollar spent for commercial recreation, 27.5 cents goes for movies, 11 cents for other admissions, 12.8 cents for sports and games, 11.4 cents for radio purchases, and 37.3 cents for recreational goods and services.

Those fellows and gals; that guy, Spelvin; and his wife and kids who travel on the highway near your parks and beaches, why that type of fun seeker spends more than \$600,000,000 on recreation annually.

It's hard to believe that an industry which hits highs in such figures as you noticed above hasn't "cohesion" or "unity" among those who handle such funds.

Well, there must be some reasons. Here are just a few examples—a small sampling.

In one of our major cities a representative group of one branch of the industry marshalled some forces to oppose a State tax. Following the usual line, they were ready with contributions for funds to fight legislation and whooped it up generally. At each of several hearings some of the legislators asked some pointed questions as to what the value of that type of recreation business amounted to. No one seemed to know.

"That's absolutely amazing!" declared one observer. "Altho everybody agrees that it's big business, no one seems to know just how big it really is." The American Automobile Association finally had to come up with the estimate.

Cool Off Easily

It's amazing but true that members of our industry will get hot and bothered—and get together—under (See Unity and Cohesion on page 75)

Work Progressing At Bay Shore Site

BALTIMORE, Dec. 20.—Work is continuing on the long-range plans which call for an expenditure of \$1,500,000 over the next five years on the new Bay Shore Park (Bay Island Beach), which will replace this city's noted 41-year-old Bay Shore Park recently purchased by the Bethlehem Steel Corporation, Reese H. Jones, public relations director announced this week.

Virtually all of the amusement equipment, including about 1,000 picnic tables and benches from the old Bay Shore funspot have been purchased by the firm headed by George P. Mahoney. Much of the paraphernalia will be used on the new Bay Island Beach site, which is slated to open early next spring. One kiddie swing from the old Bay Shore Park already has been erected at the new funspot.

Much of the old Bay Shore property has been wrecked and only remnants of some of the more outstanding attractions remain. Wrecking job is to be completed by Christmas Day.

British Park To Pay Record 35% Divvy

LONDON, Dec. 20.—Blackpool Tower Company is planning to distribute a record dividend this year, the directors having recommended a dividend of 20 per cent, plus a bonus of 15 per cent, a total of 35 per cent. A similar payment is proposed for the Winter Gardens and Pavilion Company, also controlled by the Tower group, which owns major amusement spots at the Blackpool Beach resort.

Net profits of the Tower Company for the fiscal year of 1947 were \$1,198,030.34, slightly under the preceding year's net, which was \$1,293,106.10. Taxes for this year were \$536,457.48, compared with \$862,718.22 in 1946. After deduction of other items, a balance of \$863,923.19 is available for payment of dividends.

Sitting 'Round the Table

(Editor's Note: Discussion continues on the question, "What is your opinion of special kiddie days and special reduced prices for children on everything in the park?" Have you had your say on this question yet? If not, mail your views today to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill., and they will be printed here.)

His Chance at Last

The current subject affords me the opportunity to speak my sentiments, a chance I have long awaited.

Since the beginning of our annual American Legion race meet, held in our own American Legion Memorial Park, formerly the North Missouri Fairgrounds, I have pleaded for at least one day in which the kiddies hold full sway. This year the board granted my request with the result that our opening day, designated as kiddies' day, was some \$300 greater than ever before, and I am convinced that had it had better publicity, an even greater increase would have been shown.

There's no argument about it. In the case of a four or five-day event it is only logical to believe that parents with a few kiddies, and with only average financial means, can not hope to attend every day and it is likely that two days will be their limit. With an attractive program each session and with kiddies under 12 admitted free, you can put it down that dad and mom are not going to miss. For example, should they have four children, the price for each being 25 cents and for parents 50 cents at the main gate, that means an outlay of \$2. In most instances in a rural community that's about the limit of expenditures for dad for the year, especially after the

rides and concessions have had their share. Incidentally, that is the most important factor, seeing to it that the midway gets a break. All right, with kiddies free, the parents may attend one more day and the money (See ROUND THE TABLE, page 75)

FOR SALE

Combination Arcade, Beer Parlor and Dance Hall — also Bike Rental, Fawnskin Playhouse, North Shore Big Bear Lake—All Year Round Resort. Write or Wire

D. B. ARMSTRONG

9437 So. Hobart Los Angeles 44, Calif. Phone: THornwall 8203

FOR SALE

PARK MERRY-GO-ROUND

Dentzel make, 50 stationary animals, 50 ft. diameter, 22 coaches. Set up in park. Perfect running condition. Price \$3,500.00. Write ISLAND PARK, Northumberland, Pa. Phone: Sunbury 2063.

MINIATURE GOLF COURSE CONSULTING SPECIALIST

"Anything Pertaining to Miniature Golf" PLANS DRAWN — LOW-PRICED PUTTERS Your correspondence invited. COOL CREST GOLF COURSE

1402 Frdsbg. Rd. San Antonio 1, Texas

FOREST PARK FREE FAIR

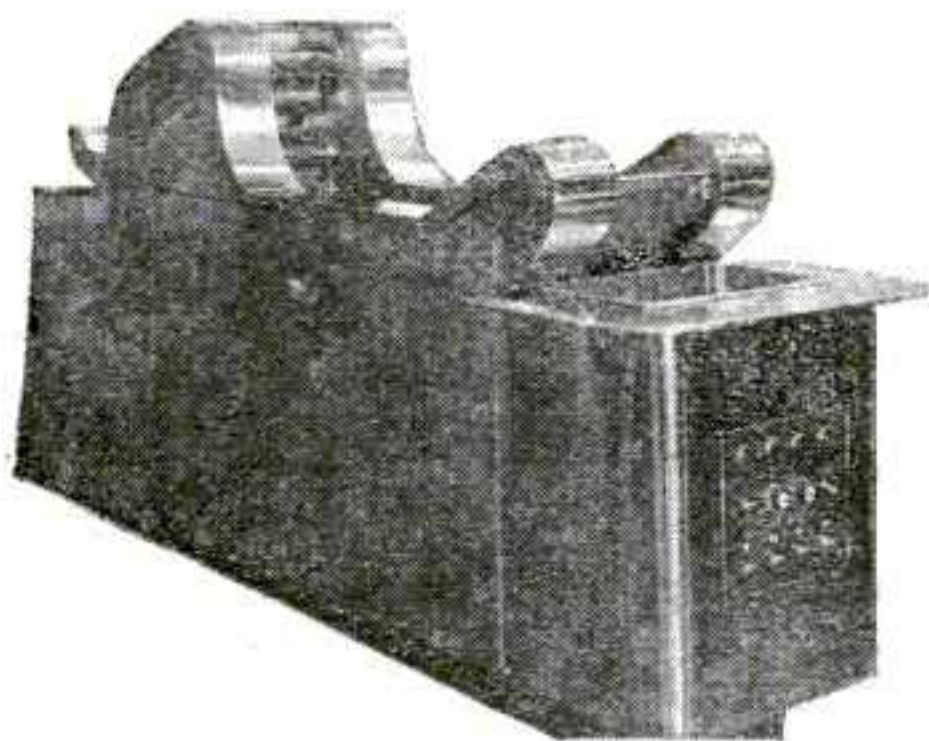
Hanover, Pa., Sept. 6 to 12 inclusive. Want Shows, Concessions, High Acts, Platform Acts. We have 9 Rides.

A. KARST, FOREST PARK Hanover, Pa. Phone: 3-5286

Crispuds

... the hit of the show!

Thanks for your reception and acceptance of the new Crispuds Automatic French Fry Machine at the Chicago meetings.



All orders accepted at Chicago will be ready for delivery in March.

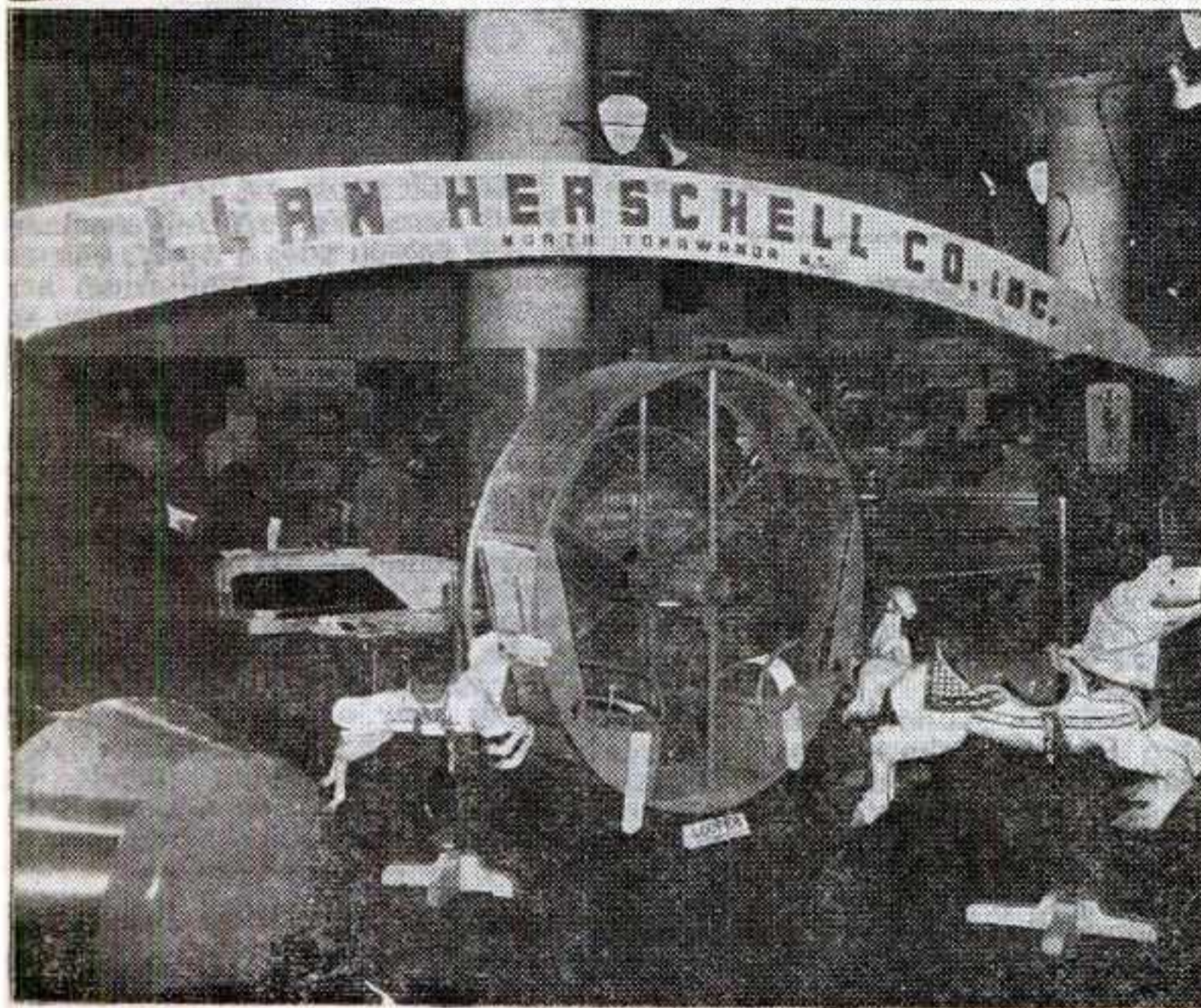
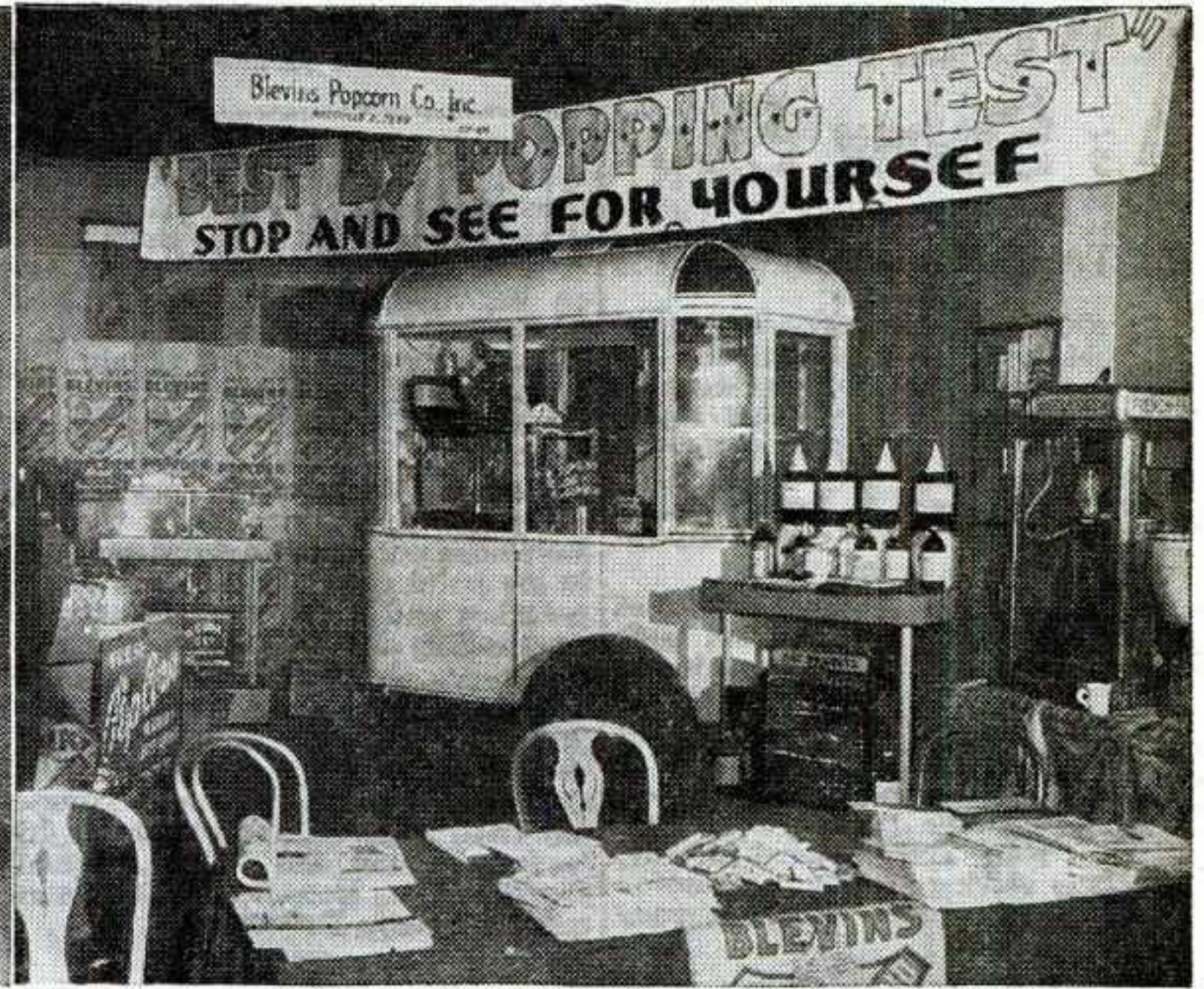
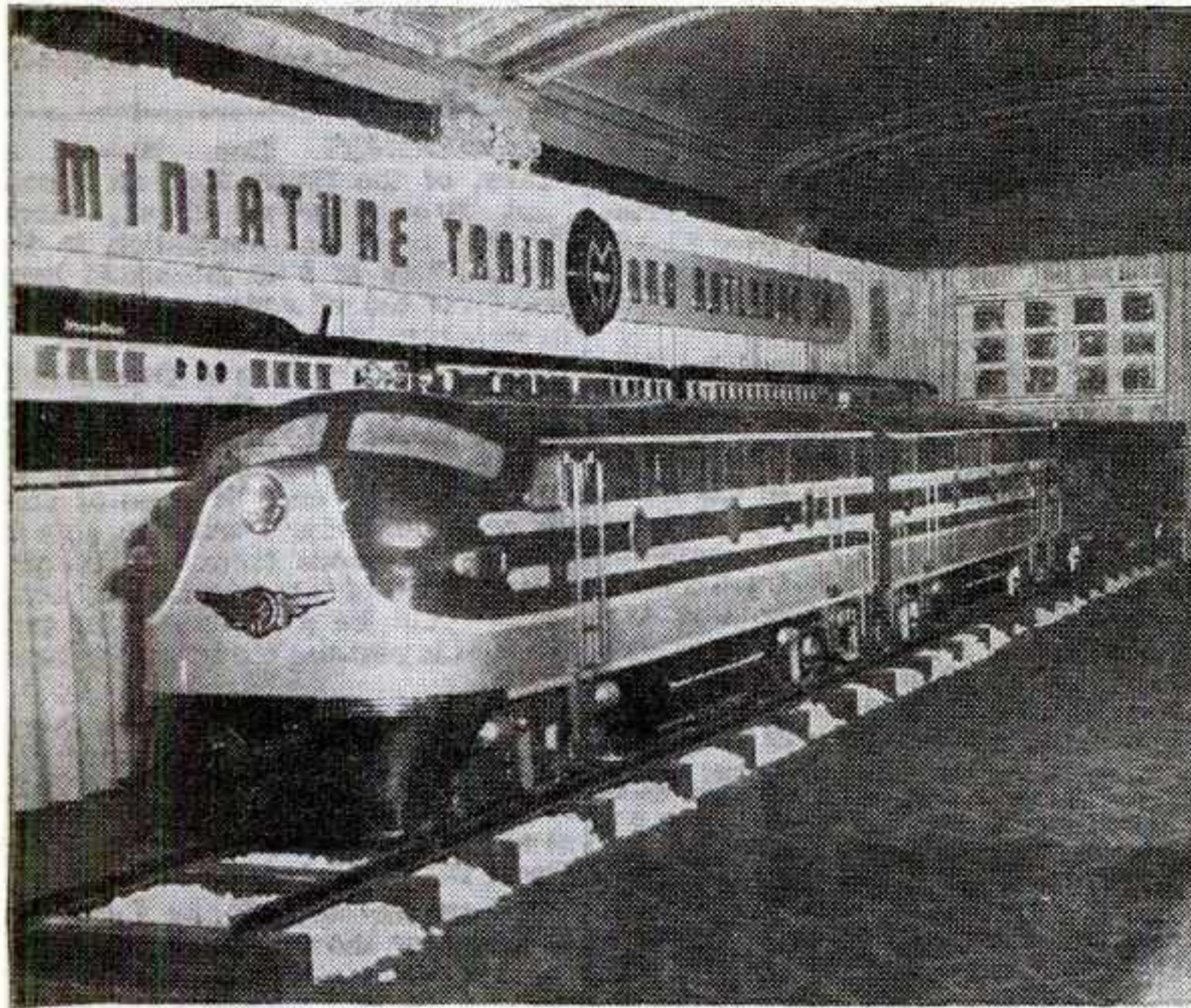
A suggestion to those of you planning on this equipment for the 1948 season. Materials and production limitations necessitate your ordering early. Deliveries will be made in order of contracts accepted.

WRITE FOR ADDITIONAL DETAILS

Spuds, Inc.

374 DOCTORS' BUILDING
CINCINNATI, OHIO

WINNERS OF AREA MANUFACTURERS' AWARDS



Bushman Winner Lincoln Zoo Honors

CHICAGO, Dec. 20.—Once again Bushman, 520-pound prize gorilla, won the honors at Lincoln Zoo for being the outstanding attraction. Long a favorite with zoo visitors, Bushman won first place during the year in the list of sights the 3,000,000 persons wanted to see. The total figure, incidentally, set a new attendance record at the zoo. In 1946 the mark was 2,500,000.

According to R. Marlin Perkins, zoo director, the zoo now has 2,700 animals, an increase of 100 over last year.

Turnstiles for Newark Pools

NEWARK, N. J., Dec. 20.—Newark's city commission, on Wednesday (17), decided to equip all of the city's outdoor swim pools with turnstiles similar to those used on the New York subway systems. The usual pool fee is 10 cents for adults and older children. The city's purchasing department has been instructed to advertise for bids on the machines to be installed prior to opening of next season.

THESE FOUR CONCERNS won awards in the American Recreational Equipment Association Exhibit Division at the annual Trade Show sponsored by the National Association of Amusement Parks, Pools and Beaches, in Hotel Sherman, Chicago, December 1-4. Top picture, left, shows the exhibit of the Miniature Train & Railroad Company, Elmhurst, Ill., which won the John R. Davis Award for the second straight year for "the most meritorious exhibit of a device or equipment or supplies." Picture at top right shows the exhibit of the Blevins Popcorn Company, Nashville. The Blevins org won the A. W. Ketcham Award for "the most meritorious equipment exhibit of equipment or supplies." The Allan Herschell Company, North Tonawanda, N. Y., won the N. S. Alexander Award for the second straight year for the "most meritorious device or ride exhibit." The Allan Herschell exhibit is pictured at lower left. Lower right picture shows the booth of the Electric Air Engraving Company, Chicago, which won the L. B. Schloss Award for the "most meritorious exhibit dealing with pool and beach equipment or service."

Savin Rock Restaurant

Purchased by Syndicate

BRIDGEPORT, Conn., Dec. 20.—Imminent sale of Wilcox's Pier Restaurant at Savin Rock Park, West Haven, one of the oldest established spots of its kind, was indicated recently when it became known that first papers in the transfer of the establishment to a syndicate of purchasers have been signed.

Benjamin Goldman, syndicate attorney, said that he was not at liberty to identify the purchasers nor divulge the purchasing price. Frank J. Terrell, of Wallingford, owner of the restaurant, declined to reveal the price.

Calgary Gets Leopard

CALGARY, Alta., Dec. 20.—Mrs. E. L. Kraft, Calgary, has presented a leopard to the Calgary Zoological Society. The leopard, one year and nine months' old, was obtained from San Antonio.

Seven Cuban Flamingos Arrive at Brookfield Zoo

CHICAGO, Dec. 20.—Seven Cuban flamingos, born and raised at Hialeah Race Track, Miami, have arrived at Brookfield Zoo here. They are the first such birds born and raised in captivity in this country, according to Robert Bean, zoo director. The birds were born 16 months ago and still are greyish-white in color. Not until they are three years old will pink feathers appear, Bean said.

The birds are housed in the aquatic house and are being fed a jumble of grated carrots, dried flies, dried shrimp meal, soaked wheat barley and unbulled rice.

Helen Billetti, who books her high-wire act thru the Al Martin Agency, was interviewed by Bob Elson on his 20th Century radio show at the La-Salle Street station.

LOCATION WANTED

For my Ottaway Miniature Steam Train, preferably in a large park or amusement center, with a long season. References furnished.

R. H. LASHLEY

1931 South Water

Wichita, Kan.

King Arrival Revives Macon As Show Spot

36-Week Tour Ends in Rain

MACON, Ga., Dec. 20.—It seemed like old times in Macon again this week, to find scores of circus troupers here for the winter and a show again in winter quarters in the municipally owned Central City Park. King Bros.' Circus came to town Monday (15) and in four days practically all equipment had been stored.

The five elephants and 12 cages of animals will be on exhibition each Sunday afternoon as a free zoo, in accordance with an agreement made with Mayor Lewis Wilson by Floyd King, manager of the show.

King and many department heads, including Walter D. Nealand, chief of press staff, arrived here Sunday, after the closing in a heavy down-pour at St. Augustine, Fla., Saturday night (13).

269-Mile Home Run

Jimmy Slater, 24-hour agent, brought the show into Macon in two fleets Monday after an overnight stop at Alma, Ga. Run from closing stand was 269 miles, longest of the season.

Charles Sparks, former circus owner who has lived in Macon for more than 25 years; Mayor Wilson, A. Mack Dodd, chairman of the public parks and property committee; Paul M. Conaway, local attorney and former circus press agent, and many civic officials were on hand as a welcoming committee.

Harold J. Rumbaugh, co-owner, who arrived with the show, accepted delivery of a new trailer the next day. He and Mrs. Rumbaugh will remain here for about two weeks before starting a vacation trip.

King to West Coast

King expects to spend a week on the West Coast, starting Christmas Day, but will be back at quarters to start the remodeling work January 1. In absence of King and Rumbaugh, M. C. Carter, assistant manager and auditor, will be in charge.

Season, which ran for 36 weeks, was a winner, but not as good as 1946, King said. Rainfall for 40 consecutive days this fall held down grosses. Last week on the Florida (See King Winds Up on page 77)

Henry Kyes Signed By Terrell To Lead Band on Cole Bros.

LOUISVILLE, Dec. 20.—Owner-Manager Zack Terrell, of Cole Bros.' Circus, announced today that he had signed Henry Kyes as big show band director for 1948. Kyes, last season on the Sparks Circus, will replace Eddie Woeckener, who has been with the Cole show since 1943. Plans are under way for a new opening spec, the name of which will be revealed later.

Work is going ahead in show's local quarters. Most menagerie wagons have been put thru the shops and sent to the paint shop; flat cars are being redecked and baggage wagons are to start rolling into the shops next week.

Animals and props which made the Kansas City, Mo., and Wichita, Kan., Shrine dates are back in quarters, but three carloads will be shipped to the Chicago Coliseum engagement Thursday (25). This unit will be out eight weeks, playing the Toledo, Grand Rapids, Mich., Detroit and Cleveland dates for Orrin Davenport.

Back to White Canvas

CHICAGO, Dec. 20.—Cole Bros.' Circus will return to white canvas in 1948, it was revealed here this week by the O. Henry Tent & Awning Company, which began work on the show's new layout of tents.

Big top will be a 150-foot round top with three 50-foot middles; menagerie an 80 with five 30's; side show a 60 with three 20's. Tents will be made of duck flame-proofed at one mill.

Cole Bros. last season had a green big top and before that, blue.

Gladys Gillem and Lions Signed by Martin Bros.

DAYTON, O., Dec. 20.—George B. Hubler announces that Martin Bros.' Circus, which is to enter the indoor field in January, has signed Gladys Gillem and her performing lions. Other acts signed include the Frazier Family, juggling and balancing; the Great Maxes, tight wire; the Glenn Martin horizontal bar act, and Hubler and Davis, trampoline, with Daryl Davis also working the come-in. Show is to carry five clowns.

Concessions have been sold outright to Carl Balmer and L. M. Higgs, St. Louis, who have added a new truck to their set-up.

N. O. Okay for Packs in Rain

NEW ORLEANS, Dec. 20.—The weather did not smile on Jerusalem Temple's Shrine Circus, which ended a week's engagement at Municipal Auditorium Sunday (14). Despite a week of steady rain, the 11 performances drew attendance of over 65,000, according to the show's promoters. The two week-end matinees drew turnaway crowds.

Show again was produced by Tom Packs, with acts booked thru Ernie Young. Layout consisted of one ring and two stages. Izzy Cervone had the band, Art Jones was at the mike, and George Bower was prop boss. Clowns were Whitey Harris, producing; Brownie Gudath, Bagonghi, Jack Shaw, Jeff Murphree, Donahue and LaSalle, Lew Hershey, Smokey Roure, S. N. Collins, Rube Curtis and Bozo Harrell. Program, interspersed with four clown numbers, ran as follows:

1—Harriett Beatty with riding tiger on elephant. 2—Paige, Jewett and Kiki; the Three Bellaires, cycle acts. 3—Clyde Beatty and his wild animals. 4—Ethel D'Arcy, high act. 5—Donahue and LaSalle, table rock; Snyder's bears. 6—Irah Watkins's chimps; Albert Fleet's chimps. 7—Morales' dogs, Beatty pony drill, Art Henry's dogs. 8—Les Kimris. 9—George Hanneford family, riding act. 10—Intermission. 11—Flying Zaechinis (3); Flying Romas (4). 12—Beatty liberty horses, presented by Johnny (Spenders) Cline. 13—Wong Troupe and Canton Brothers, Chinese acrobats, on stages; Hanneford trampoline act. 14—Prof. Assavera and Dorita (Konyot), high school horses. 15—Ten-girl aerial ballet on webs, with Joan Day on cloud swing. 16—Clyde Beatty elephants. 17—Three Nobertys, aerial act. 18—Miss Victory, cannon act.

Jax Jaycees Prep Thrill Show Plans

JACKSONVILLE, Fla., Dec. 20.—Junior Chamber of Commerce here, headed by President Al Cahill, announced this week that its third annual Hippodrome Thrill Circus will be held in Municipal Stadium in April. Cahill said that arrangements are being completed to have 20 acts work from two rings and a center stage.

Edwin N. Williams, who produced the first two shows, has been retained in that capacity for 1948. Already under contract, said Cahill, are Virginia Lynne, balancing act; the Great Fussner; the DeKohls, jugglers, and a number of others, including lions, elephants, aerialists, horses, dogs and ponies.

Terrell Jacobs greeted friends in Chicago last week on his way home to Peru, Ind., from a trip to Milwaukee.

British Showman Requests Aid in Obtaining Animals

CINCINNATI, Dec. 20.—A. J. Crane, of the Barry Zoo, 62 Woodland Road, Barry, Glam., Great Britain, in a communication to the home office of *The Billboard* here, seeks the aid of American showmen in obtaining animals for his zoo.

Writing under date of December 3, Crane says: "My stock was badly depleted thru the war and I am not allowed to send any money out of the country at present. If some of your readers can help, I may be able to send them goods from this country to the value of the animals they send, or I would be glad to pay in cash when it is permissible by our government."

"I am vice-chairman of the South Wales section of the Amusement Caterers' Association of Great Britain and a town councillor. My bank is at Lloyd's Thompson Street, Barry Dock, South Wales, Great Britain."

"Please try to help, as I shall be opening for the season March 30."

Polack Western Ends '47 Season

CHARLESTON, W. Va., Dec. 20.—Polack Bros.' Western Unit concluded its 1947 season with a week's engagement in Municipal Auditorium here ending Sunday (14). Date was the show's first for Beni Kedem Temple and built up to turnaway business over the week-end. Jimmy Rison handled the advance promotion. Show was contracted to return next year.

Show came here from Davenport, Ia., where its annual engagement for Kaaba Temple came up to last year's despite a week of bad weather. Previous date for Mohammed Temple, Peoria, Ill., also was a strong winner. Show returned to Peoria after a lapse of one year and was back in the Armory for the first time since before the war. Mickey Blue promoted the Peoria date and Joe O'Donnell the Davenport stand.

Patterson's Indoor Show In Indiana; Ohio Bound

FORT WAYNE, Ind., Dec. 20.—Patterson Bros.' Circus, which opened its indoor season at Benton Harbor, Mich., is playing several stands in Indiana before moving on established dates in Ohio. The management reports that door admissions have not been heavy but advance sales have held up well.

Staff includes J. C. Patterson, owner-manager; H. M. Fairfield, general agent; Noble Wright, press, and Jerry Furman, concessions. Promotional crew managers are T. J. (Newsboy) Huftle, of Mills Bros.; R. W. Couls, back for his third season with Patterson; B. Haisma, who hails from Grand Rapids, Mich., and J. Smith.

Program runs as follows: Tom and Betty Waters, tight wire; Hodgson Troupe, rings and aerial acts; Captain Wolcott, dogs and ponies; Happy Holmes, table rock; Girard, juggler; St. Clair Sisters and O'Day, unicycles, and Patterson Bros.' high school horses. Tiny Smith has clown alley, assisted by Harry Holmes, Raymond Duke, M. Girard, Shorty Saxson and Bill Barton.

John Carano was re-elected president of Detroit Local No. 49, IABBD, for '48. Other officers: Peter Miglio, vice-president; Matt J. Jobe, secretary-treasurer; Michael Noch, business agent; William Noch, Willard W. Wood and Andrew Konkoly.



MEMBERS OF HENRY KYES TENT of the Circus Fans' Association, Springfield, Ill., are pictured attending the unveiling of the monument at the grave of Joe Scharick, known as Water Joe on the Ringling Bros. and Barnum & Bailey Circus, who died suddenly in Springfield, Ill., last August. Rev. Francis O'Hara, of the Cathedral of the Immaculate Conception, was in charge. Gathered about the monument, which was purchased from donations by fellow workers of Scharick on the Ringling-Barnum show after members of the Henry Kyes Tent had paid for the burial of Scharick in August, are, left to right: Father O'Hara; Dr. Paul F. Mahaffey, general manager of the fans; V. Y. Dallman, Col. John M. Tipton, Gus F. Reif, Mrs. Dallman, Mrs. Fred Reid, Mrs. Herbert George, Mrs. Hazel Hobbs, Mrs. E. L. Sturtevant, Mrs. Mahaffey, Mrs. Reif, Mrs. Carl Amrhein, W. B. Robinson, Carl Amrhein, James Sheehan and Earl J. Sheehan.

Dressing Room Gossip

Gran Circo Americano

Trip to Guatemala City, Guatemala, from Ecuador took eight days on the high seas, the little motor vessel, Don Pepe, making the journey without mishap. However, there were plenty of cases of sea sickness. It looked like Noahs Ark, what with all of the animals out on deck and the brightly painted boxes and cages piled everywhere. Unloading at the little Pacific Coast Port of San Jose was quite an experience. It isn't a protected harbor, but only open roads. We lost several boxes and trunks overboard, due to the pitching and tossing of the boat. One load of lumber for the gallery went overboard and floated out to sea. It was a sight to see the native boys in their little put-puts going out and collecting all the floating boards.

Business held up so well at Guatemala City that Director Jerry Wilson extended the engagement to four weeks. Show's next move was by truck to Quetzaltenago, altitude 9,000 feet. Artists and seals were to move by chartered Aviateca plane.

Albert Spiller is now an animal exporter, besides being a good host on cold nights with nips and hot tea. Judy Spiller returned to the States to procure seals and handle the animal shipments. Hope she'll be back soon.

Dorothy Storey is augmenting her dog act with three pedigreed Alaskan Spitz. The first arrived in Guatemala, none the worse from its long air trip from Missouri.

We have been playing to big crowds in Guatemala City. In fact, Director Jerry Wilson decided to remain four weeks, as we seemed to be drawing from towns as far away as 50 miles.

While en route from Ecuador, Dorothy and Willey Storey took a quick vacation trip by air to Cleveland. According to Willey, they were royally entertained by Dorothy's folks and her former dancing partner, Betty Siegler, and husband. Jerry Wilson also made an air trip up thru Mexico to Houston and New Orleans, visiting his mother and contracting new acts. Returning with Jerry to Central America was Fay Alexander, new leaper for the flying act. Fay hails from Los Angeles and was formerly with the De Waynes. He replaces Eddie Milan who has left us to go back to New Orleans.

Latest addition to the program is Billy Pape and Renee, doing perch. They arrived by Clipper, replete with pet dog and two pups.

Recently arrived by Clipper from Havana are the Five Anchias. Proving popular are Pedrito and Lechuquin.—JIMMIE HARRINGTON.



GEORGE A. LUTZ, Chief Rabban of Syrian Temple, Cincinnati, and honorary chairman of the 1948 annual Shrine-Polack Bros.' Circus, signing the contract which will again bring the Polack org to Taft Auditorium, Cincinnati, February 11-21. Standing, left to right: George F. DeSilver, head of Syrian Temple's board of trustees and circus general chairman; George W. Westerman, Polack Bros.' promotional director; Charles F. Brawley, Illustrious Potentate, Syrian Temple, and Louis Stern, managing director of the circus. Frank T. Ruehrwein is chairman of the ticket distribution committee.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold
By Starr De Belle

Non-Margarine, Vt.,
December 20, 1947.

Dear Editor:

We are merrily on our way playing the New England cowbarn circuit. From a time-killing standpoint the tour is a success; as a money-making venture the deal is a toss-up between maybe and maybe not. With this show it isn't what it grosses, it's what it doesn't have to gross to get the nut that counts. Our secretary is this show's success. He's right-handed, which keeps the show off of the left hand side of the ledger. To date the profits haven't shown in money, but in wintering the animals and help. Perhaps you noticed that we mentioned the animals first. The boss's slogan is, "You can always hire help."

The show was snowbound in a farmer's barn for four days, so, our stock was well fed. On Friday we showed in the barn of Minnie Drycow's Heifer Dairy. That was our first indoor date under an all-female auspices—both human and bovine, and may I add that Minnie is a born show woman. She suggested that we drop our dramatic concert and put on a barn dance instead. The boss went along with her on her suggestion, and a new concert idea was born—a Dairy Maids' Dime-a-Square-Dance Stall.

Our windjammers flopped terribly as a square dance band. The only music our musicians knew were 10 fast gallops and one waltz, *Over the Waves*, that they had to learn for our flying act. However, the clown band stepped in and played *Hiram, Hiram, I've Been Thinking*, which was repeated over and over from 10 p.m. until 3 a.m. The big show announcer, who during his youth worked on a '49 Camp on a carnival, agreed to call the dances. He also flopped because the only thing he knew in calling was, "Up to the bar gals." Finally a rustic, a backwoods hired hand, mind you, whose heart had gone all-out for Minnie's hand, agreed to call the manure-kicking for free if she gave him every other dance. The buxom country gals and rural lads went for the dance in a big way. The gals weren't corn-fed when they arrived, but were soon fed enough corn by some of our show boys to get sev-

eral of them to give up their simple lives and join the circus. Our ballet gals got the spirit of the thing and by 1 a.m. the show boys were dancing with the country girls and the show girls were dancing with the country boys. This big demand for a change of pasture made it possible for Manager Upp and Minnie to raise the price per dance from a dime to two-bits with every male staying and paying off.

Tonight we played here in the barn of Teatsmith's Pelt & Dairy Farm. (See *Won, Horse and Upp*, page 77)

Winter Quarters

Mills Bros.

CIRCLEVILLE, O., Dec. 20.—After returning from the Chicago convention, Jack Mills was confined to bed several days by a mild attack of influenza. He and Mrs. Mills, after spending the holidays at Cleveland Heights where their daughter is in school, plan a Florida vacation.

More than \$7,000 worth of lumber and iron have been delivered at quarters for construction of a new grandstand and new 15-high stringers for the blues. Charlie Brady, superintendent, has repaired and painted last year's chairs, and Jake Mills is scouting for 1,000 more necessary for the increased seating capacity. Jake reports the purchase of two new Chevrolet tractors. A new cookhouse tent also has been purchased.

In the ring stock department, Burt Wallace, assisted by Eddie Mason, is breaking three new horses to Liberty routines and menage. Plans call for 12 horses in menage next season, as well as hippodrome races, high jumps and pony races. Ten new sets of red-and-black leather harness, jeweled and numbered in plastic, have been received, with five more sets to follow.

General Agent Ted Edlin is in Florida, conferring with auspices on prospective fall bookings for 1948. He is expected back in Circleville around the first of the year to pick up his Ohio bookings. — CHARLES B. SCHULER.

John Bull Dies at 85

LONDON, Dec. 20.—John Bull, 85, a former animal trainer with the P. T. Barnum Circus, died at his home in St. Helier, Jersey, Channel Islands, off the coast of England, Wednesday (17).

Bull was born in a circus living trailer on the Jersey isle and spent all his life in show business. Despite his age he flew to France two days after the Normandy invasion to help entertain the troops.

Greetings
from the
Ward-Bell Flyers

WITH THANKS TO
Polack Bros.' Circus
I. J. Polack and Ethel Robinson

ATTENTION

ACTS!

I am now contracting Feature Acts for my 1948 Circuses and Fairs.

ERNIE YOUNG

155 No. Clark St.
CHICAGO, ILL.

WANTED

Experienced union Hammond Organist for indoor circus, about 40-week season. Must be good accompanist and solid rhythm with band. Address:

BANDLEADER

Room 714, Ashland Bldg.
155 North Clark St. Chicago, Ill.

UNDER THE MARQUEE

George Bell, bandmaster the past season with Mills Bros., is wintering in Joplin, Mo.

An educated ticket seller is one who knows how to take short but discreet cake.

Louise Weir has been playing night clubs and theaters around Boston with her aerial acts.

Al Sigsbee, former general agent of the Seils-Sterling Circus, recently underwent an operation in Chicago.

Howard Suesz, manager of Clyde Bros.' Indoor Circus, is in the South setting his dates for the second half of the season.

When a performer speaks of the higher things of life—he's talking about his salary and aerial rigging.

Clint Finney, retired circus agent, has sent his friends a Christmas greeting showing three views of his home at 219 Downer Place, Aurora, Ill.

Mr. and Mrs. Prince Dennis and Shorty Hinkle are with the E. K. Fernandez show which began an

eight-week tour of the Hawaiian Islands in Honolulu December 18.

Recent visitors to Cole Bros.' Louisville winter quarters included Mr. and Mrs. Bob Porter, of California; Mr. and Mrs. T. P. Lewis, Jean Allen and Charles (Butch) Cohn.

Only the old-timers are prepared to take disappointments—the boom-time showman won't be able to understand them.

Kenneth Waite spent several days in Chicago en route to Detroit for the holidays. He played fairs after being with Mills Bros. the first part of the 1947 season.

Carl Waddell is back at the Sears store, Westwood Village, Venice, Calif., playing Santa Claus, his third year there, and has been booked there for next year.

When a talker openly credited himself with being able to make 12 different side show openings, a skeptic asked how he sounded in the other 11.

Bluch Landolf, formerly with Ringling-Barnum, is ill in his Southwick, Mass., home and would like to hear from old friends. His post office box number is 120-A.

Milt Herriott, horse and pony trainer and assistant to Paul Nelson on Cole Bros.' Circus this season, has returned to his home in St. Peter, Minn., for the holidays.

The Bartons, equilibrists the past season with Ringling-Barnum, launched a series of night club dates in Cleveland. . . . Lola Dobritch, Swiss wire performer also from the Big One, appeared at a trade show on Navy Pier, Chicago, recently.

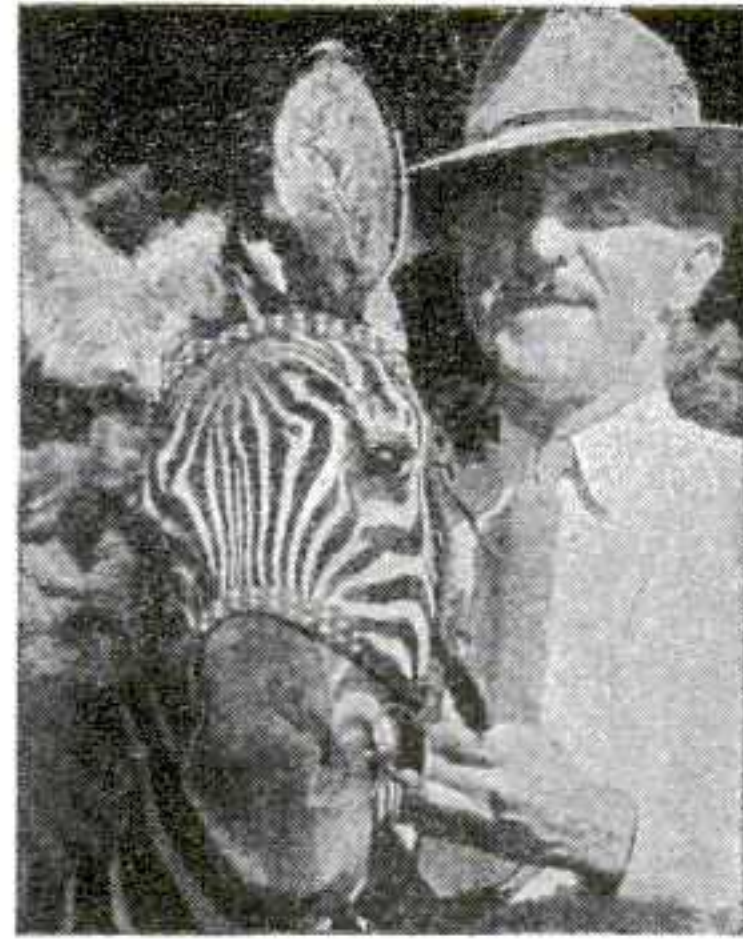
Latest story is about a lad who closed with only enough money to pay a taxi to take him to a hobo jungle in the railroad yards.

Mr. and Mrs. Herb Walters are back in Hugo, Okla., after touring Texas with the movie, *Lure of the Circus*, augmented by a display of Kelly-Miller Circus animals, including one of the show's six elephants.

After closing as general agent of Roger Bros.' Circus in LaGrange, Tex., November 15, Joe W. Keown spent two weeks in New Orleans. He has signed as general agent with the Wonder City Shows for 1948.

Regardless of whether it's an office truck or an office trailer, to the old-timers it will always be "the wagon."

Clyde Wixom, owner of the title to Wixom Bros.' Great Show, used (See Under the Marquee on page 77)



PROF. GEORGE J. KELLER, wild animal trainer, snapped with the high-school trained zebra, Gongga, new addition to the Keller zoo at winter quarters in Bloomsburg, Pa. Keller and his assistants are working on a black panther-zebra riding act for next season.

Sask. Rodeo Assn. Elects Officers; Sets 1948 Dates

SWIFT CURRENT, Sask., Dec. 20.—Annual meeting of the Saskatchewan Rodeo Association re-elected Ralph Des Brisay, president; Charles Powley, secretary-treasurer, and Fred Bradford, equipment manager. Tentative SRA show dates are: Leader, June 26; Maple Creek, June 28-29; Eastend, June 23-24; Assiniboia, July 12-13; Swift Current, July 1-2; Wood Mountain, July 14-15; Weyburn, July 16-17; Regina, July 26-31, and Clearwater Lake, August 2-3.

Association, which started in 1944 with four rodeos, had nine shows this year, Des Brisay said. In that period, prize money jumped from \$4,000 to \$18,000. Des Brisay announced that Melville, Sask., has withdrawn from the circuit, but may join again in 1949. It was not known if Moose Jaw would join this year, but to compensate for the losses, Wood Mountain and Clearwater Lake rodeos were made associate members.

Des Brisay said that because of increasing costs it may be necessary for the various shows to increase admission charges but the public would be given more for its money thru chuckwagon and chariot races.

This year's Regina rodeo, with its \$5,000 in prize money, gave the association its biggest boost in years, Des Brisay said.

Old Friend Orders Stone For Grave of Al G. Barnes

LOS ANGELES, Dec. 20.—Al G. Barnes, master showman who died in 1931, has been lying in an unmarked grave at Indio, Calif., according to W. V. Hill, manager of the California Transit Association of San Francisco. Hill, a long-time friend of the showman, has ordered a monument bearing the inscription, "Al G. Barnes, Master Showman, 1862-1931," to be placed on the grave, he informed S. L. Cronin, former manager of the Barnes circus.

In a letter to Cronin, Hill stated that the showman's last resting place has been kept in good condition, however, and that he has made arrangements with friends in Indio to see that it is maintained well in the future.

Cronin said that some years ago the Pacific Coast Showmen's Association made efforts to have Barnes removed to Showmen's Rest in Evergreen Cemetery here but that relatives of the old showman preferred that his remains stay in Indio, where he was living at the time of his death.

Chi Coliseum Circus Preems With Benefit

CHICAGO, Dec. 20.—Opening performance of the Chicago Coliseum's second annual International Circus on Friday night (26) has been sold outright as a benefit for the Los Angeles Tuberculosis Sanatorium, deal having been arranged thru the local chapter of that institution. Two performances daily are to be given thereafter thru January 4.

George Crowder heads a telephone crew selling U.P.C. tickets under auspices of Society for Underprivileged Children of Chicago. Coliseum Manager Leo Selzer said, however, that show will depend mostly on door sales which he expects materially to top last year's none-too-impressive take. He bases his belief on the reputation he feels the performance of a year ago established. He reiterated his determination to make the circus an annual event for the holiday season, even tho several years may be necessary to establish it on a money making basis.

Ora O. Parks, Cole Bros.' press chief, has joined Jerry Morrison, the Coliseum's regular publicist, in proclaiming the show thru the public prints, and a steady succession of hits in the local dailies has resulted.

Cowboy Protective Assn. Awards Championships

CALGARY, Alta., Dec. 20.—Championship awards were presented at the annual Cowboys' Protective Association banquet here to the following:

Canadian all-round champion, Ken Brower, Manyberries, Alta., and Wally Lindstrom, Big Valley, Alta., second. Bronk riding champion, Joe Keeler, Calgary, and Donald Dewar, Richey, Mont., second. Calf roping champion, Floyd Peters, Browning, Mont.; Padgett Berry, Yuma, Ariz., second. Wild steer decorating champion, Harold Mandeville, Skiff, Alta., and Floyd Peters, Browning, Mont., second. Bareback champion, Harold Mandeville, of Skiff, and Cameron Lansdell, Turner Valley, Alta., second. Steer riding champion, Ralph Thomson, Black Diamond, Alta., and Jack Cook, Cochrane, Alta., second. Wild cow milking champion, Tom Duce, Cardston, Alta. Wild horse race champion, Cliff Vandergrift, Turner Valley, Alta.

The championships were determined on the basis of aggregate points accumulated by the contestants at about 70 rodeos held in the Western provinces.

MGM Bulls Back to Polack

LOS ANGELES, Dec. 20.—Sally, Queenie and Happy, former MGM movie elephants sold by the studio last February to Frank Whitbeck, have made good in their first season out of Hollywood, according to an announcement by the film company, which said that Polack Bros.' Circus had repacted the bulls for 1948. Deal was set via phone by Whitbeck, studio ad chief, with Irving J. Polack, show owner, who was in Chicago at the time.



SPANGLES TIGHTS
WETTSTEIN CO.
440-442 W. 42 St.
N. Y. C.
Paste This in Your Address Book.

Read the Story
ORRIN BROTHERS' CIRCUS OF MEXICO
by C. G. Sturtevant
in the Christmas Issue of THE WHITE TOPS.
\$2.00 Per Year. Single Copies, 35¢.
THE WHITE TOPS, Rochelle, Illinois.

KING BROS.' CIRCUS Official 1947 ROUTE BOOK



Profusely illustrated. You troupe day by day from the show's opening, Apr. 7, until the close, Dec. 13. Complete in every detail, a hand book of the season's tour; mileage, route; interesting facts, details and statistics. Pictures of all the stars. Scenes on the lot and backyard illustrations. Handsome lithograph cover. Every trouper and showman will want a copy. Limited edition, while they last \$1.00 post-paid. Address:

M. C. CARTER
King Bros.' Circus, Fair Grounds, Macon, Ga.

CLYDE BROS.' CIRCUS

Can use Acts that double two or more—to open in January. Also Promoters and Phone Men. Write—don't wire.

HOWARD SUESZ
Black Hotel Oklahoma City, Okla.

PHONE MEN

U-P-Cs, Banners, Exhibit Space. Plenty of taps. Must be sober. Beautiful deal. Starts Jan. 2nd. Wire or call
ROOM 814, BLACKHAWK HOTEL, DAVENPORT, IOWA

ORGANIZED CIRCUS WANTED

for SAN DIEGO COUNTY FAIR

Del Mar, Calif. JULY 1-JULY 5

Inclusive
13 performances in spacious Horse Show Arena. No top necessary. Please send photos and particulars of your show. Fairgrounds has railroad connection. Plant is on Highway 101, 20 miles north of San Diego. Fair played to 234,000 people in 1947. Contact

E. O. HULICK, Secretary-Manager
SAN DIEGO COUNTY FAIR

P. O. BOX 578

DEL MAR, CALIFORNIA

PHONE MEN

7 BIG SHRINE DATES

WRITE ONLY—DON'T WIRE OR CALL

TOM STEVENS

SHRINE CIRCUS OFFICE, AKDAR TEMPLE

TULSA, OKLAHOMA

Gem City Shows Tie Up Strong '48 Fair Route

CHICAGO, Dec. 20.—Gem City Shows already have tied up a strong fair route for 1948, it was revealed here by Owner Jack Downs and General Agent William E. Snyder before they checked out of this city, with Downs heading South for some hunting, while Snyder goes to St. Louis for the holidays.

Already contracted are fairs in Wisconsin, and one each in Michigan, Louisiana and Arkansas. Wisconsin annuals inked are the Green County Fair, Monroe; La Crosse Interstate Fair, La Crosse; Wisconsin Valley Fair, Wausau; Manitowoc County Fair, Manitowoc; Walworth County Fair, Elkhorn, and Dodge County Fair, Beaver Dam.

Others are the Upper Peninsula State Fair, Escanaba, Mich.; Union County Fair, Eldorado, Ark., and the Ouatchita Parish Fair, Monroe, La.

Org again has contracted to play the annual July 4 week American Legion-sponsored celebration at Quincy, Ill., Downs and Snyder said.

Emmanuel Zacchini, cannon act, has been re-signed as the free act for the season. Shows will flash some new shows and rides in 1948. Downs consummated negotiations at the Chicago convention for two new shows and a new Funhouse and Pretzel, both owned by Carl Byers, formerly of Byers Bros. Shows, have been inked for 1948.

Fla. Amusement Co. Gets Ft. Myers Fair

CHICAGO, Dec. 20.—Howard Ingram's Florida Amusement Company was awarded the midway contract for the Southwest Florida Fair at Fort Myers, Fla., February 16-21, J. Fred Huber, fair secretary, wired *The Billboard* today.

In the December 20 edition of *The Billboard*, F. E. Kelly, general agent of the Mighty Van Dyke Shows, announced from Asheboro, N. C., that his org has been contracted to provide the midway for the Fort Myers event.

Friday (19), Ingram wired *The Billboard* from Sarasota, Fla.:

"Florida Amusement's Howard Ingram contradicts Van Dyke announcement regarding Fort Myers. Fair contract was again awarded to me, Howard Ingram. Fort Myers will be a free fair this year, the first free fair ever to be held in the State. I also hold contracts for same dates I played last year."

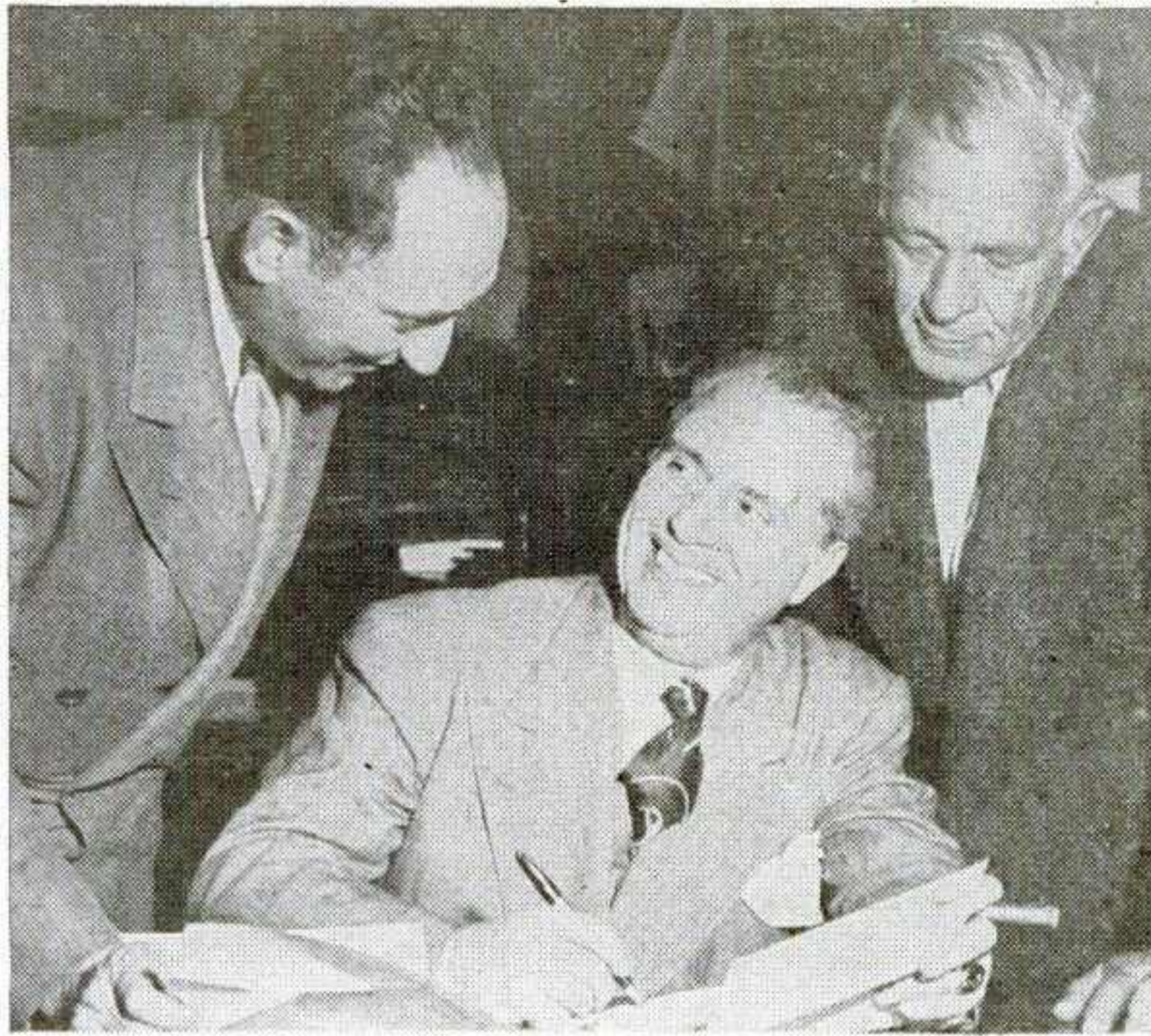
The Billboard wired Huber for the official announcement on which shows held the midway contract. His wire confirmed Ingram's announcement.

Kuck Named Agent For Art B. Thomas

LENNOX, S. D., Dec. 20.—Don Kuck, with the Art B. Thomas Bombshell Shows for the past nine years, has been named general agent of the org, its was announced this week by Manager Bernard Thomas.

Shows' two units will be combined for 1948, according to Thomas, who said that a number of celebrations will be played in the established territory of North and South Dakota, Nebraska, Iowa and Minnesota. Three new rides also have been purchased, bringing the total to 10. Shows will also carry 6 office-owned shows, 40 concessions and 3 GMC Diesel power plants.

Winter quarters here has 11 men engaged in building, painting and overhauling equipment.



MIKE BENTON, president-general manager of the Southeastern World's Fair, Atlanta, is shown inking a two-year contract with the Johnny J. Jones Exposition, as Morris Lipsky (left), co-owner of the Jones org, and Joe Redding, the fair's director of concessions and exhibits, beam approval. The JJJ org also contracted recently to play the Chattanooga Fair in 1948-'49.

Billy Collins Plans New Title for Show

ALEXANDRIA, Minn., Dec. 20.—The William T. Collins Shows will go out in 1948 under a different title but the new one has not been determined, Owner Billy Collins announced at the org's winter quarters here.

Collins expressed satisfaction at the pace with which 1948 fairs have been contracted. Chief among the fairs already booked are those at Rochester and Owatonna in Minnesota and the North Iowa Fair, Mason City.

Collins attended the Chicago December outdoor convention and the recent Iowa Fair Managers' convention in Des Moines.

Two S. C. Fairs Inked by Prell

PHILADELPHIA, Dec. 20.—Allan A. Travers, general agent of Prell's Broadway Shows, announces the signing of fairs in Greenwood and Greenville, S. C., for 1948.

Greenwood, along with Rocky Mount, N. C., which was inked several weeks ago, has been played by railroad shows for about five years. Johnny J. Jones Exposition played Greenwood this year.

Greenville fair will be sponsored by the American Legion. Travers said that shows competing for the contract included several railroad orgs.

Travers, Owner Sam Prell and his son, Joe, are all active in booking and plan to make all of the Eastern meetings.

Downriver Amusement Co. To Open Season in April

DETROIT, Dec. 20.—Hilo Severin, owner-manager of the Downriver Amusement Company, announces his show will open the 1948 season April 15 at the Jefferson Avenue show grounds in River Rouge.

Hilo has purchased all the show

Don Brashear's Org Makes Bow

WESLACO, Tex., Dec. 20.—American Midway Shows, new carnival owned by Don M. Brashear, for the last three years business manager of Victory Exposition Shows, bowed here Wednesday (10) to satisfactory business, despite some inclement weather.

The motorized show will play the Southwest and Middle West, Brashear said. At the opening here the org had 5 rides, 4 shows and 15 concessions. More will be added for the spring opening, Brashear said.

Brashear recently attended the Iowa fair meeting in Des Moines and came up with contracts for Southwest Iowa Fair Circuit, consisting of eight fairs, including Taylor County Fair, Bedford; Adams County Fair, Corning; Mills County Fair, Malvern; Page County Fair, Clarinda; Ringold County Fair, Mount Ayr, and Adair County Fair, Greenfield.

Visitors at the opening included Mr. and Mrs. Alvin Vandike, Mr. and Mrs. Lowell Vandike, Buck Owens, Jack Vinson, Ralph Miller, Sam Caldwell, Corky Zimmerman, Navigator Harvey and many of the personnel from the Bell-Vinson Shows, playing near by.

Staff: Don M. Brashear, owner-manager; Jack Turner, business manager; Deak Locke, contracting agent; Hoppy Lecocq, ride superintendent; Jack Nance, electrician; Bill Tension, superintendent of transportation; David Masters, mechanic; Roscoe Boyd, mail and *The Billboard* agent.

Shows included Baby Thelma, fat girl; Bill Willis, front. Bob Houssel's California Nudists; Pete Freeman's Monkey Show and Ralph Larz's Jungle Oddities.

Concessionaires were Joe Stegall, Roscoe Boyd, Evenly Turner, Butch Goff, H. Mears and H. McGinnis. Clyde Runnels played this spot with his streamlined train.

equipment from the estate of the late Harold Brown, who had several shows with Lee's United Shows.

C. & W. Lands Four Fat Ones

Spartanburg, Anderson, Richmond, Reading added to org's fair list for 1948

SPARTANBURG, S. C., Dec. 20.—R. C. McCarter, general agent of the Cetlin & Wilson Shows, announced here today that since the recent Chicago meeting the C. & W. org has been awarded the 1948 contracts for the Piedmont Interstate Fair here, week of October 11; the Anderson (S. C.) Fair, week of October 24; the Atlantic Rural Exposition, Richmond, Va., week of October 4, and the Reading (Pa.) Fair, early in September.

Also bidding on the Spartanburg annual this year were World of Mirth, James E. Strates and Endy Bros.' shows, McCarter says.

The Strates Shows played both Spartanburg and Anderson in 1946. Cetlin & Wilson played Richmond the last two seasons, and this year grossed nearly \$76,000 there, despite an almost steady rain thruout the engagement, according to McCarter. Reading is also a repeat for C. & W.

McCarter also said here today that A. P. Durham has been appointed president of the Anderson Fair, succeeding Harold Major.

Inhale, Exhale

CHICAGO, Dec. 20.—Faith Bacon, of fan dance note, this week took typewriter to hand and typed a note to *The Billboard* in which she waxed eloquent over the prospect of shifting to the outdoor business. Pointing out that she had contracted to present a Girl Show with the John R. Ward's World's Fair Shows next season, she went on to type: "Personally, I am thrilled with the prospect of seeing the sun again and taking many deep breaths of air free from contaminated smoke and liquor air-laden night clubs.

"It's my opinion," Faith expeted, "that all types and sizes of acts—in fact, all of the show business—will sooner or later migrate into the outdoor traveling world."

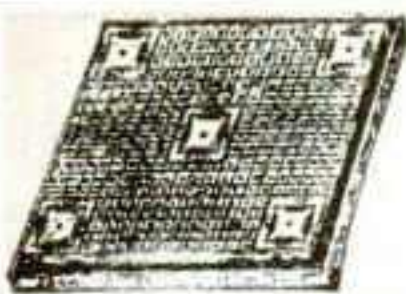
Noted Guests Set For St. Louis Feed

ST. LOUIS, Dec. 20.—Among prominent guests at the 11th annual banquet and ball of the International Showmen's Association at Hotel Statler here January 14 will be Mayor Aloys Kaufmann and the Rev. Patrick Halloran, president of St. Louis University.

Entertainment will be under the direction of Billy (Zoot) Reid, comedian of burlesque fame, and will include 32 acts that have been lined up thru co-operation of various night clubs and show places. Silver Theatrical Enterprises will present a complete musical revue. Mr. Silver is director of the Imperial Operatic Guild.

All showmen and their friends are invited, and the ticket sale indicates a sellout. Happy Raye is chairman of the event.

Mr. and Mrs. Tommie Henderson received minor injuries and their daughter, Hedda, escaped uninjured when their car and a truck met head-on Monday (17), nine miles from La Fayette, Ind. The Hendersons' car was badly damaged. They were en route to Paris, Tex., after attending the outdoor convention in Chicago.



PENNY PITCH GAMES

Size 48x46",
Price \$37.50.
Size 48x43",
With 1 Jack
Pot, \$45.00.
Size 48x48", with 5 Jack
Pots, \$50.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-inch wheels. Price\$22.50

BINGO GAMES

75-Player Complete\$6.00
100-Player Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS

All Readings Complete for 1948

Crystal Balls; Imported

On hand in these sizes: 2 1/2"; 3 inch; 3 9/16"; 4 3/16". Write for prices.

Single Sheet, 8 1/2 x 14, Typewritten, Per M. \$5.00
4-p. Gold-ink Pamphlet, 8 1/2 x 11, 12 Signs,
Any Quantity, Each 1 1/2¢

"WHAT IS WRITTEN IN THE STARS." Folding
Booklet, 12 P., 8 1/2 x 5. Covers in all 12 A. sizes.
Very Well Written \$5.00 per 100; Sample 10¢

FORECAST AND ANALYSIS, 10-p., Fancy
Covers, Ea. 5¢

Sample of each of the above 4 items for 25¢

No. 1, 45 Pages. Assorted Color Covers 50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy,
1200 Dreams, Bound in Heavy Gold Paper
Covers, Good Quality Paper. Sample 20¢

HOW TO WIN AT ANY KIND OF SPECU-
LATION, 24-p., Well Bound, 8 1/2 x 11 25¢

PACK OF 79 EGYPTIAN F. T. CARDS,
Answers All Questions, Lucky Numbers, etc. 50¢

Signa Cards, Illustrated, Pack of 36 15¢

Graphology Charts, 8 1/2 x 17, Sam. 5¢, Per 1000 \$7.50

MENTAL TELEPATHY, Booklet, 21 P. 25¢

Shipments Made to Your Customers Under Your
Label. No checks accepted. C. O. D. 25% Deposit.
Our name or ads to do not appear in any merchandise.
Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.

Lead for Wholesale Prices.

Hoosier Pride POP CORN

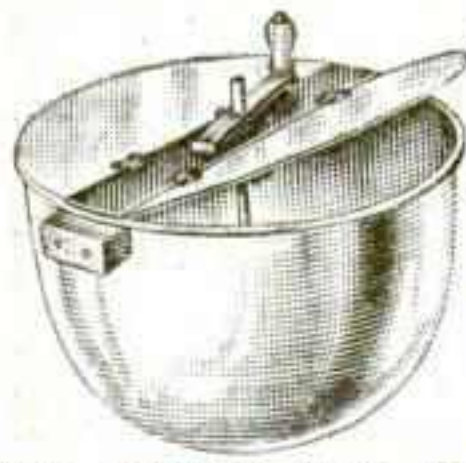
A great name in pop corn. From the Hoosier State comes this fancy hybrid large yellow and Baby Golden Hulless, every bag guaranteed to pop better than any corn you have tried and each bag pre-tested in our plant. The price is \$15.00 per cwt., and worth it. 2 lb. sample mailed prepaid for 50c.

INDIANA POP CORN CO.

MUNCIE, IND.

Florida Warehouse open
Jan. 15th.

NEW SUPER KETTLE



Ideal popper for large volume business! 35-qt. capacity kettle, 19 1/2" diameter by 15" deep of 3/32" aluminum. Gearless agitator. Sturdy. Makes money for you! \$37.50. Also 12-quart Saratoga, \$20; 8-quart kettle, \$10.

Write for details. Terms: 25% with order, balance on delivery.

CONCESSION SUPPLY CO.

3916 Secor Road, Toledo 6, Ohio

FOR SALE

No. 5 Eli Wheel, neon lighted, Continental power unit, ticket box; The Twister, 20-pass, adult thrill ride, very portable, Wisconsin motor, ticket box; 12-chair Kiddie Chairplane Swing, 1/2 HP., 110V motor; rides in first-class condition. Also 500-ft. #01 rubber covered cable, 300 amp, 220V double throw switch box, boxes, cables, ropes and switch used only 3 months. All for \$8,450.00. NINA BAIN, 910 Sanson Ave., Alabama City, Ala.

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

MIDWAY CONFAB

Harry Taylor, Lee's United Shows, was a recent Detroit visitor

Practically nobody ever steals a sledgehammer or returns one.

Bert Britt, No. 1 unit of the Wade Shows, is wintering in Florida.

Roscoe T. Wade went to Lorain, O., recently to inspect some rides.

Myrtle Hutt Beard is wintering with relatives in Fargo, N. D.

Mrs. Mildred Miller flew south to join her husband, Frank. They will spend Christmas in New Orleans.

Geek show lecturer: "Because my wild-ness was educated by missionaries, he doesn't eat snakes."

Winter quarters of World of Pleasure Shows have been moved from Jackson, Mich., to Ecorse, Mich.

W. G. Wade Jr., is supervising work in winter quarters of the Wade Shows, while W. G. Wade is confined to bed with a cold.

Mrs. John Quinn, wife of the carnival owner, leaves Detroit soon for a

vacation in Florida. She will be accompanied by her mother.

Either L. Speroni, owner-manager of Midway of Mirth Shows, will winter with relatives in Decatur, Ill., after a sojourn in the South.

While en route south for the winter, Buck (Sailor) Phillips stopped off in Wrightsville, Ga., for a visit with Harvey D. (Georgia Boy) Drew.

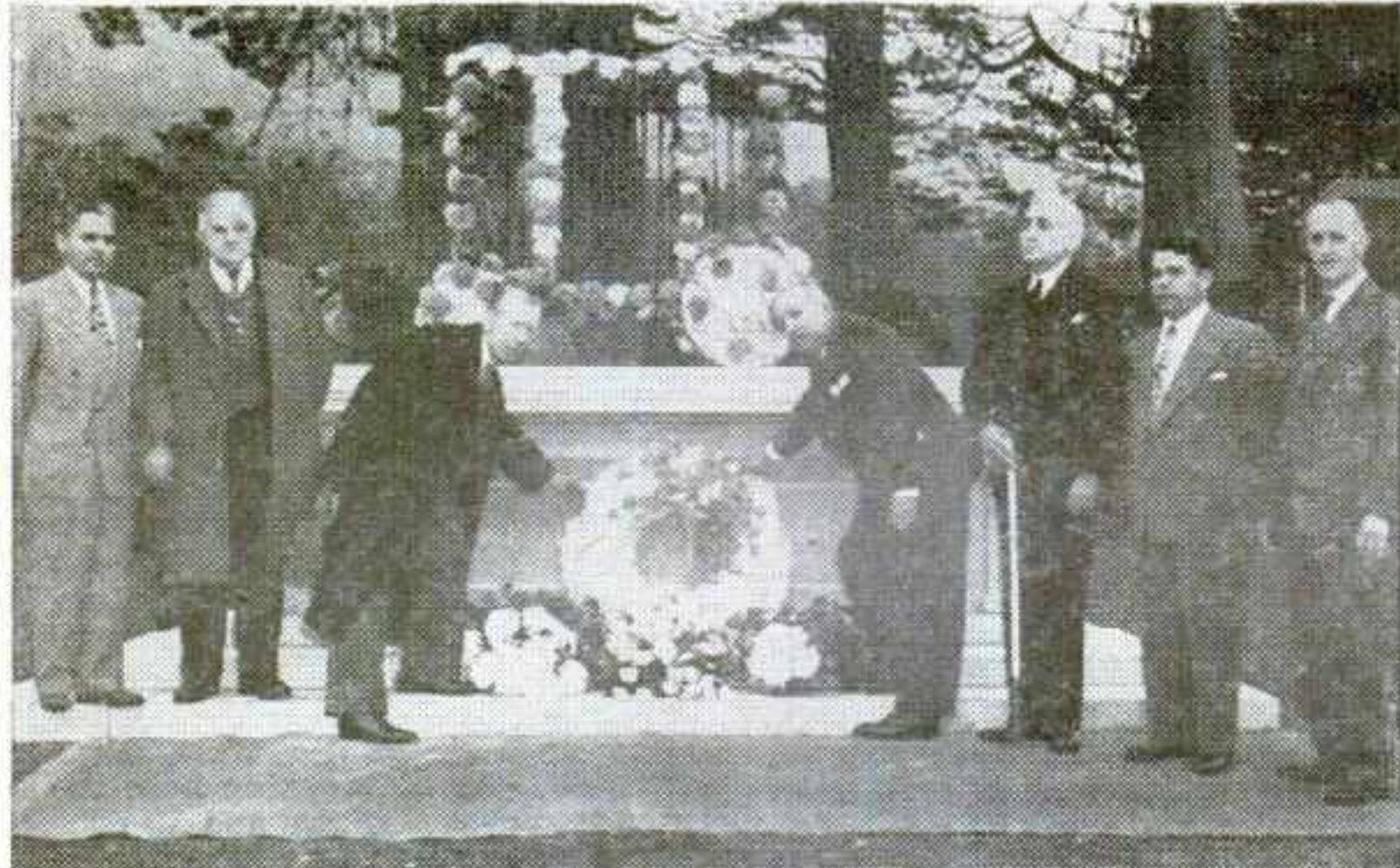
Law of supply and demand works half the time, anyway. Now the workingman supply is plentiful, but there's no demand.

Manager W. E. Page, of Page Bros.' Shows, recently was the subject of a story in the magazine section of *The Nashville Tennessean*.

Among recent visitors to Virginia Greater Shows' quarters in Suffolk, Va., were Louis Augustino, Larry Briggs, Harry Taylor, Arthur Gibson and H. Verono Smith.

After closing with L. B. Lamb Shows in Hattiesburg, Miss., John and Marie Cherry are wintering in Little Rock, where John is driving for a trucking company.

Jimmy Fay (Jo Ann), annex attraction with Danny MacNamees' Side Show on the J. J. Denton Shows



A WREATH FOR SHOW FOLKS OF AMERICA MONUMENT. Whitey Monette, incoming president, and Harry G. Seber, president, place wreath on the monument to departed showmen in Mount Olivet Memorial Park, San Francisco. Left to right: Ted LeFors; Doc Waddell, who delivered the principal address; Monette; Seber; Jack Hughes, Pacific Coast Showmen's Club, Los Angeles, chaplain; Sam Dolman, member PCSA cemetery board, and Fred Weidmann, incoming Show Folks first vice-president, who assisted President Seber in carrying out the Memorial Day program. During the three years that the club has had the plot, 21 showmen have been interred here.

vacation in Florida. She will be accompanied by her mother.

Opposition is what a showman uses to square a grudge that he wouldn't have had if it hadn't been for opposition.

Ben Morrison, of Universal Sales Company, plans a series of special promotions in the Detroit area this winter.

Marty Rose and Vincent Rairigh plan to go out to the Frontier Days Celebration at Phoenix, Ariz., with a new concession.

Johnnie Riddick, whose Minstrel Show closed the season with Morris Hannum Shows, is wintering in Portsmouth, Va.

Return of showmen to smaller shows comes as a rude surprise to big show owners who always thought their shows provided reputations.

Mr. and Mrs. Clifford Myers and Billie, who closed the season with 20th Century Shows, are wintering in Phenix City, Ala.

last season, is wintering in Indianapolis.

Showmen who want local mechanics to become ride help are at their wits' end—they've offered them every inducement except money.

Mr. and Mrs. Noble Fairly stopped off at Chicago en route to Hot Springs after a week as the guests of Mr. and Mrs. J. W. (Patty) Conklin at Brantford, Ont.

Slim Russell pens from Chicago that he will vacation there before returning to New York and Hubert's Museum on 228 West 42d Street January 5.

It is reported that the Anthracite Shows, with offices in Wilkes-Barre, Pa., have named Meyer Levenson, business manager, and R. Everett, general agent for 1948.

Charles (Jerry) Greenlee, of the World of Mirth Shows, is in Pratt General Hospital, Coral Gables, Fla., where he underwent an operation for a kidney ailment December 16. He

APPROACHING 1948

Brings the thought of new opportunities for this BIG year of the future.

We are mindful of the past year in many respects have played in making 1947 a successful year for us; it holds many fine memories. Let us now look forward to 1948 with plans, hopes and determination to make it another year of success.

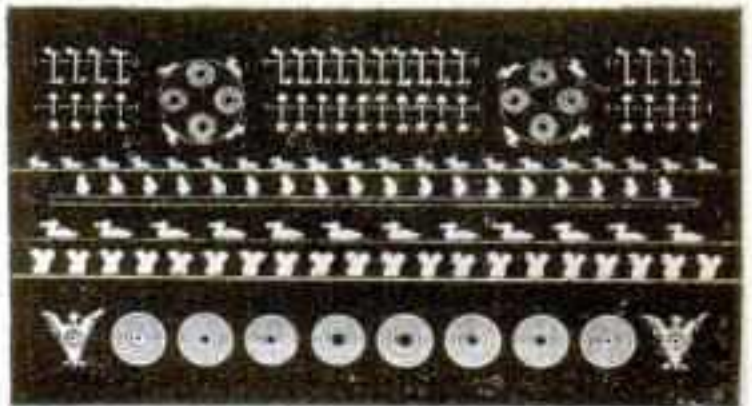
With this in mind, we say,
HAPPY NEW YEAR.

While it is not possible to promise any more new BIG ELI Wheels for 1948, we still expect to be building them for 1949. It is not too early for you to make plans a year ahead. Ask for latest BIG ELI Price List.

ELI BRIDGE COMPANY
Builders of BIG ELI Wheels for 48 years,
800 Case Avenue Jacksonville, Illinois



SHOOTING GALLERIES



Complete line of Shooting Galleries, Rifles, Loading Tubes and Supplies for immediate delivery. Write for catalog.

KING AMUSEMENT CO.
82 Orchard St. MT. CLEMENS, MICH.

SHRUNKEN HEADS
As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid \$8.00. Male heads prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunk Bodies, life-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.
TATE'S CURIOSITY SHOP
5240 EAST VAN BUREN
PHOENIX, ARIZONA

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts.

State salary and all particulars in first letter.

OHIO SUPER YELLOW

and
**DWARF WHITE HULLESS
POPCORN**

In 50 and 100-lb. moisture-proof bags. Also
Cartons and Supplies. Write for catalog.

BETTY ZANE CORN PRODUCTS, INC.

638 Bellefontaine Ave. MARION, OHIO

GALLERY .22 SHORTS

SPATTERLESS, \$66.60 Case

NEW RIFLES

Winchester 62 Gallery Pumps ... \$37.50 Ea.

Remington 241 Automatic Rifles 57.50 Ea.

Send 1/2 Deposit, Balance C. O. D.

SHOWMEN'S EXCHANGE

707 Gee St., N. W. Washington, D. C.

CARNIVAL PLASTER BUSINESS FOR SALE

150 Flexible Molds, Tank Compressor, Spray Guns, Work Benches, entire equipment for manufacturing. Also some stock on hand. E-Z to learn, will teach entire business. Must sacrifice on account of health. \$1,000.00 or best offer.

BOTTO NOVELTY PLASTER CO.

3032 Walton Place St. Louis 15, Mo.

World of Pleasure Shows

NOW BOOKING FOR 1948 SEASON

RIDES—CONCESSIONS—SHOWS

Opening in APRIL—Vicinity of DETROIT

JOHN QUINN Temple 3550 Cass Ave.
MANAGER 3-6822 Detroit 1, Mich.

LIMITED PRODUCTION IN 1948!

TO BE SURE OF PROFITS IN THE COMING SEASON, PLACE YOUR ORDER NOW FOR THESE TIME-TESTED, SURE-FIRE

MONEY MAKERS by EVANS!

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
- EVANS' CANDY RACE TRACK
- EVANS' HIGH STRIKER
- IMPROVED COUNTRY STORE WHEEL
- AUTOMATIC DEVIL'S BOWLING ALLEY
- EVANS' AUTOMATIC ROLL DOWN
- EVANS' 7-11 BASEBALL GAME
- IMPROVED BEE HIVE
- EVANS' AUTO BUMP GAME
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
- PONY TRACKS

Write for Complete Catalog
CARNIVAL SUPPLIES, EQUIPMENT, GAMES, ETC.

H. C. EVANS & CO.
1528 W. Adams St., Chicago 7, Illinois

expects to be confined there two months and would like to read letters from friends.

After closing the season as annex attraction on Al Renton's Side Show with John H. Marks Shows, Cleo Renee is appearing nightly at the Wonder Club, New Orleans.

Jo and John Quinn, World of Pleasure Shows, sent out unique Christmas cards this year. They opened into a four-color reproduction of a Carousel tent.

Roxie Harris, owner-manager of Ohio Valley Shows, and his general agent, Bill Harris, are in Findley, O., winter quarters making plans to attend the fair meetings to be held in Indianapolis and Columbus, O.

Of all the fights there ever were, the greatest will come if and when circus and carnival people meet to settle the definition of the word "showmen."

Alex Stewart reports from Jackson, Tenn., that Dude Brewer has booked his six concessions with Rogers Greater Shows for 1948. Stewart visited the Brewers at Jackson while en route to Virginia for the winter.

Lou Davis's *Oddities On View* has been contracted by C. A. Vernon's United Exposition Shows for 1948, Davis reports from Galveston, Tex., where the unit opened a two-week engagement last week.

John (Sheik) Hennessey, concessionaire with the No. 1 unit of the W. G. Wade Shows, has been discharged from the hospital following a major operation.

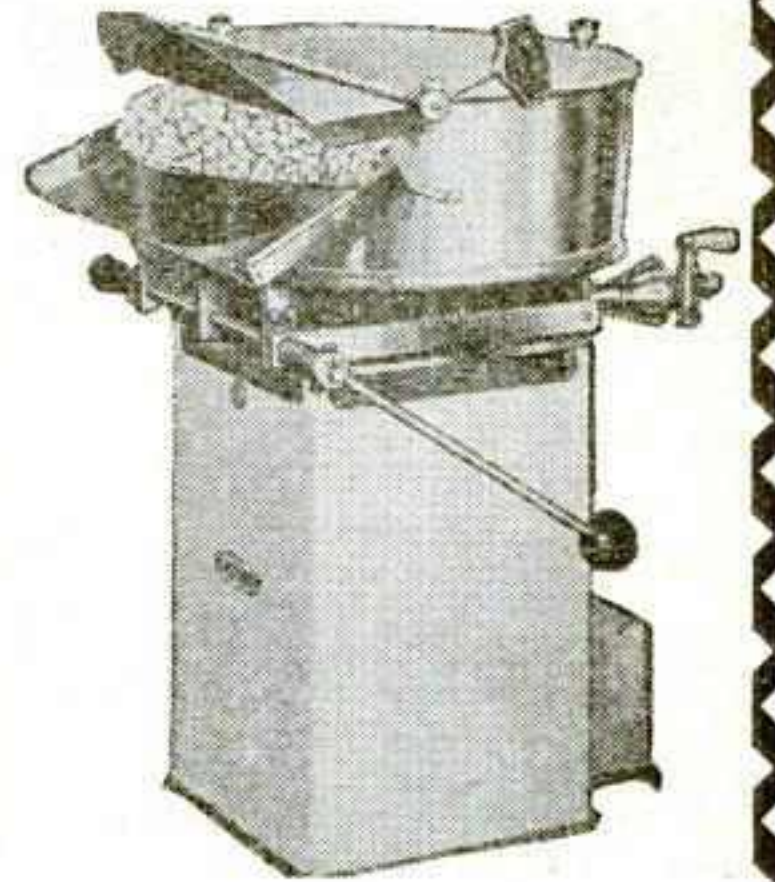
D. Wade, general agent of W. G. Wade Shows, recently made trips to Northern Michigan and the Upper Peninsula to attend fair meetings. Also attending the gatherings was Jack Raum, of the Raum Thrill Show.

Edward K. Johnson, contracting agent for Cetlin & Wilson Shows, found time to attend the several meetings of the National Showmen's Association held in Chicago during the recent outdoor meetings.

C. H. (Pop) Sorenson, who is wintering in Mesa, Ariz., has booked his two bargain counter layouts with Larry Nolan Shows for 1948. Julie and Hanna Sorenson have been engaged. (See *Midway Confab* on page 58)

Popcorn Profits Doubled with CRETORS auxiliary GIANT MODEL 41

A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 13 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed. . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.



HEADQUARTERS FOR PURDUE HYBRID S. A. CORN Immediate delivery on Coconut Oil, Peanut Oil, Salt, Boxes

POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

EWART RIDES are proven **MONEY MAKERS!**

- ★ Merry-Go-Round
- ★ Cast Aluminum Horses
- ★ Kiddies' Airplane Ride
- ★ Kiddies' Whirl-a-gig
- ★ Kiddies' Ferris Wheel
- ★ Kiddies' Street Car
- ★ Kiddies' Auto Ride

WRITE TODAY for further information.

H. E. EWART CO.
4300 LONG BEACH BOULEVARD
LONG BEACH 7, CALIF.

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. 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. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.	HANK THEODORE 2908-14 Smallman St. Pittsburgh 1, Pa.	JOE MOSS 1261 E. Sixth St. Los Angeles 21, Cal.
---	---	--

NOTICE NOTICE NOTICE

To all show people the price of the **SUNSHINE CHOO CHOO ELECTRIC TRAIN** will advance 20% Jan. 1, 1948, on all models. All orders received before that date with deposit of \$200 will be billed at old prices regardless of delivery date wanted.

Prices till Jan. 1, 1948:

Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.
Member, Tampa Chamber of Commerce

Prices Effective March 1, 1947

ROLL TICKETS PRINTED TO YOUR ORDER Keystone Ticket Co. DEPT. B SHAMOKIN, PA. Send Cash with Order. Stock Tickets, \$20.00 per 100,000.	100,000 \$25.00 10,000 \$ 8.50 20,000 10.25 50,000 15.75
---	--

FOR SALE

300 Pr. Chicago Skates, 2 P. A. Systems, Grinder and Parts.
BOX D-188
c/o The Billboard, Cincinnati 22, O.

FOR SALE LOOP-O-PLANE

A-1 condition, new screened car, \$350.00.
BOX D-187
c/o The Billboard, Cincinnati 22, O.

FOR SALE FACTORY BUILT FUN HOUSE

built on 26-ft. Kentucky semi trailer with new 50-ft. panel front costing \$600.00 this summer. Up and down in one and one-half hours. Air controlled jets and other pranks. Price \$1,500.00. Reason for this sacrifice price is have another business.
VERNON R. HALL
317 W. Hines Tucumcari, New Mexico

BRIGHT LIGHTS EXPOSITION SHOWS

NOW CONTRACTING for SEASON 1948
SHOWS—RIDES—FREE ACTS AND CONCESSIONS
722 EMPIRE BLDG. PITTSBURGH, PA.

OCTOPUS FOR SALE

Used eight-car Portable Octopus Ride in good operating condition. Purchased new. Operated only at this location on concrete foundation. Also four Link Trainers for Penny Arcade use.
CAPITOL BEACH
728 Stuart Bldg. Lincoln, Nebr.

HARRY CRAIG'S HEART OF TEXAS SHOWS

Now contracting for season of 1948, Shows, Free Acts and Concessions.
HARRY CRAIG
BOX 158 BROWNWOOD, TEXAS

FOR SALE

Electric Cable, #0, 2 Conductor, heavy duty, strand-flexible rubber covered. . . .45¢ Ft. Can also furnish Junction Boxes.
D. FLEMING
43 N. Jefferson St., Indianapolis, Ind.

New ELECTRIC CORN POPPER



TAVERNS SCHOOLS DRUG STORES BUS STOPS, ETC. By all means cash in on the big pop corn business with an Excel.

the only low priced big popper on the market. We set you up in business with corn, seasoning, bags, etc., all for \$121.90.
Write Us for Our Amazing Offer.
INDIANA POP CORN CO.
MUNCIE, IND.

ROSECAKE OR WAFFLE MOLDS

Best Winter and Spring Money Makers. 4" commercial size of cast aluminum. Complete with wooden handles and formulas. \$2.50 each. Get the "originals"! Terms: 25% with order, balance on delivery.
CONCESSION SUPPLY CO.
3916 Secor Rd. Toledo 6, Ohio

A MERRY CHRISTMAS FROM BLEVINS!

May old Santa fill your sock with BEE HIVE popcorn and all sorts of nice things like you saw in the prize-winning Blevins exhibit at the recent N.A.A.P.P.B. convention. Don't cry if he doesn't, though; just clip the coupon below for a free 28-page catalog illustrating and describing the blue-ribbon products that made up the exhibit.

Notice!

The sensational Blevins concession vending trailer, one of the stars of the show, will be on display at the Blevins Nashville plant during December. Later it will make an exhibition tour of the Southeast. If you want to know the date it will be on display in your community, write us immediately.

BLEVINS POPCORN CO.

NOW IN AMERICA'S MOST MODERN POPCORN PLANT!

31ST AND CHARLOTTE

NASHVILLE, TENN.

Blevins Popcorn Co.
P. O. Box 278
Nashville, Tenn.

With every catalog is included a new "Snow-Man" cup, the hottest thing in the ice ball business!

Sirs: Please send me a copy of your new 28-page catalog listing and describing your concession equipment. I am primarily interested in:

- Popcorn Equipment
- Ice Ball Equipment
- Candy Floss Equipment
- Portable or Stationary Trailer
- Popcorn Supplies
- Ice Ball Supplies

Name:

Address:

City: State:



C. C. C.*

*CRETORS Cleaning Compound

An exclusive non-poisonous cleaning agent, guaranteed not to injure the hands. Simple to use. Cleans popping pan in just 10 minutes. Helps corn-popping machines retain their "new" appearance indefinitely.



1 lb. pkg. 70¢
70 cleanings

C. CRETORS & CO.

602 W. CERMAK RD.
CHICAGO 16, ILLINOIS

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

- EIGHT CAR PORTABLE RIDE
- STATIONARY & ELEVATED PARK RIDE
- NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

5441 S. COTTAGE GROVE

CHICAGO 15, ILL.

MODERN

IMPROVED

CHAIRPLANE AND KIDDIE AIRPLANE RIDE

WRITE FOR CATALOGUE.

Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.

SMITH & SMITH, SPRINGVILLE, N. Y.

POPCORN SUPPLIES

Complete line of Popcorn Supplies. Everything you need for your Popcorn Machine at money-saving prices. Get your name on our mailing list for monthly Popcorn Price Bulletins.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD STREET

CINCINNATI 2, OHIO

SEASON'S GREETINGS

W. R. GEREN Presents

MIGHTY HOOSIER STATE SHOWS

FEATURING

ZACCHINI CANNON ACT—1948 SEASON OPENING EARLY APRIL

Now booking Shows, Concessions and Kiddie Rides. Bingo, Popcorn and Cotton Candy booked, all others open. Want large Cook House that will feed Ride Men and cater to show people; send photo of same. Ride Superintendent for Twelve-Ride Show; Ken Ritchie, contact. Foremen and Second Men for all Rides, write. Want Electrician; Tex Fetta, contact. Want Man for Front Gate and Light Towers. Good proposition for Penny Arcade and Motor Drome. All replies to W. R. GEREN, Paris, Ky., or see me at Indianapolis Fair Meet, Claypool Hotel, Jan. 5, 6 & 7.

Midway Confab

(Continued from page 57)

gaged as ticket sellers by the same org, Pop reports.

Much touted big winter building campaigns usually remain in a stage where press agents can write reams and reams about them without being disturbed by the ringing of anvils and the humming of saws.

Harvey D. and James H. Drew Jr., well known in outdoor show circles, have purchased the interests in the Drew Motor Sales of Georgia formerly held by a third brother, the late Harry A. Drew.

J. W. Elliott, general manager of the shows bearing his name, reports from Wellington, B. C., winter quarters that work on equipment is under way. He says his 1947 tour was a successful one.

Sol and Katie Sheftall, concessionaires with Bee's Old Reliable Shows, will spend the Christmas holidays in Los Angeles with friends and relatives. Tournament of Roses in Pasadena, Calif., is on their visiting agenda.

Ernie and Alice Collins, digger operators for Bob Parker for a number of years, are making their home in Colonial Courts, Alexandria, La., where Ernie is recuperating from an operation he underwent several weeks ago.

Harvey (Doc) Arlington, who recently closed his second season as secretary and assistant manager of Blue Grass State Shows, is wintering at his home in Muncie, Ind. Last year Arlington wintered with the Leo Bistany Shows in Florida.

The Great Wilno, free attraction, was to leave Indianapolis airport December 21 for a holiday visit with his 82-year-old mother in Berlin, marking his first trip there since Christmas of 1931. From Indianapolis he will fly to New York, from which point he leaves December 22, arriving in Germany December 23. Wilno's father died last year. He will return to the States the last week in January.

Frankie Fay, carnival concessionaire formerly with a number of Eastern shows, is hosting showfolk at the new Embassy Restaurant at Ocean Park Beach, Ocean Park, Calif. Daily visitors to the new spot include Sammy Steffin, Paul Hoffman, Bill Hurdle, Irving Seiff, Moxie Miller, Robert and Raie Banard, Mr. and Mrs. Ted Levitt, Hymie and Sivert Smith, St. Louis Brownie, Kansas City Moe, Eddie Reamer, Mr. and Mrs. Louie Green, Dan Ferguson, Mr. and Mrs. Curly Tiber, Stanley Korn, Sam Brown, Harry Lewis and Pickles Arnold.

CALIFORNIA

RIDES FOR SALE

2-Abreast Merry-Go-Round, flying horse type; Condemner Ferris Wheel; 24-Seat Chair-o-Plane, factory make; Double Loop-o-Plane. Now operating El Monte, Calif. Also available—Trucks, Office, Elect. Equipment, etc. Complete small Show ready for road. Next three years in California, big account Centennial Celebrations. Also for Sale—\$1000. Four trained Ponies, including pony ring, saddles, bridles, blankets, etc.

TOM HUGHES

Hotel Cromwell, 739 So. Garland Ave., Los Angeles, Calif. Phone: TRinity 7454

AMERICA'S BEST BANNERS

SNAP WYATT STUDIOS

1608 Franklin St. TAMPA 2, FLA. (Phone: M63562)

TENTS SHOW CANVAS

CARNIVAL, CONCESSION, CIRCUS

Prompt delivery any type tents to order. Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Write Today

Hoopers Flameproofing Compound

"SID" T. JESSOP GEO. W. JOHNSON

UNITED STATES

TENT & AWNING CO.

2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

"AMERICA'S FINEST SHOW CANVAS"

We use 1st Grade MANILA ROPE exclusively in our tents.

ORDER NOW FOR 1948

Tents—Side Show Banners

The Best Flameproofed Fabric Available.

- Forest Green
- Royal Blue
- Orange
- Khaki

BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.

4862 N. CLARK ST. CHICAGO 40

SIDEWALL

NEW WATERPROOF FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.

6'x100' ... \$54.56 8'x100' ... \$80.00
7'x100' ... \$83.04 10'x100' ... \$8.48
8'x100' ... \$71.52

Made in any length at the above rate per running foot.

• Satisfaction Guaranteed. Prompt Delivery. "If It's Made of Canvas, We Make It." 25% Deposit—Balance C. O. D.

MICHIGAN SALVAGE

417 W. Jefferson Ave., Detroit 26, Mich.

SHOW CIRCUS CONCESSION MERRY-GO-ROUND TENTS

CENTRAL Canvas Company

HARRY DOMMENVILLE—FOREST GILL
181 West 8th Street Kansas City 8, Mo.

D. M. KERR MFG. CO.

TENTS

1954 W. GRAND AVENUE
CHICAGO 22, ILLINOIS

TENTS - SIDEWALL

New and Slightly Used for rent and for sale. Quick Delivery.

INDIANAPOLIS TENT & AWNING CO.

430 W. 13th St., Indianapolis 6, Ind. P. O. Box 433. Phone: RI. 6655

BLUE GRASS SHOWS

NOW BOOKING FOR 1948

SHOWS—RIDES—CONCESSIONS. Address: BOX 621, OWENSBORO, KY.

BEN WEIL WANTS TO BUY

Concession Tents, any size; Carnival Wheels, Kiddie Rides, Merry-Go-Round Horses; Rink Skates, all kinds and sizes; Candy Floss and Pop Corn Machines, or what have you? Send complete details and prices, which must be low.

WEIL'S CURIOSITY SHOP

20 So. 2nd St. Philadelphia 6, Pa.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2. 10c each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. For set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides . . . \$30.00
 Replacements, Numbered Balls, Ea. . . .58
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,0001.25
 M. W. Cards, 5x7; White, Green, Red, Yellow, per 1002.00
 3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M1.50
 3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M1.75
 Adv. Display Posters, Size 24x36. Each Cardboard Strip Markers, 10 M for75
 Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for15.00
 Thin Transp. Plastic Markers, Bwn., 1/4 M 1.00
 Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 the Size \$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal check accepted. Immediate delivery.

J. M. SIMMONS & CO.
 19 W. JACKSON BLVD., Chicago 4, Illinois

FOR SALE

WROUGHT IRON FENCE

Seren foot sections, forty-two inches high, excellent condition. \$1.50 foot. Will sacrifice if purchaser can use all 850 feet with large Ornamental Posts.

LEO COHN
 Okawville, Ill.

NOTICE

DOC HAGAAR

or anyone knowing his present whereabouts, please contact BOX D-191, c/o The Billboard, Cincinnati 22, O. Important!

From the Lots

Bohn & Son's United

DURANT, Miss., Dec. 20.—The Bohn show is having good biz for winter trouping. Manager Bohn states that he intends to remain in the South all winter, in the cotton and cane country of Mississippi and Louisiana. New office wagon is nearing completion and trucks and rides are being painted.

The Bohns entertained the personnel at a Thanksgiving dinner, prepared and served in Cliff Matter's Midway Cafe. Those present were Mr. and Mrs. Carl Bohn and Parky, Mr. and Mrs. Fritz Bolis, Mr. and Mrs. Jim Moran, Henry Harvey and family, G. E. Fulton and family, Mr. and Mrs. Red Logan, Alma Jane Bohn, Mr. and Mrs. J. B. Mintz, Mr. and Mrs. B. L. Graham, Mr. and Mrs. Walter Diechman, Mr. and Mrs. Noah Marchland, Mr. and Mrs. Crabtree, Henry French, Dallas Daniels, Thomas Mitchell, R. C. Lands, Roy Coffer, Mack and Albert Hodges, Ken Ryan, W. C. Stevens and Odell McCanelles.—MRS. JIM MORAN.

Royal Amusement

STILLMORE, Ga., Dec. 20.—After the first three days of the stand here business was so good the management decided to extend the stay another week. Concessionaires joining here were Scrap Iron Whitey, 2; Barney Spencer, 3; H. Devine, 2; James E. Fish, 1; Jim Elliott, 3. Pony Mac has his pony ride and kiddie airplane here and George West and company joined with the Jewel Box Casino, girl show.—KAREN MOORE.

GEORGE WONG Troupe

3 GIRLS

2 BOYS



Outstanding
 Acrobatic
 Act

Oriental
 Novellies

Now Playing
CHANTICLEER CLUB
 Baltimore, Md.

Available Commencing
 January 4, 1948, for:

Booked for Fairs by
BARNES & CARRUTHERS

INDOOR CIRCUS—PARKS—THEATRES—
 HOTELS—NIGHT CLUBS—OUTDOOR CIRCUS

Direction: **HARRY NATHANO** ROOM 700, 48 WEST 48TH ST.
 NEW YORK, NEW YORK
 See Page 36 in Night Club-Vaudeville Section

Advertising in the Billboard Since 1905
ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
 SPECIALLY PRINTED
 CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
 1 ROLL.....\$1.00
 5 ROLLS.....@.....75c
 10 ROLLS.....@.....60c

WELDON, WILLIAMS & LICK
 FORT SMITH, ARKANSAS
 Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

TENTS

TENTS—Concession, Gypsy, Camping, Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS

Now is the time to order tents! Any color. Flame-proof or regular.

WIRE, WRITE OR PHONE

TENTCO CANVAS, INC.

130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

T - E - N - T - S

ALL-STATE TENT & AWNING CO.

300 E. 9th St. JIMMY MORRISSEY Phone: Harrison 6867 Kansas City, Mo.

B - A - N - N - E - R - S

FOR PROFIT AND FLASH

SPITFIRE

WORLD'S MOST BEAUTIFUL RIDE
 Always a Money Maker

HI-BALL

WORLD'S MOST MODERN RIDE
 For Parks and Carnivals

WRITE FOR DESCRIPTIVE CIRCULARS

FRANK HRUBETZ & CO., Salem, Oregon

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

W - A - N - T - E - D

K-KISS WRAPPING MACHINES

NEW OR USED

WRITE - PHONE - WIRE

NORTHWESTERN SALES AND SERVICE COMPANY

4105 16TH AVE. Windsor 8-3600 BROOKLYN 4, N. Y.

BOOMERANG

Unlimited Capacity — Repeater — Thriller
 Write for Catalogue

U. S. RIDING DEVICES CORP.

298 Junius Street Brooklyn 12, New York

DOUGLAS GREATER SHOWS

WANT

OUTSTANDING GRIND SHOWS WITH OWN TRANSPORTATION
 WILL BOOK NEW NOVELTY RIDES WITH OWN TRANSPORTATION
 WINTER QUARTERS—WITH WOMEN COOKS—OPENS JAN. 1.

DOUGLAS GREATER SHOWS

Box 870, Rt. 5, Kent, Washington

WARNER'S MERRY-GO-ROUNDS

Our new Ferris Wheel and Mix-Up. Have in stock, Rides for sale: 2 30-Ft. Merry-Go-Rounds, new; 1 Herschell-Spillman 2-Abreast Merry-Go-Round; 1 Eli Ferris Wheel, 2 years old; 1 Ferris Wheel, made by Warner, gear driven; 1 brand-new Mix-Up. Have 1 Rebuilt Mangel Whip; 1 '47 Spitfire, practically brand new; 1 Electric with two coaches, seats 24 children. 1 Wild Life Show, 24 cages of animals, with tent, poles and stakes. This show was on the Cavalcade last season. Price \$750.00. These Rides are new, not junk. We do not answer postal cards. If you're in the market for Rides, come here and see them. All Rides sold by me are cash. We will buy any used Ride for sale. Phone number 9121.

JAY WARNER

BOX 181, BAY ST. LOUIS, MISS.

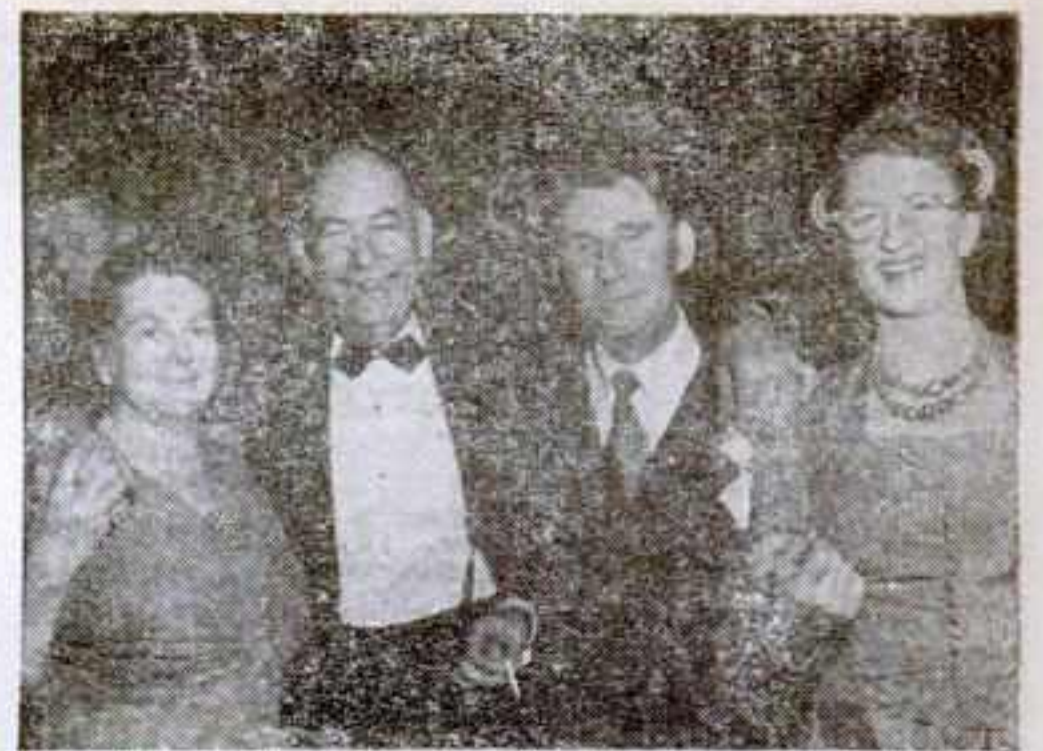
IN SAN FRANCISCO

Show Folks of America, Chapter 2, crammed three days with meetings, reunions and fun. There were the never-ending jackpot sessions and the renewing of friendships with show people who had come off the road. The annual Memorial Day services at the club's plot at Mount Olivet Memorial Park started the well-planned program. Then followed the Presidents' Party in the Market Street clubrooms on Monday night and the gala banquet and ball the next night in the Gold Room of the Palace Hotel. All teemed with the good-fellowship characteristic of showfolks.

In an attempt to portray the enthusiasm of this young organization and give an idea of its accomplishments, The Billboard sent one of its Hollywood staff men to do it. And this is the way Sam Abbott pictured it.



Mrs. Harry Low, Margaret McCluskey, Harry Seber, Frances Seber, Lois Strittmatter, Hans Strittmatter



Liza Mantz, Earl Douglas, Bill Hobday, Jewel Hobday



Betty Coe, Vivian Hart, Isabel Myers, Harry Myers, Louis Leos, Mike Krekos, Lola Krekos



Tony Spring, Minnie Spring, Charlie Albright, Jane Albright



Lucille Dolman, Adam McBride, Harry G. Seber, E. K. Fernandez, Fred Weidmann



Morris Nussbaum, Anne Nussbaum, Harry (Polish) Fisher, Rose Fisher, Harold Klinger, Irene Klinger



Andrew Powell, Joe Diehl, Jim Sternburg, Jean Sternburg, George R. Darling, Bill Meyers



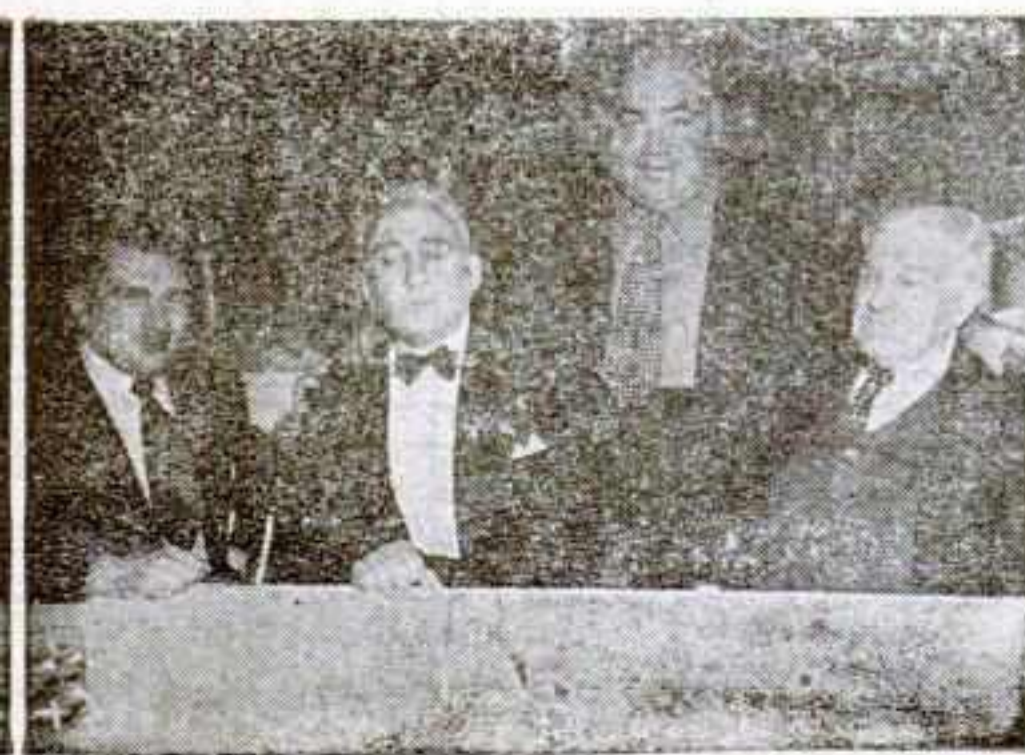
Bob Weidman, Mrs. Weidman, Mrs. Paul Monette, Meta Olgardt, Joe Olgardt, Whitey Monette, Doris Monette, Hazel Fisher, George Simmonds



Tony De Fabrox, Johnny Melnikoff



Doris Douglas, Bud Douglas, Bobbie Douglas



Bob Kennedy, Jack Hughes, Mickey Hogan, Doc Waddell



Morris Ginsberg, Dave Rosenthal, T. J. Maxwell, Dr. E. P. Mannheim, Mrs. Ginsberg, Maxine Ellison, Estelle Rosenthal, Anna C. Maxwell, Mrs. E. P. Mannheim



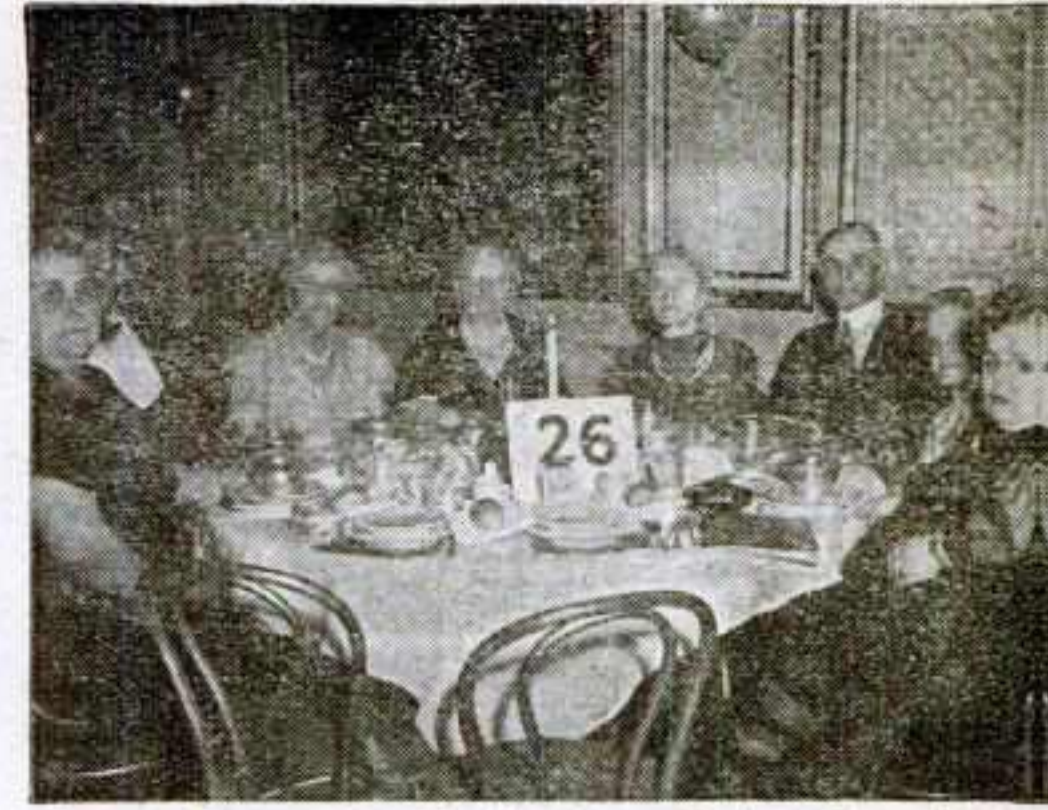
Loell Sackson, George Sackson, Ernie Novinger, Marie Jessup, Oscar Walker, Ted Levitt, Isabel Meyers, Dan Meggs, Alma Soares, Tony Soares, P. Charles Camp



John (Spot) Ragland, Mrs. Lee Brandon, Mary Shandra, June Alton, Edith Hargrave, Harry Hargrave



Maxine Ellison, Mush Ellison, Abe Fabricant, David McCarran



Theresa Beyer, Otto Boehn, Jean Boehn, Anne Law, Theresa Mattley, O. H. Mattley, Lola Cox, Estelle Sherman



"Pickles" Pickard, Albert Lindenberg, Mollie Lindenberg



Relley Burglom, Harry Coleman, Mary and Ted Texiera



Josie and Jimmy Lynch



Mary Taylor, Eddie Tait, Marie Tait



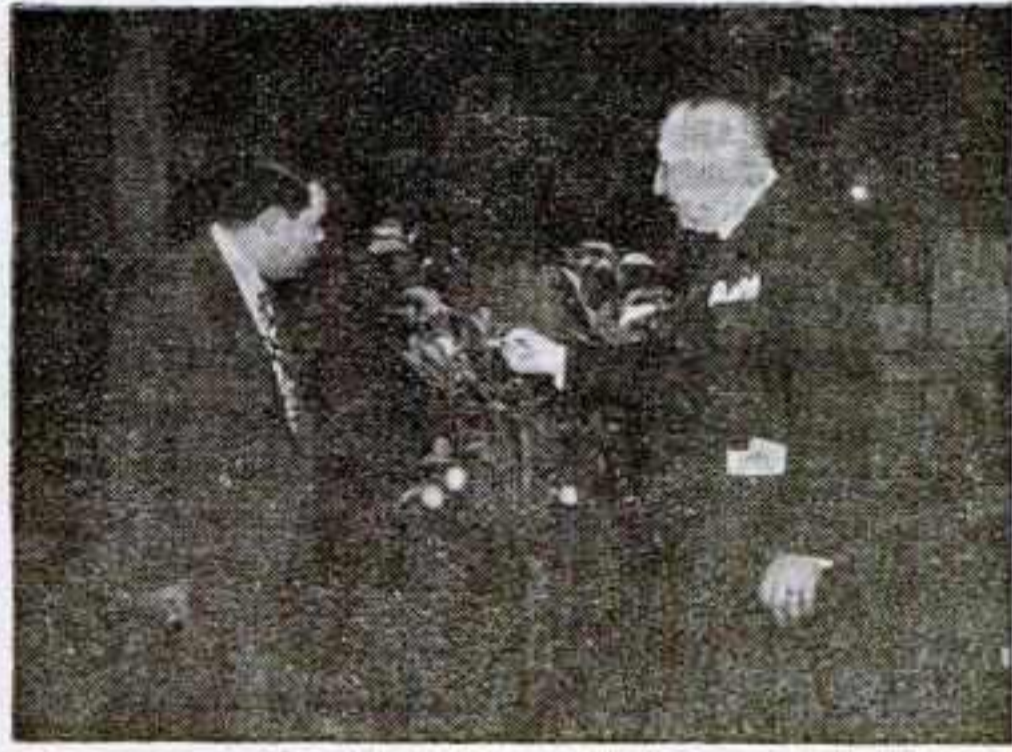
Mrs. Erwin Smith, Marlo LeFors, Ted LeFors, Laura LeFors, Mrs. Lester LeFors, Lester LeFors



Nathan Cohn, Enid Cohn, Maxine Bodisco, Andrew Bodisco



Dave Long, Joe Steinberg, Eddie Burke, Marie Del More, Helen Artz, Glenn Artz



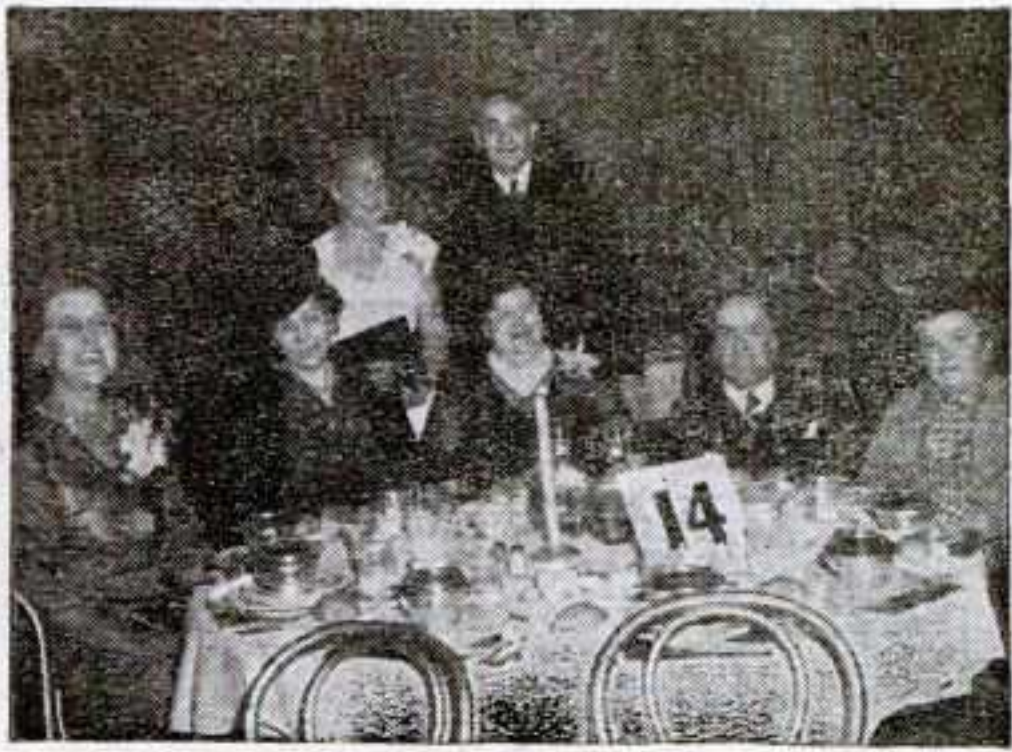
Sam Dolman, Harry Seber



Anne Coles, Bill Coles, Blanche Pickard



Ray and Mrs. Holomb, Mr. and Mrs. A. Spater, Nat Alterman, Mrs. Joe Alterman, Ed and Mrs. Alterman, Mrs. Ann Alterman, Joe Alterman



Pearl Grant, Anita Jeffers, Gladys Franks, Nellie Baker, Fred Ramsey, Albert Anderson, Marette Anderson



Autograph shirts add \$170 to cemetery fund. Pictured are Relley Burglom, Gene Rosencrantz, Eddie Burke, Frances Seber

"HERE'S LOW-COST ELECTRICITY"

Let a portable Universal Lighting Plant provide all the electricity you need—at less than city rates. Models for all requirements—to light from 10 to 500 bulbs. Low cost, compact, lightweight, reliable—they pay for themselves in a short time. Write for free literature.

**Universal
LIGHTING PLANTS**

UNIVERSAL MOTOR COMPANY
426 Universal Drive • Oshkosh, Wisconsin



PHOTO

Machines
(all types)

Original

Amsco means more profits. Fastest delivery. Plenty supplies. New—Used. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mfg. Co., Dept. 1227, 1132 W.N. 2, Oklahoma City 4, Okla.

Name

Address

WINTER QUARTERS

Virginia Greater

SUFFOLK, Va., Dec. 20.—Shows have been stored in quarters at Tide-water Fairgrounds, their home for the past seven years. Rides and shows have been stored in three large exhibit buildings and the trucks and large semi's are parked near the buildings. Three smaller buildings are being used by the crew for living quarters, while one small building is being used for the commissary and dining hall.

Crew includes Bob Milligan, Dutch Kerchner, Edward Jones, Robert Poole, Dad Nixon, Arthur Smith, William Bowser, and Mike and Ike and Leo Matina, of the midget troupe. William C. (Bill) Murray, general agent, has charge of supervising quarters until Manager Rocco Masucci returns. Manager and Mrs. Masucci left for their home in Orange, N. J., for the holidays. Rocco will return to start work after January. Jerry Gerald stored his concessions and truck at quarters and left for his home in Philadelphia. Bob Coleman stored his bingo stand before leaving for home in Bristol, Tenn.

Dad Nixon, scenic artist and sign painter, has rigged up a workshop in one of the small buildings.

Thanksgiving Day Bill Murray, on behalf of Manager and Mrs. Masucci, was host at a turkey dinner for the crew. It was prepared by Bob Milligan and Leo Matina.

W. G. Wade

DETROIT, Dec. 20.—Much activity prevails around quarters since the return of the staff from the Chicago meetings. A full crew is engaged in rebuilding and painting equipment. General Representative D. Wade is making a tour of the fair routes. Owner-Manager W. G. Wade reported that Eli Bridge Company has promised to deliver two new units for the shows' April opening.

Twin Tilt-a-Whirls will be replaced, and Buster Crossland has left to obtain replacements for Merry-Go-Round. Mrs. Mildred Miller, general secretary, left for New Orleans for the holidays and new offices will be ready when she returns.

Sammy Hanson is in charge of the crew, which is working seven days a week. Abagrod Twinkletoes is directing the crew working on the fleet of trucks. Cameron D. Murray, manager of the No. 2 unit, is getting his 1948 route lined up.—WALTER A. SCHAFFER.

Johnny T. Tinsley

GREENVILLE, S. C., Dec. 20.—Immediately after closing, Owner John T. Tinsley put a crew to work at local quarters rebuilding the shows for 1948. A new semi-trailer has been purchased to house transformers. The auxiliary Diesel plant has been installed on a trailer and is ready for the paint shop.

Ride Superintendent Gordon (Curly) Crandall and wife, Margaret, who visited their home in New Brunswick, N. J. for Thanksgiving, have returned and Crandall is supervising a crew of carpenters engaged in building five modernistic fronts, which will include fluorescent lighting.

A new front entrance arch will replace the marquee of the past two seasons. The 100-foot wide arch will be lighted by vari-colored fluorescent lights. Delivery has been promised on two new rides for next season, which will give the shows a total of 14. Two more light towers will be added, making eight.

Among those in winter quarters are electrician Bob Brockway, Frank Sims, Raleigh Harrison, Harry Poole, C. O. Goode, James Priestler, Tiny Moreland and Mr. and Mrs. Curly Crandall. Mr. and Mrs. H. S. (Tommy) Thompson and daughter, Myra Ann, are expected to return to quarters soon from their winter vacation. Mrs. Bob Brockway and family are visiting in New York.

On Thanksgiving Day, Mrs. Mayo Tinsley served a turkey dinner for all in quarters.—H. SAWYER.

J. R. Leeright

WALTERS, Okla., Dec. 20.—Shows moved into local quarters after winding up the season with a successful stand at the Armistice Day Celebration at Rule, Tex. Cold weather nixed the date in Chillicothe, which was to follow Rule.

Buildings on the local fairgrounds are in good shape and more than adequate for the storing of equipment. Quarters are in charge of Fred Shufelt and Estal Simmons. Mr. and Mrs. J. R. Leeright left for Clyde, Kan., as did Ralph Bowers. After a visit with Mrs. Leeright's parents, they will visit their son J. R. Jr., in Boise, Idaho, before heading for the Nebraska and Kansas fair meetings.

Sam Frazier left to join his family in Englewood, Calif., and Ma and Pa Jackson went to Houston for the winter. Mr. and Mrs. Clarence Balley left for Mrs. Balley's mother's home in Hays, Kan.

Mr. and Mrs. Eddie Davis went to Springfield, Mo., where they will winter, while Mr. and Mrs. Page and company left for New Orleans. The Underwoods, Doc Gibbons, Shorty Beaker and George and Mickey Yamato left for Oklahoma City.—RALPH C. BOWERS.

Ohio Valley

FINDLAY, O., Dec. 20.—Owner Roxie Harris reported business during the season just closed about on a par with last year, despite much adverse weather. Work is to begin in winter quarters after January 1. Planned for the back end are three additional shows and several new fronts. Org is to open early in April in Ohio.

Guests at a Thanksgiving party given by Owner Harris at his Findlay home included Mr. and Mrs. Paul Whitehead, Robert Harris, Don Simon, Cappy Rensch, Pink Simon, Bill Harris, Mr. and Mrs. Pearl White, Ona Wells and Mr. and Mrs. Gene Bruce.—PAT BRADY.

Midway of Mirth

TRENTON, Ill., Dec. 20.—Show closed its season at Joiner, Ark., after playing 31 weeks thru Illinois, Indiana, Arkansas and Missouri. Winter quarters will open around January 15. Show is scheduled to open early in March under the same management, with only minor changes in departments.

Persons who will return next year are wintering as follows: Babe and Bill Goodrich, Pasagoula, Miss.; Alex Mitchel and family, Virginia; Mr. and Mrs. Carl Pope, Mr. and Mrs. Johnny Lantz, Florine Richardson and Doc Candler, East St. Louis, Ill.; Doc Hinzmen, Virginia; Lelah Graber, F. R. Shoultz, and Roy Spears, St. Louis; Shortie Brashaw, Veterans' Hospital, Dayton, O.; W. B. Reece, son and family, Tampa; Mr. and Mrs. Ray Steele, Bloomington, Ill.; Mr. and Mrs. B. C. Hines, Longview, Tex.; Ralph and Jackie Mulkie and Frank Lavall, Baton Rouge, La.; Jimmie Rogers and family, Little Rock; Gene Edwards, Mountainburg, Ark.; Marvin Hill, Mount Auburn, Ill.; Mr. and Mrs. J. B. Bailey and father, San Antonio, and Tommie Davis, Detroit.

Mr. and Mrs. W. H. Ellis will stay in winter quarters, as will Dad Waters.—BETTIE BARRETT.

Mighty Hoosier State

GREENSBURG, Ind., Dec. 20.—Owner W. R. Geren and his agent, M. G. Stokes, are back from the Chicago convention. While there, Geren bought two new rides and contracted for a Zacchini cannon act as a midway feature in 1948, a Funhouse, animal show and several other attractions.

Work of rebuilding the shows has been started. Shows open early in April and expect to invade new territory. Geren and the writer plan to attend a number of fair meetings in early January.—M. G. STOKES.

B & H

SUMTER, S. C., Dec. 20.—Work in quarters is going ahead after being stopped for a week by the death of Mrs. W. E. Hobbs, wife of the show's owner.

With James Anderson in charge, assisted by Dan Cotney, the Merry-Go-Round is being rebuilt. The writer is doing the painting. With the winter unit closed, all rides and shows are in quarters. More men will be added after January to speed up work.

The writer recently returned from a visit with his brother and nieces in Spartanburg, S. C.—FRED OWENS.

Page Bros.

SPRINGFIELD, Tenn., Dec. 20.—Mr. and Mrs. W. E. Page took delivery on their new house trailer. Very little work is being done in winter quarters, but plans for renovation work have been mapped and will be gone over after January 1.

A new semi arrived from Carter Trailer Company and it will house the 12 office-owned concessions. Among recent visitors were Mr. and Mrs. C. C. Groscurth and Doc Arlington, of the Blue Grass State Shows. Jessie Johnson, shows' electrician, who is wintering in Cadiz, Ky., also visited.

★ ★ ★ ★ NOTICE! RIDE OWNERS

Will Book . . . Merry-Go-Round, Spitfire or Tilt-a-Whirl for 1948 season; can give you low percentage. Plenty of people and money.

OHIO VALLEY SHOWS
ROXIE HARRIS, Mgr. FINDLAY, OHIO

FOR SALE!!

"THE WHIRL," an 8-car flat ride, popular for all ages. They spin the cars themselves. Very portable for carnivals. Initial price, \$5,250.00; almost new, will sacrifice for \$3,500. Contact

Owner, "The Whirl"
3100 E. Van Buren PHOENIX, ARIZ.

SAM'S FUNLAND SHOWS WANT

SHOWS—RIDES—CONCESSIONS.

Opening Middle of March.

For Sale—One Clothes Pin, Pitch-Tilt-U-Win, 10x12 Top and Frame, complete, no stock, top good, \$150.00. One Fish Pond, 10x12 top, good, some stock, no motor, price \$200.00. One 7 1/2 K.V.A. Transformer, price \$100.00. One Kiddie Merry-Go-Round, 15 horses, good shape, and 4-Wheel Trailer to carry ride, price both, \$800.00. One 2-Cage Loop-Loop Ride called Big Apple, ready to run, price \$800.00. P.S.: Book, buy or lease Merry-Go-Round. SAM FOGLEMAN, Box 11, Elon College, N. C.

WANT

MAN AND WIFE TO BUILD AND MANAGE BINGO. Everything new. Also AGENTS for Waterfall Blower and Devil's Bowling Alley. Open March 15.

Danny Arnett
American Eagle Shows
YAZOO CITY, MISS.

MOODY SHOWS

WANT

GENERAL AGENT

With car. Must be sober and capable.

Wire or Write

BOX 309, COURTLAND, ALA.

TICKETS PRINTED TO YOUR ORDER **100,000—\$24.70**

ROLL — FOLDED — CASH WITH ORDER — SAVE

Minimum Order Each Wording.

Price of Color 10,000 Tickets.

DALY TICKET CO.

COLLINSVILLE,
ILL.

10,000 58.50

Each Additional 10,000

1.80

Price Change 3.00

Color Change .60

MR. BOB SICKELS, Manager & Secretary **MR. W. J. WILLIAMS, Asst. Manager**
MRS. PEARL ROGERS, Asst. Secretary **MR. W. H. LAMBERT, Gen. Representative**

ROGERS GREATER SHOWS

SEASON'S GREETINGS TO ALL FRIENDS

SHOWMEN—Joe Teska, White Nolte, Sallor Katzy, H. Norman Smith, Mark Williams and others, contact us for 1948 season.

CONCESSIONS—We are now booking for the 1948 season. A few exclusives open. Get in touch with us.

RIDES—NO Rides needed except will book Caterpillar.

RIDE MEN AND WORKING MEN FOR ALL RIDES. TRUCK DRIVERS.

Wire or Write H. V. ROGERS, OWNER, P. O. BOX 647, JACKSON, TENN.

WANT WANT WANT

BOHN & SONS UNITED SHOWS

All Hanky-Panks open, winter rates. Shows not conflicting. Will book one Kiddie Ride. Agents for Roll-downs and Skillo. Out all winter. Ferriday, La., for ten days. Can place Banner Man with car. All reply to

CARL H. BOHN
FERRIDAY, LA., THIS WEEK

Larry Nolan

DENVER, Dec. 20.—Art and Nellie Talley, last season with M. A. Srader Shows, recently were in Denver on a four-day vacation and signed with Larry Nolan for '48, Art to manage bingo and Nellie to have her photo booth. Tex Clark, last summer at a St. Louis park, is here readying the cookhouse for this org.

Owner Larry Nolan recently became a Shriner. Mr. and Mrs. Joe Queen, formerly with Doc Zeiger, Milo Anthony and others, bought a photo studio and novelty layout from Nolan in downtown Denver. They also will play clubs with their magic act.

Folks with Nolan last season who are wintering in Denver include Scott and Marie Lamb, with Scott building several new concessions; Tommy and Gloria Lamb, Tommy at Safeway and Gloria with popcorn in the Kress store, and Ted Lucky, busy with neon sales.

George Banks is building two new shows, both mounted on new 30-foot semis.

Elvin and Arline Bishop, at home in Wichita, Kan., will be back next season with popcorn, snow and ice, and Elvin as lot boss. Richard Bishop is wintering at home in Blackwell, Okla., but says he is ready to report back to ready his ride for '48.

Silver States

OPELOUSAS, La., Dec. 20.—A No. 2 unit of the Silver States Shows was formed at the close of the regular season for a winter tour of the South. Unit has 4 rides, 3 shows and about 35 concessions. Staff consists of Harry Richman, co-owner; Frank Gaskins, general representative; Tom L. Wentworth, secretary and lot superintendent, and Louis McNeese, electrician and mechanic. During its first 10 weeks the unit has played to good business. Frank Gaskins returned to his home at Laurel, Miss., to doctor a heart condition.

In winter quarters at Waterloo, Neb., James Carpenter, co-owner, heads a crew at work on new fronts and ticket boxes to make up part of the No. 2 show in the spring. Two units are to play the Middle West the early part of the season and then combine for larger fairs and celebrations. Each unit will be complete within itself, but when the two are combined there will be no duplication of rides. — TOM L. WENTWORTH.

Midway

ST. PAUL, Dec. 20.—Work in winter quarters here will resume after the holidays, according to Owner-Manager Rocco Schiavone, who announced recent delivery by Sellner Manufacturing Company of a new Tilt-a-Whirl. The delivery brings to nine the number of company-owned

Gold Bond

MOUNT STERLING, Ill., Dec. 20.—Owner Michael Stark has made several booking and purchasing trips lately. Shows closed a successful season here October 8 and moved into quarters, Owner Stark leasing a large building here to store all equipment.

Melvin Miller is in charge of truck and trailer rebuilding, assisted by Phil Kulik. Robert Lee heads the building and blacksmith department, assisted by Tommy Banks, Joe Carry and John Smith.

New equipment purchased includes four semi-trailers and tractors, a new kiddie train, to give the show eight office-owned rides; a new blue marquee and all new canvas for the office-owned shows. Stark also plans to purchase three more light towers, giving the show a total of six.

The new sound truck is set to go and construction of the new Fun-house is underway.

Recent visitors have included Henry Ellman, Leo George, Harold Canton and Mr. and Mrs. Harry F. Beard and son.—JOHN F. WELLINGTON.

Pioneer

WAVERLY, N. Y., Dec. 20.—Oren Bennet, Bill Shaw, Stanley Andreyick, J. R. Conklin, George L. Dobyns, Jim (Peekum) Harris and W. Golden, all in quarters, enjoyed a Thanksgiving turkey dinner prepared by Rebecca Epstein, who is in charge of the winter quarter's kitchen. Mrs. Epstein and her husband, Sam, are readying their concessions for the 1948 season.

Zucky and Buddy, Lew Farrel's chief agents, are painting some newly framed stores. Visitors were Jerry Higgins, restaurant operator; Earl Chamberlan, cookhouse operator; (Wild) Bill Martin, Joe Walsh, Sam Mofsky, Roy Hunter, Abe the Greaser, and Joe Harris.—J. PERCELL.

Heart of Texas

BROWNWOOD, Tex., Dec. 20.—A full crew will be on hand shortly after the first of the year to get things started for the org's opening the first part of March.

Owner Harry Craig and his son, Bucky, went deer hunting and Bucky scored a four-point deer.

Mr. and Mrs. Barney Rambo, who are wintering in Odessa, where they have costume jewelry, report business is good. They will be back with this show next season.—L. L. RAMBO.

rides the show will carry in 1948. In addition, the organization will carry 6 shows and 30 concessions. Rocco Jr., now touring the South, will return soon to take up his duties as co-partner and assistant manager.



WEST COAST SHOWS

Scheduled To Open Early in March
35 Weeks of Choice Fairs and Celebrations in 1948

WANT
WANT
WANT

SHOWS: A capable Girl Show Operator to take charge of Follies Revue, also Posing Show exclusively. Grind Shows not conflicting.

RIDE HELP: Foremen for Caterpillar and Ferris Wheel. Also Second Men on all Rides.

CONCESSIONS: String, Scales, Age-and-Weight, Novelties, Hoop-La. Any merchandise concessions not conflicting.

NOW READYING 21ST ANNUAL TOUR

CONTACT:

WEST COAST AMUSEMENT CO.

HARRY MYERS, Mgr.

291 Sixth Avenue, San Francisco, Calif.

Winter Quarters—Madera County
Fairgrounds, Madera, Calif.

OPEN JANUARY 15



"MEET ME IN ST. LOUIS"
INTERNATIONAL ASSOCIATION OF SHOWMEN
415A Chestnut St., St. Louis

11TH ANNUAL BANQUET AND BALL

HOTEL STATLER, JANUARY 14

Reception 6:30 — Dinner 7:30

INSTALLATION OF OFFICERS — CANDLE LIGHT PROCESSION.
PROMINENT SPEAKERS — ENTERTAINMENT AND DANCING.

WIRE OR WRITE FOR RESERVATIONS. TICKETS \$10.00 EACH.

— VISIT OUR OWN HOME WHEN IN ST. LOUIS —

R. E. (DICK) BEST WANTS FOR 1948 SEASON

(T. W. "Slim" Kelly no longer connected with me)
ALL PEOPLE WITH ME IN THE PAST, CONTACT ME AT ONCE

WANT MAN AND WIFE FOR SNAKE SHOW, UNBORN SHOW AND WALK-THRU. MAN TO TAKE FULL CHARGE OF REAL ILLUSION SHOW ON PERCENTAGE. SWORD SWALLOWER, STRONG MAN, JUGGLER, WORKING ACTS, KNIFE THROWER, TALKERS, TICKET SELLERS, INSIDE LECTURER, MAGICIAN. Want to hear from Jo Ann, Freda Paula, Casper, Grace, Sailor Ben and Alice Aloa. Address:

R. E. (DICK) BEST

CITY PARK, BOX 3687

SARASOTA, FLA.

STOCK TICKETS

One Roll \$ 1.00
Five Rolls 4.00
Ten Rolls 6.00
Fifty Rolls 20.00
100 Rolls 38.00

ROLLS 2,000 EACH.
Double Coupons.
Double Prices.
No C. O. D. Orders.
Size: Single Tkt. 1x2".

"He Who's Afraid To Begin Is Worse Than a Quitter."
SEND YOUR ORDERS FOR
TICKETS
OF ANY DESCRIPTION
AND WE WILL DO THE REST
THE TOLEDO TICKET COMPANY
Toledo 2 (Ticket City), Ohio

SPECIAL PRINTED Cash With Order. Prices:

2,000	.. \$ 6.60
4,000	.. 7.45
6,000	.. 8.30
8,000	.. 9.15
10,000	.. 10.00
30,000	.. 14.00
50,000	.. 18.00
100,000	.. 28.00
500,000	.. 108.00
1,000,000	.. 208.00

Roll or Machine Double coupons, Double Prices.

For Sale—Allan Herschell 40 Ft., 3 Abreast Jumper

Less side walls; fair top; new Merri organ, cover for same; very good engine. Cost \$5,850.00 F. O. B. Total and last price, \$3,800.00. Come take it away.

FRANCIS P. LAGES, JR.

516 ARSAN AVENUE

BROOKLYN 25, MD.

NEW 1948 KING FUN HOUSES

Beautiful newly designed Fun Houses built on Semi-Trailers. Erected and dismantled in an hour's time. New models complete with full line of tricks. Write for full information. Terms available.

KING AMUSEMENT CO.

82 ORCHARD STREET

MT. CLEMENS, MICH.



NOW BOOKING FOR OUR 20TH SEASON—1948—RIDES, SHOWS, CONCESSIONS

Opening vicinity of Detroit, Mich., in April.
3635 SEYBURN, DETROIT 14, MICH. PHONE: PLaza 7924

PHONE MEN!

BIG MONEY DEAL!

**Backed by community,
Chamber of Commerce
and Newspapers!**

Sell 6-Month and Yearly Memberships
to World's Greatest \$1,000,000 Heated
Indoor Swimming Pool! NOW IN
OPERATION!

Towns are Kokomo, Logansport, Peru,
Wabash and Marion.

START IMMEDIATELY!

WRITE, PHONE OR WIRE

JOE KARSTON

**BUNKER HILL NAVAL AIRBASE
BUNKER HILL, IND.
Tel.: Bunker Hill, Ind.-90**

**Big Profits
PHOTO**

MACHINES
New Street and Booth
Models Ready!
Shipped in 2 days!
Exclusive features—
easy to operate. Hands
not in chemicals. KD
or 1 piece. 5-year
warranty. Cameras
only or complete. 10
sizes—single, double
or triple. Supplies.
Write—phone—wire.



\$495

Federal Identification Co.
Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

CLUB ACTIVITIES

Michigan's Showmen's Association 3153 Cass Avenue, Detroit

DETROIT, Dec. 20.—The regular meeting was held Monday (15), with the following officers on the rostrum: Jack Dickstein, first vice-president; Roscoe Wade, second vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Harry Stahl, past president.

Elected to membership were Samuel Sullens, Ben Okum, H. Kermit Sumner, Edwin K. Abbott, Gilbert J. McGowan, Harry W. Hennies, Clifford Lapham, Bernie Mendelson, John Wild, Roger E. Haney, Paul Oleksy, Jack J. Perry, Bernard Allen, Lance K. Hawkins, Nate Smith, Robert G. Corrigan and Robert Klaus.

The ladies' auxiliary presented a check for \$900 to the club to be used for the annual children's Christmas party.

Following the meeting, members of both the men's and women's groups were guests of the Joey Moss Michigan Showmen's American Legion Post at a showing of U. S. Marine films.

Show Folks of America 1839 W. Monroe St., Chicago

CHICAGO, Dec. 20.—Club's annual banquet was held in the Crystal Room of the Sherman Hotel Saturday night (13), with 80 guests in attendance. Rose Page, chairman, reported that the annual Christmas party was held in the Sherman's Gray Room in connection with the regular meeting Tuesday night (16). Herman Stoike portrayed the role of Santa Claus.

Nellie Grosch, welfare committee chairman, reports that Myrtle Hutt is seriously ill in a California hospital. Warren Warren is in Veterans' Hospital, Hines, Ill.

Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, Dec. 20.—Past Presidents' Night, December 11, drew a large crowd. Among former presidents occupying the chair for brief periods were Lucille King, Estelle Hanscom, Babe Miller, Joe Krug and Lucille Dolman. Mr. and Mrs. Fred Weidmann, of San Francisco, were invited to share the rostrum with the past presidents and First Vice-President Nell Robideaux, Third Vice-President Lillian Schue, Secretary Marie Bailey and Treasurer Harry Levine. Barbara Trent was elected to membership.

Making donations were Bud and Bobbie Douglas, Norman and Lillian Schue, Bob and Jenny Perry, Berta Harris, Joe Meggs, Fred Weidmann and E. Berry. Doc Chamberlain and Freda Brown were reported on the sick list.

Called on for brief talks were Ruth and Lou Korte, Ruth McMahon; Fred Weidmann, who thanked the club for the \$100 check presented to him for Show Folks of America monument fund; Mrs. Weidmann, Marie and Pete Kortes and Ethel Krug.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 20.—Regular weekly meeting was called to order by President Harold Elliott, with Secretary G. C. McGinnis and Treasurer George Carpenter also on the rostrum. Frank Ellsworth was elected to membership.

George Howk questioned the legality of the nominations the preceding week and a motion was made to set aside the rules and renominate candidates. This was carried and virtually the same candidates were nominated.

Chester I. Levin and Edward Johnson, of Midwest Merchandise Company, furnished the lunch.

Memorial services will be held in the clubrooms Sunday afternoon, December 28 at 2 o'clock.

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Dec. 20.—President R. L. (Bob) Lohmar was unable to be present for the meeting Thursday (18), being called away on business. The meeting Thursday (25) has been canceled because of the holiday. The first meeting in January will be Friday (2) instead of Thursday.

News of the death of W. C. Zander, league member, was received. Zander passed away at his home in Sturgis, Mich., Monday (15).

A card from Marshall L. Green intimates he has left the hospital and is now at home in Evansville, Ind.

Donations of toys for the Christmas party for underprivileged children are arriving. Recent donations came from Ned Torti, the Casey Concession Company, N. Shure & Company and Max Avers, of Englewood Electric Company. Those in charge of the party are Rev. Marcel La Voy, James Campbell, I. J. Polack, Edgar I. Schooley, Charles Zemater, John Lempart, Ned Torti, William Carsky, Solly Wasserman, George W. Johnson, Happy Maxwell, Max Brantman, Charles H. Hall, Isaac Malitz, Tom Sharkey, Larry O'Keefe, Chick Bohdan, Petey Pivor, Irving Malitz and Lu Keller. Also on the committee are all members of the entertainment and house committees and Caravans, Inc.

The grapevine reports that Ned Torti and Pat Purcell have secured tickets for the Rose Bowl game and will make the trip via plane.

There will be no New Year's party in the league rooms this year.

Pacific Coast

Showmen's Association

1106 S. Broadway, Los Angeles 15

A vote of thanks was extended to Chaplain Jack Hughes and the cemetery committee for their work in conducting the memorial day services December 7.

An impromptu building fund ticket sale, conducted on the floor, netted nearly \$3,000 to the fund. Heading the list of buyers were Earl Douglas, who bought \$1,050 worth of tickets, and Harry Hargrave, who bought \$1,000 worth. West Coast Shows contributed \$500 to the fund. Those buying \$100 worth of tickets included Spot Ragland, Mike Krekos, Harry Meyers, Leo Leos, Ed Kennedy, Ted LeVitt, Bob Schoonover. Other buyers were Dan Stover, Candy Moore, Whitey Monett, Joe Altaman, Whitey Mattson, Dr. Ralph E. Smith, Eddie Taylor, Arthur Thompson, Jack Glassman, Ted Lefors, George Coe, Dave Cohn, T. Buckley, Sam Jones, Ray Holden, Harold Mook, Dave Cavagnaro.

Visitors and members present after absences were Bob Downey, Charlie Griener, Jack Ore, Henry Kaye, Sam Horn, Abe Rabin and Milton Freeze.

NOW CONTRACTING FOR 1948 SEASON

RIDES—SHOWS—CONCESSIONS

W. G. WADE SHOWS

C. P. O. Box 1488 Detroit 31, Mich.

Memphis Chapter #1

DISABLED AMERICAN VETERANS

WANT TO CONTACT

Promoters or principals for money-making project or entertainment in our city. Must be clean. Address:
206 Jerdel Building Memphis, Tenn.

WANTED

Small, good, clean Carnival with Rides and Concessions for Fourth of July week at Wheatland, Indiana, located on Highway #50, between Vincennes and Washington. Sponsored by "Veterans of Foreign Wars" and "Ladies' Auxiliary," Post #5864, Wheatland, Indiana. Especially want Rides.
CHAS. C. WEAVER, Commander

"MERRY XMAS AND A MOST HAPPY NEW YEAR"

FROM

HEARTFELT GRATITUDE

To all Fair Assns. and Committees who helped make this organization possible.

"Now Booking for '48."

CAN PLACE

SHOWS: Ten-In-One, Girl, Posing, Jlg. Concessions: Cookhouse, Photos, Diggers, Popcorn, Bingo, American Palmistry, Slum.

FOR SALE

2300 Volt Transformers, one 25 Kw., one 10 Kw., 400 and 200 Amp. Switch Boxes, Cut-Outs.

Winterquarters now open. Free Lights, Water, Space Foot of Nichols Street, Charles, La.



All Replies
Ted Woodward, Owner
"MID-WESTERN EXPOSITION"
America's Sho' Beautiful

BOX 1555 LAKE CHARLES, LA. Opening Feb. 14, 1948.

SINCERE APPRECIATION

To all Employees and true Showmen who had faith and confidence in our success.

"Welcome Back for '48."

WANT

RIDES: Roll-o-Plane, Tilt, Octopus, Spitfire. **HELP:** Mix-Up Foreman, Tower and Front Arch, Combination G. A. Drivers.

WILL BUY

Long Wheel Base Van Truck. Art and Frances Spencer, what happened?

**LONG SEASON
42 WEEKS**

BEACON BLANKETS

ONE CASE OR A CARLOAD
PLACE YOUR ORDER NOW

No.	Description	Size	Case Lots of 30 Each	Less Than Case Lots Each
No. 140	Toba Indian Hemmed Edge	60x80	\$2.50	\$2.80
No. 144	Midway Plaid Hemmed Edge	60x80	2.50	2.80
No. 145	Magnet Plaid Bound Edge	66x80	3.15	3.25
No. 146	Mingo Indian Bound Edge	66x80	3.15	3.25
No. 141	Curlew Plaid Bound Edge	72x84	3.75	3.85
No. 142	Wigwam Indian Bound Edge	72x84	3.75	3.85
No. 154	Curlew Plaid Hemmed Edge	72x84	3.25	3.35
No. 155	Wigwam Indian Hemmed Edge	72x84	3.25	3.35

Our 1947 catalog is ready. Write for your copy. State business.

NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

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.)

Belle & Vinson: Weslaco, Tex.
Big State Am. Co.: San Benito, Tex.
Blue & White: Aransas Pass, Tex.
Bohn & Sons United: Ferriday, La.
Cable & Sons Am.: Norwood, La.
Dixieland: Smithville, Ga.; Brownwood 29-Jan. 3.
Frierson & Garrison: Rowland, N. C.; Rockingham 29-Jan. 3.
Haywood: Silsbee, Tex.
Judy's Am. Co.: Moncks Corner, S. C.
Magic Valley Am. Co.: Eagle Pass, Tex.
Palmetto Expo.: Springfield, S. C.
Royal Am. Co.: Rentz, Ga.; Mount Vernon 29-Jan. 3.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Davenport, Orrin: (Coliseum) Chicago, Ill., 26-Jan. 4.
Gould, Jay: Gibson City, Ill., 23; Gilman 24.
Gran Circo Americano: San Salvador, El Salvador, C. A., thru Jan. 11.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bradley & Benson's Hillbilly Jamboree: Pierre, S. D., 26-27.
Skating Vanities of 1948 (Auditorium) Denver, Colo., 25-Jan. 3.

National Showmen's Association
1564 Broadway, New York

NEW YORK, Dec. 20.—The club-rooms were the locale of the Ladies' Auxiliary's annual Christmas party for needy show children this afternoon. There was a Christmas tree loaded with gifts, with Santa Claus on hand to distribute the presents, plus plenty of suitable entertainment. The ladies also are acting as hostesses to the men of the club tonight, as

JOHN HELLIOT

ANIMAL TRAINER

WIRE ME AT ONCE

DICK CLEMENS

1241 Beech Valley Rd., N. E., Atlanta, Ga.

FOR SALE

8-Car Kiddy Ride, ready to go; Mix-Up and Motor, Hot Wagon and Trailer, 30-Ft. Office Wagon, 4 Trucks, High Striker, Penny Pitch, 8x12 Top and Frame, one 12x16 Ball Game Top, P.C. Tables, 2 Logs, 4 nice Roll Downs, one 16mm. Projector and 6 Shows, one 8mm. Projector. All replies:

F. B. DENNIS
Mountain, Okla.

FOR SALE

Clean, flashy 12x20 Cookhouse, used fourteen weeks (or will sell any part), complete for operation, \$455.00.

Third Street Lot 21, Municipal Park
Tampa, Florida

GRANT CHANDLER

Wire Me
JOHN R. WARD
Galveston, Texas

BARNEY TASSELL UNIT SHOW

Correction Date of Opening

JANUARY 9 TO 17

MULBERRY, FLORIDA, PHOSPHATE FAIR

Big Pay Days—Good Drawing Territory—Bona Fide Fair.
Can place Merry-Go-Round, Fly-o-Plane and Caterpillar. Shows of merit and Concessions. Wire

BARNEY TASSELL

115 North East 71 Street Miami, Florida

AT LIBERTY FOR CARNIVAL

Prefer Railroad Show, complete Trained Wild Animal Circus. Elephant acts, two lion acts, puma act, Liberty horses, high school horses, dogs, ponies, monkeys, aerial acts, two Platform Shows, big snake house. For sale—No. 5 Eli Wheel.

AL G. GAYS SHOWS

Raymondville, Tex.

FLORIDA AMUSEMENT COMPANY

CAN PLACE CONCESSIONS

Fish Pond, Balloons, Coca-Cola, Bumpers, Short Range, Custard, Dart, Photo, etc. Place couple more Shows not conflicting; Unborn, Mechanical. Glen Porter Side Show has been booked. Rides—Fly-o-Plane, Caterpillar, Laugh in Dark, Ponies, Rocket, Octopus. Don't miss the Bowling Green Strawberry Festival, Vero Beach, Fort Pierce, Fort Myers, Pahokee and others. For Sale—Single Loop with GMC Truck, \$800; Popcorn Truck, \$2500. All address:

HOWARD INGRAM
BOX 2311, SARASOTA, FLA.

SIDE SHOW ACTS

OFFICE OWNED RAILROAD SHOW OFFICE PAID

Want Freak to feature, Half and Half, Sword Swallower, Glass Blower, Musical Act, Pin Head, Dwarfs for Bally, Anatomical, Alligator Boy or Girl, Fat Boy or Girl, Armless Girl, Congo, Ticket Sellers, Canvas Men, Talkers. All who have worked for me before, contact me at once.

JIMMY HURD, 8500 Biscayne Blvd., Miami, Florida

this is their annual open-house night—with plenty of eats and drinks (soft) for all.

Just received a letter of thanks from the Miami Showmen's Association for our part in handling the funeral of Milton Paer, executive secretary of their organization, who was buried in the NSA plot at Ferncliff Cemetery.

The veterans' committee, headed by Jack Lichter, has taken over the Governors' Room of the club for the packing of Christmas packages for hospitalized vets. Altho contributions came in late this year, the amounts subscribed are larger than ever, which means more and better packages. Ralph Decker, Sam Rothstein and Mrs. Lichter, as well as Barney and Joseph Walker, will provide automobiles for transporting the packages.

Welcome visitors: Max Goodman, who recently sold his show and is visiting his old haunts before making an auto trip to California with his family; Harry Mirsky, Shubert executive, returning to New York after the early closing of a show that he was piloting. Mrs. Frances Fornier dropped in on her way to the winter quarters of the Strates Shows after a visit to her folks in Toronto. She had to enlist the services of a champion railroad fixer in order to get transportation without waiting for a couple of weeks.

Recent visitors and letters received from the following: Jack Rubin, John DeMarco, Joe Prell and Hy Stein. The exodus to Miami and Hot Springs has begun; among those who have already left are Frank Miller, Dick Gilsdorf, Oscar Buck, Ross Manning, Jack Owens, Sam and Irving Berk, Ralph Endy and Charles Gerard.



WANTS FOR 1948 SEASON

CAN PROMISE AN OUTSTANDING STILL ROUTE AND GOOD FAIRS STARTING AUGUST 1 AND ENDING NOVEMBER 1. FAIRS INCLUDE FARIBAUT, MINN.; AUSTIN, MINN.; NEW ULM, MINN.; SIOUX FALLS, S. D.; BETHANY, MO.; TULSA, OKLA., and 3 MORE BIG ONES THAT CANNOT BE RELEASED AT PRESENT. WATCH THE BILLBOARD FOR THESE.

SHOWS OF ALL KINDS

Especially Motordrome, Fat, Unborn, complete Minstrel Show. Must be first class with good talent and band. Want Penny Arcade and invite correspondence from showmen with new ideas. Will build to suit.

RIDES: Pony Ride and New Streamline Train. All equipment must be first class, clean and flashy.

WANT to hear from a reliable, sober and capable man to operate show-owned Cookhouse.

WILL BOOK Slum Concessions of all kinds. No "ex." Write us and we will positively answer.

HELP: Can use a few reliable First and Second Men on all rides, man for Towers, Front Gate, Mechanic, Painter and Electrician Helpers. Must be sober and semi drivers preferred.

ALL WRITE AT ONCE, WINTER QUARTERS OPEN JANUARY 1. THOSE WISHING TO BUILD, WE HAVE PLENTY OF SPACE AND TOOLS.

SHOW OPENS APRIL 1, CLOSES NOVEMBER 1.

FAIRGROUNDS BOX 782 MUSKOGEE, OKLA.



"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

CAN PLACE FOR SEASON OF 1948

CONCESSIONS: Penny Pitch, Diggers, Fish Pond, Hoopla, Scales, Pitch-Till-You-Win, Ball Racks, Dart Game or any Hanky Panks not mentioned. Concessionaires who talked with me at the convention contact me by letter.

RIDES: Flying Scooter, Rocket, Roll-O-Plane, Octopus, Fly-O-Plane, Spitfire or Caterpillar. Also Kid Auto, Kid Plane, Pony Ride and Kid Train. (Mr. Britt, Mr. Howe and Mr. Mort contact me.)

SHOWS: Need Manager for beautiful Minstrel Show with 90-Foot Walkover Wagon Front who can produce fast stepping jig show and handle and hold performers. (Bubber Mack contact me.) Want party to take over two flashy Girl Shows, one with 90-Foot Wagon Type Front. New Blue Canvas and Fronts on both shows. (Ray and Fay Ayers contact me.)

This show will give you one of the finest routes of fairs and still dates offered by any show of its size in America today.

FOR SALE: One Transformer Truck complete with one 100 KW. Transformer and one 75 KW. Transformer, with Tower on Roof and Mounted Switch Boxes inside. Also Cabinets and Work Bench, Mounted on 1940 International LWB Truck. All in top shape, \$2,500.00.

Mailing Address:

F. M. SUTTON JR., GREAT SUTTON SHOWS
Box 742, Meridian, Miss.

WANTED SEASON'S GREETINGS TO ALL WANTED MY FRIENDS EVERYWHERE WANTED FOR JAMES E. STRATES SHOWS' SIDE SHOW

Want Freaks, Novelty Acts, Working Acts, Tattooer, Knife Throwers, Fire Eater, Human Pin Cushion, Sword Swallower, Juggler, Magician that can lecture, Talkers, Grinders, Ticket Sellers, Bally Girls, George Vaughn, Frank Bligh, Rubber Skin Red, Rosa Lee, John Dunning, Red Freund, Carl and Jean Stone, all others who want a pleasant season on America's No. 1 Railroad Show, will place you. Salary sure here. Have best Cookhouse on road. Contact me by wire or letter at

535 MEETING ST., WEST COLUMBIA, SOUTH CAROLINA.

P.S.: For your new Trailers see me at this address until March 1st. Am manager here for several make Trailers.

CLAUDE E. BENTLEY, Side Show Mgr.

AMUSEMENT ENTERPRISES

Want for 40 Weeks, Under Auspices

Acts of all kinds for Indoor and Outdoor Circus. Side Show Acts; Half and Half; Leona, answer. Want Liberty Act; Gladys Gillem, Ted Elder, answer. All year round work. Want experienced Phone Men to join on wire only. Do not come unless notified. No advances. Labor deal next, then Police and Shrine dates for balance of winter and all summer. Acts, send photos and lowest figure. Don Edwards, let us hear from you. All answer to

FRANK SCOTT, Bus. Mgr.

ROOM 5, 703 1/2 MAIN ST., JACKSONVILLE, FLA.

PHONE 5-0582

Cleveland Awarded RSROA 1948 Nationals, Meeting; Honorary Plaque to Martin

Many Problems Probed at Semi-Annual Board Gathering

CLEVELAND, Dec. 20.—National roller skating championships and the 1948 convention of the Roller Skating Rink Operators' Association of the United States were assigned to Cleveland at the semi-annual meeting of the association's board of control, held December 9-11 at the Hotel Cleveland here.

Considerable discussion took place over two proposed changes in rules or eligibility of contestants, but both were killed because of the impossibility of securing a uniform formula that would cover all situations.

First proposal would have required that all members of a team entering competition reside within the same local geographical area where both or all partners would be eligible to participate in a city championship, if one were necessary. The second proposal would have required that teams entering competition must intentionally prepare for competition as a team or at least six months prior to the first elimination in which they were eligible. After considerable study, the board voted to uphold the previous decision of the Amateur Affairs Committee in both instances.

National Press Relations

Plans for a national press relations program for the RSROA were discussed, and News Alliance, New York, was named official agent to represent the association. Plans were worked out whereby membership of the association would sustain costs of this program.

Negotiations with the American Society of Composers, Authors and Publishers (ASCAP) had a prominent place on the agenda, and an ASCAP representative was present at the meeting. This was the result of earlier negotiations conducted by Victor J. Brown, New Dreamland Arena, Newark, N. J. Objective of this meeting was "the development of ways of instituting a more representative and agreeable plan for assessment of composers' fees for the playing of ASCAP music."

The plan used as the basis of the proposal to be made to ASCAP was advanced by Walter J. Wolf, Ringing Rocks Park Rink, Pottstown, Pa. Details, however, were not disclosed, inasmuch as it will be necessary to have further conferences between representatives of both groups as well as action by official bodies in each case. Final plan is said to be simple, and RSROA officials noted that ASCAP was found to be co-operative in working out a solution to the music fee problem. Final action is not expected before the July convention. Present at the board meeting were: William T. Brown, Imperial Skating Rink; Portland, Ore.; H. D. Ruhlman, Lexington Rink, Pittsburgh; Phil J. Hays, Arcadia Roller Rink, Chicago; Fred H. Freeman, Bal-A-Roue, Medford, Mass.; Joseph P. Seifert, Bay Ridge Roller Rink, Brooklyn; J. W. Norcross, Warnoco Rink, Greeley, Colo.; W. J. Betts, Redondo (Wash.)

Skating Arena; Alfred W. Kish, Lima Roller Rink, Lima, O.; Victor J. Brown, New Dreamland Arena, Newark, N. J., and Fred A. Martin, secretary-treasurer, Detroit. The only absent member was Lloyd G. Fox, Omaha.

Rollercade Gets Meet

The huge Cleveland Rollercade was named as site for the RSROA United States championships and convention. The operators, Jack Dalton and Clarence and D. J. Reynolds, extended the invitation to hold the meet at Rollercade. Its skating surface is one of the largest in the country and has recently been rebuilt. The building has seating capacity of several thousand. Rollercade property includes parking space for nearly 2,000 cars and the building is served by several transportation systems. The week of July 12-17 has been set for the championships. They are to be followed immediately by the annual conference of the Society of Roller Skating Teachers at Rollercade.

RSROA President William T. Brown predicted attendance at the convention and championships would be the largest in association history because of the central location, convenient transportation facilities and plenty of accommodations in Cleveland.

Equipment manufacturers, distributors and jobbers were assured opportunity to display products in good style at the Rollercade, since more than 30 booths will be available in advance of convention dates.

Phil J. Hays, board member and operator of Arcadia and Armory rinks, Chicago, was named to take charge of exploitation of the championships. It is expected that Irwin L. Rose, of News Alliance, will handle press relations for the championships and convention as in the past. The RSROA Ohio chapter indicated its pleasure at the award of the championships to Cleveland, and signified its intention to support the promotion to the utmost.

Contests Sanctioned

The board also authorized Fred A. Martin, secretary-treasurer, to issue sanction covering the following State and regional championships:

Michigan, Ambassador Rink, Clawson; Oregon, Imperial Rink, Portland; California, Rollerdom, Culver City; Washington, Cook's Rink, Spokane; Kentucky, Fourth Avenue Rink, Louisville; Delaware, Delaware Rink, New Castle; Pennsylvania, Great Leopard Rink, Chester; Massachusetts, Bal-A-Roue, Medford; New Jersey, New Dreamland Arena, Newark; Colorado, Warnoco Rink, Greeley; Missouri, Kansas and Oklahoma, Arena, St. Louis; Illinois, Arcadia, Chicago; Midwestern region, Doling Park Rink, Springfield, Mo.; Rocky Mountain region, Skateland, Pueblo; Southern region, Coliseum, Tampa, Fla.; Pacific Coast region, (See RSROA NAT'LS, opposite page)

Fatal Boogie

SPRINGFIELD, O., Dec. 20.—Eight-to-the-bar boogie was the indirect cause of the death of Lee L. Marsteller, 41, a skate dancer at Hodges Bros.' Roller Rink here, December 17. Marsteller preferred Strauss waltzes for his dancing, but Douglas Morrow, 40, rink organist, insisted on playing boogie-woogie. They fought, Coroner Austin Richards reported, and Marsteller, who was said to have a heart condition, died following the fight.

They had driven into the country to avoid spectators. Edwin D. Keator, Morrow's stepson, who accompanied them, described it as a "friendly fight." The three were returning to town when Marsteller slumped over the steering wheel and died. Morrow and Keator were detained for questioning.

Bromley Debuts As Operator in Salinas, Calif.

SALINAS, Calif., Dec. 20.—Exhibition skating by West Coast titleholders of the Roller Skating Rink Operators' Association of the United States highlighted the November 29 opening of Rollerland here by Donald H. Bromley, who leased the building recently from Leonard Gregory, of Oakland. Bromley has installed new equipment and refinished the floor.

Opening-night attractions were free style skating by Ted Shufflebarger, last year's senior men's figure champ, who was visiting in San Francisco and came here for the opening; Leonard Baggaley, 1947 national intermediate figure champ, who is now stationed with the navy at Treasure Island, San Francisco, and Cliff Shattenkirk and Betty Jennings, this year's national senior dance champs, Seattle. Mrs. Irene Nazzaro, wife of Joe Nazzaro, pro-manager of Southgate Rollerdom, Seattle, accompanied Shattenkirk and Miss Jennings on the trip.

Bromley, a former member of the William T. Brown Figure Skating Club, of Seattle, turned pro in 1945 following his release from the army. Mrs. Bromley, the former Shirley Hill, was an amateur at Arena Gardens Roller Rink, Detroit, before turning pro to teach at various times in Detroit, Norfolk, Denver and Santa Ana, Calif. The Bromleys taught at Rollerland, Oakland, until May, 1947, when Bromley became manager of Oakland's Havana Roller Rink, and remained there until November 15.

The Bromley Rollerland has a 58 by 155-foot skating surface and uses recorded music. The rink has been opened to the Salinas Recreation Department for free skating parties twice weekly, the belief being that the small cost of operation will be more than repaid in future attendance.

Amateur Night at Mineola

MINEOLA, L. I., N. Y., Dec. 20.—Earl Van Horn's Mineola Roller Rink resumed amateur night shows December 18 after a lapse of 10 years, offering prizes totaling \$75. First prize was \$35, while checks for \$25 and \$15 went to second and third-place winners. Winners were determined by audience applause. All types of acts except skating acts were eligible, with the stipulation that skaters who competed automatically turned professional.

Pugs, Grunters Share Arena at Columbus, Tex.

COLUMBUS, Tex., Dec. 20.—Boxing and wrestling matches and occasional dances, beginning December 23, will be staged at Columbus Arena, with nightly skating sessions Wednesdays thru Sundays and week-end matinees, reports Manager J. D. La Tella, who operates the rink jointly with A. W. Willrodt, of Columbus. La Tella, who is a professional, has been amping dance and figure skating since the rink opened October 1 to a fair turnout of patrons. Before coming here he taught in New Jersey, New York, Utah, Idaho and California.

One of his first steps was the organization of junior and senior dance and figure clubs which hold weekly meetings. In spite of the lack of any previous knowledge of figure and dance skating, said La Tella, skaters are showing eagerness and learning rapidly, and membership of both clubs has been showing steady increases.

On Friday nights the senior club sponsors two-for-one events in which they skate until 9:45 and dance until 11 for the price of one admission. Members donate sandwiches for the event and proceeds go to the club treasury. The club's December 12 Sadie Hawkins night was a big success, said La Tella. Prizes were awarded for the most married girl and the funniest and most characteristic costumes. Proceeds from a Marryin' Sam booth, jail fines, a penny pitch game and the refreshment counter went to the club.

Winter Frolic Set For Florham Park

FLORHAM PARK, N. J., Dec. 20.—Dance, figure and speed clubs of E. V. Regalia's Florham Park Arena will hold a midwinter frolic January 28 at which trophies will be awarded winners of contests, reports Jay P. Edwards, Arena pro and former member of *Skating Vanities*.

Open to all amateurs holding cards of the United States Amateur Roller Skating Association, except winners of State and national titles, the contests for men and women will offer trophies for first place winners and medals for runners-up. The program will embody free style and speed events.

Over 1,000 numbered boosters costing 25 cents and entitling the holder to a chance on table model radio are being sent to other clubs in the State in connection with the frolic, with the stipulation that holders must be present to win. Another feature will be a bean guessing contest, the management offering a pair of Chicago skates as prize.

Orville Godfrey has added a regular session on Mondays to the schedule at Arcadia Roller Rink, Detroit.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

It's a PLEASURE to ROLLER SKATE on

"CHICAGO"

RINK SKATES

They're true and easy with a wide range of action. **TRY THEM!**

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.



RINK FOR SALE

The only Sports Arena between Pittsburgh and Youngstown. Rollerskating, Basketball, Boxing, Shows, Dancing, Carnivals, Political, Church, Union Meetings, etc. Building 150'x90'-20', City Property. \$20,000.00 Cash, Balance long term.
E. G. McCOY
3006 Vernon Ave. PITTSBURGH 10, PA.

NOTICE!

to the FOUR PIN-UPS

(Roller Skaters) Please get in contact with **MR. FARLEY**
Room 611, Hanna Bldg., Cleveland, Ohio
Phone: Main 9560

WANT TO BUY

CLAMP SKATES AND COMPLETE OUTFITS
Excellent condition only, any size lots. Wire detailed offer immediately.
SKYLITE ARENAS, INC.
551 S. Vermont Los Angeles 5, Calif.

FOR SALE

Fully equipped rink; flameproof portable airplane cantenary type tent, 130'x170' (1 yr. old); extra good maple floor, 80'x170'; 4 portable buildings housing living quarters, storage, concession, rest rooms, skate and repair rooms; 80 pair shoe skates, 200 Chicago clamp skates; good lease on main hwy. First class in every way. Operating year round with good paying business; pop. 200,000. **TROY BRASWELL, 4805 Asher Ave., Little Rock, Ark.**

FOR SALE

PERMANENT ROLLER RINK 60'x110'
Fully equipped, including a new Maple floor and new floor sander. Only Rink in town, great possibilities. Long lease, \$19,000.00.
C. P. CANNELLA
325 Motor Way, Santa Barbara, Calif.

ROLLER SKATING RINK

RENO, NEVADA
Stock and Equipment, 9-year lease, reasonable rent. Price: \$27,000.00. Terms arranged.
J. E. SWEATT & COMPANY
P. O. Box 2538, Reno, Nevada

FOR SALE OR LEASE

In Oakland, Calif., new roller rink, skates and all equipment.
G. J. CUMMINGS
851 Trestle Glen Road Oakland, Calif.

Hit the Profit BULLS-EYE with

ARROW SKATES

ARROW PRODUCTS MFG. CO.
HOLLAND, BUCKS COUNTY, PA.

WRITE FOR ILLUSTRATED FOLDER

RIEDEL ★

The Accepted Leader in SKATING SHOES

Riedell Sportshoe Co. Berkeley 3, Calif.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write **PERRY B. GILES, Pres.**
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor.

LAWSON PORTABLE FLOOR

50x93, changes to 40x112, used indoors three months; guard rails, P. A. system, 150 pairs Chicago skates, all for \$5,875.00.

C. B. DANIEL
Dalton, Ga.

RSROA Nationals, Meeting to Cleveland; Martin Honored

(Continued from opposite page)

Oaks Park Rink, Portland, Ore., and Eastern region, Lexington Skating Palace, Pittsburgh.

Ways and means of lowering premiums on public liability and property damage insurance in rinks were thoroly discussed and considerable data was brought to light by Secretary Martin, who had conducted a research thruout the membership. More concrete developments in the insurance line are anticipated at the convention.

Pros Take Floor

Fred J. Bergin, Fresno, Calif., president of the Ice Rink Operators' Association and dean of professionals for the SRSTA, attended meetings and introduced information on the matter of professional work. Bergin brought copies of the 1947 *Professional Teachers' Notebook* which were presented to board members for study and comment.

Time was devoted to study the problem of participation of new professionals and student pros in policy-making discussions at the 1948 pro conference, and it was tentatively agreed that policy-making should be confined to experienced pros to prevent delay of proceedings.

Student pros will probably be afforded basic instruction at rinks thruout the U. S. which are equipped to handle such instruction and are available the entire year. Instruction is to be given by advanced professionals. In this fashion the professionals could obtain as much instruction on any subject as they found necessary.

Vivian Heard, director of the Detroit School for Roller Skating Teachers at Arcadia Roller Rink, Detroit, requested RSROA approval for the school, which is the first of its kind. It is fully accredited as a trade school by the Michigan State Board of Education and one where student pros may study all phases of the sport. Approval was granted for one year, after which time the record of the school will be investigated and consideration given to a motion for permanent approval.

Banquet Turnout

On Wednesday evening (10) the board held its semi-annual dinner in a private dining room of Hotel Cleveland. Guests were Ben Morey, Eli Skating Club, New Haven, Conn.; Milton Aranson, Johnny Jones Jr.; J. A. Schasney, Arena Gardens, Detroit;

New Medford Classes Start

MEDFORD, Mass., Dec. 20.—New skate dance classes for adult and high school novices were started December 1 and 2 at Fred H. Freeman's Bal-a-Roue Rollerway here. The Freeman teaching plan begins with basic fundamentals and in a period of three weeks teaches aiming, leaning, edges, forward stroking and two dances, the straight waltz and promenade. The fourth week is devoted to a review of previous class work. The beginners' class in figure skating started December 6.

"Rogues" Coliseum Benefit

TAMPA, Dec. 20.—Coliseum Dance and Figure Club of Harry J. Warner's Coliseum Roller Rink here is preparing *Roller Rogues*, a show which will be presented the first week in January as a benefit to help defray expenses of the Southern regional contests to be held at the Coliseum in April by the Roller Skating Rink Operators' Association of the United States. Pat Patten is supervising the production.

H. A. Weakland, Coliseum, Greensburg, Pa.; Walter J. Wolf, Ringing Rocks Park Rink, Pottstown, Pa.; Mr. and Mrs. James J. Cicero, Crystal Ball Rink, Ebensburg, Pa.; Meyer Berin, Wonderland Skate Supply, St. Louis; Tony Mayo, Clarence and D. J. Reynolds and Jack D. Dalton, Rollercade, Cleveland; Roy C. Dexheimer and Jimmie H. Young, Moonlight Gardens, Springfield, Ill.; Joseph F. Shevelson and Gordon Ware, Chicago Roller Skate Company; Irwin N. Rosee, News Alliance, New York; John E. Free, Coliseum, Toledo; J. Vaughan Johnstone, RSROA office, Detroit; Joseph L. Bell, Bell's Rink, Fort Wayne, Ind.; Robert Bollinger, Oaks Park Rink, Portland, Ore.; Otto J. Albrecht, chairman, Amateur Speed Skating Committee, Cleveland; Mrs. Victor J. Brown; Mrs. Joseph J. Seifert; Caven Hill, skate distributor, Detroit; Ed Halihan, skate distributor, Washington; Vivian Heard, Detroit School for Roller Skating Teachers; Mrs. H. G. Salsinger, United States Federation of Amateur Roller Skaters, Detroit; Fred Bergin, Fresno, Calif.; Milford Q. Yetter, Greeley, Colo.; Louis Bargmann, Riverside Stadium, Washington; Mr. and Mrs. A. O. Johnston, 12th Street Rink, Erie, Pa., and T. B. McDonald, RSROA office, Detroit.

At the dinner gold pins were awarded to H. D. Ruhlman, Fred H. Freeman, W. J. Betts, Alfred W. Kish, Victor J. Brown and Fred A. Martin by President Brown for 10-year membership in the RSROA. Past President Rodney R. Peters, St. Louis, was also honored, altho he was not present to accept his award. Additional 10-year awards will be mailed to other recipients soon and thereafter as each member becomes eligible.

Fred A. Martin was honored by President Brown thru the presentation of a plaque denoting his 10-years of service to the association as secretary-treasurer.

During the meetings board members were guests of Mr. and Mrs. Charles Horvath at a reception held at their home.

Liberty

ROLLER SKATE CO., INC.

Farmingdale, L. I., New York

PRESENTS

The New

Liberty Precision Action Wheel



Write for particulars on our new Toe Stop for Liberty Skates

SPECIAL SALE

Shoe Skates, complete Chicago with Hyde or Gil-Ash Shoes \$11.00 Up
Ball Bearings, #AA 1.50 Per M
Precision Bearings:
Swedish30 Ea.
Norma-SKF35 Ea.
Half Shield—Norma-Fafnir40 Ea.
Full Shield—Norma-Fafnir50 Ea.
Laces: 54" and 63"90 Doz.
72" and 81" 1.00 Doz.
Nylon Laces, 72"10 Pr.
Write for Complete Catalog.
1/3 Down, Balance C. O. D.

JACK ADAMS & SON, Inc.
1471 Boston Rd. BRONX, N. Y.
Telephone: DAYton 9-3403

SKATING RECORDS

with STANDARD DANCE TEMPOS
Write for Complete List

SKATING RHYTHMS RECORDING CO.
P. O. Box 1838 Santa Ana, Calif.

SKATE CASES AT A NEW LOW

★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.64 Doz. Sample \$2.47.
★ ALL ALUMINUM CASES—"The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.
L & L PRODUCTS
7018 Glenwood St. Chicago 26, Ill.

Write Johnny— for everything in rink skates



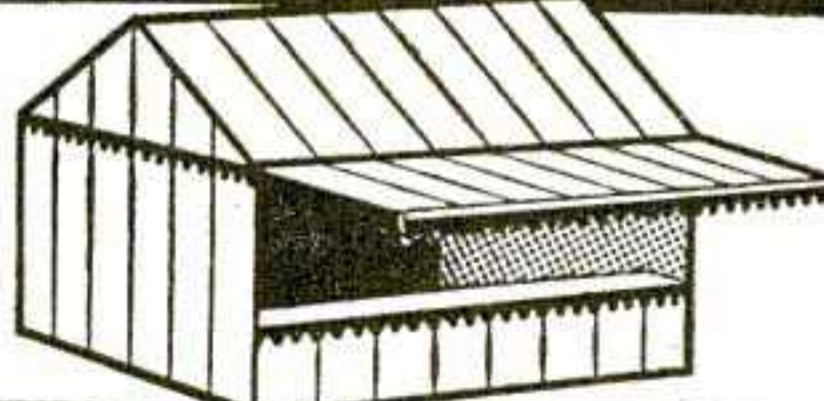
Guaranteed Same-Day Delivery

MOUNTED OUTFITS—CHASSES ONLY
PRECISION FIGURE & DANCE SKATES
PARTS & BEARINGS—Regular & Precision
SKATE CASES—LACES—ACCESSORIES

"CHICAGO" New and Used Clamp Skates—available at all times.
FACTORY DISTRIBUTORS Write for New Lowered Prices.

JOHNNY JONES JR.
51 CHATHAM ST. PITTSBURGH 19, PA.

ANCHOR TENTS



SKATING RINKS
SHOW TENTS

BEAUTIFULLY TRIMMED CONCESSIONS—BINGO TENTS
PROMPT DELIVERY OR FREE STORAGE TILL SPRING

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

COMPLETE PORTABLE RINKS SECTIONAL FLOORS

The World's Largest Manufacturers of Complete Portable Rinks and Northern Rock Hard Maple Floors.

BILT-RITE FLOORS AND RINKS

Dealers in Hard Maple Flooring
Mailing address: 1413 Crescent Drive, Tyler, Texas. Phone: 2968
Factory: 1016 East Locust St., Tyler, Texas
Night Phone: 719-R

West Texans Pay Tribute To Sadler at Sweetwater's "Flowers for Living" Fete

Governor Extolls Philanthropies, Humanitarianism

SWEETWATER, Tex., Dec. 20.—Harley Sadler, State representative and veteran rep and tent showman, for many years operator of the Harley Sadler Show, was honored by some 700 West Texans, Gov. Beauford Jester and members of the Supreme Court at "flowers for the living" program staged here December 14 by the Rotary Club. Program followed a banquet tendered Sadler in the Sweetwater High School gymnasium by the Sweetwater Chuck Wagon Gang.

Sadler, whose show recently concluded its season after playing to the largest crowds in its history in over 40 West Texas cities, was honored as the "friend of everyone, with speaker after speaker extolling his philanthropies and humanitarianism. Hundreds of congratulatory telegrams and letters rolled in from notables and other friends who could not attend the ceremonies.

Deeply affected by the tribute paid him by his friends and glowing praise rendered him by Governor Jester, Sadler said: "One has greatly mixed emotions on an occasion of this sort, but I am firmly convinced that something like this could happen only in America. As a civic project it could take place only in Texas. This event makes me resolve more than ever before to live with all humility. I have a desire to be of service to my fellow men, but my friends, it is not prompted by an ambition other than to do good."

Governor Jester, in extolling Sadler's merits in the night's main address, said: "When I received the news that Harley would not be a candidate for governor it was just the same as if Coach Blair Cherry received word that Harry Gilmer (Alabama University's famed football player) would be on the University of Texas bench in the Sugar Bowl game New Year's Day instead of playing against Texas."

Legislative Ability Lauded

Governor Jester also paid tribute to Sadler's legislative ability and read his record of bills sponsored and

passed. "I appreciate," said the governor, "more than anyone knows his going down the line with me in the legislation I sponsored during the last Legislature.

"It is also a fine thing that in these times, when our form of government is being questioned in some quarters, that our people would assemble to pay tribute to a public official."

Receive Gifts

During the Chuckwagon dinner, Sadler and Jester were presented with hand-painted ties, while the friends of Mr. and Mrs. Sadler presented the latter with a chest of sterling silver.

Prominent among the discourses was the pointing out of Sadler's long and successful tenure in show business and his associations with such orgs as Rentfrow's Jolly Pathfinders, Torbett & White, the Billy House Company, the Glendale Quartet, Roy E. Fox's Popular Players and Brunk's Comedians, and his subsequent organization of his own tent show which played under auspices of Shrine clubs, student loan funds, volunteer fire departments, parent-teacher associations and American Legion posts.

Depression Hits

His history was traced to 1919 thru 1934 when he became a comparatively wealthy man, only to have a circus venture and the depression wipe him out. His subsequent comeback was described at great length, with speak-

Menke Golden Rod Fitted With New Hull in St. Louis

ST. LOUIS, Dec. 20.—In a speedy maneuver, which took less than 24 hours to complete, a local shipbuilding company had Capt. J. W. Menke's showboat, the Golden Rod, all dressed up in a new steel hull, permitting the Menke cast to continue its *The Trail of the Lonesome Pine* presentation at the foot of Locust Street here, with only one night's interruption. The only showboat now on inland waters, the Golden Rod was taken by tug to the yards at the foot of Davis Street Wednesday (10) and Thursday (11), less than 24 hours later the new hull had been fitted under it.

With only one performance missed, the boat was returned to its river location here, where Menke has been presenting shows for the last 10 years. New fittings were accomplished by the shipbuilders by submerging the barge at the marine ways and floating the showboat onto it. Then the barge was raised and the Golden Rod fitted into compartments previously out for the purposes. It now presents a half-modern and half old-fashioned appearance, with the first deck of the boat level with the top of the barge hull.

ers lauding his great effort, integrity and the rigid economy measures he and Mrs. Sadler were forced to employ. In 1938 Harley was West Texas campaign manager for his cousin, Jerry Sadler, in the latter's successful campaign for railroad commissioner. Newspapers at that time began urging Sadler to run for the Legislature. It took him five years to overcome his reluctance for such a post. He's currently serving his third term in that capacity.

Sullivan Extolls Hypnotic Shows of Good Old Days

SHREVEPORT, La., Dec. 20.—Frank L. Sullivan, veteran roadshowman formerly associated with such hypnotists as the Great McEwen, Flint, Pauline and Dr. Henry George Lorenz, this week extolled the hypnotic shows of 35 years ago which played to standing room nearly everywhere, and poses the question: "Why don't the same conditions exist today?"

"I've always considered Dr. Henry George Lorenz the dean of all hypnotists for his scientific tests," Sullivan writes. "I made all of his window sleeps and on one occasion the Humane Society was going to take me out of the window from a bicycle ride, but Lorenz defied them and I finished the ride. Perhaps Earl Peck remembers the time the girl died in the window sleep in Tacoma, Wash., when Alberts played there. Dr. Lorenz had a number of tight spots but he always pulled out of them.

"I also made window sleeps for R. G. Barnum, who was a good showman, and it was a rare occasion when we failed to play to big crowds. I believe that any hypnotic show will still hold its own at the box office if properly publicized thru a window sleep.

Good Subjects

"Anyone who saw Lorenz's show will agree that his was really a scientific presentation. To be successful a hypnotic show must have A-1 subjects, such as those which clicked in the Northwest 35 years ago. They included people like Lee, Vardie, Joe Vient and Graham Delmar.

"I recall the time Lorenz played a theater in Everett, Wash., and the

manager was telling about the fake show he had booked. But he had the wrong person with which to deal. We went on and the house was packed. The manager read a newspaper while the show was in progress, so Lorenz worked harder than I had ever seen him.

"In his no-wake scene, when he threw his watch on the floor and called for a doctor because he couldn't wake his subject, I appeared from my window sleep and there were two physicians in the house. After seven minutes, he awakened his subject and, as a result, he had the doctors and the theater manager with him for the remainder of his appearance.

Verdict to Barnum

"Yes, the hypnotic show was classed as non-legit or fake show, but it took R. G. Barnum to beat a case in the courts at Vancouver, B. C., where it was charged that the show was a fake. He won the verdict with two good subjects.

"I would like to see someone put out a hypnotic show and one should still go well in the Northwest for they turn out in droves for them there. I have played nearly every city in the Northwest and I say there is no one who can prove hypnotism is a fake. I would like to see someone try it now with men like McEwen, Flint, Pauline, Lorenz or Barnum. I'm sure they wouldn't get very far on or off the stage. Bring back the man who can put on a good hypnotic show and you've got a person who will make 'em all sit up and take notice."

Hugo Players Tour a Winner

Equipment stored in Kearney, Neb. — "McGinleys Kilroys of yesterdays"

KEARNEY, Neb., Dec. 20.—Following completion of a lengthy and profitable tent season, Mr. and Mrs. Harry Hugo have stored their Hugo Players equipment here and will "just settle down until after the holidays at least." Hugo says that his wife is dividing her time between keeping house and looking after her interests in the Standard Play Service.

Their son, Herbie, trumpet player with the Jug Brown ork, a territory band working out of Omaha, was fortunate enough to be playing near here over Thanksgiving to get in for his share of the turkey. The Hugos also had as their guests for the holiday Harry's brother, Chester, and his wife, Ferne.

Chester, who quit the road several years ago, is operating a furniture store and mortuary in Gothenburg, in addition to serving his third term as mayor of the thriving Nebraska city.


"It seems," Harry remarked, "that whoever said: 'Once a trouper, always a trouper,' knew what he was talking about. And, after reading Earl Peck's recent article in *The Billboard* we all agreed with him and couldn't understand how Bob and Eva McGinley's names were omitted when mentioning the old-timers in previous issues.

"To us, their names were the 'Kilroys' of yesterdays. No matter where we were, be it in Kansas, Nebraska or the Dakotas—the size of the town or the theater made no difference—we could always find their stickers wherever we went. The day for reminiscing was all too short and I'm sure that Chester and Ferne left with itchy feet."

Recent visitors to the Hugo household here also included June and Pearl Machamer, who trouped with the Hugo Players some 19 years ago. June is a brother of the cartoonist, Jefferson Machamer, who is in charge of the Kansas Port of Entry at Oberlin. However, he is considering trouping next season as an accountant with a carnival.

John (Red) Gould, who trouped with the old Fontinelle Stock Company for a number of years, is also making his home here where he is in charge of the sales department of the Consumers Public Power Company.

\$19.50 PUTS YOU IN SHOW BUSINESS



We supply you complete 16MM. Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write SOUTHERN VISUAL FILMS, 68 Monroe (Dept. 55), Memphis, Tenn.

WANTED IMMEDIATELY!
Names of Roadshowmen interested in Sound Projector built for Roadshowmen only. 1 1/2 hours of continuous projection. Write today.

MAGNESS VISUAL EDUCATION SERVICE
CONWAY, ARKANSAS

9,500 BEAUTIFUL THEATRE CHAIRS
Rebuilt, Refinished \$3.95 UP
Send for Chair Bulletin, also 48-page Bargain Catalog on Motion Picture Projection and Production Equipment. World's Largest Mail Order House.
S. O. S. CINEMA SUPPLY CORP.
449 West 42nd Street New York 18, N. Y.

16mm. Films, Projectors
Lowest rental rates to showmen.

DRIVE-IN THEATER PROJECTOR Equipment, 35MM., complete, \$2974.00. Theater Equipment, \$2280.00 and \$1345.00. All new.
ACE CAMERA SUPPLY
150 N. Irby Street FLORENCE, S. C.

WE SELL, RENT, EXCHANGE

16MM. FILM AND PROJECTORS, SUPPLIES, ACCESSORIES, REPAIRS, WESTERNS, ROADSHOW ATTRACTIONS, SPECIAL SHOWS

Many exclusive COLORED CAST programs from concern that gave you CALDONIA; OPEN THE DOOR, RICHARD; TOP MONEY MAKERS in 16mm. 1946-'47. BIG MONEY in 16mm. Theatres, Circuits. Write for details. 16mm. Trailers and Paper available.

16MM. FILM EXCHANGE

302 1/2 S. Harwood St. Dallas, Tex.
EUGENE M. WILSON, Sales Mgr.
Tel.: Riverside 5650

GO INTO SHOW BUSINESS

10 STARTS YOU PAY OUT OF PROFITS

16MM. MOVIE OPERATORS

Make good money showing films in schools, churches, institutions, theaters, towns, etc. We furnish machine, screen, films. **EVERYTHING** to start you in your own biz. Write for our attractive offer today. Address Roadshow Division.

If equipped already send for our catalog today serving hundreds of dealers, roadshowmen, schools, churches, amateurs, etc.

Institutional Cinema Service, Inc.
1560 Broadway New York 19, N. Y.

TWO RED HOT NUMBERS for NEW YEAR'S



FLIP-UP TIE
(Protected by Pat. Pend.) DOZ. \$6.00
Fun for Young and Old. GROSS \$60.00

ELECTRIC BOW TIE

Complete with bulb, battery and wiring. DOZ. \$9.00
GROSS \$96.00

Jobbers and quantity users, write for special discount.
These are the originals! Finest materials and construction assure repeat orders.

A Happy and Prosperous New Year to All Our Friends and Customers

FRANCO-AMERICAN NOVELTY CO.
1209 BROADWAY NEW YORK CITY

OPPORTUNITIES

A Display-Classified Section of
Business, Sales and Employment Opportunities
RATES: Display 70c an agate line Minimum 10 lines
Classified 12c a word Minimum \$2.00
IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full

NOTICE
EARLIER CLOSING DATES
BECAUSE OF CHRISTMAS AND NEW YEAR'S
Forms for January 3 issue close Wednesday, December 24.
Forms for January 10 issue close Wednesday, December 31.

ACTS, SONGS & PARODIES

A GREAT SONG (SURE HIT)—"GEE, I WISH I Had a Man." Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9, N. Y. ja3
AETNA RECORD AND 2 SELLING COPIES of Music. Wonder song, great hit (San Antonio Sweetheart). With picture, \$1 prepaid. Dick Foulke, 232 N. Eutaw St., Baltimore 1, Md. de27
ANOTHER BALLAD—"DON'T SAY A WORD," by the writer of "I Only Want a Buddy, Not a Sweetheart." Professional copies upon request. Eddie Jones, 3982 Whetsel Ave., Cincinnati 27, Ohio.
MASTERS-RECORDS MADE FOR JUKE boxes. Transcriptions. Any quantity. Catalog. (stamp). Reasonable. Urab, BB 245 West 34 St., New York 1, N. Y. de27
PARODIES, SPECIAL SONGS, BITS, MATERIAL for any act. 1948 catalogue free. Kleinman, #1735 N. Bronson, Hollywood 28, Calif. fe21
PARODIES ON "NEAR YOU," "GOLDEN EARRINGS" and six other Hit Parade songs for one dollar. Catalogue free. Hit Publications, Box 1132, Cincinnati, Ohio. ja3
FRANKEL'S ENTERTAINERS' BULLETINS—Containing Monologues, Band Novelties, Parod. s, Patter. Five different issues, \$1. Don Frankel, 1508-B South Homan, Chicago 23, Ill.

AGENTS & DISTRIBUTORS

A HOT NUMBER—"KILROY WAS HERE"
Plastic Statuette, \$12.50 a hundred; sample dozen, \$2. M. S. Posner, 4851 N. 8th St., Philadelphia 20, Pa. de27
A SELF-TYING NECKTIE—UNBELIEVABLE demonstration. Exclusive territories. Sample, \$1, postpaid. Deductible from first order. Ty-Self, Fulton 10, Ill. ja17
AGENTS, DEMONSTRATORS, PITCHMEN—A one of a kind Medical Specialty, successfully demonstrated and sold in leading drug and department stores coast to coast. Well known name and best stores make volume sales. Retail, \$2.95. Sample postpaid, \$1. Write how you work. Wilson, 240 Sexton Bldg., Minneapolis 15, Minn. de27
BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only. \$2 brings 5 samples, returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. ja24
BIG CASH PROFITS DAILY TAKING orders. Uniforms, Shirts, Ties, Personal Initialed Individualized Buckles, Belts, Cap Badges, Tie Holders, 2,000 emblems. Repeats. Write today. Special outfit offer. Hook-Fast Co., Box 480-BB, Roanoke, Va. de27
EXCELLENT SIDELINE FOR PRINTING AND advertising salesmen. Decalcomania Name Plates in small quantities. Great demand. Also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XI-Roxbury, Roston 19, Mass.
JOBBER TO SELL RUBBER WALL PLAQUES. Send \$1 sample dozen, retail 10 cents each. You can make a clean-up. Regular price, \$5 hundred. Emil J. Krinsky, 2624 S. Central Park Ave., Chicago. ja10
"KLEAR-VIEW" KEEPS FROST, STEAM, FOG off windshields, eyeglasses. 24 cans on counter display easel. Excellent commissions. The Chemo Company, 3800B Genesee, Kansas City 2, Mo. ja17
LARGE VARIETY GENERAL AND ESSENTIAL Merchandise. 50c to \$3 sellers. Manufacturers, 26 Fifth Ave., New York City. ja10
PENNY THAT NAILS TO FLOOR—140% profit! Dozen, \$1.25, on cards. Sample, 25c. Schetz's, Sellersville, Penna.
PITCHMEN—NIFTY SHIRT HOLDER IS A Natural. Fast 10c seller. Send dime for sample. \$1 for 50. Nifty Co., Box 812, Oakland, Calif. ja3
SELL TAVERN RECORDS TO JUKE BOX OP-erators. "Meet Us At the Corner Bar," "Just a Barmaid" cost you 35c. Retail 79c. 10 samples \$3.50 postpaid. Territories available. Spotlight Music Company, Box 942, Baltimore, Md.
WAGON JOBBERS—CARED MERCHANDISE. Cigarette and Cigar Lighters on display cards, attractive. \$46.80 gross. Order today, get '48 price list. Over 50 selling items. Mitchell, 951 Prospect, Indianapolis, Ind.
WESTERN AND OTHER PLASTER NOVELTIES. Prompt shipping, reasonable prices. Special 25 items large and small, all different, \$3.35. Fred Tuller Enterprises, 1646 E. Washington, Phoenix, Ariz. ja24

ANIMALS, BIRDS, PETS

MOTHER AND BABY RHESUS MONKEYS, Bonnet Monkeys, Young Ringtails, Javans, African Greens, Baboons, Eagles, Vultures, Civets, Puma Cubs, deodorized Stunks, Ringed Cats, Agoutis. Chase Wild Animal Farm, Egypt, Mass. ja17
FOR SALE—TRICK HORSE, ARABIAN BY one-quarter, 8 year old, easy to teach. Price \$400. Jimmy Kish, 805 Sandusky St., Pittsburgh, Penna.
WANTED TO BUY—SNOWY OWL, IN GOOD condition. State all in first letter. Wild animals bought, sold, and exchanged. R. Neil Altenburg, Wild Animal Dealer, Trainer and Exhibitor, 3404 W. Wells St., Milwaukee 8, Wis. The Showman's Dealer.
WANTED—SMALL SHETLAND PONIES, state height, age and price. 2865 N. Dearborne, Indianapolis 18, Ind.
WE VALUE YOUR BUSINESS AND SINCERELY appreciate your good will. We wish you and yours a Merry Christmas and a Prosperous New Year. Don Compton, Box 93, Mt. Vernon, Ill.

NEW!



SWISS WATCH
What a value! Famous Ruskoff movement, sweep-second hand, chrome case and leather strap—all this for only **4.95**



MASONIC RINGS
START AT **10.95**
10K yellow gold, massive ring—masonic emblem on onyx background. Only \$10.95. Many other styles in stock.

Send for FREE illustrated catalog of complete line on your business stationery.
nesper INC.
WHOLESALE JEWELERS
JEWELRY TRADES BUILDING
6th & SANSON STREETS PHILADELPHIA 6, PA.

BINGO CAGES



Wire and Rubberized Cages Now Available With Catalin Uprights and Chromium Finished Trimmings.
FOLDING CHAIRS
SEND FOR PRICE LIST
New Style Bingo Blower, P.A. Systems and Complete Line of Bingo Supplies Available. Send For Free Catalogue.

MORRIS MANDELL, INC.
Dept. B, 131 W. 14th St., New York 11, N. Y. Chelsea 2-3064

SLUM

(GIVE-AWAYS)
Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention.
3,000 Pieces, Ass't.
\$25.00
SOME ITEMS RETAIL UP TO 25¢ EACH.
NEW ITEM!
LUCKY NOVELTY
PRIZE BOXES
ASSORTED NOVELTIES OF ALL KINDS
\$4.50 Gr. Boxes
5 Gross Lots—\$4.00 Gr.
25% Deposit, Balance C. O. D.
Mdse. Distributing Co.
19 E. 16 ST. NEW YORK, N. Y.

MEXICAN RINGS
LARGE & MASSIVE, ASSORTED
\$12.00 DOZ.
MEXICAN DEPT
6628 Kenwood Ave., Chicago 37, Illinois

HAIR CREAMOIL, 4 oz. 10¢
CREAM SHAMPOO, 6 oz. 16¢
Ask for Cosmetic prices.
CRESTMONT LABORATORIES
50 Leroy St., Binghamton, N. Y.



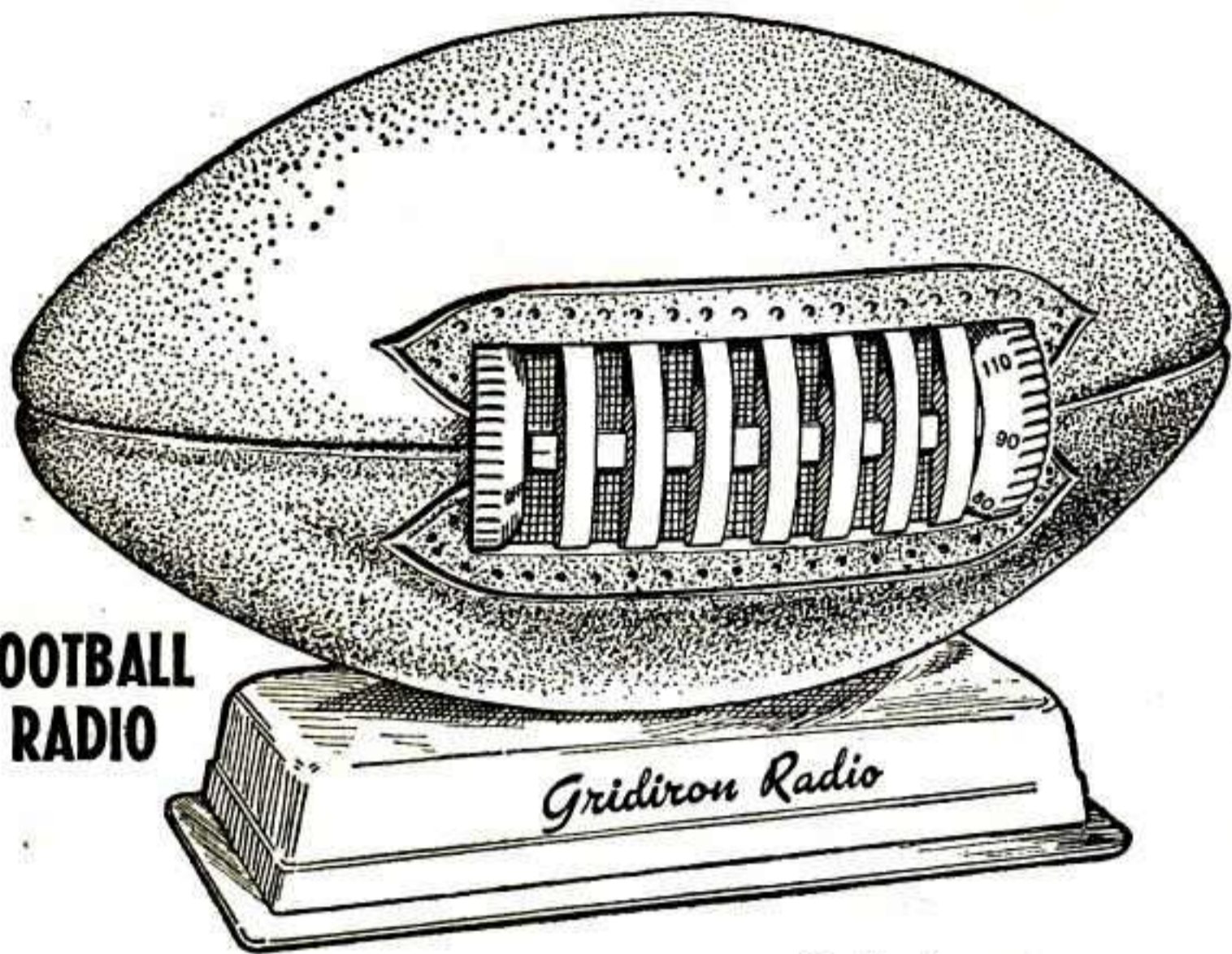
\$10.00
B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each. \$4.10
B. B. 101—3 Diamond Wedding Ring to match. Each. \$4.50
Sizes 5 to 7

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

LEADING SELLERS IN FUR COATS
LOW JACKETS PRICES CHOKERS & SCARFS
ALL GENUINE FURS
Our new 1948 Sure Fire Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.
H.M.J. FUR CO.
150 R W. 29th St. New York 1

JEWELRY ENGRAVERS!
All Identification Bracelets Have a Written Guarantee. 200 Other Engraving Items.
SEND FOR CATALOG
Miller Creations Mfr.
6628 KENWOOD AVE. CHICAGO 37, ILL.

THE IDEAL GIFT OR PRIZE



FOOTBALL RADIO

Gridiron Radio

THE WORLD'S BEST PRIZE

The Gridiron Radio is a radio in the form of a football with a lifetime aluminum cabinet 3/4-inch over-all larger than a regulation football. The set is five-tube AC-DC superheterodyne circuit, built under R. C. A. and Hazeltine license. Has 4-inch magnet dynamic speaker and Automatic volume control. Standard broadcast band from 535 to 1720.

AN IDEAL SALESBOARD ARTICLE

- Boy's room
 - Den
 - Dad's desk
 - Mantel
 - Game room
- Finished in the school colors of your choice.*
- Price:
 One \$39.95
 Lots of 6, Ea. 36.00
 Lots of 12 or more.
 Ea. 32.00

EMPIRE MANUFACTURING COMPANY

P. O. BOX 2166 — 1304 W. 8TH

AMARILLO, TEXAS

DEMONSTRATORS—JEWELRY WORKERS—ATTENTION!



No. 3R239
Per Doz., \$5.25

No. 3R180
Per Doz., \$4.50

No. 4R279
Per Doz., \$27.00

No. 4R269
Per Doz., \$12.00

WE CARRY THE MOST COMPLETE LINE OF ENGRAVING JEWELRY!



No. 2X1
\$22.50 Per Cross



No. 4X3—Gold Finish \$2.10 Dozen



No. 1X7
\$12.00 Per Cross

NO. 4X14—GOLD FINISH...\$2.65 DOZ. | NO. 4X15—WHITE FINISH...\$2.65 DOZ.

Over 300 different ring numbers in stock!!!

WRITE FOR CATALOG—STATE YOUR BUSINESS

BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

GLAMOUR GIRL NOVELTY CARDS

OVER 250 DIFFERENT SUBJECTS

Lithographed in full color; beautiful—attractive—popular.

Packed 5 assorted in transparent envelopes, retailing for 10¢, or available in bulk, packed 1000 assorted.

Write for details

INTERNATIONAL MUTOSCOPE CORPORATION

MUTOSCOPE BUILDING

LONG ISLAND CITY 1, N. Y.

PITCHMEN! DEMONSTRATORS!

Back Again—Perfected PUNCH NEEDLES! One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles... \$22.00 per hundred sets. Sample set, \$1.00—Cash with order. Terms: 25% deposit, balance C. O. D., F. O. B. Chicago. We also carry a complete line of Muslin Patterns, Embroidery Hoops and other accessories.

HOME ART and NOVELTY CO.
1160 Farwell Ave. CHICAGO 26, ILL.

FOR SALE SECONDHAND GOODS

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indianapolis, Iowa. fe14

CONDERMAN WHEEL—GOOD RUNNING CONDITION. Power unit overhauled. New cable ordered; new paint job. First \$2,000 takes it. Chas. R. Taber, Elay, Arizona, Gen. Del.

FOR SALE—100 PAIR CLAMP SKATES; Also want maple flooring, bundled or loose in A-1 condition. Write Box C-396, care Billboard, Cincinnati 22, Ohio.

FOR SALE—250 VULCANIZED FIBRE SAMPLE or Theater Trunks, 36x26x19 at 1/4 of original cost. Will sell any amount while they last. Uncle Max, 675 N. Clark, Del. 2578, at Huron St., opposite Wacker Hotel, Chicago. ja17

GEARED ALUMINUM POPPING KETTLES, all Electric Popping Units, Peanut Roasters, Copper Carmel, Candy Kettles, Display Cases. Northside Co., Indianapolis, Iowa. ja10

NUMBERING AND LETTERING PRESSES—(Numberall) for plastic and metal stamping. Used 1/8 Machine, \$50. New 1/16 Machine, \$100. Plastic and SS Plates for sale. Box C-398, care Billboard, Cincinnati 22, Ohio.

TURNSTILE—PERRY, NUMBERING ATTACHMENT. Excellent condition. Formerly used by newreel theater. Box 265, Billboard, N. Y. City.

10 SUPER ROLL, 18 ELECTRIC TALLY Games, stronger than Pokerino; 22 Scientific Pokerolls, 1948 models. Inquire Altman's Poker, 171 Beach 98th St., Rockaway Beach, N. Y. or 923 Fox St., Bronx 59, N. Y. de27

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set, 50 all-electric, from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. de27

BIG BARGAIN FOR SALE—ONE NEW 16MM. Empire Sound King Movie Projector, complete, coated lens, \$750 w. lamp, \$225. \$25 dep., balance C.O.D., first deposit check received gets the outfit. Alex Chervinsky, 114 N. Vesper St., Lock Haven, Pa.

BIG SIX DICE WHEEL, \$50—JUMBO BALL Chuck Wheel, \$40. Small red and black Wheel, \$10. Penny Pitch, \$10. Ed. Roach, Rolla, Mo.

COMPLETE EQUIPMENT FOR 400 SEAT Movie Theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. de27

FOR SALE—TWENTY FOUR SEAT CHAIR Plane. Le Roi engine, fence, Ticket Booth, complete. Calvin Gruner, Pinckneyville, Ill. ja10

FOR SALE—KIDDY FERRIS WHEEL AND Kiddy Torpedo Ride. Both, \$1,700 cash. P. O. Box 1022, Erie, Pa.

GOVERNMENT SURPLUS THEATER SOUND Projectors, Ares, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. de27

NEW 10 PASSENGER (SELF PROPELLED) Venetian Swings, \$450. Portable, beach park, carnival. Gross \$300 day. Operating Florida. Allen Fretz, Salford, Pa.

POPCORN TRAILERS—NEW, TEN AVAILABLE; two sizes. Krispy Korn, 120 S. Halsted St., Chicago, Ill. ja24

POPCORN MACHINE—LARGE MANLEY Electric, \$275. Wilhoit's Popcorn Concessions, 103 N.E. 60th Ave., Portland 15, Ore. ja17

POWER PLANT—25 K.W. DIRECT CURRENT. 110 volts. Bargain; trade. Want Hammond Organ. Lee, 934 N. Lancaster, Dallas, Tex. ja3

SET OF 8 OCTOPUS SEATS—GOOD SHAPE. latest style. Graydon F. Dowis, 324 Platte Street, Sterling, Colorado.

SILVER STREAK ROCKET FOR SALE—MANUFACTURED by Spillman Engineering Company. Lot of neon and plenty of flood lights. In first-class condition. Half price. Mrs. C. D. Simpson, Greystone Apt., Chattanooga, Tenn.

THEATER SEATS, PROJECTORS, FOLDING Chairs, Screens, Tents, Stage. Sell 16mm, 8mm. Film, Fibre Cases. Lone Star Film Company, Dallas, Tex. ja3

THREE-HORSE LIBERTY ACT—COLOR GREY, complete Act with trappings, ring curb. Ralph Duke, Ozark, Mo.

THIRTY BY FIFTY HIP ROOF TENT—Thoroughly roped sidewalls, complete. Absolutely waterproof. Excellent condition. \$375. Duncan & Sons, Ansonia, Ohio.

35MM. SOUND WESTERNS, FEATURES, Shorts, Bargain list free. C. H. Rogers, Box 26, East Atlanta, Ga. de27

35MM. SOUND FILM AT BARGAIN PRICES—Westerns, Comedies, Shorts, Features. Write for list and prices. P. O. Box 51, Raymondville, Mo.

HELP WANTED

AERIALISTS—MALE AND FEMALE. HIGH pole and ladder acts. Long, well paid season. State experience, etc., first letter. Aerial Trapeze, Gen. Del., Central, Ariz. ja3

AGGRESSIVE SALES PERSONS (FEMALE) to demonstrate horoscopes, dream books, etc., in 5 and 10c stores throughout the country. Write giving experience to Zolar Publishing Co., 33 West 60 St., New York 23, N. Y. de27

BANDMASTER WANTED—GOOD RECORD. Teach individually, in groups, and altogether, on all instruments. Give details, including references, first letter. Lancaster High School, Lancaster, S. C. de27

DRIVER—PANEL TRUCK. TRAVEL VAUDEVILLE. Dog act. Billings, Hotel Wilson, 310 West 58th St., New York, N. Y.

EXECUTIVE AND SALES MANAGER—EXPERIENCED man wanted with full knowledge of children's record field. Box 266, Billboard, New York City.

EXPERIENCED LEAD TENOR FOR COMMERCIAL band, also violin. State previous bands, permanent address, age, if single, minimum salary. Room 1043, Muelhebach Hotel, Kansas City, Mo. de27

TRUMPET, DOUBLING VIOLIN FOR PERMANENT position. Contact Hotel Orchestra, Box C-399, care Billboard, Cincinnati 22, Ohio. ja3

EXPERIENCED UNION HAMMOND ORGANist for Indoor Circus, about 40-week season. Must be good accompanist and solid rhythm with band. Bandleader, Room 714 Ashland Bldg., 155 North Clark, Chicago, Ill. ja3

WANT—LADY PARTNER, DOING ONE OR more acts, to team up with comedy magician with a magic illusion road show. Wallace, 2211 Bellefontaine, Indianapolis 5, Ind. ja3

WANTED—MAN OR WOMAN GUITAR INSTRUCTOR to teach classes in Octave an Actual Notation. Salary and commission. Flood Music Company, 404 Fifth St., Sioux City, Iowa. ja10

WANTED—PIANO MAN, TERRITORY BAND. salary, sleeper bus. Box C-393, c/o Billboard, Cincinnati, Ohio. de27

WANTED—EXPERIENCED AERIALIST OR will teach good amateur for high ladder act. Long season, top salary with bonus. State all first letter; photo returned. Write Jerry Martin, Box 9058, Tampa, Fla.

WANTED—PIANO MAN, MUST PLAY COMMERCIAL, some jump. No beginners; also tenor. Florida location. Leader, Lanier Hotel, Macon, Ga.

WANTED—ADVANCE AGENT FOR STAGE Revue. Salary or comm. Box C-401, c/o The Billboard, Cincinnati 22, Ohio.

INSTRUCTIONS BOOKS & CARTOONS

LEARN PIANO TUNING AT HOME, ETC. (Dr. Wm. B. White). Karl Bartenbach, Piano Technician, 1001 Wells St., Lafayette, Ind. Phone 4926. ja3

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Gag Pictures. Catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. ja3

MAGICAL APPARATUS

A BRAND NEW CATALOG—MINDREADING, Mentalism, Spirit Effects, Magic Horoscopes, 1948 Forecasts, Crystals, Palmistry, Graphology, Facial Charts, Books, 148-page illustrated Catalogue plus Magic Catalogue, 30c. Wholesale. Nelson Enterprises, 336 S. High, Columbus, O. ja10

AAA WHOLESALE TRICK CATALOG 10c—Pitchmen's 25c Packages (7 items), \$4.50 100. Arlane Manufacturing Co., 4462 Germantown, Philadelphia. de27

ABBOTTS, KALIF, CITTER, \$40—USED Magic bought, sold and swapped; lists, 3c. Manly, 200 So. Ave., 56, Los Angeles 42, Calif.

DOLLAR MAGIC SET FREE WITH PROFESSIONAL illustrated catalog, 25c. Samples, 40 tricks, jokes, novelties, \$1. Box 971-A, Philadelphia. de27

HYPNOTIZE ANYONE SPEEDILY, EASILY, effectively! Sure-fire method! Guaranteed course, \$5. (Information, stamp). Philadelphia School of Hypnotism, 2404-N. Fifteenth, Philadelphia. de27

HYPNOTIZE—CONTROL THE MINDS AND ACTIONS of others! Completely illustrated course, \$1. Money back guarantee. Fowler, Box 1284, Boston 4, Mass. ja10

MAGICIANS' HEADQUARTERS—400-PAGE professional catalogue, pocket, parlor, stage 'tricks. Word's finest magic. Send \$1 for catalogue (refunded first \$5 order). Kanter's, B-1311 Walnut, Philadelphia 7, Pa. ja17

MASTER CIGARETTE VANISHER—WILL fool even your wife! 25c (wholesale), including catalog. Schetz, Sellersville, Pa.

NEW SUB-MINIATURE RADIOPHONE FOR Mentalist, Mindreaders, Horoscope pitch. Each unit weighs less than pound, easily concealed. Write for brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, O. ja10

WORLD'S LARGEST MAGICAL MAIL ORDER House. Illustrated professional list, 30c. Genoves, G.O.P. 217-B, N. Y. 1, N. Y. de27

MISCELLANEOUS

BALLROOM AND RINK EFFECTS—CRYSTAL Showers, Spotlights, Motor Driven Color Wheels. New only. Newton, 253 W. 14th, New York, N. Y. ja3

TROUPE OF MIDGETS SEEKS ENGAGEMENT in fairs for 1948. Offers. Box C-400, Billboard, Cincinnati 22, O. ja3

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—HAMMOND NOVACHORD. GOOD condition, needs refinishing, cash offers considered. Box C-392, c/o Billboard, Cincinnati 22, Ohio. de27

FOR SALE—ONE HAMMOND ELECTRIC Organ, four months old, like new, \$3,000.00. Call Morris, Illinois, 1109. de27

PERSONALS

MAINTAIN NEW YORK OFFICE ADDRESS—Your mail received, forwarded, confidential. Free details. Arlington, 131-T West 42nd, New York. fe7

PLAY PIANO BY EAR—A "SOUND" SYSTEM Booklet free. Joe Boucher, Box 12B, Ottawa, Canada. Back numbers popular songs sold. ja3

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION, DIRECT POSITIVE OPERATORS: 1 1/2"x2 1/2" Eastman D.P. Paper, \$4.04 per roll; 2"x2 1/2", \$5.23, including tax; other sizes proportionately reduced. Write for 1948 catalog announcing new line medium priced Metal Frames, also Glass Frames, Folders, Chemicals, hand-painted Backgrounds, Comic Foregrounds, Paper and our new Double Unit Photo Machine. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. ja3

COMPLETE LINE OF EASTMAN AND MAR-fal Direct Positive Supplies. Write for price list. Marks & Fuller, Inc., 70 Scio Street, Rochester 4, N. Y. ja3

DIME PHOTO OUTFITS CHEAP—ALL SIZES.
Drop in and see them; latest improvements.
Real bargains. P. D. Q. Camera Co., 1161 N.
Cleveland Ave., Chicago 10, Ill. de27

MINUTE STREET CAMERAS—COMPLETE
with Lens and Shutter, \$60. New Booth Roller
Cameras, \$35. Glossick Mfg., 644 Monahan St.,
East Peoria, Ill.

PHOTO MACHINES—SINGLE, DOUBLE, TRI-
ples, 1948 streamliners. Also Cameras only.
Best Made. Federal Identification Co., Box 3586,
Oklahoma City, Okla. np

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS
and 6% Envelopes, Hammermill Bond, four
lines copy, \$2 postpaid. Samples. Dickover
Printing, 5238 Cleveland, Kansas City 4, Mo. fe21

CHRISTMAS CARD CALENDARS WITH EN-
velopes. Name and business printed, \$4 per
100. Samples free. Ace Press, Clearwater, Fla.
de27

PROFESSIONAL MIMEOGRAPHING—100
Circulars, 100 Envelopes, 100 Letterheads (hand-
lettered), \$3.50 prepaid. 48-hour service. LCD
Mimeograph Service, 221 Shepler, Toledo 9, Ohio.
ja10

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS—
Positively no disappointments. Nieman Studios,
1236 S. Halsted St., Chicago 7, Ill. Canal 2544.
de27

TATTOOING SUPPLIES

TATTOOING OUTFITS, SUPPLIES, DESIGNS.
Inks, Colors, Electric Tattoo Machines. New
book on tattooing, \$1. Milt Zels, 728 Lesley,
Rockford, Ill. ja17

TATTOOING MACHINES—WORLD'S FINEST
and best; Outfits, Designs, No. 12 Needles,
Colors, Supplies. Free catalogue. Owen Jensen,
120 W. 83rd St., Los Angeles 3. ja3

TATTOOING OUTFIT (COMPLETE), \$20—
Electric Machine, Rheostat, Inks, Stencils, etc.
Steele, 17 Pacific Way, Long Beach, Calif. de27

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MA-
chines, all other coin equipment. Mac Postel,
6750 N. Ashland, Chicago, Ill. ja3

WANTED TO BUY—TRAINED BIRDS, SINGLE
Birds or complete Acts. State price. Bertelle's
Bird Circus, Sawyer, Wis. ja10

WANTED TO BUY CHEAP—FOR CASH,
small rides and Chairplane; state all condition.
Make price. Ellis Craig, Henderson, N. Y.

WANTED FOR CASH—TWO RIDES KNOWN
as Acroplanes. State condition and price.
Robert E. Howard, 11658 Wyoming, Detroit, Mich.

WANTED—HAND GRIND OR STREET OR-
gans, regardless of condition. State description
and price in your letter. Gould, 30105 Euclid
Ave., Wickliffe, Ohio.

At Liberty—Advertisements

5c A WORD, MINIMUM \$1, CASH WITH COPY

BANDS AND ORCHESTRAS

COLORED BAND FOR NIGHT CLUBS, COCK-
tail lounges, taverns, etc. Four men, entertain-
ing and singing. Jump Jackson, 4719 S. Dearborn,
Chicago, Ill. ja10

CIRCUS AND CARNIVAL

WANT—WEST COAST CARNIVAL BOOKING
for my cook house and popcorn, candy floss
concession. George A. Pugh, Los Angeles 53,
Calif. P.O. Box 1223.

DRAMATIC ARTISTS

AVAILABLE JAN. 1—COMEDIAN, JUVENILES,
singing, magic, specialties; piano, read not fake.
Toby Beck, Gen'l. Del., Rochester, Minn.

JERRY BRUCE, GENERAL BUSINESS AND
Characters. Singing, dancing, specialties, uke,
ocarino, slide whistle, lots of hillbilly stuff. Elgin
Hotel, Minneapolis, Minn.

MISCELLANEOUS

COMEDY HILLBILLY FLOOR SHOW MAGI-
cian, radio or stage unit; comedian, illusionist,
escape artist, novelty scrubboard. Wallace, 2211
Bellefontaine, Indianapolis 5, Ind. ja17

FEATURE MENTAL, MAGIC ACT, ORIENTAL
presentation. Salary for act. Percentage on
private readings. Yose, 123 Milner Hotel, Read-
ing, Pa.

NATION'S MOST ASTOUNDING PALMIST OF
leading theaters and niteries, available for top
flight night club. Percentage or straight salary.
Finest presentation of any palmist in the world
today. Address Mentalist, 366 West 1 Street,
Dayton Ohio. de27

VERNON HOFF, FEMALE IMPERSONATOR—
Exotic strip tease dancer. Singer. Lodi, Cali-
fornia's gift to America. Free picture to anyone.
Vernon Hoff, Club My-O-My, New Orleans, La.
Seventh captivating week. de27

MUSICIANS

ACCORDIONIST—SOBER, RELIABLE, READ,
fuke, sweet or swing, modern. Small unit pre-
ferred. Available January 1st. Musician, 428
Kingsley Ave., Macon, Ga. Phone 9858.

ACCORDIONIST, STROLLER—WILL CON-
sider all offers at once. Does not drink. Phone
934-Q. Address: 201 1/2 North Central Ave., Marsh-
field, Wis.

ACCORDIONIST—COMMERCIAL AND SWING.
Take job with good Western Band. Network
experience. Joe Stanley, 921 Hanover St., Fred-
ricksburg, Va.

DRUMMER—SOCIETY, IMMEDIATELY. 802.
Latin American rhythms; read, cut shows, car,
sambas, locations only. Minimum union tax paid,
\$75. Married. Chuck George, 7812 Sunset Blvd.,
Hollywood, Calif. de27

AT LIBERTY—BASS MAN, 30 YEARS OLD.
union, sober, reliable. Prefer combo work. Paul
Jordan, R. F. D. 3, Ponca City, Okla.

DRUMMER, AVAILABLE DECEMBER 26—
Union, read, fake, sober and very reliable. Want
job with band with new ideas; no mickey outfits.
2 or 4 beat. Prefer jump band. New pearl set.
Will travel. Write Drummer, 508 Alexander Ave.,
Monroe, Louisiana.

DRUMMER, AVAILABLE IMMEDIATELY—
Just finished one year semi-name band. Fifteen
years' experience all styles, especially society and
Latin. Cut any show, read well, finest drums with
timbales, reliable, good references, have car. Prefer
Florida but will consider all propositions. Wire,
phone or air-mail Stan Hotaling, Mayflower Hotel,
Jacksonville, Fla.

FRED ROBSON FOUR DISTINCTIVE SOCIETY
Quartet, featuring Fred Robson's tenor saxo-
phone and clarinet with trumpet, piano and drums.
Now playing club dates. Available for smart
clubs, cocktail lounges and resorts. Will travel.
Fred Robson, 777 Lexington Ave., New York City.

GUITAR, VOCALIST—UNION; WOULD LIKE
to join combination or can work alone. Miami
preferred. Thoroughly experienced, very best qual-
ifications. Ray Donnelly, 45 Scheerer Ave., Newark,
N. J. Waverley 3-4732.

GUITAR—DJANGO-LIKE SOLOS, TWELVE
years' experience. Small combos only. Refer-
ences; records. Cut or no notice. Available im-
mediately. Will go anywhere. Write or wire
Guitarist, 325 North 12th Street, Phoenix, Ariz.

GUITARIST—LOUNGE UNIT OR SMALL
band. Fake, read, lead and rhythm. Sing
some; advise all your first. Box C-397, Bil-
board, Cincinnati. ja3

HAMMOND ORGANIST—YOUNG LADY, UN-
usual musician, available for cocktail lounges,
hotel, restaurant. Don't have organ. Miss Serene
Cole, 7100 South Shore Drive, Chicago 49, Ill.,
Apt. 402.

LEAD ON JAZZ TRUMPET—AVAILABLE IM-
mediately. Accept job on cut or no notice basis.
Age 24, 10 years' experience all types of music.
Also double slide trombone. Wire or call Pat
Baughman, Madison, S. D.

LEAD ALTO AND CLARINET—SEMI NAME
experience; prefer location. Bob Dunnington,
607 W. 15th St., Sioux Falls, S. D.

MEXICAN DRUMMER—NON UNION, EX-
perienced all lines drumming. Go anywhere,
Southwest territory. Wire, write Dave Steele,
Gen. Del., Laredo, Tex.

ORGAN, VIBS, SOLOVOX AND DRUMS—
White male duo, available January 10. Experi-
enced best hotels and cocktail lounges. Contact
Ralph Yale, Little Falls, N. Y. de27

PIANIST, VIBIST—FORMERLY WITH HAL
Hallett and Bob Chester, available after January
1st for Boston or Florida location. Good ap-
pearance, union, age 33, sober; play jazz or
commercial. Expect top salary. Could provide
small combo. Jack Collins, 56 Woodbury Rd.,
Burlington, Vt.

PIANIST AVAILABLE, AGE 29, HAVE CAR,
tune-dex, vibes. John Slater, 110 South St.,
Daytona Beach, Fla.

TENOR SAX—DOUBLE CLARINET, ARRANGE.
Sober, young, will travel, union. Available after
first of year. Frank Castellino, 62 E. Railroad St.,
Pittston, Pa.

VIOLINIST—FINE TONE, NAME AND SEMI-
name experience, excellent appearance, young,
union, vocal, experienced with string sections, hotel
society bands. Write Musician, Box 88, Cape
May, N. J. Phone 4-8309.

PARKS AND FAIRS

HIGHCLASS TRAPEZE ACT—AVAILABLE IN-
door events. Flashy silvered paraphernalia. Real
act. For particulars address Charles La Croix,
1304 South Anthony, Fort Wayne 4, Indiana.

WORLD'S GREATEST COMEDY ACT—ROSCOE
Armstrong, comedy car. Now booking 1948
fairs. Open for spring and winter engagements.
Montezuma, Ind. de27

VOCALISTS

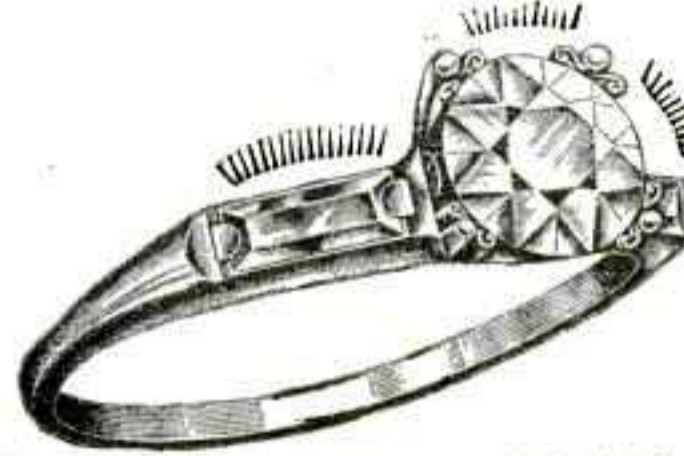
VOCALIST—BARITONE, HILLBILLY, POPU-
lar and light classic. Play own accompaniment.
Experienced; prefer radio and personal appearance.
Sober. Bob Helms, Box 333, Lansing, Iowa.

New Big Sellers In RINGS



No. 4R159—Gold Filled ... \$24.00 Doz.
No. 4R160—Sterling 21.00 Doz.

No. 4R65—Gold Filled \$27.00 Doz.
No. 4R64—Sterling 22.50 Doz.



No. 2R269—Gold Filled ... \$10.80 Doz.
No. 2R268—Sterling 9.00 Doz.

No. 2R249—Gold Filled ... \$ 9.00 Doz.
No. 2R256—Sterling 7.20 Doz.



No. 2R281
Gold Filled
\$6.75 Doz.
No. 2R252
Sterling
\$6.00 Doz.

No. 2R304
Gold Filled
\$6.75 Doz.
No. 2R303
Sterling
\$6.00 Doz.

No. 2R255
Gold Filled
\$7.80 Doz.
No. 2R254
Sterling
\$6.75 Doz.

No. 2R307
Gold Filled
\$6.75 Doz.
No. 2R301
Sterling
\$6.00 Doz.

WRITE FOR NEW BIG 1948 CATALOG—STATE YOUR BUSINESS

HARRY PAKULA & CO.

5 NORTH WABASH AVE.
CHICAGO 2, ILLINOIS

NEW YEAR'S PARTY FAVORS

- No. 1 Assortment 100 hats and noisemakers.....\$ 6.00
- No. 2 Assortment 100 hats and noisemakers..... 8.00
- No. 3 Assortment 100 hats and noisemakers..... 10.00
- No. 4 DeLuxe assortment, 100 pieces..... 15.00

Order from this ad. All orders shipped same day received. Satisfaction guaranteed.
25% with order, balance C. O. D. Order as many assortments as needed.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

Come and Get 'Em!

DAISY CORK GUNS. Each . . . \$4.95

We have a limited supply—first come, first served

Corks for Above Guns. Per 1,000\$2.75
Worth Baseballs. Doz.\$2.15 | Weighted Darts. Doz. 1.50

We have a complete line of Bingo Supplies and Prizes.
25% Deposit With Orders; F. O. B. Indianapolis.

KIPP BROTHERS

117 S. MERIDIAN ST.
INDIANAPOLIS 4, IND.

BIG . . . full 9 inches long!
Runs, wiggles, opens his mouth!

AMBROSE, THE AMBLING ALLIGATOR

Bound to attract crowds wherever it's shown!
Brightly colored plastic with legs, head and 4-inch
tail that wiggles realistically. Mouth opens and
closes as it runs along on string. Big. Dramatic.
Looks like \$1. You make an easy profit by
retailing at 49¢. Rush in your order!

Cash or check with order or 25% down,
balance C. O. D.



Sensational new
demonstration item.

Samples
sent
\$2 doz.

\$22 gross

M. D. ORUM, 1519 W. North Ave., Milwaukee 5, Wis.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys,
Every kind of Glassware, Blankets, Hampers, Hosssocks, Plaster, Slum, Flying Birds, Whips,
Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type
of Goods You Are Interested In.

1-day Service **ACME PREMIUM SUPPLY CORP.**
1111 South 12th St. Louis 4, Mo.

A NEW STARR

IS BORN!

IF YOU WANT BALL POINT PENS

THAT WRITE . . .

Send \$1.00 for samples and price list.

STARR PEN CO.

54 W. Illinois St.
(Formerly 500 N. Dearborn St.)
Chicago 10, Ill.

BEGIN THE NEW YEAR WITH STERLING



No. 018 \$9.00 per doz.

A beautiful solitaire in either Sterling Silver or 14 KT rolled gold.

No. 290 \$9.00 per doz.



Large Centerstone with two side stones. In 14 KT rolled gold.



Men's 3-stone ring, very popular. Available in either white or ruby stones in any combination. In gold filled or Sterling Silver.

No. 0201 \$22.50 per doz.



Men's 3-stone ring. Modern design available with white, ruby or blue center stone with sparkling white-stones on each side.

No. 7001 \$18.00 per doz.

Start the New Year right! Sterling offers fast selling rings in every style and size. Over 100 different styles to choose from—write for free catalog today!

STERLING JEWELERS 85 East Gay St. Columbus 15, Ohio

CASH IN WITH LEVIN'S PLASTI-LOON BUBBLE BALLOONS

1 GROSS IN CARTON—NO LESS SOLD

Colors or Clear Gross Lots \$9.50

\$5.00 deposit required for each gross ordered for C. O. D. shipment.

Write for Our Catalog #262. State your business Your Best Buying Guide

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

ATTENTION! GOLD WIRE ARTISTS

- Square and round rolled gold plate wire, all gauges and qualities. • 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 of beaded stock. • Beaded band wire • Plain findings, such as crosses • anchors • bowknot pins • springings • jumpings • swivels • chains • plain and twisted hoops • earwires • ear-cups, etc. • Hoop earrings • earrings for pierced and unpierced ears. • Hand-made adjustable bangle bracelets. • Wire knot rings of rolled gold plate. • Pearl plates of small shell. • Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C.O.D. EMROW JEWELRY CO. Box 93, North Station, Providence 8, R. I. Buy Direct From Manufacturer and Save

PRINTING PRESS

- Prints Postcards, Letterheads, Business Cards, etc.

\$1.95

No C.O.D.'s MIDTOWN DIST. CO. 170 Myrtle Ave. Jersey City 5, N. J.



LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

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.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- Burdge, Mrs. Eileen 45¢ Reik, Ray C. 15¢ Kennedy, Al 25¢ Stewart, Floyd E. 56¢ Lundquist, Leonard 12¢ Voris, Frank 25¢ Morgan, Hester 6¢ Worthy, H. 18¢

- Adamek, John Carter, Mrs. Richard Adler, Felix Carter, Roscoe AhQuin, Mrs. Cash, Maurice Harriet Cassidy, R. Ah Quin, Jr., John Catherwood, Mrs. Sam Alexander, Miss Tiny Chambers, Ingram Allen, Barney Chan & Margo Allen, Jack Chavanne, Mrs. James Allen, Jimmy (Rodeo) Cheek, Ben Allen, Rex Christensen, Geo. Allen, Tommy (Speedy) Allison, M. H. Christopherson, E. Allred, Bernice Chumas, Mrs. Mae Anders, James Church, Clarence Avery Clark, Kirk Anderson, Mrs. Clayvon, Ches (Red) Anderson, James Lara Cline, Ches. (The Rubes) Andreano, Mrs. Eva Close, Allen L. Cochran, V. Annin, Ralph J. Cody, Al Bancroft, Harry Cole, Hob Anthony, Robt. Cole, Olan Arnold, May Jo Cole, Miss Pat Aslinger, Velma Coleman, Mrs. Alma Atkins, Carl Coon, Roy Atterbury, John Cooper, Chas. Austin, Arthur (Bad Eye) Cooper, Donald Ayres, Ray Backman, Bill & Boots Cooper, Fred Bacs, Mrs. Leona Cordery, Jack Baker, Mrs. Marian Corey, Bill Baldwin, Geo. Corey, Glenn R. (Col.) Corlew, Billy Cost, Steve Corvelli, J. D. Cowan, W. J. "Tiny" Cowan, Wm. Hammond, Harry Cowell, John & Lois Scott Haney, Gloria Hankins, Hayden H. Hannum, Morris Shows Hanger, Dave Hales, Geo. Hall, James Hall, Mel Hall, Mr. Orna Halstead, Roy E. Hammond, Billie Hartley, Pep (Motordrome) Hassett, Tom Hasset, Frank E. Hastings, Mrs. Matilda Hekala, Henry A. Henderson, Mrs. Zine Smiley Hendricks, Eddie Hendrix, Cecil Hendrix, Lula Belle Henley, Bob Henry, Happy Hercules, The Magician Heth, Floyd R. Hicks, R. G. & Irene Higgins, Jerry Hildreth, Harry Hilber, Fred Hilton, P. V. Hinnart, C. A. Hinsley, Frances Hirtley, Joe Hollis, John D. Hollis, Wm. Humphrey Holmes, Pete Holt, LeRoy S. Holt, Russell Weldon Hood, W. D. Horrell, Betty (Baby Betty) Horrell, Betty Sue Houston, Lee Houston, Leonia Lee Howard, John E. Howard, Mrs. May Hroboelrak, Mrs. John P. Huff, Lewis E. Humphreys, Tommy Hunter, Bill (Hunter's Concessions) Hunter, Harry Hunter, Mrs. Juanita (Harry) Huntley, Spencer Huston, Chas. E. Irman, Betty Jean Jabalonsky, Ruby & Frances Jack, Servant Jackson, Asa Jackson, J. G. Jenkins, Benj. Jenkins, Brownie Jenkins, C. H. Jensen, Gil Jewell, Bess John, Miller F. Johnson, Buster Johnson, Edw. (Skooter) Johnson, Jimmie Johnson, Michael R. Johnson, Mrs. Stella Jones, Casey Jones, Clyde Jones, Pete Jones, Stanley

- Faulkner, Irene Fay, Jimmy Fielder, Jimmie Filbert, H. L. Fitzgerald, Jimmie Flossio, June Foss, John D. Frost, Geneva Forsythe, Geo. Forsythe, Walter Fournier, Wm. J. Frazier, Harold Fredette, Geo. A. Friso, Eddie Puleston, Mrs. D. Fultz, Chas. Gable, Jos. Gagler, Harold Gallagher, Bonny Gallappo, Jack Garden, Harry Gardner, Shorty (Edd) Garlock, Edw. K. Garrett, Vanzie Gatto, Rox King, Raymond Delphis H. Gavord, B. F. George, Jr., Chas. Gertzema, John Gessner, Ludwig Ghechart, Billie Sheets Gilmore, Cecile Gibson, David J. Gilmore, John Gloden, Chuck Goody, Ray Gordon, Matthew T. Gorman, Johnny Gorman, Slim Gorman, Tom Gosh, Byron Gray, Miss Patty Green, Betty Green, Jack Greene, J. R. Greenwood, Jimmie Greenwood, Eddie Griffith, Henry Gross, Jos. Patrick Guillet, D. S. Gunn, Leonard Hager, Dave Hales, Geo. Hall, James Hall, Mel Hall, Mr. Orna Halstead, Roy E. Hammond, Billie Hartley, Pep (Motordrome) Hassett, Tom Hasset, Frank E. Hastings, Mrs. Matilda Hekala, Henry A. Henderson, Mrs. Zine Smiley Hendricks, Eddie Hendrix, Cecil Hendrix, Lula Belle Henley, Bob Henry, Happy Hercules, The Magician Heth, Floyd R. Hicks, R. G. & Irene Higgins, Jerry Hildreth, Harry Hilber, Fred Hilton, P. V. Hinnart, C. A. Hinsley, Frances Hirtley, Joe Hollis, John D. Hollis, Wm. Humphrey Holmes, Pete Holt, LeRoy S. Holt, Russell Weldon Hood, W. D. Horrell, Betty (Baby Betty) Horrell, Betty Sue Houston, Lee Houston, Leonia Lee Howard, John E. Howard, Mrs. May Hroboelrak, Mrs. John P. Huff, Lewis E. Humphreys, Tommy Hunter, Bill (Hunter's Concessions) Hunter, Harry Hunter, Mrs. Juanita (Harry) Huntley, Spencer Huston, Chas. E. Irman, Betty Jean Jabalonsky, Ruby & Frances Jack, Servant Jackson, Asa Jackson, J. G. Jenkins, Benj. Jenkins, Brownie Jenkins, C. H. Jensen, Gil Jewell, Bess John, Miller F. Johnson, Buster Johnson, Edw. (Skooter) Johnson, Jimmie Johnson, Michael R. Johnson, Mrs. Stella Jones, Casey Jones, Clyde Jones, Pete Jones, Stanley

- Jordan, Jess Kalbaugh, Wm. D. Kalin, Mae Karni, Jack Karu, Mrs. Edward L. Kausterman, Ralph Kearns, Paul J. Keihimolokai, David Kelley, Edith Kelley, Kitty Kelly, Andy Kelly, Earl Kelly, Edith Kelly, Emmett Kelly, James M. Kelly, Toby Kennedy, Arnold (Pa) Kennedy, Tom Kenter, Abram Keys, Mrs. Pearl R. Kipatrick, Geo. King, Clara M. King, Edward King, Luke King, Raymond Kingsley, Myra Kirk, F. Ellen Kitzman, Mr. Francis Koehler, Louise Korie, Jack Kortez, Peter Knaupp, James F. Jr. Krotz, Geo. Krueger, Frankie Kuntz, Johnny Kyle, Raymond Rodger LaBarrie, Babe LaCelle, Lawrence J. LaDou, Mary LaParr, Henry LaTour, Bill Lamom, Harry W. Lackie, Frank Ladd, Wm. Lands, Robt. Lang, Ken Lantow, Harvey Eugene Lantz, Johnny Lassister, Fred Latkowski, Jack Laurish, Matt Lawrence, Lorraine Keeno LeBoeuf, Orville Lee, Cecil Lee, Sandra Leleman, Charlie Leiter, Earl D. Letter, Mrs. Melba Lentini, Francesco Levins, Ernest (Scar) Lewis, Fritz Lewis, J. C. Lick, Geo. F. Lilly, H. J. Linn, Gypsy Little, James Arthur Little, Mrs. Lillian Little, Mrs. Melba Livingston, Jack Lockie, P. Lockhart, Lawella Locks, E. B. Loftus, Claud M. Logan, John A. Logan, Louise Long, Earl R. Long, John Wm. Lopez, Joseph & Wilma Loving, Richard Loughry, Virginia Lowande, Oscar Lowery, D. L. (Jughead) Lowrey, Sammy M. Lucky, Chas. Luigi, Mr. Jean Lunley, J. P. Lynch, Miss Bobbie Jean Lynch, Virginia Lynn, Jackie McCarthy, Mrs. Grace McClanahan, D. H. McClausin, B. McCoull, Mrs. Dorthy McDaniels, Grace McDonald, Roy McFarland, Henry McGill, Leo McGowan, Frank McKay, Geo. C. Jr. McKinnon, Walter McLaughlin, Wm. McLiery, Mr. Pat McNeill, Scotty Mace, Herb Maddy, Ray Matus, Louis Males, Arnold Malman, Maitre Maloney, Robt. F. Manuell, Tony Marinette, Robt. Marino, Joseph Markham, John Marshal, R. H. Martin, Brenda Martin, Robt. Martin, Sammy Marvin, Dr. L. R. Mathis, Clifford Matlock, Lonnie Long Maurice & Andreo Maxwell, A. R. Meinhold, Mrs. Alleene Mendes, Grover Menz, Howard Mergen, J. C. Meyer, Earl Jr. Meyers, Bob Micky's Frozen Delights Miller, Alvin D. Millers, Arthur C.

- Miller, Bee Miller, Cash Miller, Earl Miller, Geo. Robt. Miller, Howard Miller, Joe Miller, Linda Miller, Louis S. & Margaret Miller, Ralph Miller, Roy Miller, Rita Miller, Wm. E. Millette, Ira Millette, Jimmie Millette, Penny Milligan, Martha Missap, M. J. Miner, Glen Mintz, Mrs. Virginia J. Missimer, Nell D. Mitchell, Charlie J. Mitchell, Frank Mitchell, Mrs. Francis Hannaford Mitchell, Joe Mitchell, Kire C. Mitchell, Pete Mitze, Prof. Moberly, Glenn Moffett, Harry D. Montgomery, Carl (Tex) Montgomery, Don Montgomery, Tex Monzello, Henry Jr. Moore, Eddie Moore, J. W. Moore, Jack Del Moore, Louis B. Moran, Jim Morales, Teresa Morgan, Mr. Francis Morgan, J. C. Morgan, Russ Morrell, Robt. Mort, Joseph Morton, Almalee Morton, Vincent Moyer, W. W. Mueller, Lucille Mulligan, Mrs. Wm. Murphy, Daus Murphy, Donald F. Murray, Francis Murray, Bernard James Murray, Geo. W. Murphy, Joe Murphy, Warren M. & Ruth E. Murphy, Warren W. Myers, Earl Nash, Larry Nash, Wally Nation, N. L. Neal, Miss Frances & Ruby Newman, Sol Newman, Mr. (Hypnotist) Noble, Art Novarro, Monte Nudleman, Sam O'Brien, Red O'Connor, Mrs. Mary O'Donnell, James A. O'Reilly, Mary O'Reilly, Chas. O'Steen, Jerry Oakley, Julius Odre, Frank Ogilvia, Lemuel Benton Oliver, Jack Leslie Olsen, Gene Olson, Ole Oman, Frank Owens, Harry B. (Buck) Owens, Whitey Billie Palerino, Jean Palmer, Henry Paper, Grace Parker, Wm. Parkinson, Ray Parsons, F. S. Pasullo, Mrs. Helen M. Patricola, Tom Payners, Francis Pease, Lou Pelcher, Anthony Pence, Tom Penney, Edward R. Permenter, Joe Henry Perry, J. J. Peterson, Stanley Phillipson, Wolf Pike, Russ Pines, Chas. A. Porter, Harold & Betty Posell, Mrs. Margaret Powell, Albert Powell, Frank Prevoy, Frank Pryor, Cob Prevoy, Mrs. Frank Randall, Frank Ramsdell, Lon B. Ranotte, Jack Ray, Reuben Raymer, Ford Reed, E. S. Reed, Eugene Reik, Raymond C. Reisinger, Al Renton, Alfred & Jeane Rennee, Jean Reynolds, Raymond Rhodes, Bill Richardson, Betty Riley, Raymond Arnold Rivard, Urgel Robbins, Milton Robbins, Ray Robert, Mrs. Claudia M. Roberts, Clint Roberts, Earl Lafayette Roberts, Harry Roberts, Ollie Mae Roberts, Tex.



NON-TIPPING HARD WOOD FOLDING CHAIRS. Ideal for groups from 10 to 10,000. May be used singly or fastened in sections! Easy to store—folds flat! Many other types of chairs for all purposes. U. S. SEATING CO. 450 Seventh Avenue, New York 1, LO 4-3524. When you think of chairs, think of U. S.

WESTERN BRONZE HORSES. Jobbers—Salesboard Operators—Dealers. Our first ad appeared here 8 months ago—still going strong! Our Bronze Horses are fast sellers, not plastic, wood or chalk, all bronze finish. Have assorted sizes. Send \$5.00 check or money order for 3 assorted Samples. Satisfaction or money back in 10 days. Be convinced. You deal direct with the manufacturers. Don't pass these by. We sell for less. All year round seller. Also have the Large Western Saddle Horses at real Low Price which beats them all. Send for photo and prices. More new numbers due shortly. No post cards. C. GAMEISER 250 West 88th St. New York City 24

BIG BUSINESS FOR YOU DAY AFTER DAY WITH LEE COUNTER CARDS! LEE RAZOR BLADES. Lee Carded Merchandise. For immediate delivery, huge selection from fine Razor Blades to Sun Glasses. Beautiful display cards of fast-selling staples, notions and specialties. High quality, attractive prices. Large profits for you. Write for FREE Catalog and Price List. LEE PRODUCTS CO., INC. 487 Whitehall St., S. W., Dept. W, Atlanta 2, Ga.

BINGO MARKERS. VESCO-PLASTIC and RUBBER 5/8" Diameter — 50# to 10 Ton PROMPT SHIPPING. Write for Samples and Prices V. E. SUPPLY CO. 282 West Market St. AKRON 3, OHIO Phone: BLackstone 2169

BINGO Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin. AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

SENSATIONAL VALUES!
WATCHES ★ DIAMONDS ★ JEWELRY



New and reconditioned ladies' and gents' NATIONAL GUARANTEEED wrist and pocket watches.

Prices from **\$7.25**

Send for our **FREE 1948 WHOLESALE CATALOGUE** immediately.

ARPEL JEWELERS
 316 Washington Square Bldg., Dept. B
 7th and Chestnut Sts. Philadelphia 6, Pa.

LETTER LIST

(Continued from page 72)

Bowers, Donna
 Boyers, Wm. L.
 Bolley, Effie Joe
 Rorabaugh, H. M.
 Rose, Faith
 Rose, Frank
 Rosier, Roy
 Ross, Leonard
 Rossi, Rex
 Rottan, Tex
 Rowell, Geo.
 Roy, Miller
 Ruby, Cliff J.
 Rupp, Frank
 Russ, Char. J.
 Russell, Fred H.
 Russell, W. C.
 Rutler, Harry & Marie

Syres, Ray
 Syles, Henry C.
 Tankersley, Mrs. Audrey
 Tarrant, Bert O.
 Taylor, Ernest
 Taylor, John
 Taylor, Walter A.
 Taylor, Wm. J.
 Temple, Ray
 Tenney, Harry
 Thomas, E. M.
 Thomas, Mrs. E. M.
 Thomas, Prof.
 Thomas, R. L.
 Thompson, Kenneth
 Thompson, Mr. Marion

Thornon, Bুদ্ধိ
 Tinos, Andrew
 Tilley, Kinney
 Tobell, Allen
 Tomaine, A. L.
 Torries, V. L.
 Tratch, Max & Irving Goldberg
 Travis, Cliff
 Trean, Wm. F.
 Troxell, Mrs. Anna
 Troy, Jimmy
 Tucker, Sam
 Turner, Benny
 Van, Freddie & Fred
 Van Camp, Arthur
 Van Hoesen, R. W.
 Van Hooser, Marshall

Vann, Jimmy
 Vaughn, W. W.
 Vely, Ann
 Venable, Bims
 Vesh, Jewel
 Vondey, Fred
 Waddell, Peggy
 Wagner, L.
 Walner, Rupert
 Conrad

Walker, H. I.
 Walt, Harry A.
 Watson, O. D.
 Tommie

Watts, Chester
 Watts, Penney Lee
 Waycaster, Mrs. Kitty

Webb, Mrs. Pauline
 Webster, Geo. H.
 Wells, Melvin C.
 Welsh, Mrs. Jean
 Welsh, Lester
 Welter, Elmer E.
 Welner, Sam
 Weiser, Betty
 Weiss, Harry
 West, Fran
 West, Sandy
 Western, M. J.
 Westman, Ray
 Whalen, Ed
 White, Albert
 White, Mrs. Mary
 Whitecrow, Taboo
 Whitehouse, Dock
 Whiteside, Tommy
 Wilcox, Bob
 Wilkinson, Ben
 Wilkinson, E. H.
 Wilkinson, Mildred
 Williams, H. M.
 Williams, Mrs. Albert

Williams, Mrs. Daisy
 Williams, Ethel
 Williams, Eugena
 Williams, W. E.
 Williams, Unerty
 Wills, Claude
 Wilson, Doc
 Williard

Wilson, Duke
 Wilson, Gilbert E.
 Wilson, Jack
 Wilson, Jim
 Wilson, Patsy L.
 Wilson, Mrs. T. M.
 Winters, Mrs. Nora
 Viola

Wise, Dave
 Witni, Monica
 Wolfe, Verne
 Wood, Homer
 Wray, Mrs. A. V.
 Wray, Ross

Strayer, J. R.
 Strickland, James
 Kavanaugh
 Studebaker, P. S.
 Stutzman, James F.
 Sullivan, Scotty
 Sulvn, James
 Sumner, H. K.
 Supe, Anthony P.
 Swain, Albert Sydney
 Swan, Mrs. M. L.

Yates, Tex & Betty
 Young, Joseph
 Yuen, Kenneth Lane
 Zarrington, Mrs. Bonnie

Zarrell, Daniel
 Zelek, R.
 Zerm, Chas.
 Zimmerman, Corky
 Zimmerman, H. C.

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St., Chicago 1, Ill.

Adair, Arlette
 Aernz, Thomas
 Alexandria, Al
 Allen, Don
 Almas Debe G.
 Ambassadors, The

Koray, Jack
 La Pointe, Ernestine
 Lane, C. W.
 (Chuck)
 Larimer & Hudson
 Larroe, Linda
 Latacha & Lawrence

Latham, Cecil
 Lauer, Jack
 Lauder, James
 Law, Jim & Jenny
 La Vern, Vern
 Lewis, Al E.
 Lewis, Frank
 Lien, Tony
 Lindley, Sylvia
 Loyd, Mary B.
 Lunde, Russell E.
 Lyons, Charlie
 McGaughy, Bill
 Mackey, Neva
 Maudrake, Leon
 Marion, Duo
 Marks, Joe
 Martin, A. W.
 Martin, Helen
 Martin, Jerry
 Marvels, The
 Marx, Lee
 Matthews, H. D.
 Matilda & Hiram
 Maxello Troupe
 Melvin Dancers
 Merrill Bros. & Sisters

Miller, Bernd I.
 Miller, George Robt.
 Mitchell, Judy
 Murphy, Warren
 Nelson, Harry
 Nelson, Garo
 Osborn, Bill
 Pappas, Sam
 Patterson, F. W.
 Pendleton, Mary
 Picard, Dave
 Pludo, Herman
 (Greenie)
 Potter, Henry P.
 Powers Elephants
 Precisionists, The

Rankin, Nan
 Reason, Ted
 Reddington Trio
 Renee, Cocoa
 Renee, Candy
 Reynolds, Harry
 Richards, Merna
 Ried, Bob
 Roberts, Tex
 Rogers, Earl Esq.
 Rollerettes, The

Rouse Bros.
 Rowells, James
 Rudy, Rudy
 Schank, (Frank)

Schilling, Lyle
 Siegel, Irving
 Skipper, Richard Y.
 Sloan, E.
 Sloan, Larry
 Smith, Rogers & Eddy

Smuckle, Berney
 Spradley, Francis
 Stein, Abe
 Sweeney, Frank
 Talent & Caglin
 Teodora, Leona
 Texas Tommy
 Thomas, Leo
 Todd, Roland
 Tomaine, Al
 Torrence & Victoria
 Victory Quartette
 Voisine, Hugh
 Waite, Kenneth
 Walkmire, Trio
 White, Albert
 White, Theo
 Williams, Walter
 Willy Troupe
 Woodward, Ted
 Worley, Wm.
 Wyoming, Duo

MAIL ON HAND AT ST. LOUIS OFFICE

388 Arcade Bldg., St. Louis 1, Mo.

Berry, Arthur J. 5¢
 Davies, Mr. & Mrs. Wm. 34¢
 Granger, Allen 18¢

Reed, Billy 32¢
 Robertson, Queenbeth 23¢
 Winn, Gene 32¢

Acker, Mrs. Bennie
 Adams, William J.
 Allen, Mr. & Mrs. Charley
 Albert, Mr. & Mrs. E. J.
 Allen, Leo
 Ayers, Mr. & Mrs. H. C.
 Bales, Peto
 Beavers, Mr. & Mrs. Sam
 Bell, Mr. & Mrs. C.
 Berofsky, Mrs. Harry
 Boswell, Mr. & Mrs. Bill
 Brown, Mr. & Mrs. Pat
 Buck, Miss Dottella
 Burdette, Dot & Sonny
 Burke, H. J.
 Burns, Mr. & Mrs. Cecil
 Burrell, Viola
 Burto, Leon H.
 Butler, Mr. & Mrs. Bill
 Butts, Mr. & Mrs. Wm.
 Byers, Mrs. Pearl
 Calder
 Caldwell, Bryan A. & Annie
 Garland, Buck
 Carpenter, Clifford
 Carpenter, Keith
 Case, Ace
 Chambers, Ralph
 Frank

Caswell, Fred
 Chapman, Peggy & Keith
 Chastain, Miss Betty
 Cleary, Joseph A.
 Clemmons, A. B.
 Cole, Jack Walton
 Coleman, Alton
 Collins, Escro
 Converse, Art
 Cutler, Rose & Louis
 Davies, Peggy
 Davies, Wm. W.
 Davies, Eugene & Jackie
 Davis, Mr. & Mrs. N. C.
 Davis, Richard L.
 Doty, Mr. & Mrs. Robert
 Duffy, Roy T.
 Duon, Mr. & Mrs. Bill
 Eade, Chief Ed
 Ellis, Buster
 Ellis, Madam Rose
 English, Ralph W.
 Ferris, Miss Elsie
 Finch, Mr. & Mrs. Harry
 Forsythe, George
 Forsythe, Walter
 Fortney, Russell
 Frisky Hell Drivers
 Fulton, Mr. & Mrs. Gale
 Gorman, Miss Bernice E.
 Gavin, Mr. & Mrs. Joe
 George, Peter

Gibson, Lee
 Goodman, Wm. (Sparkplug)
 Goad, Charles
 Gowdy, Pamela
 Gram, William
 Grainger, Allen
 Gray, Edward J.
 Grissom, Claude M.
 Groner, Sidney
 Haley, H. D.
 Hall, Burt
 Hanasaki, Mr. & Mrs. Frank
 Hartley, Mary
 Havens, Mr. & Mrs. Chas.
 Margaret
 Hendrix, Pete
 Hess, Fred
 Hill, Mr. & Mrs. J.
 Hoffman, Mrs. Margaret
 Holt, A. C.
 Hook, Edgar R. & Marie J.
 Hos, Mr. & Mrs. Lee
 Howard, Johnnie
 Hugh, Mrs.
 Hunter, Mr. & Mrs. Harry
 Johnson, Mr. & Mrs. Ray
 Karmi, Jack
 Kelly, Mrs. Edith
 King, Floyd
 Knapp, Robert
 Ladusaw, James
 Edward
 Lamb, Scott
 Lambert, Harold A.
 Lambert, Mrs. Geo.
 Lantz, Mr. & Mrs. John
 LaRue, Mr. & Mrs. J. C.
 Lassiter, Mr. & Mrs. Fred
 LaVelda, Mr. & Mrs. Ted

Leverett, Bob
 Lee, Miss Patsy
 Lentini, Frank A.
 Levine, Joseph B.
 Lewis, Jo Lee
 Lively, Mr. & Mrs. Curley
 Logan, Mr. & Mrs. Louis
 Logsdon, Mrs. Elizabeth
 Lyons, Leo (Tiny)
 McBroom, Clovia N.
 McClanahan, Mr. & Mrs. W. H.
 McClaren, Mac
 Mack, Mr. & Mrs. John
 Manning, Ross
 Martin, Charles
 Martin, Johnnie
 Meek, Harold
 Miller, Bertha E. & Eugenia
 Miller, George (Duke) R.
 Mho, I. W.
 Moss, Lee
 Munro, Russell
 Murray, Mr. & Mrs. Ernie
 Nash, Larry
 Neil, James & Versie
 Neutrap, Mrs. Nettie
 Novack, Joe
 O'Leary, Mr. & Mrs. Dennis

Palmer, Earl
 Palmer, Vernon
 Parker, Edward
 Phillips, Mr. & Mrs. Harry
 Pierce, W. R.
 Pool, Mr. & Mrs. Bud
 Posey, Mr. & Mrs. Bob
 Powell, Florence
 Prentiss, Mr. & Mrs. Bob
 Rambo, W. P.
 Randall, Archie
 Randolph, Robert
 Redman, Ace
 Reed, Mr. & Mrs. Charley
 Reisch, Paul
 Richardson, C. E.
 Robertson, Mrs. Queenabeth
 Robinson, Ralph & Lona R.
 Rolin, T. W.
 Rose, Martin R.
 Rosen, H. B.
 Roney, Jack
 Schemel, Lloyd E.
 Schneekloth, Harry
 Scott, Fred J. & Ethel
 Seitz, C. E.
 Servis, Edward F.
 Shoal, John
 Sina, Joe
 Skipper, Richard Y.
 Smith, Mr. & Mrs. James G.
 Smith, J. H.
 Smith, Stephen
 Smythe, Mrs. Arthur
 Sorenson, Sigrid
 Stark, Mrs. Loretta
 Steff, John O.
 Stepp, O. H. (Red)
 Steven, George & Margie
 Sudduth, Mr. & Mrs. Forest
 Swanner, Ray L.
 Sweigart, Florence
 Toub, Mrs. Freda
 Tribble, Homer
 Tunnel, Mrs. Donald
 Vreeland, Mr. & Mrs. Bob
 Wald, Buddy
 Wallace, R. B.
 Walsh, Earl B.
 Vaughn, Preston (Heavy)
 Wehn, W. E.
 Weidner, A. J.
 West, Mr. & Mrs. Fred
 West, Mr. & Mrs. W. E.
 Whiteside, A. R.
 Williams, Walter
 Williamson, Al
 Wilson, Mr. & Mrs. H. J.
 Winsler, Clayton
 Witzker, Fred
 Wolf, Mr. & Mrs. Fred
 Wray, Mr. & Mrs. Whittie
 Yate, Joe
 Yeckel, Louis
 Ziko, Pete

FIREWORKS
 Chinese Firecrackers
 1 Bundle or 1280 1 1/2" Crackers \$4.50
 1 Bundle or 1600 1 1/2" Crackers 5.35

BALLOONS
 Latex Rubber
 NO. K10—PER GROSS \$1.50
 NO. K20—PER GROSS 3.00

Cash With Order

United Fireworks Mfg. Company, Inc.
 DAYTON 7, OHIO

BABY GRAND PIANO RADIO



Authentic miniature reproduction of grand piano—housing a 5-tube radio employing dual-purpose tubes. Operates AC or DC. Covers standard broadcast and police calls. Full 5-inch permeability dynamic speaker. Polytrol resistor system. Built-in non-directional Syncro-Tenna aerial. F. O. B. Chicago. Immediate delivery.

PRICE EACH IN LOTS OF SIX OR MORE..... **\$27.00**
 SAMPLE, EACH \$30.00

D. A. PACHTER CO.
 705 W. Washington CHICAGO 6, ILL.

New! P.D.Q. AUTOMATIC PHOTO MACHINE
 Today's Big Money Maker!



TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE.

NO EXPERIENCE REQUIRED

NO FILMS—NO DARK ROOM. Direct Positive Photos, size 2 1/2 by 3 1/2 inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. In this interesting, BIG MONEY business—anywhere—indoors or outdoor, you will make BIG MONEY with the P. D. Q. . . . A real "Portable Photo Studio."

Write or wire
PDQ CAMERA CO., Dept. B
 1161 N. CLEVELAND AVE. CHICAGO 10, ILL.

Now ON FLASHY COUNTER CARDS



'HIP WAY' PINS
 SIGN 33 DIFFERENT KINDS

675 Per Gross
 RETAIL 10 Per Each

Send 200 FOR 2 SAMPLE CARDS. 24 PINS ON EACH CARD

CHAS. DEMEE
 116-E. WALNUT ST. - MILWAUKEE 12, WIS.

CHEWING GUM



WHOLESALE ONLY

Fine quality. Popular flavors. 5-stick packs—also 3 multi-color bubble gums.

AMERICAN CHEWING PRODUCTS CORP.
 4th and Mt. Pleasant Ave., NEWARK 4 N. J.

CHAIRS



Folding, non-folding Many Styles Steel, Wood, Bridge.

State requirements. Minimum order—two dozen

ADIRONDACK CHAIR CO.
 Dept. 5, 1140 Bway, New York 1, N. Y.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, New York 19, N. Y.

Alwyn, Theodora
 Archer, Arnold
 Baker, Louis
 (Peanuts)
 Bernd, Milton J.
 Berryman, Pete
 Bilas, Mike
 Boyette, Andy
 Burdon, James
 Burns, Frank
 Carey, William
 Cole, Sue
 Cavell, Marie
 Coyne, Mr.
 Curtin, Edward
 Michael

Davis, Texas (Joy)
 Dawn, Don
 Day, Jean
 Diacoffs, The
 Dobish, Joe
 Drizo, Emilio
 Edwards, Charlie
 Elv, Tom
 Ferry, Mrs. H.
 Fleusing, Tom
 Fontez, Louise

Brown
 Frey, Betty (Boots)
 Gentry, Hays M.
 Goley, Larry
 Gornso, John
 Herman, Bobby
 Herman, Don
 Hoyer, Capt. William

Howard, Eddie
 Jones, Betty
 Jones, W. H. (Bill)
 Kaplan & Bloom
 Kaplan, Maurice
 Karmi, Jack
 Kennard, Helen
 Kershon, George
 King, Mrs. Ethyl
 Kirchoff, Mary E.
 Koert, Mr. John
 Kramer, Rose
 Kroll, Herman
 Lindsay, Fred
 Livermore, Norman
 Lish, William
 Lovande, Oscar
 Mansfield, Audrey
 Massucci, Richard

McGowan, Everett
 Miller, George R.
 (Duke)
 Miller, Lewis
 Miller, Murray
 O'Conner, Pat L.
 Page, Lucille
 Rowells, Jane
 Sanborn, Beatrice
 Schubert, Erwin
 Singer, Richard
 Sinitzen, Olya
 Spencer, Jack B.
 Stewart, Ada
 Sykes, Fred
 Thundersky, Richard B.

Holly, Don
 Horner, S. C.
 Houghton & H. Houghton

MAIL ON HAND AT ST. LOUIS OFFICE

388 Arcade Bldg., St. Louis 1, Mo.

Parcel Post

Berry, Arthur J. 5¢
 Davies, Mr. & Mrs. Wm. 34¢
 Granger, Allen 18¢

Reed, Billy 32¢
 Robertson, Queenbeth 23¢
 Winn, Gene 32¢

Acker, Mrs. Bennie
 Adams, William J.
 Allen, Mr. & Mrs. Charley
 Albert, Mr. & Mrs. E. J.
 Allen, Leo
 Ayers, Mr. & Mrs. H. C.
 Bales, Peto
 Beavers, Mr. & Mrs. Sam
 Bell, Mr. & Mrs. C.
 Berofsky, Mrs. Harry
 Boswell, Mr. & Mrs. Bill
 Brown, Mr. & Mrs. Pat
 Buck, Miss Dottella
 Burdette, Dot & Sonny
 Burke, H. J.
 Burns, Mr. & Mrs. Cecil
 Burrell, Viola
 Burto, Leon H.
 Butler, Mr. & Mrs. Bill
 Butts, Mr. & Mrs. Wm.
 Byers, Mrs. Pearl
 Calder
 Caldwell, Bryan A. & Annie
 Garland, Buck
 Carpenter, Clifford
 Carpenter, Keith
 Case, Ace
 Chambers, Ralph
 Frank

Caswell, Fred
 Chapman, Peggy & Keith
 Chastain, Miss Betty
 Cleary, Joseph A.
 Clemmons, A. B.
 Cole, Jack Walton
 Coleman, Alton
 Collins, Escro
 Converse, Art
 Cutler, Rose & Louis
 Davies, Peggy
 Davies, Wm. W.
 Davies, Eugene & Jackie
 Davis, Mr. & Mrs. N. C.
 Davis, Richard L.
 Doty, Mr. & Mrs. Robert
 Duffy, Roy T.
 Duon, Mr. & Mrs. Bill
 Eade, Chief Ed
 Ellis, Buster
 Ellis, Madam Rose
 English, Ralph W.
 Ferris, Miss Elsie
 Finch, Mr. & Mrs. Harry
 Forsythe, George
 Forsythe, Walter
 Fortney, Russell
 Frisky Hell Drivers
 Fulton, Mr. & Mrs. Gale
 Gorman, Miss Bernice E.
 Gavin, Mr. & Mrs. Joe
 George, Peter

Gibson, Lee
 Goodman, Wm. (Sparkplug)
 Goad, Charles
 Gowdy, Pamela
 Gram, William
 Grainger, Allen
 Gray, Edward J.
 Grissom, Claude M.
 Groner, Sidney
 Haley, H. D.
 Hall, Burt
 Hanasaki, Mr. & Mrs. Frank
 Hartley, Mary
 Havens, Mr. & Mrs. Chas.
 Margaret
 Hendrix, Pete
 Hess, Fred
 Hill, Mr. & Mrs. J.
 Hoffman, Mrs. Margaret
 Holt, A. C.
 Hook, Edgar R. & Marie J.
 Hos, Mr. & Mrs. Lee
 Howard, Johnnie
 Hugh, Mrs.
 Hunter, Mr. & Mrs. Harry
 Johnson, Mr. & Mrs. Ray
 Karmi, Jack
 Kelly, Mrs. Edith
 King, Floyd
 Knapp, Robert
 Ladusaw, James
 Edward
 Lamb, Scott
 Lambert, Harold A.
 Lambert, Mrs. Geo.
 Lantz, Mr. & Mrs. John
 LaRue, Mr. & Mrs. J. C.
 Lassiter, Mr. & Mrs. Fred
 LaVelda, Mr. & Mrs. Ted

Leverett, Bob
 Lee, Miss Patsy
 Lentini, Frank A.
 Levine, Joseph B.
 Lewis, Jo Lee
 Lively, Mr. & Mrs. Curley
 Logan, Mr. & Mrs. Louis
 Logsdon, Mrs. Elizabeth
 Lyons, Leo (Tiny)
 McBroom, Clovia N.
 McClanahan, Mr. & Mrs. W. H.
 McClaren, Mac
 Mack, Mr. & Mrs. John
 Manning, Ross
 Martin, Charles
 Martin, Johnnie
 Meek, Harold
 Miller, Bertha E. & Eugenia
 Miller, George (Duke) R.
 Mho, I. W.
 Moss, Lee
 Munro, Russell
 Murray, Mr. & Mrs. Ernie
 Nash, Larry
 Neil, James & Versie
 Neutrap, Mrs. Nettie
 Novack, Joe
 O'Leary, Mr. & Mrs. Dennis

Palmer, Earl
 Palmer, Vernon
 Parker, Edward
 Phillips, Mr. & Mrs. Harry
 Pierce, W. R.
 Pool, Mr. & Mrs. Bud
 Posey, Mr. & Mrs. Bob
 Powell, Florence
 Prentiss, Mr. & Mrs. Bob
 Rambo, W. P.
 Randall, Archie
 Randolph, Robert
 Redman, Ace
 Reed, Mr. & Mrs. Charley
 Reisch, Paul
 Richardson, C. E.
 Robertson, Mrs. Queenabeth
 Robinson, Ralph & Lona R.
 Rolin, T. W.
 Rose, Martin R.
 Rosen, H. B.
 Roney, Jack
 Schemel, Lloyd E.
 Schneekloth, Harry
 Scott, Fred J. & Ethel
 Seitz, C. E.
 Servis, Edward F.
 Shoal, John
 Sina, Joe
 Skipper, Richard Y.
 Smith, Mr. & Mrs. James G.
 Smith, J. H.
 Smith, Stephen
 Smythe, Mrs. Arthur
 Sorenson, Sigrid
 Stark, Mrs. Loretta
 Steff, John O.
 Stepp, O. H. (Red)
 Steven, George & Margie
 Sudduth, Mr. & Mrs. Forest
 Swanner, Ray L.
 Sweigart, Florence
 Toub, Mrs. Freda
 Tribble, Homer
 Tunnel, Mrs. Donald
 Vreeland, Mr. & Mrs. Bob
 Wald, Buddy
 Wallace, R. B.
 Walsh, Earl B.
 Vaughn, Preston (Heavy)
 Wehn, W. E.
 Weidner, A. J.
 West, Mr. & Mrs. Fred
 West, Mr. & Mrs. W. E.
 Whiteside, A. R.
 Williams, Walter
 Williamson, Al
 Wilson, Mr. & Mrs. H. J.
 Winsler, Clayton
 Witzker, Fred
 Wolf, Mr. & Mrs. Fred
 Wray, Mr. & Mrs. Whittie
 Yate, Joe
 Yeckel, Louis
 Ziko, Pete

FLUORESCENT FIXTURES
 Offer Tremendous Profits for Dealers, Distributors, Concessionaires.

FLUORESCENTS FOR EVERY PURPOSE
 Direct From Manufacturer at Lowest Possible Prices. AS LOW AS \$2.10 EACH

Write for Catalogue and Price Lists

ABRAMS LIGHTING
 MANUFACTURERS—FLUORESCENT FIXTURES
 113 No. 7th St., Philadelphia 6, Pa.,
 Phone Walnut 2-6787

NEW IMPORTED SWISS WRIST WATCHES



- ★ Precision Built
- ★ Stainless Steel Back
- ★ Genuine Leather Band
- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Sweep Second Hand
- ★ Immediate Delivery

\$3.95 Each
 In Lots of 6 or More. Sample orders, \$1.00 extra.
 25% deposit with order, balance C. O. D.

ALLIED SERVICE CO.
 929 Fifth Ave. Pittsburgh 19, Pa.

DEALERS! ARRANGE NOW FOR FIREWORKS FOR THE HOLIDAY TRADE!

We are distributors for every kind of fireworks; catering to jobbers and retail outlets. **WHOLESALE ONLY.**

ACME SALES CO., Inc.
 Dept. 2, 781 Marietta St. ATLANTA, GA.

5,000 ITEMS AT FACTORY PRICES
 Largest Variety Stock in U. S. A. LONG PROFIT MERCHANDISE

Your complete needs at one source—Fireworks, Cleaning Tissue, Ammunition, other scarce items. Specialties, Dry Goods, Notions, Automobile Supplies, Carded Goods, Salesboards and Deals. We guarantee prices. Write for catalog and samples.

H. L. BLAKE
 Broker-Factory Distributor Little Rock, Ark.

Pipes for Pitchmen

By Bill Baker

W. L. CLARK . . .
was sighted working socks off a two-ton truck in Lamesa, Tex., while his wife, Adelaide, just breaking into the business, doubled for him at Loveland, Tex.

Fancy Freddie Says: "We know a lot of people whose character has forsaken the teachings it was based on."

MARIE BROWN . . .
is reported to be rolling up strong money counts with her jewelry layout at the F. W. Grand store in Milwaukee.

M. E. SPARKS . . .
former jammer of note, who forsook that item in favor of socks, is reported to be trailing Big Jim Folsom, Alabama's governor, and working to huge daily takes.

AL POWERS . . .
and Eva are garnering the geedus with their jewelry layout in the Green store in San Antonio.

The pitchman is the only one we know who can take a tip and turn it into immediate success.

EXTENSIVE PLANS . . .
are being made by the committees in charge of the 11th annual Charro Fiesta to be held in Brownsville, Tex., February 5-8 and from current indications it should prove one of the biggest in the city's history. It could mean additional green in the poke for specialty and novelty workers.

Best method of providing an opportunity for someone else is to slight your work.

WITH HARRY MAIERS . . .
reported to be getting plenty of nylon shipments and other socks in and around London and Pikeville, Ky., and with a number of the lads getting grand-slam business with them, it looks as tho A. L. Clark started something when he began his trek with his first truck load out of Gunterville, Ala., in 1925. Alabama seems to have the ex on raising high pitchmen, chief among them being such satellites as Hildreth Carwill, Salem Bedoni, Johnnie Hicks, M. E. Sparks, Red Barfield, W. L. Clark and W. R. Clark. All of them are pitcheroos with long and successful records. Now, Mose, please pass them turnip greens, man!

It's a matter of little import if a tip won't take your word. More important is keeping your word after you have made a proposition.

DOC HUBERT POTTER . . .
scribbles from Hollywood, Fla., that he noted in a recent pipe that Doc Tom Dean was getting his share of

money around Blytheville, Ark. "For those who would like to know," says Potter, "Doc Dean is the only one I know who is using the radio to sell real estate and farm land. That is Doc's only means of advertising and he has sold farms and other property to buyers as far distant as New York. Doc's training as a pitchman makes him a perfect salesman. So, what is the difference what you sell? It's always the salesman who sells it, be it dill pickles or buggy whips."

The good pitchman never needs persuasion to tell what he has to say.

JOE SEDLER . . .
who is working Milwaukee, says cold weather doesn't bother him and, despite the snows and blows, he'll be on his corner at Third and Wisconsin avenues working as usual.

MARY RAGAN . . .
ace pitchwoman, had a layout that was getting her plenty of long green in Morrilton, Ark., last week.

With a pitchman it's the last word that convinces the tip, not the initial crowd's thought.

CLARENCE BARKER . . .
well known in Midwestern pitch circles, is employed as a doorman for Charlie Fox at the Empress Theater, Milwaukee.

A. L. CLARK . . .
king of the sock pitchmen, has been gathering up the hermans with that item at his Morrilton, Ark., location.

Where's the sense in keeping up false pretense?

MAE LITHGOW . . .
has returned to Milwaukee, where she is working wallets to highly satisfactory takes.

How many pitchmen and jobbers fraternized with the fair secretaries, showmen and park men at the Chicago meetings.

RUCKER H. TODD . . .
and not Rucker H. Todel, as was reported last week, is confined in Ward B., Room 15, Sunnyside Sanitarium, R. R. 12, Indianapolis. He would like to read letters from friends.

MRS. H. E. RAINS . . .
a newcomer to the pitch field, is reported to be purveying socks in Corsicana, Mineola and other Texas cities to big lettuce grabs.

V. L. TORRES . . .
comes thru with another lengthy one regarding the organization of pitchmen, from Chicago: "Noticed in a recent issue where E. M. Seibold, of Forest Hills, N. Y., says that this country is enormous and almost too big for a pitchmen's union. Seibold is still caged in, failing to realize that the bigger the country the bigger his earnings are bound to be. Some bold and daring, but hardly known be-douins work against time and manage to do more in one day than the average pitchman does in a week. They cover much territory during any season but a peek at their bankrolls leaves no doubt of the time and effort they put in. Soon a test will be made on the general opinion and principles among pitchmen on the question of a Pitchmen's Aboveboard League (PAL). Said body would operate without concealment, fraud or trickery. Membership in the league would place a man on firmer ground. Such an association seems imperative and steps will be taken to make it one of the most enterprising units in the country. And it is also hoped that pitchmen capable of meeting emergencies and beating them down to a finish and have sufficient spunk to say 'I will' will join the league. If

such an organization materializes, the march of progress never will be halted. Men who cling to the old ways are soon ousted by up-to-date competitors who follow the general trend of business leading nearest their goal. It's time we do away with the 'Let George do it' attitude that accounts for the pessimistic tendencies long nourished by the knights of the road. It's not too late. Time and conditions have changed and the hard way of doing things is past, leaving no room for pipe dreamers and alibi shooters.

BILL SNOW . . .
following a lengthy silence, scribbles that he's working one of the leading stores in Indianapolis, which, he says, is deserted of pitchmen and hostile to them. Bill says he'd like to read pipes here from Al H. Herman, Paul (See PIPES on page 75)

Top Money Getters
Safeguard your profits... buy only OAK-HYTEX in the Blue Box with the Yellow Diamond label.

The OAK RUBBER CO.
RAVENNA, OHIO

ENGRAVERS

For the best in Engravers' Merchandise use "Morse Finish"; it stands up. Old reliables and new 1947 numbers now ready. New post-war Engraving Machines.

"Always Something New"

EDW. H. MORSE & CO.
ATTLEBORO, MASS.
"We Lead, Others Follow"

MAGAZINE MEN SHEET WRITERS PAPER MEN

Sell the Fastest Growing Newspaper in the World—

VETERANS REPORT

Special Offer—8 Issues—Gets You \$1.00 Commission. Contact Publisher direct

HANK CORRELL
1018 Vermont Ave., N. W.
Washington 5, D. C.

NEWEST AND BEST SELLER IN RUBY CENTER OR ALL WHITE STONES

Send for illustrated ring circular and price list of the finest men's and ladies' costume ring line.

No. B-8142
\$19.50 Doz.

America's Exclusive Ring House
HARRY MAHREN RING CO.
116 W. 34th St., Room 257, Herald Square Hotel Bldg., New York 1, N. Y.

CHOCOLATES

In CEDAR CHESTS, MAPLE CHESTS Filled with 2 pounds delicious assorted hand-dipped, hand-rolled and hand-strung chocolates. \$30.00 Dozen. Sample, \$3.50 1/3 Deposit, Balance C. O. D. Complete Board Deals. Send for Complete Catalog.

EARL PRODUCTS CO.
221 N. CICERO AVE., CHICAGO 44, ILL.

MEDICINE WORKERS

Here are tried and proven formulas that have been giving satisfaction for over a quarter century. We are now supplying some of the biggest users of medicine in the field, who have been using these formulas season after season for many, many years.

ZEST-O-LAX (Laxative Compound) One pint	\$36.00 gross
TON-KO-LAH (Laxative Compound) 8-ounces	18.00 gross
PENETRATING OIL (Red Oil Liniment) 2-ounces	9.00 gross
SPEED (Liquid Dentifrice) 1-ounce	9.00 gross
SEPTO-SALVE (A general all around salve) 1 1/2-ounces	7.20 gross
CORNO (Corn Remedy packed in bottle with bakelite cap, glass applicator)	9.00 gross

The above prices apply to gross quantities only. For prices on less than gross lots, write for quotations. We allow free goods to cover transportation charges to any point in the United States. Write for our illustrated catalog, showing hundreds of daily used items such as Perfumes, Cosmetics, Flavors, Household Items, Premiums, and many other Medicinal Items. Terms on all orders: at least one-half deposit with order, balance C. O. D.

GOODIER COMPANY—MANUFACTURING CHEMISTS
321 N. BISHOP AVE., DALLAS 8, TEXAS
DIVISION UNIVERSAL LABORATORIES

TELE-TONE 5 TUBE "SUPER" RADIO

A SUPER "PEERLESS" VALUE PRICED FOR REAL SALES ACTION

It's a lot of radio for the money. A big 5-tube AC-DC Superhet—powerful, sharp tuning and clear as a bell. Covers full broadcast range from 540 to 1720 KC. Built-in antenna. Available in attractive Ivory or Walnut cabinets. Operates on AC or DC. Will add new life to any kind of deal. F. O. B. Chicago. Send 25% deposit on C. O. D. Immediate deliveries.

In Ivory Case. Each \$13.50. Your Cost (Walnut) Only..... \$12.75

PEERLESS, INC.
514 So. Laramie Ave. Chicago 44, Ill.

POCKET SLOT MACHINE

Here's fun in as nice and compact a package you will ever find. Three levers start the cherries, oranges and familiar bells and bars whirling. Swell resale possibilities. RETAIL at \$1.98. Wholesale price, \$7.40 per dozen.

SCOPE SALES CO.
Dept. BBW, 5 Beekman St., New York, N. Y.

FOLDING CHAIRS AND TABLES

IN STEEL OR WOOD

WRITE FOR CATALOG

J. P. REDINGTON & CO
DEPT. 28 SCRANTON 2, PENNA.

DELICIOUS BOX CANDY

Regular Price 35c
NOW CUT TO 24c EACH

Great big boxes, 11 in. long, 8 in. wide, with glamorous cover girl picture tops. Filled with half pound individually wrapped delicious caramels and English toffees. Looks like a dollar retailer. Packed 24 boxes to case. \$5.75 per case. 10 case lots, \$55.00. 2 sample boxes, postpaid, \$1.00. Terms: Cash with order or 1/3 dep., bal. C. O. D. Write for prices on our full line of Candy Bars, Penny Candies and Bubble Gum.

CASTERLINE BROS.
2030 Sunnyside Dept. L, Chicago, Ill.

MEDICINE MEN!

THERE IS NO SUBSTITUTE FOR QUALITY

WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. SPRING ST. Dept. X COLUMBUS 9, OHIO

Unity and Cohesion Are Missing In Park Industry; What To Do?

(Continued from page 50)

pressure of adverse legislation, but they cool off many times to progressive measures to win new business or do some research into possible increases.

I have in mind another sampling case. There's a potential \$600,000,000 vacation business in a certain area. There's a fairly aggressive group working to get that business. There's a certain part of our industry which cannot help but gain since it is estimated about \$48,000,000 will go for amusements of all kinds. Do you know what is being contributed to that effort from a slice of our industry worth millions? Exactly \$25.

There must be many examples where unity and cohesion are missing in our business, and it's high time we did something about it. The day of "let George do it" is over. George has plenty to do and needs plenty of help. If he doesn't get it somebody is going to suffer and don't say we didn't warn you!

I am making a plea for more progressive measures to make our business more progressive. I am making a plea that we act together in all sorts of ways to advance our industry.

If its a territorial promotion bureau that is seeking to do a job for your area, then pitch in. It's for your business as well as the next guy's. If you can't pitch in physically then by all means make a real contribution. They need funds badly.

It's Not Hooley

If a banking institution tells you they can provide an index that will

Pipes

(Continued from page 74)

Kramer, Jimmy Salemer and Ted Crow.

ROLAND PORTER . . . is pitching candy at the Empress Theater, Milwaukee, following a try with yuke oil and foot med for Devine, of Chicago. Porter says he'd like to read more pipes here from Cowboy Williams, Eddie Gillespie and the rest of the gang.

CONNIE HOPPER . . . and wife, Dolores, are celebrating the arrival of their second daughter, born November 24 at St. Anthony Hospital, Milwaukee.

ART BLAHA . . . former pitcher, is making his artistic skill pay off by doling out his services to store owner friends who want their windows decorated.

MARIE BROWN . . . is operating a jewelry layout in the F. W. Grand store on Wisconsin Avenue, Milwaukee. Hers is a choice spot near the store's entrance.

"Long talks beget short hearings."—V. L. Torres.

"ORGANIZATION . . . or not," blasts Henry H. Varner from Akron, "let's have a capable representative in all localities. It's a good, reliable base to work from. Good connections and good information are assets for all representing themselves as salesmen."

IT AGAIN . . . becomes necessary to advise contributors to the Pipes Department that all communications to this corner must be signed before they will be published. We've had a number of them in recent weeks and, of course, they made their way to the waste basket, but fast. It only takes a second to affix your signatures. Let's co-operate.

guide you in advance as to changing rates of admission, in advertising, in fixing the size of your staff, in estimating the quantity of supplies needed, don't say it's a lot of hooley. Give them co-operation. If you are in doubt take a little time and money and investigate their research department. You'll be surprised what they can find out if they have some figures with which to work. Let them show you how long experience in collecting figures on retail sales of department stores has helped that business immeasurably.

In cold, calculating language the banker will tell you that some types of recreation businesses are noted for their boom and bust characteristics. Inevitable fluctuations in business confront proprietors continuously with the need for decisions concerning expansion or contraction of employment, services to offer, amounts of supplies to order and other factors involved in operations.

Information on current trends, if accurate and reliable, can be of great help to operators in making adjustments. Such information will offer a guide in deciding how heavily or how lightly to stock supplies and equipment, and in deciding when to change admission rates, etc. It will help in deciding when it is timely to increase the capacity of the operations. It will provide a signal informing proprietors when they should put more emphasis on the promotion phase of business.

Must Establish Facts

Pointing up the need for regular use of these indexes is the fact that a majority of our operations, unlike other lines, is inactive for a large portion of the year. Losses of one season cannot be recouped until nearly another year has passed, or even longer. If this difficult situation is to be overcome, it is necessary that the facts be established to determine the soundness of our industry over a period of years.

Well, what are we going to do about it? You say, "What can I personally do about it? Sounds like a large order." It is a large order in the sense that it involves a tremendous industry. If we all start by doing something either within our associations, our promotional associations, or what not, we shall have made a start in the right direction. Sooner or later we shall see results if we make a genuine effort. If not, George will get it all over again and George is "fresh out."

This is a plea for more unity, more cohesion, more energy and more cash to back up all efforts that can work for the overall benefit of our industry. It is not the answer to put in one week at a convention or even one day and yell "Three Cheers!" and for the other 51 weeks or 364 days do the ostrich trick. Don't kid yourself. The old way won't do. Either we all step up the pace or we'll be snowed under in the rough, tough competition for the amusement dollar.

Get into the fight with figures! Read 'em and reap!

ROUND THE TABLE

(Continued from page 50)

in the till will still show up the same and concessions and rides still will have another chance.

I can't help quoting one instance that actually happened on our grounds. We have laughed it off and charged it to experience. We have had them go thru the gates, paying for those in sight and when the car was parked on the lot the trunk of the car was opened and out jumped a few kids.

So my theory is as always—why

STORIN PICKS AIDES

(Continued from page 50)

Baltimore; George A. Hamid, White City Park, Worcester, Mass., and Harry Prince, Lincoln Park.

By-laws: Henry G. Bowen, Whalom Park; Wallace St. C. Jones, Boston; Fred L. Markey, Salisbury Beach, Salisbury, Mass.; James A. Donovan, Lawrence, Mass., and Saul E. Feldman.

Promotional Planning: Al Martin, Boston; Roland Gamache, Lincoln Park; George A. Hamid, Louis A. R. Pieri, Auditorium, Providence and Andrew P. Stone, Whalom Park.

Nominating: John T. Clare, Crescent Park, Riverside, R. I., chairman; Vernon A. Trigger, Riverside Park; Edward H. LaVenture, Whalom Park; Joseph J. Godin, Interstate Fireworks, Inc., Springfield, Mass.; Edward Fitzpatrick, Ocean Beach Park, New London, Conn.; E. W. Burr, Playtime, Inc.; Harry J. Harding, Revere Beach, and Daniel E. Bauer, Acushnet Park, New Bedford.

Sergeant at arms: Thomas E. Morrissey, Riverside Park.

Legislative Committee: Massachusetts: Henry G. Bowen and Edward J. Carroll. New Hampshire: Fred L. Markey, Barney Williams and John E. Hines. Maine: Howard A. Duffey and Harry Cummings. Connecticut: Meredith Lee, Frank S. Terrell and Edward Fitzpatrick. For Rhode Island: John T. Clare, Louis A. R. Pieri and Charles Kronson.

make cheaters out of our kids? Let them thru the gates and by so doing everyone benefits in the long run.

It is human nature for a boy to slip in if it is at all possible. That's the fun of circus day, baseball and any other event that attracts a boy. Why not make him feel as important as every person on the grounds, even tho he may have only a quarter to spend?

Let's go all out for the kids and watch the gate receipts climb.—R. C. HENDREN, Memorial Park Board, Hamilton, Mo.

6000 SMASH HITS

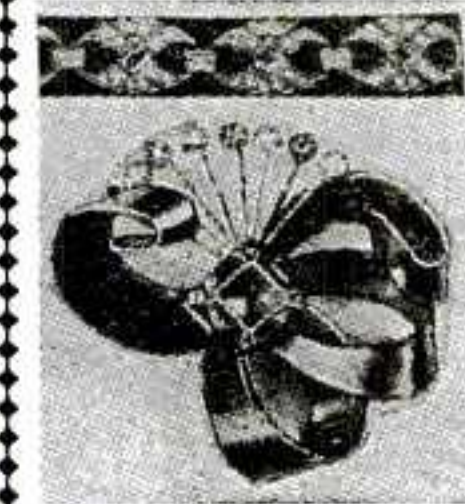


In 324 page wholesale book. Dealers, Agents, Salesmen and Jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reduction about 21% on many items. A guarantee of satisfaction or money back, stands back of every purchase you make from us. Why not see how you can make more money by sending for this New,

Thrilling Wholesale catalog, NOW! SPORS CO. 12-47 Lamont Le Center, Minn.

BURKE'S BEST SELLER

For This Week Watch for TBI's Biggest Buys



QUALITY! SPRAY PIN & BRACELET \$20 Doz. (\$2 Ea.) (post-Xmas price)

Large Pin set with stones OR Bracelet to match (with or without stones). Sterl. Silver, brilliant hvy. 24K gold finish. Plush silk-lined box. Ruby, sapphire, emerald, topaz. Every item worth \$10 or more! Over 1,000 other items—write for catalog.

TED BURKE INDUSTRIES, Dept. B 101 E. 16th St., New York 3 OR 4-6703

Television Opportunities

ATTENTION, MEN! A national organization requires the services of salesmen who have the ability to earn \$20,000 annual commissions. Protected territories and leads for our salesmen make it possible for them to earn the above mentioned amount. A future for you is planned when employed by us. Also require the services of 20 part-time men. Write, giving qualifications and background to

BOX D-184 c/o The Billboard, Cincinnati 22, O.

FIRST AGAIN . . . IMMEDIATE DELIVERY!

NEWEST, MOST IMPROVED

BINGO SPECIALS

Regulars—7 colors, 1500 series Padded 4-5-6 or 7 to the pad 3000 Sets—7 colors

Wire or Write for Samples . . . Jobbers Invited

John A. Roberts & Co.

235 Halsey Street, Newark 2, N. J., MA. 2-6657 LARGEST BINGO MANUFACTURERS IN THE U. S. A.



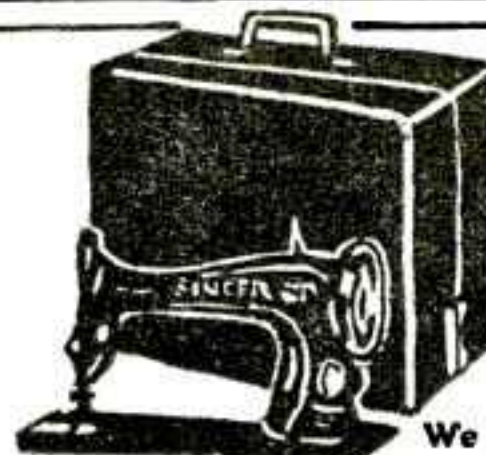
To Our Many GOOD FRIENDS—OLD and NEW

Many thanks for your patronage and kind co-operation during the past year.

We extend to you and yours our sincerest wishes for a

MERRY XMAS AND HAPPY NEW YEAR

JOE END & CO. MIKE TISSER, General Manager Telephone Inc. 435 WEST BROADWAY WALKER Cor. Prince St., N. Y. 12, N. Y. 5-8280



PRICE \$68.50 EACH 3 OR MORE 65.00 EACH

REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.

F. O. B. New York. 25% with Order, Balance C. O. D. We buy old Singer sewing machine heads regardless of condition.

MITCHIE GOLDMAN

5 BRIGHTON 1ST ROAD

BROOKLYN 24, NEW YORK

BE FIRST
WITH
WERTS
"SHOOT"

7-11
TRADE MARK

SOMETHING NEW
IN TICKET GAMES

WRITE FOR
INFORMATION AND PRICES

*"You May Buy Cheaper,
But You Never Can Buy Better"*

WERTS NOVELTY CO., INC.

920 S. PERSHING DR.
MUNCIE, IND.

**HAPPY NEW
YEAR**

**Make 1948 Your
Most Profitable Year**

CONCENTRATE
YOUR PURCHASE OF
TICKET GAMES WITH
THESE MANUFACTURERS
OF MUNCIE, INDIANA



GAY GAMES, INC.
COMMERCIAL PRINTING CO.
A. B. C. NOVELTY CO.
WERTS NOVELTY CO., INC.
MUNCIE NOVELTY CO.
HOME TALLY CO.
NOEL MANUFACTURING CO.

SALESBOARD SIDELIGHTS

Chicago:

Charles B. Leedy, Gardner & Company sales manager, just returned to Chicago after completing a three-State business jaunt. Covering Colorado, Wyoming and Utah, Charles reports that his trip turned up some good results. Gardner officials are currently preparing for the Sheraton showing next month, 19-22, when they will occupy booth space in the hotel's Gothic Room with five other companies. Attending the Gardner display will be Irwin Feitler, Charles Leedy, Sol Wyatt and assistant sales managers Maurie Kaye and John Rife.

Consolidated Manufacturing Company's general sales manager, Irving Sax, promises firm's Sheraton display in January will include first showing of several new releases, which will include boards to suit various localities. New numbers are already off the designing boards and wait only for the show date for unveiling. Among the firm officials attending the Consolidated booth will be Irving, Chester and Arnold Sax. Callers at company headquarters last week included F. Jones and C. McMurdie, Salt Lake City; Nate Rake, Philadelphia, and Hymie Zorinsky, Omaha.

Superior Products is giving a big Christmas employees' party Wednesday (24). Jack Morley promises the best of everything will be embodied in the merry making, which will begin at 10:30 a.m. and continue throughout the day.

Sam Feldman, Harlich Manufacturing Company, breaks out with big board news this week. Firm's new number is an extra large size board, containing 1,350 holes, and coming in 10 and 25-cent play. Both are the same size: 22 inches long, 11½ wide and of the "colossal thick" type. Dime board, called Black Gold, is being delivered this week, while its companion, the 25-cent Gold Gusher, will be ready in a week or two. Both are of the book cover board design and feature a grained leatherette cover, front and back, with embossed gold leaf lettering and design on the front. Covers come in various colors, and included with the boards are wooden screw-on easels for display purposes. An oil well theme is depicted on the punching area of both boards. Sam says "The Story of Black Gold" lettered on the board cover bearing that name should be a colorful play incentive.

Dave Rice, Empire Press, says he will not be leaving the city until after

the first of the year. Business continues good, Dave says, and added interest is expected to materialize next month when the board showings get under way. . . . Jack Morley, Superior Products, was on an out-of-the-city trip last week. Jack, too, is readying final details for the board meet and exhibit next month.

**Empire Press Bows
Eight New Boards at
January Chi Showing**

CHICAGO, Dec. 20.—Empire Press will hold a private showing of its new salesboard lines, along with current favorites, in a suite at the Morrison Hotel here January 19-22. Dave Rice, vice-president in charge of sales, announced this week.

Firm will introduce eight new coin seal boards, expanding its line of coin seals to 16. Five new 400-hole multi-giant boards will be shown, in addition to several new-type novelty boards.

SALESBOARDS

**LARGEST
SELECTION
IN THE NATION
LOWEST PRICES**

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.
41 West 23rd St.,
New York 10, N.Y.

**PUSH
PUSH
CARDS**

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write
W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

ANOTHER WINNER! ANOTHER GLOBE HIT!

**KWIK
TEN
SAWBUCKS**

A STUPENDOUS PROFIT board with SIX 10c tickets in each hole for 50c. 220 Multi-Giant Holes in thick board.

PROFIT (Average) \$70.10
Tremendous "try-again" appeal with its TEN \$10 Winners.

IMMEDIATE DELIVERY

Send for Illustrated Catalog of Our Full Line

GLOBE PRINTING CO.
1023-25-27 Race St., Philadelphia 7, Pa.

King Winds Up 36-Week Tour; Barns in Macon

(Continued from page 52)

East Coast was one of the biggest of the season.

Season statistics: Opened April 7, Jackson, Miss., on tour 250 days, visited 19 States, exhibiting in 217 cities, giving total of 437 performances, with mileage of 11,172.

Extra Performances Given

On five days shows gave three performances and one day gave four. Longest run prior to closing was 199 miles from Meriden, Conn., to Asbury Park, N. J., and shortest run was six miles, Holyoke, Mass., to Springfield.

City of Macon granted use of three buildings in the park for a four-month period, ending April 15.

It is the first time in several years that Macon has been winter home to a circus, altho for more than 40 consecutive years there was a show in quarters at the park. Sun Bros. wintered here from 1899 until 1910, followed by Sparks and Downie Bros. under Sparks management. Last circus to occupy the park was Clyde Beatty's the winter of 1945-'46. With a six-column spread of pictures, Macon's newspaper hailed the show's arrival as the re-establishment of Macon as one of the South's circus capitals.

Rain and Mud for Closing

ST. AUGUSTINE, Fla., Dec. 20.—A cold rain and muddy lot marked the closing 1947 stand of King Bros.' Circus here Saturday (13). An all-day drizzle also hurt the matinee at Daytona Beach the previous day, altho the final week as a whole was okay.

Two of the biggest turnaways of the season were registered at West Palm Beach, where Walter D. Nealand had a press tie-up culminating in a noonday free show in front of the Post-Times Building. Talent which participated included the De Rizkie Family, six clowns; Don and Hope MacLellan, Wild West performers, and E. H. (Deacon) Albright with the steam calliope. The downtown show won six days of front-

page publicity with art, and a highly laudatory editorial in *The Post*.

Among visitors during King's Florida tour were Roland Butler, Charles Underwood, Charles and Jewel Poplin, William and Frank Ketrov, John R. Van Arnam, Merle Evans and Henry Kyes.

Post-season destinations of show personnel: Floyd King, Harold J. and Dorothy Rumbaugh, Hotel Dempsey, Macon; Mr. and Mrs. Lorin D. Hall, Sarasota for the holidays; Chester and Sylvia Gregory, York, S. C.; M. C. (Tax) and Fanny Carter, Baltimore for a brief vacation; Cristiani Troupe, Sarasota; DeRizkie Family, Florida for a fishing excursion; Albright, Evansville, Ind.; F. L. (Kokomo) Andrews, Chicago; Enoch Bradford, boss canvasman, winter quarters.

WON, HORSE AND UPP

(Continued from page 53)

As Saturday is always husking bee night in that barn, it was agreed to let the natives hold their weekly pastime after the big show was over. When our boys and girls learned that a husking bee was a different version of the old game called "post-office," they joined the fun. When our drink butchers got hep to the business, find-a-red-ear-of-corn-and-get-a-kiss, they gaffed several bushels of unhusked corn with red lemonade coloring to pep up the game, which resulted in 10 proposals and 10 new brides on the show. However, it was an even break in losing and gaining people, as we lost 10 ballet girls who gave up big top life for farm security.

UNDER THE MARQUEE

(Continued from page 54)

a four-color reproduction of the show's old letterhead for his Christmas greetings, with the added touch of having them mailed from Wixom, Mich.

Slivers Johnson, now enjoying the fishing at Aransas Pass, Tex., writes that he was unable to make the Fernandez Hawaiian tour due to his commitment to open at Memphis February 18 for his 11th season with Hamid-Morton.

Seems as tho the ownership of shows must be settled by argument. Such as, "My name is still on the cars and wagons."

The holiday greeting card of C. G. Sturtevant, San Antonio, historian of the Circus Fans' Association, has a photo of Jumbo, taken in 1882 at the London Zoo, and showing his keeper, Matt Scott.

Closing the season with Polack Bros.' Western Unit at Charleston, W. Va., Bee Carsey, band director, and wife stopped off in Cincinnati several days last week and visited *The Billboard's* new plant. They were en route to Chicago, where they will remain until the unit reopens in Saginaw, Mich., next month.

George Dunn, Bill Ramsden and Jack Vinnick, old-timers, recently enjoyed a pleasant jackpot session in the clubrooms of the Ocean Park (Calif.) Eagles, where Dunn is currently holding down the vice-president's chair. Ramsden is an auctioneer in Southern California, and Vinnick, a pitcher on the West Coast.

You can say what you want for or against billposting, but it certainly improves the appearances of unpainted walls and barns.

R. Leland Brison, of Brison Bros.' Circus, was tendered a party in celebration of his 28th birthday at the home of D. S. Smith circus fan, in Chambersburg, Pa., December 13. Among the 25 guests on hand were friends from Hagerstown, Md. Lunch was served by Ralph Spidell, who also has his miniature circus on display in a Chambersburg store. Among gifts tendered Leland was a Shrine pin from his brother, Raymond.

play in a Chambersburg store. Among gifts tendered Leland was a Shrine pin from his brother, Raymond.

"It's not the running expense that counts," advised an early-day overland wagon circus manager who drove his show thru towns on account of sleet or rain, "it's the stopping expense that eats you up."

The December issue of *Coronet* carried a story on Cheerful Gardner,

by Jim Bishop, titled *He Has a Way With Elephants*. . . The January issue of *Holiday*, devoted to the Florida West Coast, has several pages on Sarasota, including a swell color picture of a giraffe with two kids in R-B winter quarters, a shot of Mrs. Ida North and son, Henry, with the Doll family of midgets at the opening of the John Ringling home, and another of the late John Ringling and his wife, Mabel.

Solid Profits!



NO. 400 SOLID SENDER

10¢ PER HOLE 3 TICKETS IN EACH HOLE

AVERAGE PROFIT \$25.00

MAXIMUM PROFIT \$27.10

GARDNER & CO.

2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

TO OUR MANY FRIENDS IN THE BOARD INDUSTRY

Best Wishes for a

MERRY CHRISTMAS AND A HAPPY NEW YEAR

BANNER PRODUCTS CO. Harry Sachs, Pres. Leonard S. Abrams, SALES MGR.

LOOK NO FURTHER THAN RAKE'S COMPLETE SELECTION OF BOARDS AND DEALS

Our Salesboard Showroom is the "Mecca" of every operator in the field. Everything you need is here under one roof in a terrific assortment. We have the largest money-making selection of Salesboards, Coinboards, Jar, Ticket and other Deals and Novelties that are sure to click on Board Promotion. New numbers are added as fast as they come out. Come in and look around.

IMMEDIATE DELIVERY FROM STOCK

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

FULL TICKET CARDS

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY — WE SPECIALIZE IN

TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address

PHONE: WHEELING 340 COLUMBIA SALES CO. 302 MAIN ST. WHEELING, W. VA.

SALESBOARDS

IMMEDIATE DELIVERIES — 20% DEPOSIT

Holes	Name	Profit	Price
300	25¢ Kuter Color X Tk.	Def. \$15.00	\$.85
1000	25¢ Charley	Def. 50.00	.89
1000	5¢ Double Finn	Def. 24.00	.98
1000	5¢ Lulu Jr.	Def. 18.00	.98
1800	5¢ LULU X THICK	Def. 18.00	1.49
1000	25¢ J.P. Charley X Tk.	Avr. \$52.08	\$1.25
1200	25¢ Texas Charley Seal	Avr. 102.28	1.89
1200	5¢ Hit The Barrel	Avr. 24.22	1.98
1200	5¢ Big Forty Seal	Avr. 34.25	1.98
1184	5¢ Win-A-Fin-Jumbo	Avr. 34.40	2.49
1020	25¢ Block Buster X Tk.	Avr. 81.56	2.49
1000	25¢ J.P. Assorted Boards	Avr. 27.00	2.75

NEW! 6 TICKETS PER HOLE BOARDS

200	25¢ Kwik Fin	Max. Avr. \$39.50	\$2.92 1/2
200	25¢ 8 in 1	Max. Avr. \$37.50	\$2.92 1/2
2160	5¢ Rd. Wh. Bl. Tickets	\$36.00	\$1.39
2172	5¢ Rd. Wh. Bl. Tickets	\$36.50	1.49
120	Tip Tickets	Gr. \$19.85; Doz. \$1.89	

New Coin Boards—New Catalog

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

ATTENTION, MANUFACTURERS

Put us on your mailing list for cheap Novelty Merchandise.

DIEDRICK SUPPLY CO.
CHASKA, MINNESOTA

TICKETS—TICKETS

Red, White & Blue Tickets, 1950's, 2050's, 2200's. Sample set, \$2.00; five folds or singles. Tip Books, 120's, five folds or singles. Sample doz., \$2.00. Can also supply a few more jobbers. Write for prices. No free samples. All orders cash or C. O. D.

BARNES NOVELTY CO.
NEW PARIS, OHIO

THE 4 LEADING MANUFACTURERS OF SALESBOARD & TICKET GAMES

TAKE THIS OPPORTUNITY TO WISH EACH AND EVERY ONE OF THEIR — MANY — LOYAL CUSTOMERS AND FRIENDS

A "Merry Christmas" AND A "Very Prosperous New Year"

Here's wishing you and your folks A Christmas that is jolly, With joys as endless as the wreath And as bright as Christmas holly!

UNIVERSAL MFG. CO., INC.
405-7-9-11 East 8th St.
Kansas City, Mo.

BEE JAY PRODUCTS, INC.
6320 S. Harvard
Chicago, Illinois

TRIANGLE MFG. CO., INC.
609 So. 10th
Minneapolis, Minn.

PYRAMID PRODUCTS, INC.
12415 Euclid Ave.
Cleveland, Ohio

COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.
RATE: 12¢ a word . . . Minimum \$2.00.
Remittance in full must accompany all ads for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. ja3

A-1 BUYS—CANDY, GUM, PEANUT, POPCORN, Smilers, Scales, Cent-a-Mint, Stamp Machines, Folders. U. S. P., 100 Grand, Waterbury 5, Conn. ja3

A TRADE OF FRISCO, SUPERLINER, CO-ED for 1c Masters welcomed. Penny Sales, Box 1784, Louisville, Ky.

ATTENTION!—USED 1946 COLUMBIA Double Jackpot Bells, good condition, \$45 each. Camera Brothers, 598 Hayes, Hazleton, Pa.

DIGGERS—10 JUNIORS, 8 PANAMAS, 10 Eries, hand operated; 10 Iron Claw Diggers, 12 Mutoscope Roll Chutes, 10 Buckleys, 4 Merchants, 4 Exhibit Rotaries (pusher type). National, 4243 Sansom, Philadelphia 4, Pa.

FOUR STRIKES AND SPARES FOR SALE—\$500; very clean. Modern Coin, 2492 Rosemead Blvd., Rivera, Calif. ja3

GUARANTEED PROFIT—RECEIVE A STEADY monthly check for your idle (5c) Silver King Vendors. Write today. Box 767, Milwaukee 1, Wis. ja3

NICKEL, DIME, QUARTER MILLS CLUB Bells, new Cabinets, guaranteed equipment, three \$575; 1947 Three Bells, demonstrator, \$425; Nickel, Dime Bonus Bells, rebuilt Silver Hamerloid, write. Mills Slot Locks, \$16 dozen; Cash Boxes, \$10 dozen. Bargain List free. Coleman Novelty, Rockford, Ill. ja3

ONE MONTH OLD VICTOR CABINET Vendors — 1¢ and 5¢ models, \$8 each; 4 Northwestern No. 40, \$6 each; new Floor Stands, \$4. Forsyth, 1313 Sherman, Pittsburgh 12, Pa.

PIN GAMES—ROCKET, MAISIE, CROSSFIRE, \$145 each. Like new. Used one month. Step-Up, \$90. Columbia Double J.P., \$70. Excellent condition. D. E. Carroll, Wyoming, Pa.

PRECISION REBUILT INTERNATIONAL Ticket Weighing Scales, which vend printed ticket with weight and fortune. No batteries, no electricity used! Send for free descriptive leaflet and price. Adair Company, 6926 Roosevelt Road, Oak Park, Ill. ja10

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. de27

SNACKS—FIFTEEN, 3 COL., 1c, IN GOOD, clean condition. Eight extra mechanisms with hoppers. Eight stands. Best offer takes all, or will swap for 170 Bubble Gum. E. T. Rivas, 2608 N. Tonti St., New Orleans, La.

U. S. POSTAGE STAMP MACHINES—TWO column, like new, original cost, \$35 each; will accept \$250 for fifteen machines. Walter Dare, Waterford, N. Y.

WANT TO BUY—DU GRENIER "S" MODEL Cigarette Machines. L. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

WANTED—ALL MAKES NUT AND GUM Vendors. State make, model, condition and price. Danco Coin Machine Co., 1304 E. Baltimore Street, Baltimore 31, Maryland.

5c CANDY VENDING MACHINES — ALL newly painted and completely reconditioned. 20 U-Select-It, Model 54, \$35 ea.; 20 U-Select-It, Model 72, \$45 ea.; 5 Vendita, 150 bar cap. with base, \$110 ea. Illinois Mechanical Candy Company, 1148 West Van Buren St., Chicago 7, Ill. de27

8 SOLOTONE WALL BOXES, 1 SOLOTONE Location Amplifier, about 200 feet cable; make offer. George Lind, 1710 So. 58th St., Omaha, Nebr.

NET PRICE \$2.75

1200 Holes, 5¢—Avr. Profit . . .	\$33.08
1200 Holes, 5¢—Avr. Profit . . .	\$31.16
1200 Holes, 5¢—Avr. Profit . . .	\$32.84
1200 Holes, 5¢—Avr. Profit . . .	\$33.96
1200 Holes, 10¢—Avr. Profit . . .	\$39.40
1200 Holes, 25¢—Avr. Profit . . .	\$137.07
1200 Holes, 25¢—Avr. Profit . . .	\$84.80

CROWN PRODUCTS
322 E. COLFAX AVE
SOUTH BEND 24, INDIANA

SALESBOARDS

Holes	Description	Sections	Special Price
1000	Plain Heading—10 Colored	10	\$.80
1200	Plain Heading—12 Colored	12	1.52
1500	Plain Heading—15 Colored	15	1.79
2000	Plain Heading—20 Colored	20	2.55
2500	Plain Heading—25 Colored	25	2.79
3000	Plain Heading—30 Colored	30	3.29

1000 1¢ Cigarette Board—Pays 30 Packs—Profit \$4.00 \$.74 1/2
500 5¢ Silver Peak—Holds \$6.00 Silver—Profit \$15.00 1.65
1000 5/25¢ Grab a Fin Ticket Pad—Profit \$24.00 \$2.02
1200 5¢ CAMERA Out-Out Board—24 25¢ Winners, Last Punch Free Each Sect. With 3 CLIX COMERAS. Profit \$44.00 \$5.39
STUFFED WHITE WASHABLE ANIMALS, Ast. 9x6 Inches, Each . . . \$.73
25% Deposit With Order, Balance C. O. D. Personal checks delay shipping.

PAN SALES COMPANY
334 East Tenth Street NEWPORT, KY.

Ticket Folding and Banding Machines

A high production, trouble free machine. Does not tear up tickets. Ticket can be removed at any part of process in few seconds without loosening a screw or removing a part. Practically full-time production. Price \$3,000.00. Five-Fold Machine, same principle, \$3750.00.

BARNES MANUFACTURING CO.
NEW PARIS, OHIO

Another First **2 For 5¢ PLAY!**
TWO TICKETS IN EACH HOLE

SEALS CONTAIN SEVEN \$5.00 WINNERS OR 25¢

Now is the right time for low priced play!

"SEVEN FIVES"
840 G L HOLES
5¢ PLAY
TWO TICKETS IN EACH HOLE
No. 18171-7
SPECIAL THICK
Takes In \$42.00
Av. Payout 19.17
PROFIT \$22.83
COMPLETE WITH EASEL

Extra! ANOTHER FIRST! TRIANGLE SHAPED SEALS!

HARLICH
MANUFACTURING COMPANY • 1200 N. HOMAN, CHICAGO 51, ILL.
"Where boards of BETTER QUALITY for BETTER PROFITS are made"

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 36 ISSUES. OUR OPERATORS ARE DOING A REPEAT BUSINESS . . .
GET YOURS NOW - - IT'S REALLY HOT!!

Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 3 or 5 days. You can place hundreds of these cards each week.

25% Deposit with Order, Bal. C.O.D., P.O.D. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the caller and 1 Watch to the winning seat.
Push Card Takes in \$21.
Your Cost \$10.
EXTRA PUSH CARDS 10c EA.

Your Profit \$11.00

JOS. ZIMMERMAN
DAVE M. RICE

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

1948

Empire

Greetings

JOS. ZIMMERMAN
DAVE M. RICE

Communications to 155 No. Clark St., Chicago 1, Ill.

OVER 5,000 AT NAMA SHOW

New By-Laws Of AAMONY; 102 Ops Join

Constitution Formalizes Org

NEW YORK, Dec. 20.—With the adoption Thursday (18) by the Associated Amusement Machine Operators of New York (AAMONY) of a constitution and a set of by-laws, the group formalized its organization and set down on paper the rules and regulations that will guide its growth. Joe Hahnen, president, presided at Thursday's meeting, held at the Manhattan Center and attended by 100 AAMONY members.

Defining the objectives of the association, which was formed last September, Article 2 of the adopted constitution reads: "To foster the interests of those engaged in the coin machine industry, to cement the personal relations of those engaged therein, to eliminate existing abuses, to associate for the purpose of exchanging ideas relative to said industry with a view to perfecting sound business methods therein, to reduce operating costs to a minimum basis, to keep its members informed concerning progressive innovations, to exchange credit information, to establish (See AAMONY Sets on page 84)

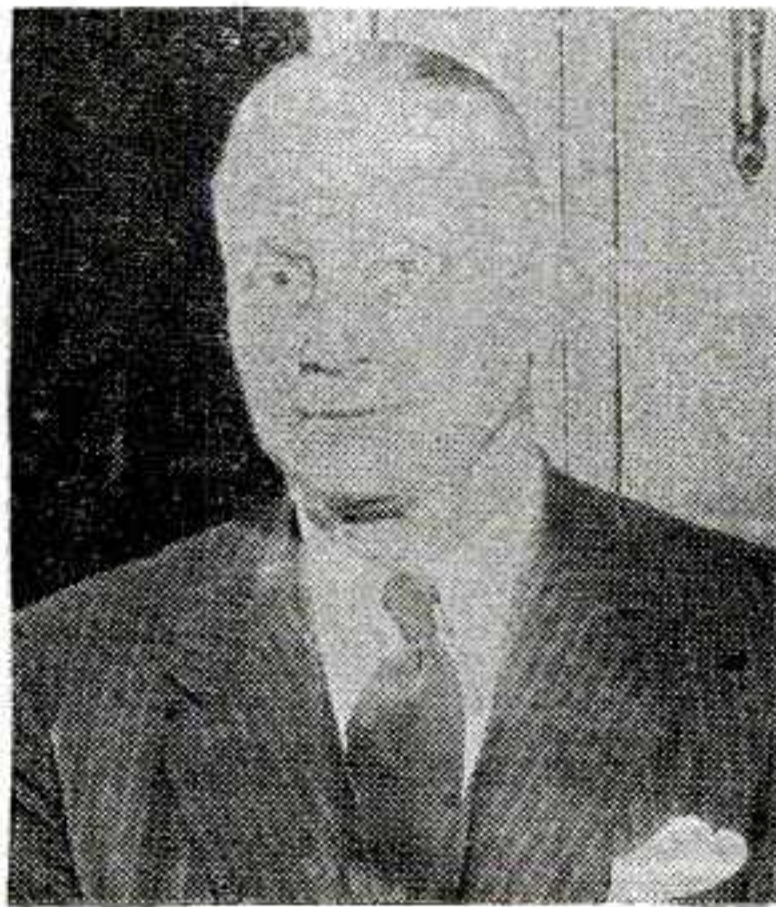
Public Relations Sked To Promote Games to Consumer

NEW YORK, Dec. 20.—A public relations program to offset the wave of adverse publicity affecting the amusement game industry here, by presenting "the true facts of the business," will get under way shortly, Teddy Blatt, legal representative of the recently organized Coin Machine Distributors of New York City (CMDNYC) and the Associated Amusement Machine Operators of New York (AAMONY), announced this week.

By pointing up the policy of the game associations to "police" the industry, by insuring that amusement machines in operation here meet all legal requirements and are so operated that they do not conflict with the public interest, the program will be designed to foster increased public acceptance of the amusement machine industry as a legitimate business enterprise.

While the program will benefit the whole industry, its financing will be undertaken by CMDNYC, Blatt said. To this end, distributor members of the association will be taxed \$3 for every amusement device sold.

Ben Becker, of Ben Becker Sales Company, is the president of CMDNYC. Elected to office together with Becker, at a recent meeting of the jobbers' and distributors' association, were Dave Lowy, of Dave Lowy & Company, vice-president; Sid Middleman, of Abbott Specialty Company, secretary, and Jack Semel, of Esso Manufacturing Corporation, treasurer.



ELMER F. PIERSON

First Exclusive Vending Show Spotlights Trends; Pierson Named President

Machine Makers, Suppliers Exhibit at Four-Day Meet

CHICAGO, Dec. 20.—More than 5,000 operators, manufacturers, distributors and suppliers of automatic merchandising equipment met here in the Palmer House from Sunday thru Wednesday (14-17) for the National Automatic Merchandising Association's (NAMA) 11th annual conven-

tion, and the first exhibition devoted exclusively to vending machines.

In more than one way the convention marked a turning point both within the association and within the industry. The association took a great forward step by liberalizing its membership requirements, abolishing the associate member classification to give all operators—large or small—equal rights and privileges within the group. (For complete details of this move, see story on Page 88.)

For the industry, the NAMA convention and show served to focus attention on certain trends—in manufacturing and operating—which will have a decided effect on the future of vending.

Elmer F. Pierson, president of the Vendo Company, Kansas City, Mo., makers of drink dispensers and coin (See Over 5,000 on page 87)

Demand and Prices of Coin Devices on Rise in Canada

WINNIPEG, Dec. 20.—Both demand and prices of new and late model coin-operated machines have jumped in this part of Canada since the government-imposed import restrictions which prohibit machines from being brought into the country.

The import restriction, imposed effective November 16, makes it impossible for Canadian coinmen to bring in either new or old machines, altho special permits may be obtained from the government to facilitate the entry of parts for repair or replacement.

The trade here had noted a lag in machines purchased by operators prior to announcement of ban. Imme-

diately following the ban, however, distributors experienced a marked pick-up in demand, and operators noted a corresponding hike in prices. New phonographs—many of them in the \$1,100 class by the time freight, duty and taxes have been paid—jumped as much as \$200. Even with the price increase, distributors say operators are buying more equipment than they did earlier this year.

Distributors and jobbers in this area say that they believe they will be able to satisfy Canadian operators' demands for approximately one year. Most of them expect the ban on imports to stay in effect for a minimum two-year period.

Request Final Ruling on Free-Play Pins in Oregon

PORTLAND, Ore., Dec. 20.—An effort to obtain from the State a final ruling on legality of free-play pinball machines has been made by the Marion County Grand Jury which, at Salem, requested that Governor John H. Hall instruct Attorney General George Neuner to start court proceedings.

"Until this question is settled there always will be conflict between the law enforcement officers and the owners and operators of pinball machines and like devices," the jury's report

stated.

"It is the opinion of this grand jury that the operation of pinball machines as now conducted thruout Marion County is in direct violation of the Oregon laws but raises the question as to whether the so-called free play given to players on tokens issued by the machine or otherwise is legal."

The grand jury suggested that the following specific legal question be used as a basis for the proceeding: (See Final Ruling on page 84)

CMI Reservations Heavy

CHICAGO, Dec. 20.—After a survey of Loop hotels this week, Herb Jones, chairman of the publicity committee, Coin Machine Industries, Inc. (CMI), announced that room reservations indicate that the association's convention and exhibit, at the Sherman Hotel January 19-22, will have the largest attendance in the history of the event.

Jones said: "Operators and distributors who have not yet requested hotel reservations should do so at once, as Loop hotels are fast nearing the sold-out mark for show week. All reservations should be sent direct to Earl Benedict, convention manager, Sherman Hotel, who will arrange reservations in the nearest available hotel."

H'ston Coinmen Give Big Sum To Runyon Fund

HOUSTON, Dec. 20.—Coin machine industry here as of November 30 contributed \$3,142.24 to the Damon Runyon cancer fund. Amount represents one day's receipts for every contributor.

Steering committee for the drive was composed of A. H. Shannon and M. R. James, Coin Machine Sales Co.; A. A. Sage, S. H. Lynch & Co.; Harold Daily, South Coast Amusement Co.; J. C. Old, Commercial Music Co.; Jack McDaniel, Southern Distributing Co.; Sam Ayo, Standard Music Distributors; Cecil Harrington, Leslie Woehst, Harrington Amusement Co.; A. E. Andres, Carl Simpson, Griffin Distributing Co.; Adrian Rattcliff, Houston Amusement Co., and Tommy Lewis, Wallbox Sales Co.

Firms and individuals that had donated thru November included American Music Co., Gulf States Amusement Co., Houston Amusement Co., D. & D. Amusement Co., Parker Amusement Co., R. F. Rimel, Ted Harris, State Distributing Co., S. H. Lynch & Co., Albert Reese, Lambert Bros., Big State Amusement Co., John E. Williams, Sterling Radio Products Co., Galbreath Cigarette Service, G. A. Sargent, Automatic Amusement Co., B. C. McKnight, Bill Williams, C. M. Ribbink, North Main Amusement Co., Airway Amusement Co., P. J. Tate, Harry Drollinger, F. C. Smith, Standard Music Distributors, Wayne Switzer, Harrington Amusement Co., J. N. Taylor, Fred Troy, Ted Stephens, Frank Martino, Coin Machine Sales Co., F. S. Clancy and Cruse & Peacock.

NEW PACKARD SALES PLANS

Effective First of Year, Firm To Sell Juke Direct To Operators; Cuts Price

Distributors Become Sales Agents for Manufacturer

INDIANAPOLIS, Dec. 20.—Effective January 1, the Packard Manufacturing Corporation here will launch a new sales program under which the firm's phonographs will be sold to operators at a considerable reduction in price. Packard distributors—whose contracts all expire December 31—are being offered new contracts which would name them to act as sales agents for the manufacturer, at considerably less commission than they have received as distributors.

Homer E. Capehart, chairman of the board of Packard, told *The Billboard* that the sales program marks a return to selling practices which date back in the automatic phonograph business to 1933. When the modern commercial phonograph first came into its own, Capehart said, manufacturers dealt with operators thru sales agents, but this practice went by the boards. Capehart said he feels it is time for a return to this early practice.

Act as Salesmen

As a result of the new contracts, Packard distributors who sign will act merely as salesmen for the company, and their smaller commission will mean the firm's new Manhattan phonograph—priced at \$1,000—can be sold to operators at a considerable reduction.

Altho Capehart did not mention a specific price, trade circles understand that the Manhattan will be offered to operators at a time price of \$695, or \$625 for cash.

Capehart said that he expects the program will establish a closer relationship between the manufacturer and the operator.

Currently, Packard has embarked on a location promotion program designed to stimulate public demand for the firm's phonograph. At recent conventions of tavern owners in Atlantic City and Milwaukee, the Packard box has been prominently displayed.

Packard's distributors—Capehart said they numbered approximately 48—are now being offered contracts to replace those agreements which

expire at the end of this year. Capehart added that he felt certain all of the firm's distributors would sign the new contract agreements.

As part of the program, the country will be broken up into approximately 40 sales districts, Capehart said. In addition, more than a dozen centralized service centers will be established. From these centers will come parts and servicing, activities which to now have been carried on by the distributors.

Several firms who now hold distributorships told *The Billboard* that, under the new contract, they would not carry a stock of machines. Orders will be turned in directly to the factory, and shipment will be made direct from factory to operator.

There was no official information from the factory, or distributors, but



HOMER E. CAPEHART

the trade surmised that Packard sales agents would make their own deals on used equipment.

Altho it was not confirmed by Capehart or any other Packard official, music operators who learned of the program understand that the company has not set up an official trade-in policy, believing that the price of the phonograph will be sufficiently low that trade-ins need not be involved.

Sutton To Leave Ill. Simplex; Head Distrib Firm in New York

CHICAGO, Dec. 20.—Gordon Sutton announced here this week that he will leave Chicago after the first of the year to take up Wurlitzer distributing activities in New York.

Altho Sutton will drop his connection with Illinois Simplex, Chicago Wurlitzer distributor, he will retain ownership of Indiana Simplex Distributing, Inc., of Indianapolis, which he organized in October to serve as Wurlitzer distributor for Indiana. (*The Billboard*, October 25.)

Forms New Firm

A new organization to be known as Sutton Distributing, Inc., has been established in New York. It will take over, effective January 1, the activities of Emby Distributing Company, Inc., which has handled the Wurlitzer line in the New York area for the past five years.

Sutton's partner in the new New York corporation will be Daniel Kipnis, a Chicago attorney and former lieutenant commander in the Navy. Both Kipnis and Sutton will move to New York.

Taking over Sutton's position in Chicago will be Arthur Freed, who was an official in Chicago Simplex,

former Chicago Wurlitzer distributor before the establishment of Illinois Simplex. Freed will return to Chicago from the West Coast where he has been living.

Sutton Distributing has bought out Emby's stock in New York. Edward Smith, Emby president, will leave the organization. Smith said his immediate plans do not include another business venture in the coin machine field.

Well Known in Field

Sutton, who has a distinguished record in the distributing field, is a native of Indianapolis. His initial connection with the Wurlitzer distributing organization was in 1940. He served as assistant sales manager for Wurlitzer in North Tonawanda, N. Y., from January, 1945, until October, 1946, when a reorganization of certain Wurlitzer distributing activities brought him back into the distributing end of the business.

Sutton has simultaneously managed both the Illinois and Indiana distributing firms by commuting by private plane. He intends to continue this method of handling his dual firms, he said.

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:

SIGNATURE REFINANCES. Firm goes into debtors-in-possession status; promised \$100,000 in new funds.

PETRILLO'S ROYALTY PLANS. What are the legal complications involved in the AFM prexy's demands?

LABELS CONTINUE TO SIGN NEW TALENT. Last-minute rush finds artists on new labels cutting backlog sides.

DELRAY RECORD COMPANY FORMED. Mrs. Ray Delman, wife of Detroit music machine operator, forms own record label.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

Rule Missouri City Juke-Pin Tax Is Illegal

Clear Trenton Operator

TRENTON, Mo., Dec. 20.—William Moots, local coin machine operator, has been cleared of charges of illegal operation of juke boxes and pin games in Trenton by the Grundy County Circuit Court.

Moots was arrested in October when he refused to pay \$30 per machine annual licenses on his juke boxes and pin games. He charged that Trenton as a city of the third class was not authorized under State law to impose a license tax for the operation of music machines and asked that the provision of the city license law as it related to music machines be made null and void. Pin games come under the same classification.

Judge Rose granted a permanent injunction against the city, the police judge and the mayor in the case. A motion for a new trial was promptly denied by Judge Rose. City Counsel Russell Pickett said that the case will be appealed to the State Supreme Court.

In order for the Supreme Court to reverse the decision of the lower court, it will be necessary to reverse previous decisions made by it on similar matters.

The tax law under which Moots's machines were taxed \$30 per year has been constantly under attack from Trenton business men and newspapers as a highly unreasonable and discriminatory tax.

Moots had offered to pay a reasonable tax and it had been suggested that a lower tax schedule as is in use by other Missouri cities be adopted. However, Judge Rose's ruling has been interpreted to indicate that any per-machine tax in a third-class Missouri city would be illegal.

Moots immediately following his arrest in October filed an application for a temporary restraining order against the city and the temporary order was granted.

Juke Makers Urged To Show at Foreign Fairs; Up Exports

WASHINGTON, Dec. 20.—Participation in foreign trade fairs by juke box manufacturers can well lead to increased export orders, Commerce Department indicated this week in an article in its weekly publication *Foreign Commerce*.

Written by Jaques Kunstenaar, department specialist in fairs and exhibitions, the article states that international trade fairs have become "an integral part of the machinery employed to promote international trade."

Juices at Fair

Prominent in the illustrations accompanying the article is a quarter-page photo of three Wurlitzer juke boxes, which Commerce says were part of an exhibit at the Brussels International Industries Fair held in the spring of 1947.

American manufacturers of all kinds, the article says, are becoming increasingly aware of the value of (See *Urge Juke* on page 82)

Cleveland Ops Ready Dec. Hit Tune Party

CLEVELAND, Dec. 20.—The Cleveland Phonograph Merchants' Association will hold its December Hit Tune party here tomorrow afternoon (21) in the Victory Room of Chin's Golden Dragon Restaurant. Program will be aired over WJMO by disk jockey Howie Lund.

Following the pattern established by earlier parties here, Lund will introduce numbers which will be played for both the radio and restaurant audience. After completion of the program, tune copping the most ballots will be designated hit-tune-of-the-month in Cleveland, and will be featured thruout January on all association members' phonographs.

SEE

Magic-
7-10

Magic-
7-10

For A
Prosperous
New Year



at Your Rock-ola
Distributor on
NATIONAL
ROCK-OLA
DAYS
January 3-4-5

ROCK-OLA
Manufacturing Corp.
800 North Kedzie Avenue
Chicago, Ill.



Aireon

MANUFACTURING
CORPORATION

Finest

IN MUSICAL EQUIPMENT



General Offices

1401 Fairfax Parkway, Kansas City, Kansas

Mafco Corp. Ltd., 4001 St. Antoine Street, Montreal, Que.

Cineadagraph Speakers Division of Aireon

Rock-Ola Plans Special Showings of 1948 Juke Box at All Distributors

To Be Held Simultaneously January 3-5 Thruout Country

CHICAGO, Dec. 20.—New 1948 Rock-Ola Magic-Glo juke box will be exhibited simultaneously at all distributors thruout the country on Saturday, Sunday and Monday, January 3-5. Rock-Ola Manufacturing Corporation announced here this week.

The new model, which will be unveiled at the distributor's showings, for the first time will have several improvements over previous Rock-Ola juke boxes.

Invitations for the showings have been sent to operators by the various distributors. Most of the showings will be held in the display rooms of the distributing firms.

Sandler Distributing Company, Des Moines, however, will hold their showing at the Paxton Hotel, Omaha.

Hold Longer Showings

Two firms, Seacoast Distributors, Inc., of New York, and S. & M. Sales Company, Memphis, will extend their showings an extra day so that personnel from Rock-Ola's Chicago headquarters will be able to be present at their sessions.

Most distributors will have a factory representative available at their showing to answer questions operators may have concerning the factory and plans for the future.

Jack Barabash will be at the H. G. Payne Company, Nashville, Saturday (3) and at Indiana Automatic Sales Company, Indianapolis, Sunday and Monday (4-5).

Art Janacek will spend Saturday (3) at Brilliant Music Company's showing in Detroit and Sunday and Monday (4-5) at the B. D. Lazar Company showing in Pittsburgh.

Stanley Ligeski will spend all three days of the showing at W. C. Deaton Associates in Columbus, while Maynard Todd will split up his time between J. J. Golumbo & Company, Boston, Saturday (3); Rex Coin Machine Distributing Company, Syracuse, Sunday (4), and Rex Coin Machine Distributing Company, Buffalo,

Monday (5).

Harold Graham will be at Southern Music Distributing Company, Orlando, Fla., Saturday (3), and at Southern Music Company, Charlotte, N. C., Sunday and Monday (4-5).

Ed Hall will spend Saturday (3) at General Distributing Company, Dallas; Sunday (4) with United Amusement Company, San Antonio, and Monday (5) at Hemisphere Trading Company, New Orleans.

Jack Cox and Art Weinand will spend four days each at showings. Cox will be at Scott-Crosse Company, Philadelphia, Saturday (3); Hub Enterprises, Baltimore, Sunday (4); Wertz Music Supply Company, Richmond, Va., Monday (5), and Seacoast Distributing Company, New York, Tuesday (6).

Weinand, Rock-Ola sales manager, will be at Consolidated Distributing Company, Kansas City, Saturday (3); Sandler Distributing Company's Omaha showing on Sunday (4); Ideal Novelty Company, St. Louis, Monday (5), and S & M Sales Company, Memphis, Tuesday (6).

Bob Tyrrell will spend Saturday and Sunday (3-4) at La Beau Novelty Sales Company's St. Paul showing, and Monday (5) at Badger Novelty Company, Milwaukee.

Forerunner of Juke Box Put in Home by Okla. Radioman

SAPULPA, Okla., Dec. 20.—W. O. Fricker, local radio repair man, has his hands full of piano and violin wire and his ears full of the jarring jangles of pre-juke age music. His interest in a 1912 coin-operated combination player-piano and violin music box resulted in landing the instrument in his own home.

Machine, which takes from one to 15 nickels at a time, plays about four and a half minutes for each nickel. The violin is not played by a bow but by 60 small fingers (to change notes and pitch) and a series of little wheels which serve as the bow. An automatic resin box serves to keep the wheels "in voice." Four push buttons are present so that the violin may be pitched with the piano and a series of weights are used for tuning.

Fricker says the ancient music mauler, which is operated entirely by electricity, bears a plaque which states that the U. S. government designated it as one of the "eight greatest inventions of the age."

Urge Juke Makers For Foreign Fairs

(Continued from page 80)

taking part in such fairs. More than 150 American exhibits were on display at the Brussels fair, while some 200 U. S. exhibitors were on hand for the Paris International Fair also held last spring.

Chief value of U. S. participation in foreign fairs, according to the Commerce article, is the long-range promotional aspect rather than from the point of view of quick results. "Even when no immediate substantial business can result, it is highly important to keep the name and products of U. S. firms before the eyes of foreign buyers."

Word of Caution

For manufacturers looking for quick business, the article recommends that they make sure no import restrictions will restrict the sales of their goods. The article asserts, however, that exhibits are viewed not only by buyers from the countries in which the fairs are held, but also by buyers from all over the world.

Important international exhibitions coming up include Milan (Italy) International Trade Fair, April 12-27; Vienna International Fair, March 14-21, and the Prague International Fair, March 12-21.

Stamp Venders, Jukes Get New License in Moose Jaw

MOOSE JAW, Sask., Dec. 20.—City council passed an amendment to Moose Jaw's licensing by-law, taxing juke boxes and stamp vending machines as follows:

Music Machines, \$15 for juke without outlets, \$15 for juke with outlets in the same premises as the box, and each outlet over five taxed \$2; \$30 for boxes having outlets in two or more premises, and \$2 for each outlet from such music boxes.

Stamp machines, \$2 for each vending machine, licenses to be good for one year only, with no reduction given for terms shorter than a full year.

TO ALL MICHIGAN OPERATORS

You are invited to attend showing of

NEW MAGIC-GLO 1948 ROCK-OLA

SATURDAY, JANUARY 3

SUNDAY, JANUARY 4

MONDAY, JANUARY 5

10 A.M. TO 9 P.M.

REFRESHMENTS — DOOR PRIZES

BRILLIANT MUSIC CO.

ROCK-OLA DISTRIBUTORS FOR STATE OF MICHIGAN

4606 Cass Avenue

Detroit, Michigan

\$10,000-\$15,000 A YEAR

Do You Want a Protected Territory Selling Commercial Phonographs to Established Operators??

If you will work intelligently and hard you can make from \$10,000 to \$15,000 annually. This is a direct factory connection. All information strictly confidential. Give us full details.

BOX D-179

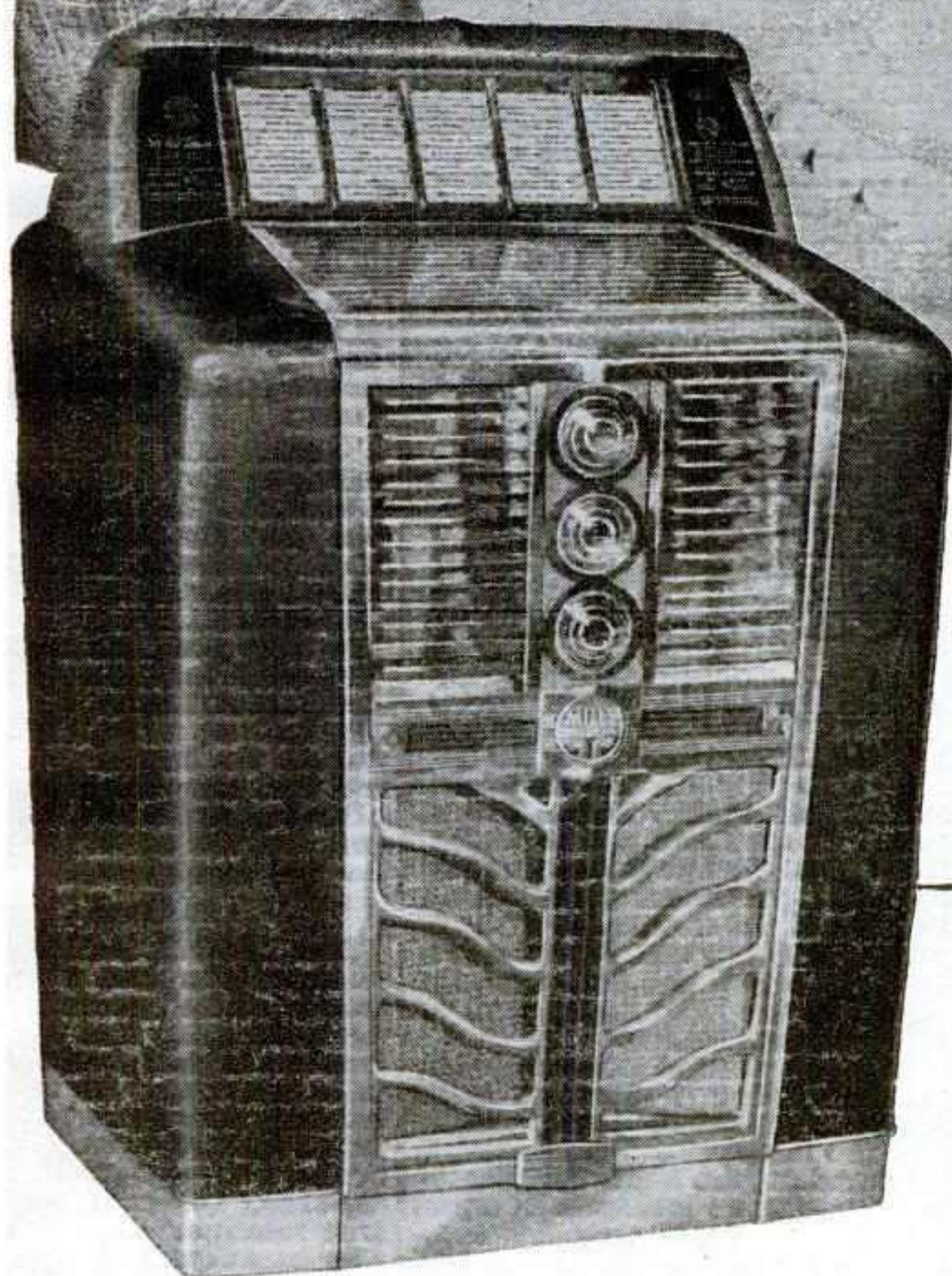
Care The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

GIVE TO THE DAMON RUNYON CANCER FUND

when I want the best in music



I always play a Mills!



● NO OTHER PHONOGRAPH HAS ALL THESE FEATURES:

- Six Hits for Two Bits
 - Wide Range Tone
 - Aluminum Cabinet
- Adjustable Tone Arm
- Table Top Service

● *Plays 40 Selections*

The public prefers
THE MILLS CONSTELLATION
The coin box concurs

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

Eagle

PHONOGRAPH REPLACEMENT PLASTICS

GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

PERFECT FIT

SOLID COLOR

PLASTIC WINDOWS

New, clear, transparent... for your model 850 program holder. Per Set. **\$5.00**

WURLITZER		ROCK-OLA	
	Each		Each
800 Top Corners	\$16.50	Standard, Master, DeLuxe or Super:	
800 Lower Sides	15.00	Top Corners (Solid Red, Yellow or Green)	\$12.75
800 Middle Sides	3.00	Lower Sides (Red or Yellow)	12.75
800 Top Centers (Right or Left, Red)	9.50		
800 Back Sides (Green)	9.50	SEEBURG	
800 Top Centers (Onyx)	5.50	"Hi-Tone" Model 9800, 8800, 8200:	
600, 500 Top Corners	5.50	Lower Sides (Solid Red, Yellow or Green)	\$14.50
700 Top Corners	8.50	"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx)	2.25
700 Lower Sides	9.50	"Colonel" Top Corners (Solid Red, Yellow or Green)	9.00
700 Back Sides	8.50	Lower Sides	9.50
750 Top Corners	9.75	SHEET PLASTICS	
750 Lower Sides	9.75	20"x50", Pliable, Per Sheet 50 gauge, red, yellow, green or clear	\$12.50
750 Top Center	5.50		
750 Middle Sides	2.00		
850 Top Corners	12.50		
850 Lower Sides	8.75		
850 Top Center	12.50		
850 Peacock Glasses	4.75		
950 Lower Sides	12.50		
24 Top Corners	1.25		
24 Lower Sides	5.50		
41, 61, 71 Top Corners	5.50		

IF YOU DON'T SEE WHAT YOU WANT—ASK FOR IT!

EAGLE COIN MACHINE CO.
1514 FREMONT AVE. CHICAGO 22, ILL.
PHONE MICHIGAN 1247

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Rosalie Allen and Elton Britt staged a big Western jamboree December 20 at the Westchester County Center, White Plains, N. Y., with a cast including Texas Jim Robertson and Billy Williams, with Frank Kaltman calling the square dances. The jamboree idea was started at the Rustic Cabin, Englewood, N. J., but after the first of the year will be presented at a different place each week.

Grandpa Jones, whose recording of *Old Rattler* is starting to hit nationally, has just finished a week in and around Washington, with another week set for January 5 at the Capitol Theater there. Grandpa reports that Merle Travis was his guest for a week's hunting last week in the Tennessee hills. Jones starts a six-day per week show over WSM, Nashville, starting December 19.

Billy Caswell and the Ridge Runners lost all their belongings in a theater fire at New Waterford, Nova Scotia. Caswell is now being heard over CBA, CBH and CKNB, all Canadian outlets. . . . Jimmy Osborne is making progress at WLEX, Lexington, Ky., now having two solo shows daily, plus a 30-minute disk show and an hour and a half's work each morning as emcee of the farm program.

Wiley and Gene, heard from WKY, Oklahoma City, and piped also to KVOO, Tulsa, and KWFT, Wichita Falls, Tex., are now heard every weekday, sponsored by a feed company. They just returned from a Columbia waxing session in Hollywood, supervised by Art Satherely. Other folk artists at WKY include Willie Wells, Sheldon Bennett, Kenny Driver, Johnny Martin, Al Goode, Bob Duncan, Anne Schaeffer and Bobby Howard.

The Harmony Folks, Ken Messing, fiddle and guitar; Elda Layman, bass, and Ray Layman, guitar and harmonica, have just finished their second year over KFEO, St. Joseph, Mo. . . . Ernest Tubb, who just completed a personal appearance tour in connection with his pic, *The Hollywood Barn Dance*, is back at WSM, Nashville. . . . Cowboy Copas, who played Washington with the *Grand Ole Opry* gang a while back, returns to the capital city December 31, to head his own revue at the Turner Arena.

The Range Riders, heard daily over WGAR, Cleveland, started a personal appearance series at the Village Barn, Cleveland, December 14, and will play there every Sunday night hereafter. . . . A benefit show was held recently for blind Bob Hall, guitarist, in Huntington, W. Va. Acts participating included Bobby Cook and His Texas Saddle Pals, Al Hendershot and His Dixie Ramblers, Fred and Ollie Cook and the Skyline Patrol, Jimmie Skinner and Ray Lunceford with Claude Eldridge, Al Rogers and Betty Pearl, and Little Mose. Hawkshaw Hawkins stopped on his way to Cincinnati for another cutting session for King and opened the show.

Curley Reynolds, formerly of WCHS, Charleston, W. Va., is now a regular member of the Chuck Wagon Gang at WWVA, Wheeling, W. Va., with the act now consisting of Joe and Little Shirley Barker, Curley and Sleepy Jeffers, comedy, and Frank Dudgeon.

Smilin' Red Maxedon has recorded a series of ditties with two different units for Arcadia platters, *It Was Christmas in London*, *In My Heart There's Part of the Prairie*, *That Old Swiss Chalet in the Rockies*, *When It's Night-Time in Nevada*, backed by his Radio Gang, and *I Left My Boots and Saddle Home and I Fell in Love*, backed by the Mercury Rangers.

AAMONY Sets By-Laws; 102 Operators Join

(Continued from page 79)

lish a central legal administration and to foster generally every undertaking for the uplift of the industry in the city of New York."

To bring the assembled game machine operators up to date on the complex legal situation presently affecting the local coin-operated amusement business, Teddy Blatt, AAMONY attorney, read a copy of an ordinance recently introduced to the city council which proposes a licensing schedule for all amusement devices.

While it was felt that the proposed ordinance would tend to bring increased stability to the business and was generally fair in its licensing fee requirements, Blatt pointed out that certain of its provisions needed clarification. As an example, he mentioned the provision for license display, which in its present form might be interpreted as requiring such display both on an individual machine and on the location premises. He said that when the city council calls a hearing on the bill, he would suggest that the confusing portions of the bill be rephrased.

102 in Good Standing

Bart Hartnett, AAMONY business manager, who gave a report on the growth of the association, informed the membership that the number of members in good standing totaled 102 as of Thursday. He said that new members were signing daily and predicted that the association would continue to grow at a rapid rate.

Hartnett again urged that only such machines that are unquestionably considered lawful by the city authorities be put out on location. In this connection, Hartnett stated that cards would be mailed to all members for display on their machines. The cards read: "This machine is specially constructed to comply with the laws of the State of New York. It cannot possibly be converted or adapted to give free games, tokens or free chances."

Final Ruling On Free-Play Sought in Ore.

(Continued from page 79)

"Is free play allowed on pinball machines and similar devices, because of certain scores or credits derived from the original play, that was paid for with legal United States coins, a violation of the Oregon laws?"

The grand jury urged that the proceeding recommended in its report be carried to the State Supreme Court for final determination.

Attorney General Neuner, while not ready to issue a statement on the jury's recommendation, said he would give the issue careful consideration.

Meanwhile, the State tax commission branded as erroneous a report that in case pinball machines operated on a free play basis were held illegal by the courts the commission would be compelled to refund license fees previously collected under the State amusement tax law.

An attorney for the tax commission said the question of refunding license fees under conditions similar to those involved in the current issue previously had been determined by the courts in favor of the State.

READY FOR LOCATION

THOROUGHLY WASHED AND CLEANED—WORN ELECTRICAL AND MECHANICAL PARTS REPLACED—BROKEN PLASTICS REPLACED



WURLITZER		ROCK-OLA	
950	\$295.00	700	\$275.00
750E	325.00	600K Walnut	155.00
780M Colonial	290.00	500K Walnut	145.00
850 Walnut	275.00	600R	140.00
		Victory 42/800	135.00
MILLS		SEEBURG	
1422 ('46), Like New	\$450.00	Classico	\$175.00
'39 DeLuxe	175.00	Colonel	185.00
Empress	\$125.00	Major	165.00
		9800, ES, also	150.00
		8800, ES	150.00
		CABINETS, Refinished Like New	\$25.00 additional

25% Deposit—Balance C. O. D.

ANGOTT SALES CO., Inc.

MICHIGAN DISTRIBUTORS FOR PACKARD

2616 PURITAN

Phone: UNiversity 4-0773

DETROIT 21, MICH.

FOR SALE

One twenty-unit AMI hostess outfit. Original cost \$14,800.00—now selling at \$5,500.00. Sale includes records and record racks. All equipment guaranteed to be as good as new. Ready for immediate installation.

GEORGE NOVELTY CO.

1716 Washington Ave.

Northampton, Pa.

GIVE TO THE DAMON RUNYON CANCER FUND

RECORD REVIEWS

(Continued from page 32)

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

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

FOLK

RAY HOGSED & RAINBOW RIDERS (Coast 266)				
<i>Short Cut Cutie Polka</i> Polka with a country twang adds up to very little.	50	52	49	50
<i>Baby, Won't You Settle Down</i> Lyrics not so hot, arranging mostly dull, though vocal good.	51	53	49	52
JIMMIE LAWSON (Columbia 38035)				
<i>Cry, Baby, Like I Cried For You</i> Lawson pipes pleasingly on above average hill-billy ditty. Also some nice fiddling.	83	83	80	85
<i>I'll Never Love Again</i> Taken in slower tempo than flipover. Lawson vocal though good can't do much with poor song.	68	69	65	69

AL DEXTER & TROOPERS (Columbia 38038)				
<i>Texas Rose</i> Dexter and the Troopers do fairly well with instrumental handling of "Texas Rose."	71	73	70	70
<i>Barrel House Boogie</i> (Al Dexter) Novelty band boogie with bright Dexter piping sets feet in motion.	76	76	73	79

RAY HOGSED & RAINBOW RIDERS (Coast 265)				
<i>I Can't Get My Foot Off The Rail</i> Lyrics cute but tempo a bit too fast to catch them all.	71	71	68	75
<i>(Don't Telephone, Don't Telegraph) Tell a Woman</i> Vocal-band-balance poor in spots. Song good.	71	71	68	75

SMILIN' RED MAXEDON , with Mercury Rangers (Arcadia 0600)				
<i>I Fell in Love</i> HB material okay, but recording surface not clear.	43	49	47	42
<i>I Left My Boots and Saddle Home</i> Lively beat, fair material, music backing good but vocal unclear.	47	42	46	53

HANK WILLIAMS & DRIFTING COWBOYS (MGM 10124)				
<i>My Sweet Love Ain't Around</i> Band sets just fair blues scene behind Williams mournful vocal.	72	73	70	72
<i>Rootie Tootie</i> Peppy ditty with okay novelty lyrics. Vocal by Williams and band fine.	82	82	82	82

SMILIN' RED MAXEDON & His Radio Gang , with Dottie Leader (Arcadia 1948)				
<i>That Old Swiss Chalet in the Rockies</i> Melody, good; vocal, unclear, but tone pleasant.	45	48	43	44
<i>When It's Night Time in Nevada</i> Dreary hill music.				

FOLK

JERRY IRBY & Texas Ranchers (MGM 10117)				
<i>Roses Have Thorns</i> Song so-so, vocal same. Arrangement draggy.	39	39	38	39
<i>A Cup of Coffee and a Cigarette</i> Good talking vocal with chorus help.	70	71	65	73
WILLIS BROTHERS & OKLAHOMA WRANGLERS (Mercury 6071)				
<i>I Don't Know</i> (Willis Bros.) Novelty ditty can set feet tapping. Vocal a bit repetitious.	73	73	73	73
<i>Wrangler Boogie</i> (Willis Bros.) Typical instrumental boogie. Nothing sensational.	66	67	65	66

RACE

JOE LUTCHER'S JUMP BAND (Capitol-Americana 40071)				
<i>Bebop Blues</i> (Joe Lucher) Nellie's brother Joe tries to pull a Louis Jordan—no bebop, shuffle rhythm blues.	75	78	71	76
<i>Shuffle Woogie</i> Shuffle rhythm instrumental, fair riff, good to middlin' jazz solos.	64	68	61	63

ANDREW TIBBS (Dave Young's Ork) (Aristocrat 1101)				
<i>Union Man Blues</i> Blues shouter Tibbs garbles most of the race lyric. Fair ork backing.	49	48	43	55
<i>Bilbo Is Dead</i> Sarcastic blues chant about "friend" Bilbo at an insinuating tempo.	68	69	64	71

CLARENCE SAMUELS (Dave Young's Ork) (Aristocrat 1001)				
<i>Boogie Woogie Blues</i> Up tempoed blues chant which should be good for the boxes.	73	65	70	83
<i>Lolly Pop Mama</i> All the race infections—for the boxes mainly.	62	35	69	81

BILL JOHNSON & HIS MUSICAL NOTES (RCA Victor 20-2591) (Bill Johnson and Quartet)				
<i>Mama, Mama, Mama</i> Disk jockeys may give this a whirl. Can catch a nickel also.	75	78	70	78
<i>Let's Be Sweethearts Again</i> (Gus Gordon and Quartet) Featured by sax solo, disk is just average.	71	73	68	73

LESLIE SCOTT (Luther Henderson Ork) (RCA Victor 20-2571)				
<i>So Long</i> Ork work behind Scott slow and blue. Race jocks and jukes should like.	78	80	74	80
<i>Blue and Sentimental</i> Pretty ditty done well but tempo at times drags.	72	74	70	73

AMI PHONOGRAPH IS

WELCOME

IN ALL TOP LOCATIONS

THE BEST ADVERTISING "BUY" OF THE YEAR

The **Billboard COIN MACHINE CONVENTION ISSUE**

WITH THE MOST
 { READER INTEREST
 CIRCULATION
 ADVERTISING MESSAGES
 PLUS
 A SPECIAL JUKE BOX OPERATOR SUPPLEMENT

Dated—**JANUARY 24**
 Distributed—**JANUARY 19**
 OPENING DAY OF THE CONVENTION
 For Further Details—Contact
 Your Nearest Billboard Office

It's **MAGIC MUSIC**

Telephone Music Box for BOOTH or COUNTER

Write Now for Complete Story

MODERN MUSIC, INC.

1133 CA ST. ST. LOUIS, MO. BOX 3111 KANSAS CITY 2, MO.

Modern Music Sales Corp.

To Handle New Record Line

NEW YORK, Dec. 20.—The Modern Music Sales Corporation will handle Discos Peerless records under a distributorship franchise covering the New England States and New York, New Jersey and Pennsylvania, Herb Kradin, general sales manager, announced this week.

Recorded by Latin American talent in Mexico and Cuba, the Discos line is manufactured in the United States by the Coast Record Manufacturing Company.

Distributors for PACKARD'S "Manhattan"



the world's finest phonograph—a sensation on every location.

CALVERT NOVELTY COMPANY

COIN OPERATED EQUIPMENT 708 N. Howard St. Baltimore 1, Md. Vernon 3034

ADVANCE RECORD RELEASES

(Continued from page 31)

INTERNATIONAL

- A Figlia a Lorio A. Sigismondi (A Preghiera) Harmonia H-2044
A Preghiera a Santi Close A. Sigismondi (A Figlia) Harmonia H-2044
A Tzee-oin Hoffning Leed (A Zion Lullaby) A. Schwartz Ork (Ani-Maamin) Apollo 175
Adelina G. Vicari Original Ork (All' Ombra) Harmonia H-2060
Akathiotissa T. Kallinikos (Karpastissa) Victor 26-8044
All' Ombra G. Vicari Original Ork (Adelina) Harmonia H-2030
Anatolitiko Sirto Laiki Ork (Athina Ke) Standard F-9050
Ani-Maamin (I Believe) A. Schwartz Ork (A Tzee-Oin) Apollo 175
Arriba, Parts I and II The Barton Brothers . . . Apollo 169
Argitopoula R. Ampatzl (Mi Me) Victor 26-8043
Arkadia Greek Popular Dance Ork (Nitsa Kikonitsa) Standard F-9049
Athina Ke Pirea Mou Laiki Ork (Anatolitiko Sirto) Standard F-9050
Athina To Pallou Kerou Thomakos Duetto (Ta Matia) Standard F-9046
Aytokpatopikon Baas (Emperor Waltz) M. Thomakos (Golfo I) Standard F-9045
Basic Yiddish-Lesson I (Business Administration) S. Levenson (Basic Yiddish) Apollo 172
Basic Yiddish-Lesson II (Kosher Kalories) S. Levenson (Basic Yiddish) Apollo 173
Basic Yiddish-Lesson IV (Kloles) S. Levenson (Basic Yiddish) Apollo 173
Bernadetta G. Vicari Original Ork (Gentil Pensiero) Harmonia H-2063
Csak Egy Kislany M. Gafni (Keso Osz) Columbia 10307-F
Dolores Accordion Masters (Too Fat) Standard T-135
Drunken Sailor Jolly Tunemiths (Smash the) Standard F-14001
Du Matelot Ivre The Shindiggers (Fenetre Brisee) Standard F-13001
Egy Rozsaszal M. Gafni (I. Ki Tanyaja) Columbia 10308-F
Eileen Polish Aristocrats Ork (Steel City) Harmonia H-1172
Emperor Waltz Accordion Masters (Vienna Blood) Standard T-133
En Sommerkveld (A Summer Night) Franzen & Eriksson (Gillinge) Standard F-5010
Enas Vrahos Sto Youno N. Mosconas (O Diavatis) Victor 26-8038
Fanariotiko Hasapiko Laiki Ork (Galatas) Standard F-9051
Fenetre Brisee The Shindiggers (Du Matelot) Standard F-13001
Foundling Waltz R. Gosz (Goodluck Polka) Mercury 1035
Galatas Laiki Ork (Fanariotiko Hasapiko) Standard F-9051
Gentil Pensiero G. Vicari Original Ork (Bernadette) Harmonia H-2063
Gillinge Franzen & Eriksson (En Sommerkveld) Standard F-5010
Golfo I Zanthia M. Thomakos (Aytokpatopikon Baas) Standard F-9045
Goodluck Polka R. Gosz (Foundling Waltz) Mercury 1035
Guido Babe Wagner's Dutchmen (Seventeen) Columbia 38034
Gwizdanie Zolnierza (Whistling Soldier) F. Curylo (Walc Cesarza) Standard F-3033
Haniotikos Sirtos Cretan Ork (Kritiki Sousta) Victor 26-8039
Happy Nights R. Gosz (Muzky Muzky) Mercury 1037
Hej! W Dzien Narodzenia J. Derenkowa (Polskie Jingle) Harmonia H-1510
I Lanterna Tis Polis Continental Ork (O Vosporos) Victor 26-8037
Irthes San Tin Anxli Danal (Ti Kian) Standard F-9034
Kaiser Walzer (Emperor Waltz) M. Helmut Wessels (Mei Mautteri) Standard F-11013
Karpastissa T. Kallinikos (Akathiotissa) Victor 26-8044
Keso Osz Van M. Gafni (Csak Egy) Columbia 10307-F
(1) Ki Tanyaja Ex a Nyarfas? (2) Ex As en Szeretom M. Gafni (Egy Rozsaszal) Columbia 10308-F
Kritiki Sousta Cretan Ork (Haniotikos Sirtos) Victor 26-8039
Labbra Coralline G. Vicari Original Ork (Primaverille) Harmonia H-2059
Laendler No. 13 R. Gosz (Pilsen Polka) Mercury 1036
Liebelei Walzer (Flirtation Waltz) George Ork (Regenbogen Polka) Standard F-11009
Lo Ti'Mo Incontrata a Napoli C. Buti (Serenella) Columbia 15163-F
Loretta Polka F. Wojnarowski Ork (Piano Polka) Dana 3003
Magdusia B. Kryger (Tancuj Dzladu) Harmonia H-1184
Manes Sabah K. Roukounas (Mia Samlotissa) Victor 26-8040
Margarita Polka E. Krollkowski Ork (Pleasant Dreams) Columbia 38033
McGuire's Musketeers T. O'Toole-J. Kelley (The Darlin') Crystal-Tone 503
Mei Mautteri War a Weanerin M. Helmut Wessels (Kaiser Walzer) Standard F-11013
Mesanihta Sitanidis-Blasis (Pies Gliko) Victor 26-8035
Mi Me Lipase An Pono G. Xenopoulos (Mia Hyra) Standard F-9048
Mi Me Steinis Mana Stin Ameriki R. Ampatzl (Argitopoula) Victor 26-8043
Mia Hyra Meraklon G. Xenopoulos (Mi Me) Standard F-9048
Mia Samlotissa M'emplexe K. Roukounas (Hanes Sabah) Victor 26-8040
Milwaukee B. Kryger Country Dance Ork (Moonlight) Harmonia H-1126
Min Agapas Lismonise Epiropakis-Kalamposis (Titika) Victor 26-8036
Moonlight B. Kryger Country Dance Ork (Milwaukee) Harmonia H-1126
Muziky Muziky Polka R. Gosz (Happy Nights) Mercury 1037
My Sister Polka J. Sobczak (Tak, Tak) Harmonia H-1186
Nitsa Kikonitsa Greek Popular Dance Ork (Arkadia) Standard F-9049
Non Ritorna Piu G. Vicari Original Ork (Tra Veglia) Harmonia H-2063
O Diavitis N. Mosconas (Enas Vrahos) Victor 26-8038
O Vosporos Continental Ork (I Lanterna) Victor 26-8037
Old Fashioned Windy City Five (Strolling In) Columbia 38032
Old Folks Waltz The Six Fat Dutchmen-H. Loesselmacher, Dir. (Woodshed Polka) Victor 25-1102
Parigina G. Vicari Original Ork (Tesoro Mio) Harmonia H-2058
Pay Day B. Kryger Country Dance Ork (Windy City) Harmonia H-1124
Per Te G. Vicari Original Ork (Tinuccia) Harmonia H-2061
Piano Polka F. Wojnarowski Ork (Loretta Polka) Dana 3003
Pies Gliko Krasl Sitanidis-Blasis (Mesanihta) Victor 26-8035
Pilsen Polka R. Gosz (Laender No. 13) Mercury 1036
Pleasant Dreams Waltz E. Krollkowski Ork (Margarita Polka) Columbia 38033
Pojde Do Sadu B. Kryger (Wesola Kaska) Harmonia H-1185
Polskie Jingle Bells (Dzwonki Na Gwiazdke) T. F. Dereni (Hej! W) Harmonia H-1510
Primaverille G. Vicari Original Ork (Labbra Coralline) Harmonia H-2059
Reel Casvant V. Martin (Reel Omer) Victor 25-1103
Reel Omer V. Martin (Reel Cassavant) Victor 25-1103
Regenbogen Polka (Rainbow Polka) George Ork (Liebelel Walzer) Standard F-11009
Retour des Saisons (Return of the Seasons) C. Trenet; A. Lasry, Dir. (Tombe Du) Columbia 4502-M
Roumeliotissa J. Degaitas (To Hrima) Standard F-9047
Scratch My Back (Kratz Meer Dee Playtza) Radio Aces (The Blintzeh) Banner B-2064
Serenella C. Buti (Lo Ti'mo) Columbia 15163-F
Seventeen Babe Wagner's Dutchmen (Guido) Columbia 38034
Sit, Sit, Sit, Parts 1 & 2 S. Smith . . . Apollo 171
Smash the Window Jolly Tunemiths (Drunken Sailor) Standard F-14001
Steel City Polish Aristocrats Ork (Eileen) Harmonia H-1172
Strolling in the Forest Windy City Five (Old Fashioned) Columbia 38032
Ta Matia Ta Dika Sou Agapo M. Thomakos (Athina To) Standard F-9046
Tak, Tak, Dobrze Polka J. Sobczak (My Sister) Harmonia H-1186
Tancuj Dzladu B. Kryger (Magdusia) Harmonia H-1184
Tesoro Mee G. Vicari Original Ork (Parigina) Harmonia H-2058

Corporation Status To Calif. Wurlitzer Distributing Agency

SAN FRANCISCO, Dec. 20.—The Clark Distributing Company, Wurlitzer distributor here, has been incorporated under California law as the Clark Distributing Company. Prior to the incorporation, the firm was solely owned by Don W. Clark. Announcing the change, Clark said that there will be no change in the firm's management.

Officers of the corporation are Don W. Clark, president; E. F. McGlone, vice-president; E. L. Horiskey, vice-president; R. W. Popkey, secretary and treasurer, and Diana Penich, assistant secretary and treasurer.

Firm will maintain offices at 415 Branna Street in San Francisco, at 1854 South Western Avenue, in Los Angeles, and 960 Elliott Avenue West in Seattle.

RECORD TRAYS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS 3208 Jackson St., Amarillo, Texas

THE WORLD'S LARGEST!

. . . 63 square feet of television picture!! (Colonial's Model 6300) The television set for theatres, clubs, auditoriums, schools, taverns, etc. DISTRIBUTORS WANTED VISIT OUR SHOWROOMS, OR WRITE Colonial Television Corp. 780-800 East 137th St. New York 54, N. Y.

PHONOGRAPHS Wurlitzer Victory Models (Like New) \$189.50 Wurlitzer 500's (Very Clean) 189.50 Wurlitzer Colonials (Like New): 219.50 780M 239.50 780E 1/3 Deposit, Balance C. O. D. WE BUY, SELL AND EXCHANGE Phone: Jefferson 1844 1147 Locust St. St. Louis 8, Mo. CALL NOVELTY CO.

DISTRIBUTORS WANTED

The best nationally known commercial phonograph manufacturer has available a few lucrative territories for reliable distributors and jobbers under a radically new distributing plan. Must be financially responsible. Those interested who can qualify write Box D-131, o/o The Billboard, Cincinnati 22, Ohio. All replies kept strictly confidential.

WILL SELL 15 USED SOLOPHONE BOXES AND 1 USED AMPLIFIER (all in good condition) OR WILL TRADE FOR 6 USED WURLITZER SELECTION BOXES GLENN W. FLECK RON DA VOO VINTON, IOWA

USED PHONOGRAPHS

Table with 2 columns: Model Name and Price. Includes Rock-Ola Standard (\$119.50), Wurlitzer Victory 24 (74.50), Wurlitzer 600 (114.50), Wurlitzer 500 (124.50), Wurlitzer 700 (164.50), Wurlitzer 800 (209.50), Wurlitzer 850 (234.50), Wurlitzer 750 (264.50). Includes terms: 1/3 Deposit With Order—Balance C.O.D. Guaranteed A-1 Condition. Ready for location—Write-Wire-Phone.

ALFRED SALES, INC. 1006 Main St. Buffalo 2, N. Y. LI. 9107

"THE HIGHEST BIDDER"

TURN YOUR USED RECORDS \$\$ INTO CASH \$\$ WRITE, CALL OR JUST SHIP TO NATHAN MUCHNICK 1251 N. 52nd St., Philadelphia, Pa. Phone: GRE 3153 WILL PICK UP WITHIN 100 MILE RADIUS

ANNOUNCEMENT

We are proud to announce our appointment as exclusive distributors of Filben Mirro-cle Music for the Northwest for five states. Territories for sub-distributors still available. Be wise—Write today! Midwest Coin Machine Corporation 777 UNIVERSITY AVENUE ST. PAUL 4, MINNESOTA

TILLIE & ANTHONY GALGANO

Extend Season's Greetings and Best Wishes for the New Year USED RECORD EXCHANGE 1736 N. Keeler Chicago 39, Ill. Telephone: DICKens 7060

OVER 5,000 AT NAMA SHOW

Candy Makers Air Problems At NAMA Meet

Discuss Packaging Cost

CHICAGO, Dec. 20.—Increasing importance of the candy vending field was brought home this week when 17 of the nation's candy bar manufacturers staged exhibits at the National Automatic Merchandising Association (NAMA) convention at the Palmer House here.

Tho but a few of the firms making candy bars have set up separate divisions to handle the special requirements of the vending trade, consensus is that as the automatic merchandising develops further more supplier firms will establish such divisions.

Candy Problems

Some of the major problems discussed by supplier firms during candy sessions were the large count packaging and the cost of candy bars.

Regarding large count packaging, Fritz Behr, of the Wilbur Suchard Chocolate Company, stated that approximately 14 major bar makers had converted part of their output to large count bars during the past year, with several more slated to follow suit in the near future. However, a representative of the Paul F. Beich Company pointed out that the packaging of thicker type bars in larger than 24-count boxes represents quite a problem. He pointed out that on the days set aside for high count packaging in his firm packaging efficiency drops off to a noticeable extent.

Another point of great interest to operators was the possibility of price of candy being reduced in the near future. As is an all too well established fact the price of candy has increased greatly since pre-war days, but the operator's return for bar merchandise sold thru venders has remained at a nickel. Suppliers point out that they are doing everything possible to help keep the candy bar at the nickel level, but their own costs of making candy are at an all-time high.

Arthur Echill, of D. Goldenberg, Inc., stated that there is belief among the candy producers that the price of cocoa beans seems to have approached its peak and a leveling off in the price of this ingredient can be expected in the near future. When the price of cocoa beans does level off, he added, it will be at a much higher price than in pre-war days but also substantially under current prices for the cocoa bean.

Cinch Manufacturing Corp. Offers New Fanning Strip

CHICAGO, Dec. 20.—Howard B. Jones Division, Cinch Manufacturing Corporation, Chicago, this week showed NAMA convention-goers a new type fanning strip to facilitate vender manufacturers' and servicemen's assembly and repair problems on electric machines. New strip, containing from 1 to 20 terminals, may be inserted into place on its companion barrier strip without a "stop and hunt" pause before connecting multiple electrical hook-ups in a machine.

With the new fanning strip, color coating is not necessary since each connection automatically goes into its proper place.

First To Sign

CHICAGO, Dec. 20.—First manufacturer to sign for a 1948 NAMA exhibit booth was Malkin-Illion Company, Irvington, N. J.

Sam Malkin, president of the cigar vender firm, signed for the same booth space in 1948 as that occupied by his company during the NAMA show this week. Malkin contracted for the space Tuesday (16).

Diversification Key to Present Popcorn Trends

CHICAGO, Dec. 20.—Manufacturers and distributors of popcorn vending machines on display at the National Automatic Merchandising Association (NAMA) convention here this week reported a shifting of interest in popcorn venders from specialist operators to diversified operators.

In the past, the popcorn machine firm representatives said, popcorn venders have been operated primarily by specialist operators whose business included little other than operation of popcorn routes.

However, during the NAMA convention a great deal of interest in operation of popcorn venders as companion items with other equipment was shown by operators of other (See *Diversification on page 108*)

Uniform Sanitation Laws Top Industry Problem, Say Beverage Vending Experts

Advise Operators That New and Better Equipment On Way

By Norm Weiser

CHICAGO, Dec. 20.—Several hundred operators, distributors and manufacturers, augmented by cup and sirup company representatives, listened to five experts on beverage vending Monday (15) morning at the special beverage session at the Palmer House headquarters of the National Automatic Merchandising Association convention. With speakers stressing the need for uniform health department requirements, present and potential operators were advised that while present equipment is in many

First Exclusive Vending Show Spotlights Trends; Pierson Named President

Machine Makers, Suppliers Exhibit at Four-Day Meet

(Continued from page 79)

changers, was elected president of the association by the board of directors. Pierson succeeded R. Z. Greene, president of the Rowe Manufacturing Corporation, who held the office for the past two years. For the vice-presidency vacated by Pierson, the board selected J. Sidney Jones, Southern Venders, San Antonio. L. D. Chambers, Peerless Weighing & Vending, Long-Island City, N. Y., was re-elected treasurer.

At its annual business meeting Monday (15), the membership approved an amendment increasing the number of directors to 15, and to fill the three new posts members named Clarence Adelberg, Stoner; Fred Baehr, Gum Vending Corporation, and Alvin Dawson, American Locker.

For the average operator, the equipment and supplies exhibition served to answer these questions: What new equipment is on the market? Which of the new machines are available? What do they cost? Is merchandise for the machines available? What does the merchandise cost?

Like most other conventions and exhibits, the NAMA show did not see heavy equipment purchasing, tho

some space holders whose machines are in full production reported buying beyond their pre-convention expectations. The average operator came to look and compare, and what buying he does will be done after he returns home and has an opportunity to mull the problem over.

Cautious Buyer

This cautiousness was particularly evident in the drink vending field. Despite intense pre-convention interest, in both coffee and cup-type soft-drink machines, signed orders did not come in large numbers. The high prices asked for average cup-drink venders made the experienced operator in candy or cigarettes slow to buy, and interested operators button-holed other operating firms with drink-vending experience in an effort to get some real picture of the weekly gross necessary to pay out the more than \$1,000 price asked for the average cup machine.

Of all the fields, signed orders for quantity deliveries were most numerous in cigarettes, where the operator could take his choice from any one of the many manual and electric models offered. At the cigarette booths, manufacturers' representatives said operators are turning more and more to electric even tho no one expects the manual machine to disappear from the scene. In electric cigarette venders, as in the cup vender field, price is one of the principal reasons for cautious buying. If for no other reason than to meet competition for stops, most cigarette operators at the convention carefully examined electric.

The problems which confront the candy operator were reflected somewhat in the candy displays. New candy models were offered, and operators were checking them, but the candy vender makers made no radical departures from previously set standards. Despite rising costs, and their determination to maintain the nickel price, candy operators are adding to their routes to make ready for the day when the candy market will be freer.

On the seventh floor, where suppliers had their suites, and in a special candy session Wednesday (17) morning, operators heard bar makers' representatives say that bar goods' prices will stay at present high levels, and that no relief is in sight.

For the suppliers, exhibiting at the show seemed to be more a matter of building good will than making sales. Cigarette and candy suppliers—more than the majority of operators had ever seen gathered in one place—were asked one question repeatedly: How do we get on your direct list? To all operators, the candy firms represented replied that getting on the direct list depended (1) on volume of purchases; (2) on establishing a good credit rating with the manufacturer, and (3) on the territory in which the operator has his routes. The last factor is most important, supply manufacturers told operators, because distributing facilities in some areas preclude direct sales to venders.

In their business meetings, NAMA members and directors stressed the (See *NAMA Meet on page 109*)

Operators' Interest Indicates Increased Cigar Vender Usage

CHICAGO, Dec. 20.—Increased use of cigar venders by cigarette vending machine operators was indicated by interest shown in displays at the National Automatic Merchandising Association (NAMA) convention in Chicago this week.

Four firms exhibited special vending machines for cigars and a fifth firm showed a cigarette vending machine in which it is possible to change

over for one to six columns of cigars without affecting cigarette capacity.

Double Use Venders

Altho all models shown are designed to be used either independently or with cigarette or other venders, operators indicated that in most cases use with cigarette venders will be the most profitable outlet.

Amity Manufacturing Corporation, (See *Operators' Interest on page 111*)

Liberalize NAMA Constitution

Drop Assoc. Memberships

Okay dues sked based on either percentage of gross or number of machines

CHICAGO, Dec. 20.—At the annual business meeting of the National Automatic Merchandising Association (NAMA) held here Monday (15), the association membership—at the urging of the board of directors—approved amendments designed to “democratize” the association by abolishing the associate membership and making all automatic merchants eligible for full membership. This gives, for the first time, every NAMA member the right to vote on association business and the right to hold office.

In line with the move, the association membership likewise approved a new dues schedule, which leaves the minimum annual rate for operators at a base of \$35.

Greene Reports

Reporting to the members at the meeting, R. Z. Greene, retiring president, traced the organization's growth during the past two years, when membership jumped from 274 to over 1,000. He sketched the development of the association's legislative and public relations programs and pointed (See Liberalize NAMA on page 104)

Vender Operators Star in Cig Skit At NAMA Meeting

CHICAGO, Dec. 20.—Highlight of the 1947 National Automatic Merchandising Association (NAMA) convention for operators of cigarette vending machines was the one-act skit, *A Day With a Cigarette Operation*, presented as the main feature of the cigarette session Monday morning (15).

Skit featured leading cigarette vending machine firm officials and covered morning problem session of the personnel of a mythical cigarette vending machine firm.

Holding down the job as manager of the mythical firm was Arthur Gluck, of the Rowe Corporation, New York. His right-hand man in the role of assistant manager, was E. G. Chandler, of the Rowe Service Company, Los Angeles. Location salesman was played by J. Herman Saxon, Saxon's, Inc., Charlotte, N. C.; stockroom manager, Sidney Kronenberg, Alamat Company, Birmingham; shop foreman, Martin Gluchow, East Liverpool (O.) Cigarette Service, and service manager, George H. Duckett, the G. B. Macke Corporation, Washington.

Following the skit, which brought out in detail many of the problems of the average operator, the cast served as a panel to answer questions from the floor about cigarette vending operations.

High Convention Interest In Electric Cig Venders Indicates Industry Trend

New Equipment Features Designed for Quick Servicing

By Dick Hodgson

CHICAGO, Dec. 20.—The trend toward use of electric machines by cigarette vender operators is on the upswing. This was the one trend that no one could miss at the National Automatic Merchandising Association (NAMA) convention here this week.

Almost every large manufacturer of cigarette vending machines displayed an electric machine—many for the first time. Reception of these machines by operators seemed to be about a 50-50 proposition. Older operators seem to prefer the manual machine because they are familiar with it and know its capabilities. However, many of the old-timers in the cigarette vending business admitted that even tho they themselves preferred the manual models, they were using more and more electric machines today to meet competition of younger operators who offer locations electric machines.

Locations, operators say, are demanding electric machines more and more. Biggest handicap to extended use of electric venders at this time is their extra cost. Generally, an electric cigarette vender will cost at least \$50 more than a corresponding manual machine, it was indicated.

Among the manufacturers of electric machines the trend is toward simplicity. In many cases electrifying of machines has helped to make venders easier to service. Not necessarily because of the changeover to electricity itself, manufacturers have gone all out in making changes in parts of their machines which have remained virtually unchanged for several years.

Removable Units

Along this line one of the greatest aids to the serviceman is the development of easily removable units instead of separate parts. For instance, several new models allow for instant removal of the entire coin mechanism so that it can be replaced with a spare in a few seconds and the original brought into the shop for repairs.

This idea, operators point out, will mean that route men will need less mechanical knowledge of the machines they service than in the past, for a repairman in a central shop will be able to handle most repairs without leaving his work bench.

Another trend noted, altho not as obvious as that toward use of electric machines, is increased use of console cigarette venders. Operators say that they are finding that the console-type vender is the only practical thing for many locations. Often it is possible to get an A-1 spot with a console type where standard upright models would not do the job.

As in the case of electric machines, firms which up to this time have produced only conventional models announced plans to depart from previous policy and start manufacture of console machines.

Incorporate Changers

A third trend, greeted with enthusiasm by operators at the convention, was toward inclusion of automatic change-makers in both manual and electric cigarette machines. Sev-

eral different types of change-makers are incorporated in new models.

Two firms offered smaller than conventional low-cost cigarette venders for the first time—both scheduled for production in the spring of 1948.

Adams-Fairfax Corporation, Los Angeles, exhibited for the first time their new three purpose A-F cigarette merchandiser for counter, wall or floor use.

The new A-F machine has five columns with a total capacity of 140 packs. It has an over-all height of 59 inches—vender 23 inches and the stand 36 inches—and is 23 inches wide and 8 inches deep.

20-Cent Operation

Vender operates only on two dimes and is equipped with either an ABT or National slug rejector mechanism as per the operator's choice. Weight of the vender is only 37 pounds, with the stand weighing 63 pounds.

Working parts in the A-F cigarette vender are treated against rust and are accessible for quick servicing. Loading is from the front. Heavy gauge metal thruout, the machine has a hammertone finish in silver, bronze, green or blue with chromium trim.

Another small, low-cost machine was offered for the first time by the Coan Manufacturing Company, Madison, Wis. A companion model to standard U-Select-It candy and gum venders, the U-Select-It cigarette vender is 8 inches wide, 8 inches deep and 48 inches high, with a capacity of 74 packages of cigarettes of either standard or king size.

"Bucket" Principle

U-Select-It vender operates on any combination of nickels and dimes totaling 20 cents. A chain of "buckets," like those used in U-Select-It candy venders, holds the 74 packages of cigarettes.

The cabinet with white baked enamel finish has a long window down the front which displays packages being moved toward the delivery chute. Loading is done from the front of the machine.

Made especially to be used in conjunction with U-Select-It candy and gum venders, the cigarette machine can be wall, counter or stand mounted. Because of the construction of the buckets, it is possible to vend other items such as candy and gum from the same machine if desired, but operation is confined to 20-cent items on standard models.

For Smaller Locations

Operators examining the Adams-Fairfax and Coan machines indicated that the smaller machines will undoubtedly have a place on a regular cigarette route. They will make it possible, operators said, to handle smaller locations where it would be unprofitable to place a larger, more costly machine.

Some operators indicated that they would possibly use such machines as temporary replacements when it is necessary to remove a large machine from location for shop repairs, or to temporarily serve a new location until a large machine can be moved in.

Eastern Electric Vending Machine Corporation of New York displayed (See HIGH INTEREST on page 102)

**They Are In Stock
Awaiting Your
Order**

**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.

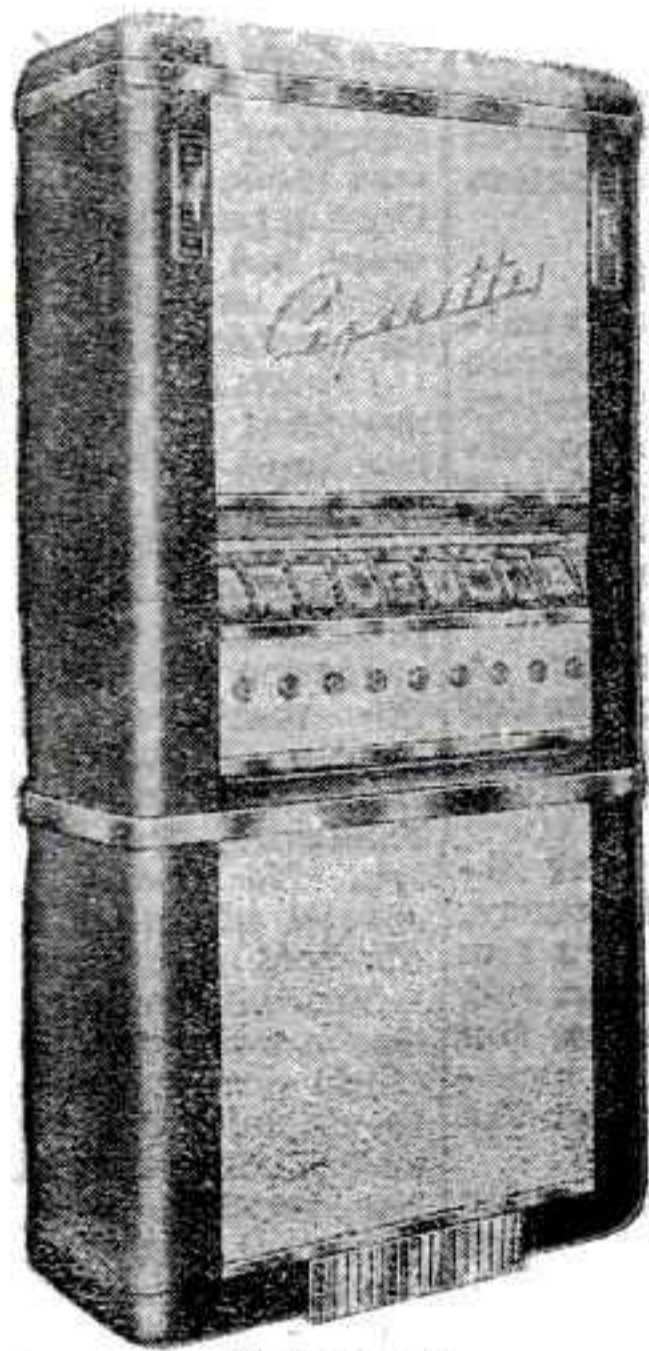
3206 Grace St., N. W.

Washington 7, D. C.

Cable Address: "AMSCA"

NATIONAL

STEALS THE SHOW!

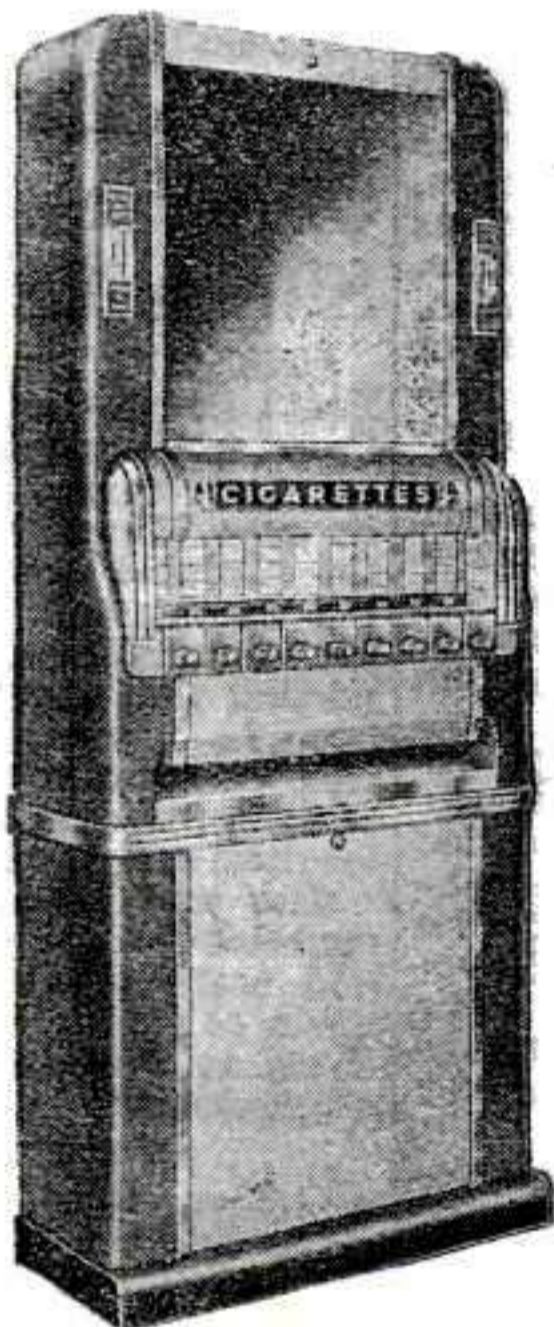


MODEL 9E
The finest electrically-operated Conventional Type Cigarette Merchandiser.

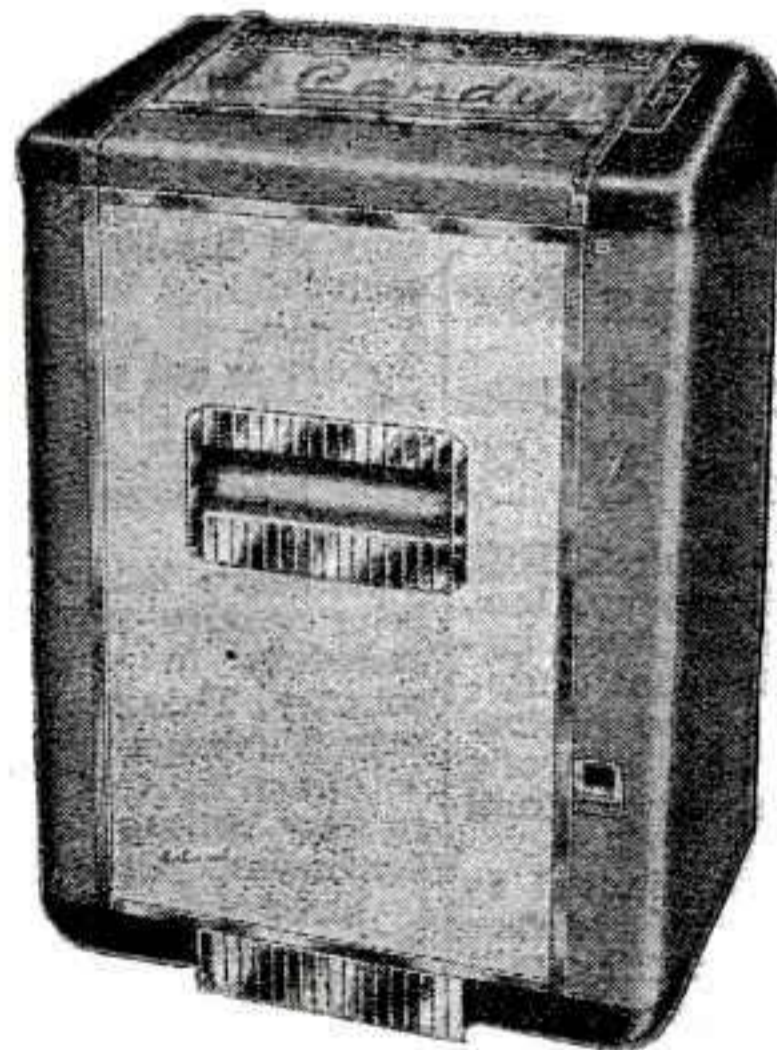
All you could hear at the N. A. M. A. Convention in Chicago was "NATIONAL! NATIONAL! NATIONAL!" And no wonder. For Operators from the entire nation found in NATIONAL'S complete line the last word in automatic merchandising machines ... tops in PERFORMANCE, in DESIGN, in QUALITY ... the only automatic vending machines that are TRULY automatic. Still first in the industry ... still the trailblazer in modern vending machine development. All "EYES" are now on NATIONAL.

Only NATIONAL Merchandisers are TRULY Automatic!

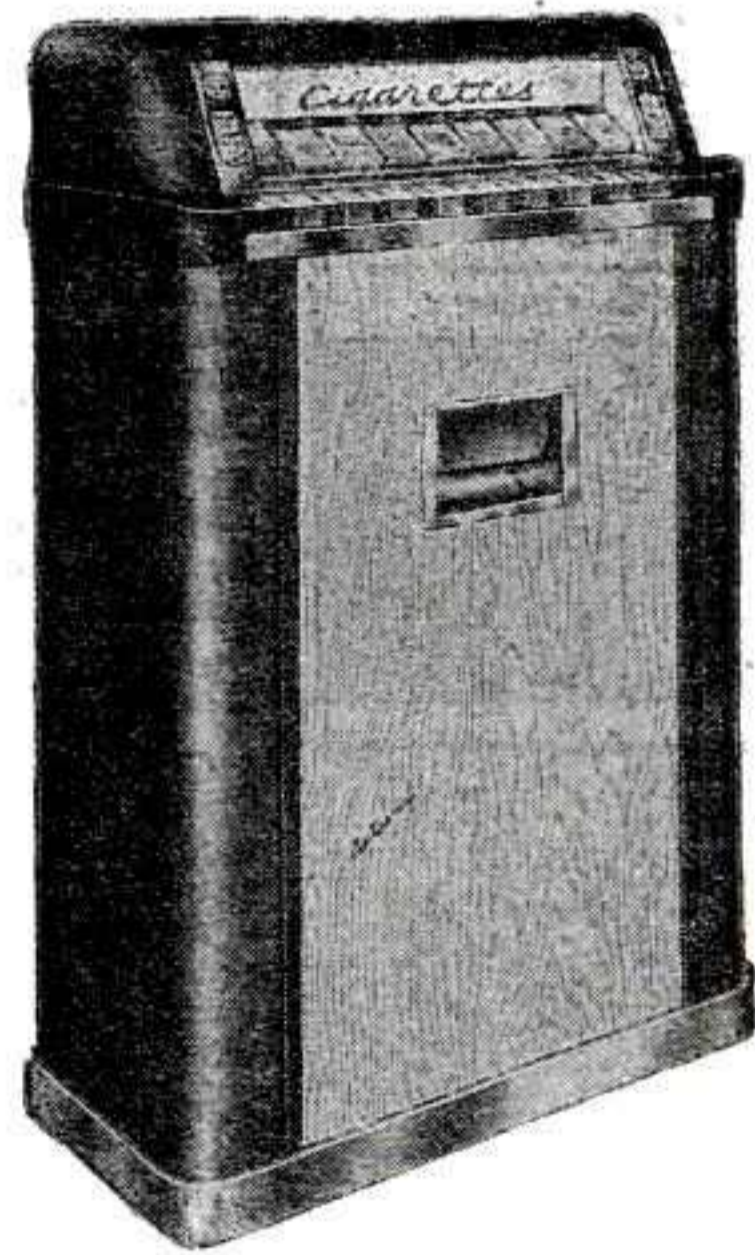
Right: Model 9EC—The ONLY modern Electrically-Operated, Console Type Cigarette Merchandiser ... Below: Model 8CE—The newest and finest Electrically-Operated, Console Type Candy Merchandiser.



MODEL 9M
America's No. 1 Conventional Type Manually-Operated Cigarette Merchandiser.



MODEL 8CE



MODEL 9EC

NATIONAL VENDORS, Inc.
5055 Natural Bridge Ave. St. Louis 15, Mo.

Manufacturers of the finest electrically and manually operated cigarette and candy automatic merchandising machines—Both Console and Conventional Models. A NATIONAL for every type of location.

**K-80
ASTROLOGY SCALE**
Expertly rebuilt
\$169.50
Includes 18,000 (6 sets)
Astrology Tickets
1c Coin Chute



CAPRICORN
DECEMBER 22 to JAN. 19
I. TEMPERAMENT No. 1.
While you are generally accurate and poised mentally, this period will find you influenced by flighty ideas. The best antidote for this negative condition, which may show itself as gloom, is to focus your mind on optimistic thoughts, control your nerves and avoid excitability. You must. (continued on next Card No. 2 about YOUR SUBCONSCIOUS MIND). 10

Tickets for
ASTROLOGY SCALE \$5.00
for Set of 3,000

1/3 Deposit with Order

**The VENDING
MACHINE CO.**
FAYETTEVILLE, NORTH CAROLINA
U. S. A.



Be seeing you as soon
as we catch up with
these N. A. M. A. orders



LOWEST PRICE EVER!

50 Brand New 5c Cash Tray Tiny
Almond Machines. Ea. \$5.00
50 Brand New 1c Hawkeye Peanut
Machines. Ea. 5.00

BOSTON SALES AGENCY, INC.
1206 TREMONT ST., BOSTON 20, MASS.

WANT TO BUY

500 Fortune Telling Scales, used, good condition,
\$50.00; Watling Horoscope Scale, used, special price.
Write to

R. QUILES SANTIAGO
Box 3164, Santurce, Puerto Rico

Vending Machine Operators See Dispensers of Coffee, Fruit Juice at Convention

Six Firms Exhibit New Drink Venders at Chicago Show

CHICAGO, Dec. 20.—Three coffee vender manufacturers and three juice dispenser makers showed machines at the National Automatic Merchandising Association (NAMA) convention and exhibit at the Palmer House this week.

Coffee machines were displayed by Knapway Devices, Kansas City, Mo.; Rudd-Melikian, Philadelphia, makers of Kwik-Kafe, and the Bert Mills Corporation, makers of the Coffee Bar.

Juice machines were exhibited by the Telecoin Corporation, New York, who displayed the Tele-Juice selective canned fruit and vegetable vender; Snively Vending and Sales, Winter Haven, Fla., who showed the Dispensolator, which handles canned oranges and grapefruit juice, and Cobb's Company, Miami, which showed a cup beverage vender which handles orange juice.

Also Sells Soups

Knapway was displaying its coffee machine for the first time. One of the unusual features of this product is that it handles either hot coffee or hot soups. On either coffee or soup operation the Knapway vender uses concentrated foods in pellet form. On coffee operation, the vender gives the customer the conventional choice of black coffee, coffee with either cream or sugar or with both cream and sugar. Pellets also are used for the cream and sugar going into the coffee served by this machine.

Pellets used in the Knapway machine are crushed by a pulverizing action that takes place in the vender's ingredient chamber. For demonstration purposes, during the show the Knapway vender dispensed coffee and soup in successive order, but the machine is designed to handle

either product separately.

Knapway officials say that the vender can handle 462 five-ounce cups of coffee or 1,400 eight-ounce cups of soup. When on soup operation the customer has a choice of three different soup flavors, while the operator may alternate his flavors from a choice of six soup pellets. Marketing of the machine will be handled thru distributors to be appointed in the near future. Firm officials expect to be in production April 1, 1948.

One Model Delivered

Rudd Melikian's Kwik-Kafe vender is the only hot coffee machine that has been delivered to operators thus far. Vender went into production during the early part of this year and has a capacity of 425 cups. The majority of routes are located on the East and West Coasts.

Kwik-Kafe vends coffee for a nickel, gives the usual four choices for the coffee patron. This vender is marketed thru factory representatives.

Bert Mills coffee vender was introduced to the trade in February, 1947. Since that time the firm has set up a distributor organization and made various modifications on the machine. Coffee Bar uses a powdered coffee made especially for the Mills firm.

Main delay in getting this vender in production has been the lack of suitable plant facilities to handle output. Firm recently announced that it had found the desired production facilities and was ready to roll on production. Vender has a capacity of 500 cups.

Canned Juice Machine

Tele-Juice vender has been previously shown in various sections of the country. It handles 300 six-ounce cans of liquids, has six magazines, each holding 50 cans. Customer has a choice of six different products. Vender is set up for dime operation. The entire storage compartment of the vender is dry cooled by a one-third horsepower sealed-in refrigeration unit.

Snively's Dispensolator is another juice vender that has had previous showings in various parts of the country. This machine vends cups of mixed orange and grapefruit from 46 ounce cans of Snively juice. Firm is now setting up a distributor organization. Operators who eventually have Snively venders on location will lease the venders from the manufacturing firm and all canned juice used in the vender will be the Snively product. Snively Groves in Winter Haven, Fla., has long been a leader in the citrus fruit and canned citrus juice field.

Cobb firm's juice cup vender is designed principally to handle orange juice. Vender is made by the Stewart Products Company, Greenwich, Conn., for the Cobb Company.

Diamond Names Kendall And Preu New Executives

NEW YORK, Dec. 20.—Diamond Match Company has named Victor R. Kendall and Bradford O. Preu as vice-presidents; Robert G. Fairburn, president, announced last week.

Kendall has been placed in charge of match sales and allied products, while Preu heads the recently acquired B-F-D division, also a match producing firm.

Service Clinics Held by Vender Firms at Confab

CHICAGO, Dec. 20.—Service clinics held by three firms during the NAMA convention here last week were the focal point for many vender operators. One candy and two cigarette vender sessions made up the group.

Rowe Manufacturing Company, Inc., N. Y., held seven one-hour maintenance clinics during the four-day meet. Conducted off the exhibit floor, the sessions were held in private rooms in the Palmer House, as were the two other clinics. Rowe's traveling instructors, Ralph Phipps and Gail Anderson, were on hand to explain in detail the procedure in stripping down and reassembling the two models set up for that purpose. During periods when regular sessions were not in process, individual attention was given to operators' service problems.

Lehigh Foundries, Inc., Easton, Pa., provided two mechanical units and one hand-built model of its new electric cigarette vender for instruction purposes. Four of the company's distributors, in teams of two, were present to answer questions, explain operation and construction details of the machines. They were Fred Stumm, Philadelphia; Ernest Erneststein, Cleveland; Nick Carter, San Francisco, and Walter Strauss, Boston. No formal sessions were held, special attention being given to individual questions and problems.

Vendall Company, Chicago, held a continuous question - and - answer clinic during exhibit hours. Present to explain the functions, materials and construction of the firm's candy bar venders was Francis Newton, company engineer, assisted by Bob Sayles, service manager. The new Vendall 6-cent coin mechanism was included in the special service and instruction display. Two breakdown models of firm's eight-column machine and one of the new five-column vender were used to illustrate explanations and points of construction.

One-Use Tooth Brush Shows New 10c Mach.

CHICAGO, Dec. 20.—The One-Use Tooth Brush Corporation, Van Nuys, Calif., following a series of tests thruout the country, this week displayed its new 10-cent vending machine at the National Automatic Merchandising Association (NAMA) exhibit at the Palmer House. Firm officials, reporting that some 300 venders have been in operation in recent months, said they are now in full production and expect to have 3,000 machines on location early next month.

The unit holds 72 packets, each containing an individual toothbrush and tooth powder. The cabinet is made of stainless steel, and the machine is equipped with a National slug rejector.

Delaware Lions Club Places Gum Venders

WILMINGTON, Del., Dec. 20.—T. N. Neely, of Minguadale, local operator for Ford Gum & Machine Company, Lockport, N. Y., is placing ball gum machines here under auspices of the local Lions Club. Strategic stops include stations WDEL and WILM.

Neely, whose territory includes the State of Delaware, said this week that the machines are in 312 Wilmington locations with an additional 20 soon to be installed. Neely has an additional 61 in nearby Newark and 34 in New Castle, Del.

NAMA HAS HISTORY-MAKING CONVENTION



MOST IMPORTANT MOMENT of the 1947 convention and exhibit of the National Automatic Merchandising Association (NAMA)—which drew a total attendance topping 5,000—came at this dinner Monday (15) at the Palmer House, Chicago. Here, in the association's annual business meeting, by-laws were amended to give all members equal voice and vote in NAMA affairs. Discard of the "associate member" classification makes NAMA representative now of all phases of the vending industry. As important were official reports from officers, confirming successful fruition of NAMA's first full-scale exposition of vending machine equipment and supplies.

NAMA GETS A NEW PRESIDENT as Robert Z. Greene (left) turns administration of fully developed association over to his successor, Elmer F. Pierson (right). Greene's final act as president was to preside as the association voted to broaden its full membership base. Thus, he emphasized in his annual report, completion of the last of the goals set during his two-year term was accomplished. Others: Expansion of NAMA membership, broadening of public relations program, introduction of a trade exhibit. Pierson, in assuming the presidency, set new goals for enlarging membership, development of legislative and public relations activities.



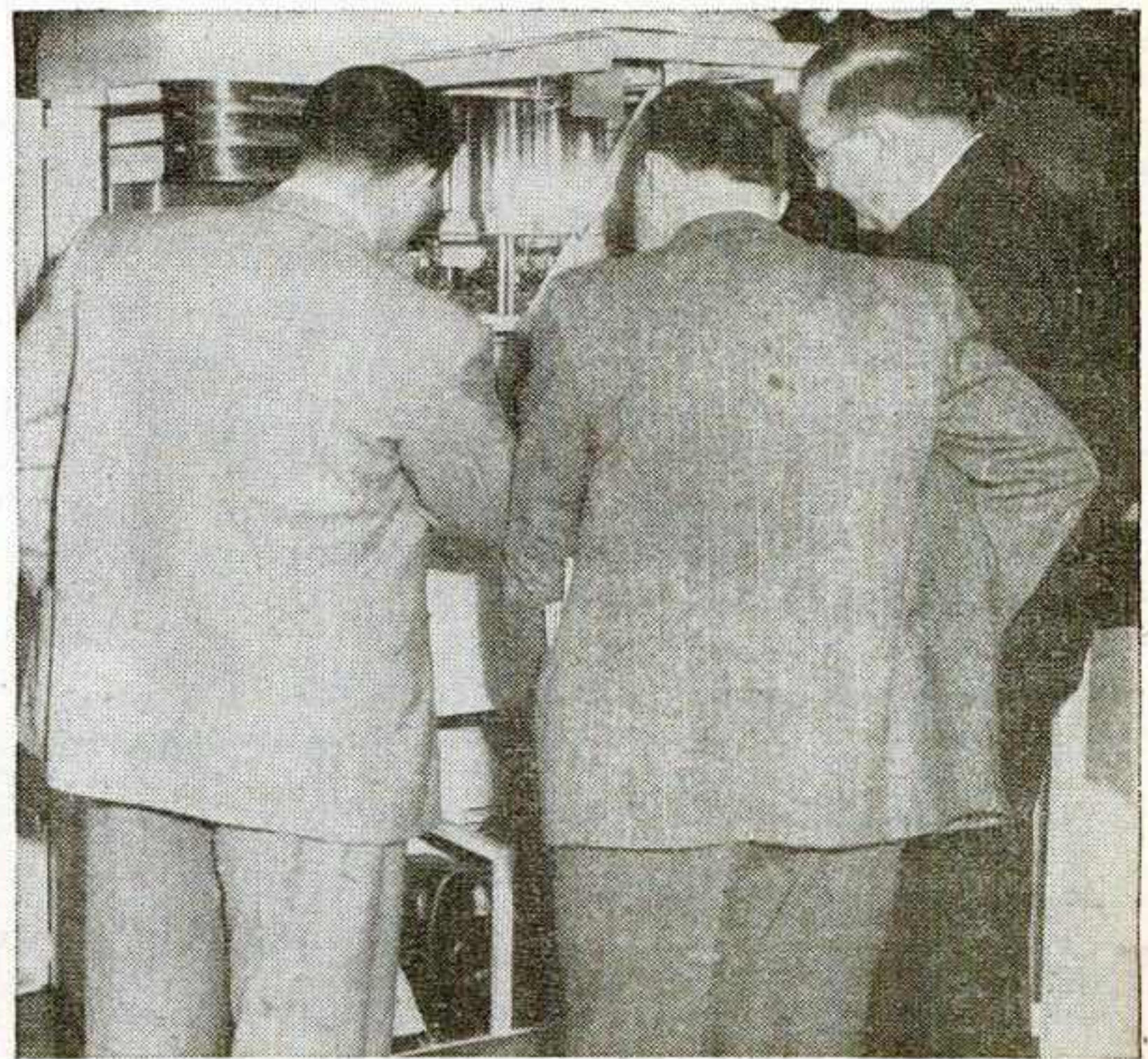
↑ **RETIRING PRESIDENT**



↑ **NEW PRESIDENT**



HEART OF CONVENTION were discussions and conferences for exchange of information, ideas. Among top attractions was cup beverage vender session, led by (left to right) L. J. Granfield, Los Angeles cup operator; K. C. Melikian, Rudd-Melikian (coffee); I. H. Houston, Spacarb, chairman; Jack M. Cross, Telecoin (juice), and Everett Newcomer, City Milk Company, New York (milk).



MAGNET FOR ALL were exhibits of 115 vending machine equipment, supply firms, which comprised NAMA's first automatic merchandising trade exhibition. Displays not only produced a lively market place for operators, but tied in with the convention workshop sessions. Operators carried observations made on exhibit floor into meetings covering all operating fields.



NOW 2 FOR 1c

Instantly
**CONVERTS 1 for 1c
MASTER Vendor
To TWO-FOR-A-
PENNY SALES**



SUNFLOWER'S TWO FOR ONE
DISPENSER GEAR
(for Master machines)

AN AMAZING NEW INVENTION THAT WILL INCREASE YOUR BALL BUBBLE GUM SALES 500%!

It's terrific. It's exactly what you need. In test locations this new gear emptied out Masters in 2 weeks that formerly took 3 months. Gears available IN TWO SIZES—for 3/8th and 170 count Ball Bubble Gum. All Aluminum, One Piece Casting, Guaranteed Against Breakage. Simple to convert—no experience needed. Takes only 5 minutes to install in any Master machine.

Sample **\$1.25** Prepaid
Dozen or More **\$1.00** Each Prepaid
Terms: Sample, full cash. Dozen or More, 1/2 Deposit, Balance C. O. D.

JOBBER—WRITE FOR SPECIAL PRICES

SUNFLOWER DISTRIBUTING CO., INC.

2125 Amsterdam Ave., New York 32, N. Y. WA 7-4714

Strong Construction, Wide Capacity in Candy Venders

CHICAGO, Dec. 20.—Sturdily constructed equipment with variable capacity highlighted the exhibits of candy vender manufacturers at the 1947 convention of the National Automatic Merchandising Association (NAMA) held at the Palmer House here this week.

Recognizing the closeness with which the candy operator must do business at this time because of his greatly increased costs of operating while getting the traditional nickel price for merchandise, only six manufacturers introduced new models at the convention.

Show New Models

Those who showed new equipment were Alkuno & Company, New York; Coan Manufacturing Company, Madison, Wis.; Rowe Manufacturing Company, New York; Stewart Products, Greenwich, Conn.; Stoner Manufacturing Corporation, Aurora, Ill., and the Vendall Company, Chicago.

Alkuno introduced its wooden cabinet hard candy vender, which is specifically designed for merchandising such confections as Charms, Lifesavers and similarly packaged hard candies and also nickel packages of gum.

Alkuno product has four columns, features high capacity in that it can handle 208 Charms, 216 Lifesavers and 328 packages of gum. Cabinets are of seasoned furniture veneer with clear plastic merchandise display tubes running horizontally above the selector mechanisms, are available in either blond or mahogany finish. Vender also may be had with metal cabinets which have simulated wood grain finish. Dimensions of the hard candy vender are 29 inches high by 19 1/2 inches wide by 7 inches deep at the base and tapering to less than four inches at the top.

Coan firm's new candy vender is the U-Select-It de luxe "74" which, as in other "74" models, has a capacity of 74 bars of varying propor-

tions. Its dimensions are 48 inches high by 9 inches wide by 9 3/4 inches deep. Conveyor for the new model is composed of hardened steel sprockets and a steel roller-type chain. Buckets, which are made of aluminum and are weather resistant, are fastened to the chain. New Coan product has a coin box that holds almost twice as many nickels as former models and has new coin return and coin chutes which form one unit. One of its improved servicing features is that it is necessary to remove but one thumb screw to remove the coin chute, slug rejector or both mechanisms.

Rowe Vender

The Rowe candy vender is scheduled to hit the production line in June, 1948. It is 22 inches wide by 13 inches deep and 43 inches high without a stand and six feet high with a stand. It is an eight-column machine whose capacity may be varied from 136 bars to 232 bars depending on the thickness of the candy which the operator may choose to handle in each column. Model displayed at the convention was equipped with a coin changer that accepts dimes and quarters as well as nickels.

Stewart Products vender, known as Kandy King, is a nine-column machine that can handle 240 pieces of confectionery merchandise of varying sizes, shapes and lengths. It is 22 1/2 inches wide, 12 inches deep by 41 inches high without stand. It features a dual control coin mechanism. Each coin chute completely governs the operation of all columns so that if one set of coin controls is inoperative the machine can stay operable by use of the other coin chute. Vender has several different size magazines designed to accommodate various sizes of confectionery products, includes a coin changer.

Stoner's new candy machine is a six-column 102-bar capacity machine that can also handle cigarettes and other small packaged items that are priced at a nickel, dime, 15 cents and 20 cents. It is 39 inches high by 14 inches deep at the base and 23 inches wide. One of its new features is a free-wheeling mechanism that replaces the spring action of earlier Univendor models. Firm also has a coin mechanism that can handle both nickels and pennies for operators who may prefer to operate at odd penny prices.

Five Column Vender

Vendall's new candy vender is a five-column machine with a variable capacity of from 75 to 155 bars. It is 42 inches high by 12 inches deep by 14 1/4 inches wide and has a net weight of 85 pounds. Individual columns are removable without affecting the rest of the unit. Standard column vends 15 thicker type candy bars, high capacity column can handle 31 thin bars. Change of columns to increase or decrease capacity can be accomplished on location.

Only electrically operated candy machine was exhibited by National Vendors, St. Louis. This is a console-type eight-column with a variable capacity of from 304 to 400 bars. While basically a candy machine, the National product can handle smaller type packed merchandise priced from a nickel to 40 cents. Any column operates on nickel, dime and quarter operation or any combination of coins with a price differential of 5 cents.

Other firms showing candy machines at the NAMA convention were American Vending, Kansas City, Kan.; Mills Automatic Merchandising, Long Island City, N. Y., and Automatic Canteen Company of America, Chicago. Statler Distributors, New York, exhibited its widely accepted cookie vending machine.

Diversified Routes Considered by Apt. HouseLaundryOps

CHICAGO, Dec. 20.—Diversified apartment house routes of vending machines are being considered by many operators of coin-operated automatic washers in such locations, it was indicated at the convention of the National Automatic Merchandising Association (NAMA) here this week.

Two firms—Ald, Inc., and Telecoin Corporation, exhibited coin-operated laundry equipment at the show. Representatives of the two firms said that there seemed to be a minimum of interest among operators of other types of vending machines in laundry equipment, but that established laundry operators expressed a good deal of interest in other types of vending equipment at the exhibit.

Trend in automatic laundry installations, representatives of the two firms said, is toward more completely self-service operation. Many stores are even using coin-operated soap, blueing and detergent venders. All equipment is being made coin-operated whenever possible, they said.

Several operators of apartment house laundry installations said that they intend to expand their routes by adding other types of vending machines in the locations in which they are now operating.

**THE BEST
ADVERTISING "BUY"
OF THE YEAR**

The
Billboard

**COIN MACHINE
CONVENTION ISSUE**

WITH THE MOST
READER INTEREST
CIRCULATION
ADVERTISING MESSAGES

PLUS
A SPECIAL JUKE BOX OPERATOR
SUPPLEMENT

Dated—**JANUARY 24**
Distributed—**JANUARY 19**
OPENING DAY OF THE CONVENTION
For Further Details—Contact
Your Nearest Billboard Office



BEN FRY (left), president of National Vendors, Inc., enters exhibit hall gate with Vice-President **A. F. Diederich**.

PERSONALITIES AT 1947 NAMA CONVENTION



FIRST NIGHT PARTYING: Julius Levy, Lehigh Foundries, with Mrs. Paul Berkley, wife of New Jersey operator.



ROY QUILLAN (left), Hydro Silica Corporation, talks equipment with A.B.T. Manufacturing's **Walter Tratsch**.



NEW YORK distributor **Nat Cohn** (center) with **Kapway Device's Frank Doyle** (l.) and **J. H. Knapp**.



CONVENTION CHAIRMAN **George Seedman** relaxes after a solid year of preparation for NAMA's first exhibit.



OPERATOR BREAKFAST (l. to r.): **John and A. S. Hardy**, of Malone, N. Y., and **H. D. Dwyer**, of Vincennes, Ind.



BEVERAGE VENDERS are topic for **James E. Stewart**, of Stewart Products (l.), and **H. McGovern**, Pepsi-Cola exec.



PITTSBURGH OPERATOR **R. Bowdler** (center) with cup disposal can maker **John Patton** (l.) and **Bert Mills**.



TOM SCHWARTZ (right), Topeka wholesaler-operator, in huddle with **E. J. Brach** and **Lamont Corliss**, reps.



PENNY VENDER supply men (l. to r.): **Roy Torr** with Ferrara Candy's **D. Perrella**, **George Eby** and **A. Pagano**.



NEW MANUFACTURER **Theodore Bruner** (left), with **Leo Slensby**, brought shoe-shine vender for debut.



DICK COLE (left), Drink-o-Mat Industries, with Pennsylvania distribs **I. H. Rothstein** and **M. Abelson**.



TOMMY THOMPSON (left), of Denver, chats with **Wilcox-Gay** President **Wilcox** and sales chief **W. L. Hasemeier**.



AMONG BIG SIRUP supplier group were **Canada Dry's Frank Johnson**, Detroit, and **Lyle Wohlford**, Chicago.

The MIDWEST'S FASTEST GROWING JOBBER and DISTRIBUTOR OF VENDING MACHINES

A complete, experienced organization, equipped to handle sales and distribution for any non-conflicting line of vending machines in

- | | |
|---------------|--------------|
| MICHIGAN | IOWA |
| OHIO | PENNSYLVANIA |
| WEST VIRGINIA | MISSOURI |
| INDIANA | KANSAS |
| ILLINOIS | NEBRASKA |
| WISCONSIN | NORTH DAKOTA |
| MINNESOTA | SOUTH DAKOTA |

MANUFACTURERS:

Why not harness the sales power of our organization to your product? Contact us first before making distributor appointments in these States. Let us show you how we can be of help to you.

CONTINENTAL VENDING MACHINE COMPANY

7441 Grand River Avenue
Detroit 4, Michigan

BEST OFFER TAKES 12 BALLY BEVERAGE MACHINES

Cup type—160 drink capacity,
in good working condition.

BOSTON SALES AGENCY, INC.

1206 Tremont St., Boston 20, Mass.

25# CTN. 5/8" BALL BUBBLE GUM ..\$9.75

F. O. B. Toledo, Sweet HART Brand. "A little place that wants your little orders." Get on our Mailing List. Model V's, \$11.75. Samples: 630 Balls, \$3.00. Super Quality. Send 10¢ and stamp for 12 Bubble Gum Labels. Stands, 15" Base, \$4.25.

ART GRAEFF

1232 Broadway Toledo 9, Ohio

Plant Equipment and Labor Number One Gum Headaches

CHICAGO, Dec. 20.—Production problem in the gum industry has gravitated away from recent basic ingredient shortages and is now focused on plant equipment and high labor turnover, industry spokesmen stated this week at the National Automatic Merchandising Association (NAMA) convention here.

While output has increased steadily during the last four months, the "big three" gum producers (Wrigley, Beech-Nut and American Chicle) still have an allocation system in force, limiting purchases of over-the-counter retailers and vending operators alike. This quota, however, is said to have been upped from "slightly" to "double the previous quota" during the last 90 days, according to various company officials.

Lick Chicle Lack

Chicle shortage, which up to a few months ago was the prime reason for curtailed gum production, has been licked by means of substitutions. Use of domestic substitutes developed by various gum companies has been the main reason increased output has been realized, industry leaders stated. Today, a large percentage of chicle in gum manufacture has been replaced by such substitutes, which, spokesmen emphasize, does not affect quality of the product.

Price of 100-count special packs for venders (based on present 60 and 55-cent price per 20-count) seems to have leveled off. Indications are that there will be no increase, or for that matter, further decrease in price. Of the larger producers, Wrigley is maintaining the 55-cent price, while American Chicle and Beech-Nut are holding the 60-cent figure. Bowman Gum recently reduced its 20-count pack from 60 to 55 cents.

Gum balls have hit the bottom in price reductions, according to ball producers. From a high of 70 or more cents per pound, as quoted in June, present price has dropped to 35 and 33 cents a pound. It is expected to remain stable at that price.

Paul Kohout, of Wrigley's vending department, said that allocations have been increased only moderately. General picture of immediate future supplies did not promise any great change one way or the other. "With more production machinery and help,

we could probably up output," Kohout stated. Only materials problem that might arise with increased production would be paper for packaging.

American Chicle Company's sales promotion manager, Robert B. Kyle, while making no forecast of an early end to the quota system, said that such quotas were being upped monthly as production warranted. "This industry, as a whole, is much nearer to meeting demand with supply than is generally realized," he said.

Altho the allocation, or quota system as such, has been discontinued by most manufacturers other than the "big three," they paint the same production outlook. While output has been constantly increasing in the smaller plants, they too are plagued by machinery and help problems. Spokesmen for these firms stated that they could eliminate allocations only because they had, in ratio to the larger firms, enough machinery to meet both vender operator and retailer demand for their product. If sales were suddenly increased to any great extent, they would have to revert to the quota system, they agreed.

Equipment Shortage

Because of the two to two-and-a-half-year wait for delivery of some types of new production equipment, Leaf Gum Company, Chicago, has set aside a space in its plant for production of its own machinery. Assistant sales manager P. G. Rosenau stated that this move was deemed necessary to increase output within a matter of months rather than years. "Even after a two-year wait, we'd not be certain of receiving the equipment," he said.

Leaf has increased its total production by 25 per cent since 1943, according to Rosenau. Currently, firm is marketing two stick flavors and three types of ball gum, latter going to venders only. "We feel that in the future a really good market can be cultivated in the adult field with this ball gum," Rosenau said. "It is the 5-cent stick package that is presently a top vender item and we think that even in this case the surface has not been scratched as yet," he added.

Vender Output

Not counting ball gum, about 4 per cent of Leaf's production, is currently going into venders; with ball gum included, this figure is raised to 35 per cent, Rosenau said.

Bowman Gum, Inc., Philadelphia, is another typical firm in the medium size producer bracket. Percentage of output here, going to vender operators, is about 5 per cent, with hopes of eventually increasing this to 25 per cent, William J. Noonan Jr., company official, said.

Bowman, having eliminated quotas to operators in November, is now forming a special vending sales division, which will be in operation after January 1, 1948. Firm also started making up a large 100-count vender package in November, both in regular stick gum and the nickel stick-type bubble gum pack.

To Add Flavors

Noonan said addition of a fruit flavor stick gum to present mint line was due in about two months. "While the mint flavor is biggest seller in the North and East sections, fruit flavor seems to be preferred in the South," he said.

Altho the percentage figure of gum manufacturers' total production going to venders is low, ranging from 4 to perhaps 14 per cent, there has been talk of a future ratio of 50-50 for vender and counter sales. This bears out the gum industry's idea that, as far as venders are concerned, the "surface has not been scratched."

COIN EQUIPMENT



for the
Bendix
Standard
Washing
Machine

\$22.50

Complete

INCLUDES

- Meter Head and Chute (available for 15-20-25¢ operation. Specify choice.)
- Meter Head Clutch
- Plastic Out-Out Insert
- Coin Drop Funnel and Steel Tube
- 14-Gauge Steel Drawer Type Coin Box With Lock and 2 Keys

Easily Installed—Full Set of Instructions.
Order Today. 1/3 Dep., Bal. C. O. D.

GREENBRO COIN METER

1474 Hoe Ave.

BRONX, N. Y.



NOW
AVAILABLE

THE

Challenger

The most efficient profit-making Hot Nut Dispenser. 3-way vending means 3-way profits!

Has interchangeable slot. Can operate at 5¢ & 10¢ without extra operating cost. 25¢ slot available soon.

TROPICAL TRADING CO.
716 W. Madison St. • Chicago 6, Ill.

NEW KAYEM ASPIRIN VENDING MACHINE

Now available for immediate delivery. Territories now open for distributors. Distributors, contact us for prices and territories available. Operators, contact us for your local distributors' addresses.

McCLURE DISTRIBUTING CORP.

703 N. Vandeventer
St. Louis, Mo.

3423 Main St.
Kansas City, Mo.

NEW & REBUILT VENDING MACHINES

- Selective Candy Bar Vendors
- Bulk Merchandisers Scales
- Drink Vendors Gum Machines
- Special Vending Equipment

Tell us just what you need. We will be glad to quote you promptly.

6926 W. Roosevelt Rd.
Oak Park, Illinois



FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn.
Telephone: 2-6410

CIGARETTE MACHINES

- | | |
|--|----------|
| NEW ROWE CRUSADER,
8 COLS. | \$210.00 |
| NEW UNEEDA, 8 COLS. | 159.50 |
| NEW UNEEDA, 6 COLS. | 149.50 |
| NEW DU GRENIER CHALLENGER,
7 COLS. | 125.00 |
| UNEEDA MODEL E,
15 COLS. | \$ 72.50 |
| UNEEDA MODEL E,
12 COLS. | 62.50 |
| UNEEDA MODEL E,
8 COLS. | 57.50 |
| NATIONAL 950, K.S. | 110.00 |
| NATIONAL 750, K.S. | 87.50 |
| NATIONAL 930 SPEC. | 82.50 |
| NATIONAL 930 | 75.00 |

- | | |
|---|----------|
| NATIONAL 630, 150
PACK CAP. | \$ 32.50 |
| ROWE ROYALS, 10 COLS. | 105.00 |
| ROWE, 6 COLS., 150 PK. | 32.50 |
| DU GRENIER CHAMPION,
11 COLS. | 92.50 |
| DU GRENIER "W," 9
COLS., 300 PACK CAP. | 62.50 |
| DU GRENIER "S," 7
COLS., 210 PACK. CAP. | 50.00 |
| DU GRENIER, 6 COLS.,
150 PACK CAP. | 32.50 |
| DU GRENIER, 4 COLS.,
100 PACK CAP. | 25.00 |
| STEWART-McGUIRE,
8 COLS. | 35.00 |



SPECIAL!

Uneeda Model 500, 15
Cols., 425 Pack Cap.,
\$100.00

CANDY MACHINES

- | | |
|---------------------------------------|----------|
| NATIONAL 9-18,
9 COLS. | \$110.00 |
| ROWE DELUXE, 120 BAR CAP. | 100.00 |
| STONER, 8 COL., 160 BAR CAP. | 125.00 |
| UNEEDA, 5 COLS.,
102 BAR CAP. | \$ 75.00 |

5¢ GUM AND MINT MACHINES
9 Col., Cap. 250 \$22.50 | 7 Col., Cap. 150 \$15.00

10c CIGAR MACHINES 7 Col., Cap. 175 \$32.50
Single Col., Cap. 50 22.50

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED

One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

CONVENTION NOTES

In Cincinnati, automatic merchandising firms are giving the truck-to-home telephone service a real try and report the phones a real aid to their business. Both Maurie Levitch, of Stern Cigarette, and Ted Schwartz, of Cincinnati Cigarette and Vending Machine Company, told operators at the NAMA show here last week that two-way phones in their service trucks are paying dividends.

Operators of Coan Manufacturing Company's candy equipment got together in the Grand Ballroom of the LaSalle Hotel Tuesday (16) evening at the invitation of J. W. Coan, president. One of the oldest operators from point of service present was R. W. Merriam, of Des Moines. Merriam entered the automatic merchandising business in 1918. One of the highlights of the U-Select-It gathering was impromptu entertainment by John Stevens, Wichita operator, who used to sing professionally, and Mrs. Frank Kuntner, whose husband operates in Hammond, Ind. Toastmaster for the occasion was Gen. George Leach (U. S. A. retired), who operates in Minneapolis.

Altho Fred Stumm, cigarette, cigar and candy vender man from Philadelphia, spent most of his time in the Lehigh service room on the seventh floor of the Palmer House this week, he did manage to ogle the new equipment on display in the NAMA exhibit hall. Fred did a good job explaining the construction and functions of the new cig machines in the Lehigh "schoolroom," aided by Ernest Ernestine, Nick Carter and Walter Strauss.

Ike Gordon, who has been in the vending business for about 20 years, recently rejoined forces with Sam Malkin, of Malkin-Illion, the cigar vender firm. Ike was attending the NAMA conclave as a sales representative of Malkin. . . . J. L. Cleary,

New Self-Locking Coin Box Debuted By Lipton Co.

CHICAGO, Dec. 20.—A self-locking coin box for vending machines was shown for the first time at the NAMA convention here this week by the Charles H. Lipton Company, N. Y. Result of a patent collaboration between Gray Manufacturing Company, maker of telephone coin boxes and other phone parts, and the Lipton firm, the new vender pin box serves as both a tamper-proof coin receptacle and an individual carrying case, complete with handle.

Gray patents cover the locking device which automatically snaps to position when an empty coin box is inserted in a machine after full box is removed. This device includes both the box cover and the dial upon which it slides, and which is mounted inside the top of the outer coin box housing. Latter is mounted permanently in place in the vender.

Lead Seal

To insure that the coin box contents are handled by no one but the person delegated to do so, a small lead seal is wired on the edge of the latch lock, thus making any attempt to tamper with the contents self evident.

Both operators and servicemen, who have tested the new box, have given approval, firm officials claim. The service man is relieved of all the consuming coin-counting chores and the operator speeds up his machine collections and avoids mistakes sometimes made during hurried coin-counting of receipts.

of National Slug Rejectors, was seen busily scooting about the exhibit floor eyeing everything with a coin chute, when he wasn't occupied in delivering detailed explanations at the National booth. . . . Enid Fenton, with the Ford Gum & Machine Company, was a rabid booster for the firm's shiny new chrome-finish venders and stands.

Veeder-Root representatives Z. H. Youst, N. B. Perkins, and C. C. Lombardi, Chicago division manager, took turns taking time off from their booth duties to see what made the many new machines on exhibition tick. Of course, they were all counter-conscious.

Another Malkin-Illion man present at the show was Arch C. Riddell. Arch became associated with the firm only last week, and is the West Coast representative working out of Pasadena. . . . R. L. Budde, ABT Manufacturing Corporation, was an exhaustive talker at his firm's display during the big four days last week. Between sales talks and running off to answer the phone he nearly outdid himself.

Christian M. Gottschau, president of Coin Selector Corporation, was in town for the show, after recently returning from England. He is a designer of stamp vending machines, and was set to descend upon those stamp units at the show with real interest. . . . An expert in packaging frozen foods is Charles G. Minor. An industrial consultant, Minor was an enthused visitor at the exhibit, declaring that he was amazed at the strides the vending industry had made. He intends to design a frozen food vender to be spotted in food stores, apartment buildings, etc.

Ed Baratz, head of Q Candy & Cigar Company, Aurora, Ill., was seen haunting the cigarette and candy vender booths at the show. He operates a string of industrial-location machines in the Fox River Valley. . . . Ed Adams, an operator-to-be who journeyed from New York to take in the show, was a confirmed vender man after a few trips around the exhibit floor. "It's a big thing, and I'm sure it will grow constantly bigger in the next five years," he beamed.

Easterners were busy circulating thru the Palmer House this week catching up with the manufacturers at the NAMA show. Ben Palastrandt, Boston, eastern sales manager for Aireon, flew in for the show. . . . Dick Cole and Sam Kressberg, Drink-o-Mat execs, arrived several days before the convention to set up their three-cup venders, and tied in with the CMI cancer fund drive by donating all proceeds from the machines to the fund.

Earl Winters Modern Music Sales, arrived with Nat Cohn, the latter spending most of his time looking around for several new machines to represent in New York. . . . Lew Jaffa, sales manager for Eastern Electric, arrived in time for the opening of the show, while Joseph P. Marcel, president, came in the early part of the week. . . . K. M. (Cy) Melikian, along with his wife, arrived early to prepare his speech for the beverage session Monday morning (15).

Al Rodstein, Philadelphia, arcade owner, and his wife, Miriam, joined I. H. Rothstein, Philly distributor, to cover the convention. . . . F. McKim Smith, president of National Association of Amusement Machines Owners (NAAMO), on his way back to Atlantic City after visiting Texas and California to set up trade school tie-ups for coin machine mechanics, stopped off at the Palmer House, making his headquarters at Bill Rab- (See Convention Notes on page 106)

Marked Trend To Dress Up Bulk Merchandising Units

CHICAGO, Dec. 20.—Bulk venders added several new models to their lines during the NAMA convention and exhibit at the Palmer House here last week. While bulk merchandising is essentially a small machine operation and has limited itself to straight utilitarian units, the trend is to combine the practical with the beautiful.

Indicative of this move, most of the venders on exhibition were dressed up with enamel and chrome trim, featuring easy-to-operate coin controls, increased use of plastic and lucite parts, and greater emphasis on dual and triple mounting of units on full cabinet type stands of complementing colors and lines.

The Northwestern Corporation, Morris, Ill., debuted its new Dual Nut vender, featuring combination penny and nickel sales. Machine, which has two coin and delivery chutes, vends a penny portion of nuts or bulk candy with one turn of the handle and a nickel portion with five turns when a nickel is deposited. Both coins which go thru slug rejectors, may be used in one coin entrance. Dual Nut is approximately 14 inches high, 12 wide and 5 deep, and its merchandise compartment, which is divided by a lucite partition, is faced and topped with a glass look-thru section. Each compartment holds four pounds of merchandise.

Columbus Vending Company, Columbus, O., featured its recently introduced Tri-Mor and Bi-Mor triple

and twin mounted machines. A variety of solid and wrinkle finishes, or combination of two finishes, are being made available on the vending units and the double and triple type stands. Machines can be adjusted to vend various types of nuts, bulk candy and ball gum.

Victor Vending Corporation's new model K vender, featuring a plastic merchandise wheel and side coin entrance, was displayed by distributors. Nuts, candy, ball gum in various sizes can be handled without changing plates. Porcelain enamel finish featured on vender, merchandise hopper and coin mechanism. Globe capacity is from five to six pounds.

Adams-Fairfax Corporation, Los Angeles, exhibited the new chrome finish five and one-cent Cash Tray, with revolving platform and water, sand or cement weighted stand.

Postpone December Meet Of Confectioners Group

CHICAGO, Dec. 20.—Meeting of the confectioners' round table scheduled to be held here December 10 was postponed until January 14, 1948, because of the conventions affecting the candy industry and the Christmas trade rush this month.

Conventions affecting the decision are those of the Western Confectionery Salesman's Association (WCSA) held at Hotel Sheraton here last week and the National Automatic Merchandising Association (NAMA) at the Palmer House this week.

PRICE \$129.50—10% Discount on 5 or more

This machine has been Tested and has proved to be one of the finest and most profitable of the Pre-Popped Popcorn Machines. Popcorn may be purchased direct from us, popped and in sealed containers. Will stay fresh and usable for 45 days.

1. Machine is well constructed.
2. Keeps corn hot and delicious.
3. Beautiful baked-enamel finish.
4. Sturdy steel cabinet.
5. One person can service 100 machines.
6. 67 lbs. net weight.
7. Can easily be moved by man or woman.

Terms: 1/3 deposit required with order.

TRI-STATE DISTRIBUTING CO.

248 CHARLOTTE ST.
ASHEVILLE, N. C.



1948 IMPS

1¢ or 5¢
Cigarette or Fruit

\$12.95

Lots of 12

\$13.75. Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE

STAMP FOLDERS

For Shipman, Schermack, Victory.
10,000 . . . \$ 5.75
25,000 . . . 13.95

Distributors interested in selling our advertised machines, write for details.

Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.

Slugproof, compact, foolproof.

Immediate Delivery.

Operator's Price

\$39.50



1/3 Deposit on All Orders.

Write for Catalog on Bulk Venders, Games, etc.

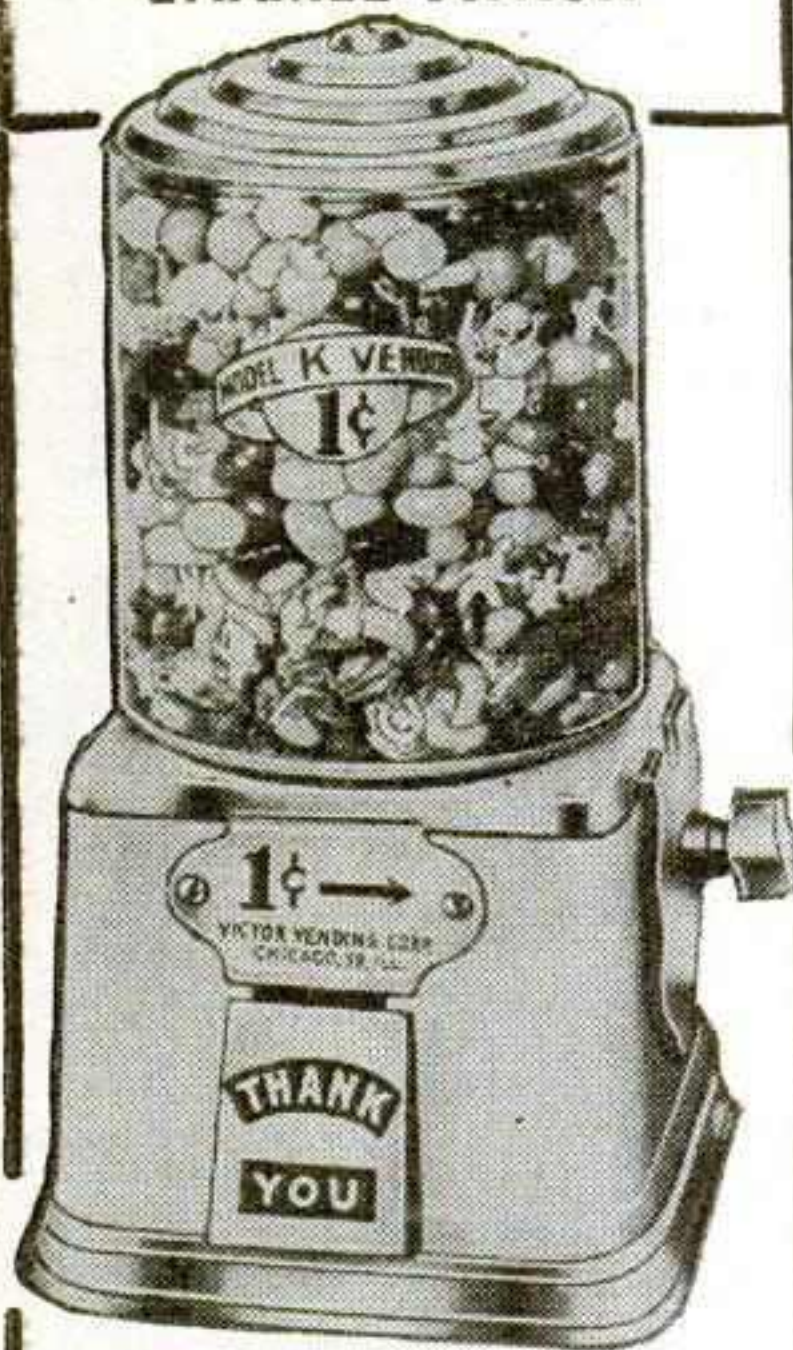
PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B

Phone: Madison 1447

BALTIMORE 17, MD.

VICTOR'S
New MODEL K
With PORCELAIN
ENAMEL FINISH



Featuring...
**PLASTIC MERCHANDISE
WHEEL**

Guaranteed Non-Corrosive Regardless of
Climate or Merchandise Vended.

- Porcelain Enamel Body
- Porcelain Enamel Delivery Chute
- Porcelain Enamel Merchandise Hopper
- Quick, Easy Servicing
- Capacity: 5 to 6 Lbs. Bulk Merchandise or 1000-1200 Balls of Gum, 1/2", 5/8" and 3/4".

**VICTOR'S
MODEL V**

The Choice of Thousands
of Successful Operators



Globe Type or DeLuxe Cabinet Type for
Vending All Types of Bulk Merchandise.
Capacity: 5 to 6 Lbs. or 1000-1200 Balls
of Gum. Cabinet Type 25% Greater.

VICTOR VENDING CORP.
5711 Grand Avenue Chicago 39, Illinois
Tel.: NATIONAL 0220

Uniform Sanitation Laws Chief Industry Problem

(Continued from page 87)

those who were interested in purchasing equipment, Harris pulled no punches in reviewing the field as he sees it from his vast research into the subject.

Dollars and Cents

After a brief description of the single, dual and three-flavor machines now on the market, and augmenting his description with a blackboard chart which described the various manufacturers and their products, including capacity, cost and status of production as well as availability to operators, Harris launched into a dollars and cents discussion. According to his studies, Harris reported, there is little profit for the manufacturer of a beverage vender at this time, but there is every reason to believe that an operator can make a living from his route. However, said Harris, the manufacturer mortality rate currently is high, a factor to be considered in making plans to purchase machines. "Too, equipment cost to the operator," Harris said, "is too high, and machines themselves are too bulky."

In discussing sirup companies and types of sirups most popular with operators, Harris said that in his opinion the sirup companies had been slow to recognize the advantages of automatic merchandising. He added that they should share in the cost of developing new equipment. (Actually, at this time most sirup companies are well aware of the impact of vending machines on their sales, and are placing more and more emphasis on this type of merchandising, according to firm officials in attendance at the convention.)

Harris reported consumer preference during the summer, according to his surveys, revealed 50 per cent cola, 30 per cent fruit and 20 per cent root beer. In the winter months cola drinks continue to lead with a 50 per cent average, while root beer advances to 30 per cent and fruit flavors drop back to 20 per cent.

Cup Makers Praised

It was the opinion of Harris that the cup manufacturers had done an excellent job, despite the two price increases since the end of the war. (Representatives of Dixie Cup and Tulip, who were in attendance, reported from the floor that it was their opinion the present price levels would be maintained until such time as there would be a downward trend.)

Concluding his discussion, Harris offered several tips to the would-be operators, including the information that many operators now offer commissions to their locations that are too high, and do not get a contract when they take over a spot. He said that coin changers have increased business as much as 30 per cent on locations, while the three-flavor machines usually draw from 10 to 20 per cent over single flavor machines. Harris advised operators to cooperate with their local health authorities at all times.

Granfield Speaks

The second speaker at the session was L. J. Granfield, of the County Beverage Company, San Diego, Calif., whose subject was "Problems and Profit Potentials of a Cup Machine Operation." Speaking as an experienced operator of beverage machines, Granfield directed his talk to those in attendance who were not as yet operating equipment, stressing the fundamental elements necessary to a profitable operation, including the careful choice of locations. According to Granfield, each machine on location should average at least 150 drinks per day. When a machine does less than 100 drinks a day the location is unprofitable, while service ranging up-

ward from 100 drinks per day will allow the operator to at least break even.

Stressing that the personal touch between the operator and the location is essential to a successful operation, Granfield said the potential in beverage operation is unlimited. However, he noted, it takes hard work and intelligent effort to build the business. Two important items to remember, he said, are the cost of doing business and figuring the depreciation on equipment.

Set-Up Requisites

Essential considerations in setting up a beverage vending operation, according to Granfield, could be grouped as follows:

1. Capital requirements. Ten machines is the average starting point. This means an outlay of \$10,000 to \$12,000 plus an additional \$5,000 for operating funds.

2. Personnel. If two persons are involved, one should be mechanically inclined, the other a business man. Where it is a one-man operation, the man should be a trained mechanic.

3. Minimum shop equipment. Operators should follow recommendations of manufacturers.

4. Scope of operation. The route should be grouped as closely as possible, and should include various types of locations.

5. The new operator should have local health clearances. (In this regard Granfield said it was the hope of most operators that these regulations would soon be standardized thruout the country.)

6. Minimum equipment. The new operator should start with 10 machines. Additions are up to the individual's own common sense.

7. Most locations prefer cup machines. Granfield was of the opinion that the cup vender offered greater opportunities than the bottle machines.

Costs: Materials at 40%

Breaking down the financial aspect of his own operation for the benefit of the would-be operators, Granfield listed material cost at 40 per cent; average commissions at 22 per cent, altho he said this varies with locations from 10 to 25 per cent; service, maintenance and depreciation, 26 per cent; administrative costs, 4 per cent, and net profit, 8 per cent. Granfield advised the potential operator, in reviewing these figures, to keep in mind that a portion of that 8 per cent net should be put back into the business, perhaps in the form of rewards to deserving employees.

Reporting that the County Beverage Company operated about 160 machines, Granfield said the majority were single flavor, altho multi-flavor equipment was desirable on some locations. He said in his opinion bottlers would have to become interested in the cup venders; that use of name brand sirups was a decided sales advantage, and expressed hope that the sanitation regulations set up recently by Los Angeles would prove to be the basis for standardizing such regulations on a national basis.

Everett Newcomer Speaks

The third speaker at the session was Everett Newcomer, of the City Milk Company, Maspeth, L. I., N. Y., who spoke on "Problems and Potential in the Automatic Merchandising of Milk."

A veteran of the coin machine field, Newcomer said the majority of the milk vending equipment is not up to the standards necessary for a successful operation. Pointing out that the vending of milk could not be compared with other beverage venders because of the peculiar problems involved, Newcomer reported there

SPECIAL DEAL!
VICTOR MODEL V
FAMOUS PRE-WAR VENDORS
Globe Type
Model V
\$58.75
plus
50 Lbs. Regular Bubble Gum, all for
\$73.75
or **RAIN-BLO GUM**, for \$76.25
Mention Deal B When Ordering. **We**

We Accept Trade-ins. Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ Lb. Ctns.
Pistachio Nuts, Small, 25 Lb. Ctns. . . . 50¢ Lb. Ctns.
Pistachio Nuts, Med., 25 Lb. Ctns. . . . 60¢ Lb. Ctns.
Pistachio Nuts, Large, 25 Lb. Ctns. . . . 72¢ Lb. Ctns.
Model V Deluxe Cab. Type \$13.75
Licorice Lozenges, 38 Lb. Ctns. . . . 30¢ Lb. Ctns.
Rainbow Peanuts, 40 Lb. Ctns. . . . 25¢ Lb. Ctns.
Boston Baked Beans, 40 Lb. Ctns. . . . 24¢ Lb. Ctns.
Candy Coated Chocolates, Assorted Colors, Similar to W&M's . . . 35¢ Lb. Ctns.

BUBBLE BALL GUM
5¢, 25 or 45 Lb. Ctns. . . . 31¢
170 Count 33¢
25 Lb. Ctns.—Full Cash With Order.

RAIN-BLO
5¢ size—140 count. Rainbows of color in this latest sensation that pops up sales unbelievably.
Orders filled in rotation. Cash with order. **38¢ Lb.**
1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 Sackman St., Brooklyn 12, N. Y.
Phone: Dickens 2-7892

Northwestern

1st CHOICE OF ALL EXPERIENCED OPERATORS

This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION
1 EAST ARMSBOND STREET, MORRIS, ILLINOIS

SPECIAL

25 1/2 Col. Post Card Vendors, Late Models . . . \$12.50 Ea.
25 5¢ Advance Vendors . . . 12.50 Ea.
10 5¢ Masters, 1947 Models 11.50 Ea.
10 9-Col. National Cigarette Machines 90.00 Ea.
100 1/2 Col. Adams Gum Vendors 12.50 Ea.
Brand New Silver Kings and Columbus Vendors . . . Write for Price
Ball Gum, Pistachio Nuts at Lowest Prices.

WANTED
Pikes Peaks—Bingos—Totalizers—Kicker and Catchers—Counter Games.
Immediate Shipment
Send 1/3 Deposit; Balance C. O. D.
CAMEO VENDING SERVICE
432 W. 42nd St., New York 18, N. Y.

SALE—CHRISTMAS SALE VENDING MACHINES

20 New Regal Peanut or Ball Gum . . . 1¢ \$10.00
15 New Almond Cash Tray 5¢ 5.00
10 Lighter Fluid 1¢ 3.00
10 Odd Make of Vendors Col, Jennings and others 3.00
New Globes, all makes 1.00

C. E. BRADFORD
226 Hamilton St., Albany 3, N. Y.

were about 100,000 milk machines in the United States at this time.

Reviewing the history of milk vending, Newcomer said pioneers in the field had operated from one to 25 machines (most of the operators were milk companies). However, they were, within a few years, forced to give up, due to inexperience and poor equipment. During the recent war a new emphasis was placed on the drinking of milk by the armed forces as well as at industrial plants. In the latter, hand trucks were used to distribute containers at intervals, but proved unsuccessful. Workers would leave their duties, congregate around the trucks, and much valuable time was lost. The introduction of automatic venders at this time eliminated the confusion, and therefore was favorably received.

Individual Problems

Problems peculiar to the automatic merchandising of milk, as seen by Newcomer, include the following: Milk must always be fresh. The operator must figure his stock from day to day and never allow the milk to be

more than 24-hours old wherever possible. The weather has a considerable effect on the sale of milk, and so do shortages. Route men must service their machines daily, but they usually do not have enough stops to take care of a full day's work. Therefore, plans must be made to have other duties for them, thereby cutting down what could develop into an exorbitant overhead cost.

Newcomer advised an operator who was contemplating a milk vending route to talk first with an experienced operator who, he said, would be happy to offer advice.

Questioned as to the effect a drink machine had when placed on the same location with a milk vender, Newcomer said in his operation they had noted that their take dropped from 15 to 20 per cent upon installation of the competition, but that within a few weeks the income leveled off with only a 5 per cent decrease.

Bulk Vending a Possibility

Bulk milk vending equipment would undoubtedly be a cheaper operation, said the speaker, but to date he had not seen any such equipment. His own operation, after experimenting with available machines, had been forced to design its own equipment. Increased prices (in 1941 the company raised the price of a half pint from 5 to 6 cents, and recently increased the price of a third quart from 10 to 11 cents) have had little effect on the play of the machines.

Newcomer stressed the health regulations, which are more comprehensive in the case of the sale of milk, and advised strongly that potential operators make their initial investigations in this field in their own areas.

Melikian Speaks

The fourth speaker at the session was K. C. (Cy) Melikian, Rudd-Melikian, Philadelphia, manufacturer of Kwik Kafe. His subject was "The Automatic Merchandising of Coffee—Present Position and Potential."

A pioneer in the coffee vending field, Melikian described the various machines now contemplated or in production, then reported that Kwik Kafe was in operation on locations in 38 to 40 communities from coast to coast. His machine, said Melikian, sells, depending upon geographical location, at from \$750 to \$850 per unit. To operate at a profit, a single unit should dispense 105 drinks per day. This figure is based on an average location (in most cases large offices or smaller industrial sites) where there are from 175 to 200 working personnel.

As in the case of the milk venders, there are problems peculiar to the coffee machines. According to Melikian, people in different parts of the country prefer their coffee at various strengths, which means an average must be struck for each area. Use of cream and sugar, single or together, is another problem in the stocking of the equipment. Perfect temperature control must be retained, so that the dispensed coffee is at a "sipping" temperature, rather than too hot to drink immediately. In the latter case, the hot coffee must be cooled, and valuable working time is lost.

Good Will Important

Service, good will and public relations with the locations were listed by Melikian as essentials for the new operator to observe. "Remember," he said, "we are not in competition with the carbonated beverages. Coffee is an 8 to 1 choice in hot drinks, and is taken at hours when the cold, or the carbonated beverage, is not in demand." The best supporting item to go with a coffee vender, according to studies made by Rudd-Melikian, is cookies. Seasonal fluctuations are as high as 25 per cent in foundries and other industrial locations where the heat of summer drives off some potential customers, altho in offices and other more normal locations, the fluctuation is hardly noticeable.

Melikian reported that health regulations were of vital importance also

Highway Steel in Production With 2 Venders for 7-Up

EAST CHICAGO, Dec. 20.—The Highway Steel Company here is in production with two new bottle venders which are being produced exclusively for the Seven-Up Company, sold direct to that firm's franchised bottlers.

Two venders—one a seven-case capacity, the other holding 100 bottles—are fully automatic. Operating on the gravity feed principle, both models are equipped with National slug rejectors and coin changers. The large model has Kelvinator refrigeration, while the smaller one is equipped with a Universal Cooler system.

Small model is built cylindrically, is 26 inches in diameter and 57 inches high. Larger vender is 72 inches high, 30 inches wide and 28 inches deep. Deliveries on both models have been made.

Improved Postmaster Displayed by Daval

CHICAGO, Dec. 20.—Daval Products Corporation, Chicago, unveiled its improved Postmaster postage stamp vender at the National Automatic Merchandising Association (NAMA) convention.

Several changes have been made in the original Postmaster which has been in production several months. Included are indicators to show whether one of the three delivery columns on the machine is full or empty; individual coin chutes for each of the three deliveries and completely automatic delivery which eliminates the handle on earlier machines.

Any combination of stamp sales for a nickel, dime or quarter is possible, stamps being vended from regular government rolls. Coin chute slides are interchangeable so as to accommodate the desired coin for each roll.

The Daval plant is now in production with the new model (*The Billboard*, December 20).

in the hot coffee vending field, and that NAMA would put forth consolidated effort, with a special representative appointed to straighten out matters in specific communities.

Jack Cross Final Speaker

Final speaker at the session was Jack M. Cross, head of the Tele Juice Division of Telecoin, whose subject was "The Automatic Merchandising of Fruit and Vegetable Juices."

Cross foresaw a new and steadily growing market for the sale of canned fruit and health juices thru the use of automatic merchandising machines. He said that the introduction of the coin operated venders (the Tele-Juicer, the Snively Dispen-So-Lator and the U. S. Vending Company's Pik-Up, all expected to be in full production early in 1948) would provide an expanding field for fruit growers, whose constantly increasing production cannot be handled thru present retail channels. Cross said the Florida growers alone produced 90,000,000 boxes of citrus fruits last year, and that this figure would increase to 150,000,000 this year. Texas and California were also increasing their production of citrus fruits, he reported.

After describing the Tele-Juicer and the other two fruit juice machines, Cross pointed out the "wealth of health" in vitamin resources which the juice machines would dispense, and said the location potentials for this type of machine would be unlimited.

THE ACME ELECTRIC SHOCK



ELECTRICITY ONE CENT

Price of Machine.....\$22.50
 2 to 11 Machines..... 18.75
 Bracket (if desired)..... .50
 Floorstand (if desired)..... 4.00

ORDER TODAY
 1/2 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH
 Distributor of Advance Vending Machines
 1647 Bedford Ave. Brooklyn 25, N. Y.

STAR BALL GUM

**Quality Unsurpassed
 More Gum—Less Coating**

33c lb. In 100 Lb. Lots

FREIGHT PREPAID

Special discounts to large buyers — Write

STANDARD SPECIALTY CO.

3021 38th Ave.
 Oakland 2, Calif.

Northwestern

MODEL 33 BALL GUM \$11.40 EA. 25 OR MORE, \$11.10 EA.
 All other models in stock ready for shipment.



BRAND NEW IMPS
 EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels
\$12.95 ea.
 LOTS OF 12 OR MORE
 5 or More. Ea.\$13.75
 Sample 14.50



MILLS VEST BELL
 SIZE 8"x8"x8", 5c
OPERATOR'S PRICE \$65.00
 Rebuilt, \$49.50.
 A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.



COLUMBIA BELLS

Twin Jackpot 1947 Models
\$99.50 EA.
 While They Last. Changeable to 1¢, 5¢, 10¢, 25¢ Play



LARGE DE LUXE MODEL ..\$159.50

NEW PRICES ON LEAF GUM
BUBBL-CHEWS—ALL SIZES
 100 Lbs. to 999 Lbs.34¢ Lb.
 1000 Lbs. up33¢ Lb.
RAIN-BLO—ALL SIZES
 100 Lbs. to 999 Lbs.37¢ Lb.
 1000 Lbs. up36¢ Lb.
 Full cash with order. Packed in 25-lb. cartons. Minimum shipment freight prepaid, 100 lbs. Less than 100 lbs., freight collect.

A.B.T. Challengers\$49.50
 A.B.T. Stands 7.50
 Lots of 10 or More 5.00
 40-Lb. Pipe Stands 4.00

WRITE FOR COMPLETE LIST!
 1/3 deposit must accompany all orders.

RAKE COIN MACHINE EXCHANGE
 609 SPRING GARDEN ST., PHILA. 23, PA.
 LOmbard 3-2676

ADVANCE BALL GUM VENDORS

Immediate Delivery

One\$13.75
 2 to 11 11.90
 12 to 49 11.40
 50 Up 11.00

COLUMBUS 1c, 5c or Ball Gum

Immediate Delivery

Sample\$12.95
 2 to 12 11.95
 48 and Up 10.90

FRANK DISTRIBUTING CO.
 605 SPRING GARDEN ST., PHILA. 23, PA.

(DRINK-O-MAT)

AMERICA'S FOREMOST PIONEERS OF BEVERAGE DISPENSERS

DRINK-O-MAT INDUSTRIES CORPORATION

General Sales Office:
 250 West 57 Street, New York 19
 Phone: Circle 6-5941
 Factories: Lawrence, Mass.

**K-25
GUESS-ER
SCALE**



**ALL-MECHANICAL
OPERATION**

Available now for immediate shipment, the famous K-25 Guess-er Scale. Thoroughly reconditioned, beautifully refinished, mechanically perfect.

\$149.50 EACH

\$49.50 with order, balance \$10.00 per month.

When ordering on credit plan supply four commercial references or deduct 2% for cash with order. These ready to ship. Wire, phone or mail your order today.

**The VENDING
MACHINE CO.**
FAYETTEVILLE, NORTH CAROLINA
U.S.A.

**FAMOUS EPPY
CHARMS**

Series #1 **\$3.50** per M
Series #2 **\$4.50** per M

Six other charm and prize items available from us. Write in and ask for free samples.

SAMUEL EPPY & CO., INC.

113-08 101ST AVENUE
RICHMOND HILL 19, L. I., N. Y.

PROVEN Money Makers!



WHY PAY MORE???
BUY DIRECT—SAVE 40%

TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1 1/4 #, 3# interchangeable mechanism.

You should be able to earn \$5.00 to \$6.00 a week net per machine.

ORDER FROM STOCK—immediate delivery (money-back guarantee on sample).

WRITE FOR PRICES AND BULLETINS. (We distribute Victor Vending Machines.)

FIELDING MFG. CO., INC.
258 W. Pearl St. Department BB-27 Jackson, Mich.

**Increased Use of Changers
Noted in Vender Exhibits**

By Fred Amann

CHICAGO, Dec. 20.—Coin changers, expanding from straight nickel change type to the multiple price, penny-and-nickel change units, were a prominent part of the National Automatic Merchandising Association (NAMA) exhibit here this week. Two definite trends in the changer field were evident—offering of both types of changers as optional equipment on electric cigarette venders and increased use of stand-type coin changers as companion units to drink and candy venders.

Majority of cigarette vender manufacturers are offering one or the other of the two built-in changer types. When the straight nickel unit is used, penny packs for odd prices is still required, while the nickel-penny changer eliminates penny packs. In first instance, deposit of a quarter returns cigarettes plus a nickel change; in second type, both nickels and pennies are given in change. This type includes eight payout tubes, four holding pennies and four holding nickels. Penny tubes are separately actuated when one, two, three or four pennies are required as change, each delivering only its own quota of pennies.

Service Changer Acceptance

In the stand, or service changer field, the placing of units beside a vender, or in conjunction with a battery of venders, has become a widely accepted practice. Since removal of sugar restrictions for industrial users, placement of stand changers beside candy and soft drink venders has tripled. This would indicate that

with increased availability of soft drinks and candy, and accompanying rise in unit sales and number of machines vending this merchandise, operator and public acceptance of the stand coin changer has increased on a comparable scale.

Another type of multiple-price, electric control unit that delivers change in any combination and amount and can actuate from one to five vending machines, was shown in improved form during the exhibit. Called Computit, manufactured by Guardian Electric Manufacturing Company, Chicago, it was introduced last year, but has been made more compact and serviceable. Formerly measuring 4 by 4 by 4 1/2 feet, unit has been reduced to a 24 by 12 by 8-inch size. Featured in the new model is the ability to make instantaneous price changes by a manual adjustment. Unit will vend a wide variety of items ranging from a 6-cent price to \$1.55.

Odd-Cent Changer

ABT Manufacturing Company, Chicago, displayed its latest development, the Odd Cent Changer, as well as the regular electric built-in coin changer introduced late in 1945. The penny changer, designed to permit merchandising of items from 5 to 10 cents, returns change in pennies on odd-priced items within that range. Separate chutes are provided for dimes, nickels and pennies; when pennies and a nickel are used, either may be deposited first. Price changes may be effected by manual adjustment of a set screw on the inside of the unit. Unit measures 14 inches high, 4 wide and 3 1/2 deep.

Douglass Manufacturing Company, Portland, Me., exhibited models of its electric and mechanical built-in changers. Firm's mechanical service (stand) changer, which contains \$49 in nickels, is not to be placed in production for at least six months because of the steel shortage. Both built-in units, which use National Slug rejectors, are in production. These units have a 60-nickel payout tube capacity. Tubes are calibrated so that the collector can quickly determine the number of nickels they contain. Last nickel falling into the payout tube remains on edge, thus acting as a deflector for additional nickels, which are channeled into the coin box. Douglass electric changer is 14 inches high, 8 3/8 wide, 2 1/4 deep; mechanical built-in changer in 14 1/8 inches high, 8 3/8 wide, 2 1/4 deep.

Up Harris Production

Johnson Fare Box, Chicago, is increasing production on its new model Harris Coin Changer, announced several weeks ago. Production of this built-in unit is scheduled for a number of soft drink vender manufacturers. New changer features a 73 per cent increase in nickel payout tube capacity and quick nickel unloading for auditing purposes.

National Slug Rejectors, Inc., St. Louis, introduced a one-cent coin chute attachment for use with its electric built-in coin changer. Unit, which has a slug rejector, enables vender to dispense odd-cent merchandise. Firm's mechanical built-in coin changer, which accepts dimes only, is designed for use on mechanical venders, but is not in production. It is scheduled for manufacture early in 1948.

Vendo Company, Kansas City, Mo., is continuing to increase output of its Vendo stand changer. The changer is being sold outright to operators and location owners, altho Vendo distributors may retain ownership of the changers by leasing them to locations or operators.

**Report Book
Match Price
Rise Coming**

CHICAGO, Dec. 20.—Manufacturers and distributors of book and box matches used by vending machine operators indicated this week that a rise in the cost of book matches to operators is expected in the near future.

Several match firms had exhibits of their products at the National Automatic Merchandising Association (NAMA) convention here this week. Only one firm, however, exhibited a special match pack designed especially for use in vending machines. Another firm offered a special type of packaging of book matches for vender use.

Vender Pack Smaller

Manufacturer of the new match pack for venders is the B-F-D division of the Diamond Match Company. New pack is a smaller safety match box, has the same number of matches—40—as a regular box, but is one-third smaller in size to allow for a larger capacity in vending machines. The new box is the same size as two standard books of matches.

Altho regular boxes of the matches bear the regular Independence label of the firm, boxes can be made with special labels for advertising purposes, E. B. Howard, sales manager of the division, pointed out.

Lion Match Company is offering a special type of packaging of regular book matches for vender operators. It prevents catching of match packs which might clog or jam a machine. Each box is specially examined before shipping.

Other match firms at the show included Ohio Match Company and Universal Match Corporation.

Pistachios

**JUST ARRIVED
NEW CROP**

ask for **ZALOOM'S**

4 STAR RED OR WHITE

Perfect for Vending Machines and Packages. No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.

- packed in 5-lb. moisture-proof bags
- 12 2-lb. bags to a carton

"4 STAR WHITE"—with the pure, thin, white salt coating.

"4 STAR RED"—with the pure, certified, attractive red color.

**DELICIOUSLY ROASTED & SALTED
RECOGNIZED DISTRIBUTORS IN
ALL TERRITORIES
WRITE US TODAY**



Zaloom & Co.
AMERICA'S ORIGINAL
MASTERS IN IMPORTING, ROASTING
AND SALTING OF PISTACHIO NUTS
122 HUDSON ST., NEW YORK 13, N. Y.

**SPECIAL
BALL GUM**

ONLY 34c PER POUND

Regular Bubble Ball Gum

RAIN-BLO Bubble Ball Gum

all sizes

25 to 499 lbs.... 36c per lb.

500 lbs. or over... 34c per lb.

FULL CASH WITH ORDER

Freight paid to your door on orders 100 lbs. or over.

- Boston Baked Beans (small size), 35 lb. ctns., 25¢ per lb. in 175 lb. lots 27¢ per lb. on smaller orders.
- Licorice Lozenges, assorted colors, 38 lb. ctns., 28¢ per lb.
- Rainbow Peanuts, 35 lb. ctns., 26¢ per lb. in 210 lb. lots and 28¢ per lb. on smaller orders.
- Spanish Peanuts, 30 lb. ctns., 22¢ per lb.
- Va. Salted Peanuts, 30 lb. ctns., 28¢ per lb.

ROY TORR LANSDOWNE PENNA.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

- Mdse. Stands, Solid Steel—Weight 35 Lbs. \$4.50
- Double Plates for Two Machines 1.15
- BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb.35
- 1/3 Deposit, Balance O. O. D. Fast Delivery.

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

Ops' Problems Depicted in Special Skit

Hold Open Discussion

CHICAGO, Dec. 20.—Candy, gum and nut session held this week as part of the National Automatic Merchandising Association (NAMA) convention and exhibit was highlighted by a one-act play depicting some of the major problems currently confronting operators in these fields.

Those taking part in the skit included B. W. Scheuer, of the Vendomat Company, Baltimore; Paul I. Berkley, Vendex, Inc., Hillside, N. J.; S. Quaranta, Forty Vendors, Mt. Vernon, N. Y.; William Emig, Variety Vendors, Detroit, and H. A. Geiger, of Geiger Automatic Sales, Milwaukee.

Purpose of the skit was to bring home to all concerned with candy operating that with current higher operating costs, while the traditional nickel price for candy sold thru venders remains, operators must use every means at their command to keep overhead costs at a minimum.

Following the play a lively open discussion took place, centered on what suppliers are doing to help operators hold the nickel price line and compensation for route men.

One of the large chocolate bar suppliers pointed out that 14 major candy bar makers had set up facilities for packaging bars at 100 or 200 count during the past year and predicted that others would follow suit soon. Another major candy maker representative explained some of the problems of packaging bars at higher than 24 count. He said that workers in his plant are so accustomed to setting up bars for 24-count packages that on the days when the firm works on higher count packaging efficiency drops off noticeably.

When the question panel's chief moderator, Scheuer, asked supplier firm representatives attending the session if they could at this time foresee reduced costs for vender confectionery supplies, a gum representative stated that the only way confectionery manufacturers could predict their own costs was to know exactly what their labor, supply and general manufacturing costs were, which he stated "was definitely impossible without the use of a fortune teller."

Those forming the moderator panel, since they have all been in the operating field for a number of years, were asked by several in the audience to give their methods of compensating route men. Consensus was that a guaranteed wage plus commission was most satisfactory for the average candy operating firm. Operators favoring this method explained that over a period of years they had found that the added incentive of a commission definitely helped to place route men more on their own and gave them a feeling of being in business for themselves.

Scheuer was asked to comment on the 6-cent price of candy thru venders. He stated that he was convinced that the 6-cent price was a passing fad and that those operators who have locations in industrial plants and who have maintained the nickel line had done a service for all candy operators. "We all know," he said, "that keeping the pre-war price on the valuable service candy operators perform for industrial workers in the face of higher operating costs makes it a difficult proposition for operators to show a profit, but we have won many new customers by our stand, which in the long run will improve our business as a whole."

Scale Sales Up

WASHINGTON, Dec. 20.—Manufacturers' shipments of penny weighing scales increased slightly during the third quarter of 1947, Commerce Department reported this week. Total shipments were valued at \$619,086 compared with the \$577,242 worth of scales shipped during the second quarter. Shipments this year continue to run about twice those of 1946.

Auto-Vend, Inc. New T & C Name

DALLAS, Dec. 20.—Auto-Vend, Inc., is the new name of the manufacturing organization for "Pop" Corn Sez automatic popcorn venders, Paul H. Rice, president of the firm, announced this week. Formerly known as T & C Company, the firm has headquarters in Dallas.

Rice also announced the appointment of James W. Murphy as advertising manager of the firm. Murphy formerly was with McCarthy Company, advertising agency, as an account executive.

A veteran of four years' service in the navy, Murphy was an advertising executive in Milwaukee before the war.

New Drink Venders Pave Way for Coin Fountainette Mach's

CHICAGO, Dec. 20.—Early introduction of coin-operated fountainettes to the general public was seen in the Spacarb and Snively displays at the National Automatic Merchandising Association (NAMA) exhibition at the Palmer House here this week. Shown for the first time were a three-flavor fountainette which Spacarb will place in production on January 1, and a fruit juice fountainette put out by Snively. A third single-flavor unit, not on display at the show, has been developed by Stewart Products, of Greenwich, Conn.

While those fountainettes on the floor at the show were non-coin operated, it was pointed out that a relatively simple adjustment can switch manual operation to coin. Manufacturers, operators and location owners (hotel, theater and store representatives) who displayed interest in the fountainettes told *The Billboard* that the fountainette would open up dry drug, stationery and merchandise stores that could not accommodate the larger and more expensive cup venders. Theater men said the fountainettes could be operated manually during rush hours, then be switched to coin operation.

The Spacarb unit offers a choice of three flavors and can mix drinks in the same manner as the firm's cup vender. Covering only two square feet of floor space, the equipment, which will also be merchandised to bars as a soda dispenser, features a plastic sign listing the selections atop the box. Paper cups are conveniently placed in chutes at the corners.

The Snively Vending & Sales Company, Winter Haven, Fla., augmented its Dispens-o-Lator display with a single-flavor fountainette which will dispense citrus juices.

The Stewart fountainette, which was developed as a Pepsi-Cola vender, is modern in design and can be operated either manually or by coin. As in the case of Spacarb and Snively, the Stewart unit is small and compact and can be used in a location where the larger cup vender is impractical because of cost as well as size.

New Bottle, Cup Venders Displayed At Convention

CHICAGO, Dec. 20.—Operators and distributors, present and potential, in attendance at the National Automatic Merchandising Association (NAMA) convention here this week were given the opportunity to view new and current models of cup and bottle vending machines, one of the most important single classes of equipment on display from the view of current interest and future possibilities.

Marking his re-entry into the coin-operated manufacturing field, James Stewart, president of Stewart Products, Greenwich, Conn., took over three booths to display, in addition to candy and cigarette equipment, the Snead cup machine which Pepsi-Cola and Cobb are already using; a single-flavor machine with a capacity of 800 six-ounce or 600 nine-ounce drinks which will be sold exclusively to Pepsi-Cola, and a six-selection bottle vender, cylindrical in design, which will be made available to operators as well as bottlers. While the Stewart display, with the exception of the Snead and a Lion Manufacturing single-flavor vender, featured only models, Stewart reported he was tooled up and production of the machines would get under way shortly.

Kalva-Venders, Inc., Chicago, displayed its new Kalva Quad, a four-flavor bottle vender with a nine-case capacity (144 bottles in vending, 72 in pre-cool) which requires only five square feet of floor space and extends 20 inches from the wall. The cabinet is auto-body steel thruout and is bonderized to resist corrosion. Machine has a baked-enamel finish. Featuring National slug rejectors, the unit is refrigerated by dry-forced-air cooling. Servicing is from the front.

Auto Vend, Detroit, also offering a choice of four beverages, exhibited its equipment which featured a change maker and is capable of vending packaged foods as well as bottled beverages or packaged milk. Capacity of the Auto Vend is 200.

Dispensers, Inc., Baltimore, a last-minute entry at the NAMA show, and unable to have a working model of its two-flavor Victor Vendor on hand, nevertheless drew attention with a life-size cut-out of the machine. Company spokesmen reported the machine would vend 1,000 six-ounce drinks via cups. Choice of drinks is automatically selected by coin insertion. The machine occupies less than two by two and a half feet of floor space and is 76½ inches tall.

Special features of the Victor Vendor include a self-contained water tank, a dry cooler-carbonator, simplified loading of cups and sirup from the front, two cash boxes, three stainless steel dispensing valves, adapt-

ability of the machine to 9, 10 or 12-ounce drinks.

Ideal Dispenser Company, Inc., Bloomington, Ill., displayed its vender which sells from one to seven flavors, in glass or paper containers. Bottles can range from 6 to 12 ounces in size, and the machine has only one moving part. Twenty-seven by 50 square inches of floor space will accommodate the 36-inch high, baked white enamel unit. The capacity depends on the container used. The unit vends from 100 to 140 bottles or cartons, with a pre-cooler capacity of from 100 to 400. Coin units are available for 5, 6, 7, 10, 11, 12 or 15-cent sales.

Among the current models on display were the following: Drink-o-Mat's single flavor cup unit featuring Coca-Cola. Highlight of this unit is the electric light system which flashes on to advise a serviceman or location owner which part of the mechanism is out of order. Drink-o-Mat executives, including Al Cole, Dick Cole and Sam Kressberg, were in attendance.

Automatic Canteen's three-flavor cup vender, serving a six-ounce drink which is wet-cooled. This equipment is operated by the manufacturer.

The Bradley automatic two-flavor dispenser. One of the features of this unit is the fact it can dispense two six-ounce drinks simultaneously, each a different flavor. The machine can filter its own water wherever necessary and can use either a permanent water supply or a standard 800-drink tank. Machine's capacity is 800 drinks, 400 each of two flavors.

The Ex-Cell Dual Dispenser, featuring one motor and one relay only for the complete dispensing operation. This unit can also serve two different cup drinks simultaneously, is stainless steel thruout, has controlled refrigeration, filtered water and an 800-cup capacity.

The Super Vend Corporation displayed its three-flavor cup vender which includes among its many features an all-metal cabinet with rounded surfaces, dual tone finish, fiber glass insulation; 5, 10 and 25-cent National slug rejector; one-third horsepower compressor unit, three stainless steel sirup drums, germicidal lamp, selector valve, Dixie automatic cup dispensers and a simple four-assembly servicing.

The Mills dispensing cooler, serving a six-ounce drink in a cup. Unit has a sirup capacity of 400 cups, is capable of vending and delivering 180 drinks an hour, has an automatic "empty" signal and coin return feature. One 20-pound drum of carbonating matter provides from 2,000 (See NEW BOTTLE on page 100)

WEST SIDE WEEKLY SPECIALS!

- DU GRENIER 7-COL. S, With Double Shift and King Size, 330 Pack Capacity \$60.00
- DU GRENIER 9-COL. W, 270 Pack Capacity 59.50
- ROWE IMPERIAL 8-COL., 240 Pack Capacity 74.50

Packing Charge, \$3.00 Additional Per Machine

WRITE FOR COMPLETE LIST

½ Deposit, Balance C. O. D., F. O. B. Warehouse

WEST SIDE DISTRIBUTING CORP.

698 Tenth Avenue (49th Street) New York 18, N. Y.
Phone Circle 6-8464

VENDING MACHINE SALESMEN!

We offer three models of top-notch 1¢ and 5¢ Vending Machines for nuts, candy and ball gum. If you have the experience you can earn \$1,000 a week. Write for full details. State previous experience and the companies for whom you have sold.

ATLAS MFG. & SALES CORP.

12220 TRISKETT ROAD

CLEVELAND 11, OHIO

Smith Announces Initial Plans for NAAMO Schools

CHICAGO, Dec. 20.—In Chicago this week following a visit to Dallas and Los Angeles, F. McKim Smith, president of the National Association of Amusement Machine Owners (NAAMO), announced that initial plans for association-sponsored coin machine service schools have been completed in those two cities.

In Dallas, Smith conferred with F. M. Egan, NAAMO vice-president for the Southwest. Egan had made tentative arrangements for the Dallas school, and together the two contacted the Dallas Board of Education and the Dallas Vocational School where the courses in coin machine servicing will be given.

Smith described the Los Angeles school as "in the formative stage," adding that it will be conducted at the Frank Wiggins Trade School. He said that he believed the Dallas, Los Angeles and previously announced

Chicago service schools will be rolling within the next two weeks.

Biggest obstacle to overcome in getting the three schools functioning, and co-ordinating them with the sponsoring in New York, will be the differences in school regulations in the four cities. Smith pointed out that New York training schools operate on a five-day, 35-hour week, while training courses in cities West of New York are conducted on a 30-hour week.

Reason for the shorter daily sessions is to accommodate veterans who are working to supplement their income from the GI bill. Approximately 75 per cent of the veterans who are in training schools are working at another job to supplement their government allowance.

The schools will likewise differ in the number of trainees assigned to any one instructor. Where New York, Chicago and Dallas have a maximum of 15 students for one instructor, Los Angeles has a minimum of 20 students per instructor.

To set up a standard course of instruction under these varying conditions will mean putting one group, west of New York, on a 32-week, 30 hour course, the equivalent of the 24-week, 35-hour courses in the original New York school.

Ben Becker Heads N. Y. Distrib Group

NEW YORK, Dec 20. — Ben Becker, head of Ben Becker Sales Company here, was elected president of Coin Machine Distributors of New York, it has been announced. Election was made by unanimous vote of the members.

Other officers elected at the same meeting are Dave Lowy, vice-president; Sid Mittelman, secretary; Jack Semel, treasurer, and Ted Blatt, counsel.

Deutsch Introduces Special Vender Lock

CHICAGO, Dec. 20.—Deutsch Lock Company, Hammond, Ind., introduced a special beverage vender lock during the NAMA convention here. Lock, invented by Leo Deutsch, president of the firm, eliminates the necessity of using a hand wrench to effect a tight sideseal of refrigerated vender door after servicing.

Seal is accomplished when the key is turned to lock the vender door; same key turn that locks the door also draws the door to a tight seal by means of a gear arrangement to the rear of the lock mechanism. Turning the key produces a high leverage action under application of ordinary pressure. Gear arrangement furnishes the required leverage.

Other features of the lock are the lock mechanism removal from barrel with special key, and adjustable shank to any door thickness.

New Bottle, Cup Venders Displayed At Chi Convention

(Continued from page 99)

to 3,000 drinks; powered by the Mills direct drive condensing unit, the machine is electrically operated.

Sirup Companies

While most suppliers in the beverage field did not exhibit at the NAMA show (Sero's Liberty Brand with its new chocolate sirup, Canada Dry, Pepsi-Cola were exceptions) they were represented physically as well as having their products dispensed by the equipment manufacturers.

The representatives of the various suppliers, including Coca-Cola, Pepsi-Cola, Dr. Pepper, Nutri-Cola, Geysers Charged Sparkling Water, Canada Dry, Dad's Root Beer and others, displayed interest in the equipment on the floor, but spent a good deal of their time meeting with operators from all parts of the country who had converged on the Palmer House.

Suppliers were of the opinion that a major part of the sirup sales of the future would be made to operators of coin-operated vending equipment, and they are all campaigning to develop that market. Canada Dry, a comparative newcomer to the field, will not operate machines, but will concentrate its sales efforts on sirups. Pepsi-Cola, as previously reported in *The Billboard*, will work thru its bottlers as well as independent operators in vending its products, but its plans are still not completely formulated.

Specific problems, such as the development of new dyes to meet lighting problems (some sirups change color completely when exposed to fluorescent lighting), providing wide-neck bottles to ease the servicing problems of operators and the development of textures in the sirups for use expressly in vending machines are now being worked on and are expected to be cleared up shortly.

Julius "Papa" Pace, Louisiana Coinman, Dies in New Orleans

NEW ORLEANS, Dec. 20.—Julius (Papa) Pace, 61, well-known New Orleans coinman, died last Saturday (13) at Hotel Dieu Hospital here. He had been ill several months with a ruptured appendix, pneumonia and heart trouble.

Pace recently announced his retirement as head of the Dixie Coin Machine Company which he founded several years ago (*The Billboard*, November 15).

Pace was born in Poggereale, Italy, and came to this country at the age of 17. He first settled in Chicago and later moved to Houston before settling in New Orleans.

Besides his distributing activities, Pace was president of the New Orleans Pinball Operators' Association and had been organizing a fight against a recently proposed \$50 yearly increase in the city pinball tax when he became ill.

Appoint Empire Coin Ill. Tom Tom Distrib

CHICAGO, Dec. 20.—Lee S. Jones, head of P. & S. Machine Company here, this week announced the appointment of Empire Coin Machine Exchange as exclusive distributor of the new P. & S. Tom Tom game for Illinois.

NAMA CONVENTION NEWS STARTS PAGE 87

Ticket Vender Developed for Poker Tables

NEW YORK, Dec. 20.—An automatic premium ticket dispensing unit, designed for use with coin-operated poker game tables, is in the final stages of engineering by the Scientific Machine Corporation and will be made available to the trade early in 1948, Max D. Levine, president, said this week. The new device, end product of two and a half years of experimentation by three large poker arcade operators, will be shown at the Coin Machine Industries, Inc., convention in Chicago, January 19-22.

Involved in the development of the ticket dispensing unit were Bill O'Brien and Tim O'Connell, of Revere Beach, Mass., and "Rammy" Ramagosa, of Wildwood, N. J. The Scientific Machine Corporation, in addition to manufacturing the unit, will act as its distributor.

Approximately the size of a cigar box, the mechanism is designed for installation within the body of poker game tables and will be concealed from player view except for the ticket chute. Levine says it can be attached to any poker game table now on the market, without substantial alteration.

In operation, an arcade manager, occupying a position which gives him unhampered view of all the machines in his care, sits before a central panel board. Noticing that a player has achieved a winning combination, the manager presses the button on the board corresponding to the number of the winning table and a premium ticket is automatically ejected to a point within the player's reach. Levine estimated that one man can thus supply premium tickets efficiently for 30 tables in simultaneous operation. Premium tickets will be supplied by a large theater ticket manufacturer.

By the use of the device, arcade owners can cut operating expenses considerably, Levine says, since the general practice at present is to have one man service no more than eight machines. Fewer change makers will be required, since making change will be their entire function, once the system is installed, and they would no longer be responsible for giving out tickets. Also, Levine predicted that the speed of play in a busy arcade could be increased substantially.

Additional benefits to the arcade owner would be a tighter control over the total number of tickets given out as premiums. Since all tickets, which are to be supplied in rolls, will be numbered consecutively, owners can accurately check the number of tickets won on each machine. The loss of premium tickets will also be eliminated, as they will be contained in the dispensing unit and locked in the body of the poker game. Levine foresaw that arcade chains, in which managerial responsibility is delegated to several employees, would provide the largest market for the new device.

Vance Mape Sr. Dies in San Mateo

SAN MATEO, Calif., Dec. 20.—Vance Mape Sr., 59, coin machine executive, died here Tuesday (16) after a long illness.


Born in Minnesota, he came to California to become manager of the E. T. Mape Distributing Company, San Francisco, and was active in the coin machine field for eight years. He was the brother of E. T. Mape and father of Vance Jr., manager of the firm's Stockton, Calif., branch.

Survived by his widow, two sons, two daughters and a brother. Services were held here Thursday (18).

SHOW THAT YOU CARE...

GIVE YOUR SHARE TO THE CMI

DAMON RUNYON CANCER FUND



Make Your Contribution—Fill in This Form Now—Get Award at Once!

COIN MACHINE INDUSTRIES Damon Runyon Cancer Fund

COIN MACHINE INDUSTRIES, INC. • Room 2206, 134 N. La Salle St. • Chicago 2, Ill.


Enclosed here please find \$....., my donation to the Damon Runyon Memorial Fund for Cancer Research.

YOUR NAME _____

ADDRESS _____

TOWN _____ **STATE** _____

(All donations are deductible for income tax purposes. Make checks payable to Coin Machine Industries, Inc.)



a new stanza for

BONANZA



Williams' EARNING Machine

This is more than a game. It's a gold mine. Every operator with Bonanza says it's an extravaganza of profit. And the player hasn't been born who can play it once and walk away. It's all thrills with its winner-take-all Super Bonus Jackpot and Repeat Bonus Feature.

Order from Scott-Crosse—
Your WILLIAMS Distributor

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

JOCKEY SPECIAL. Write LATE NEARLY NEW BANGTAILS. Write EXHIBIT ROTARY MERCHAN-DISER\$165.00

**SEA BREEZE ... 75.00
RIO 90.00
HAVANA 105.00
MEXICO 150.00
HAWAII 160.00**

WITH 6 FLIPPER BUMPERS ADDED THESE GAMES ARE A SENSATION. FOR GAMES THAT HAVE THIS ATTACHMENT ADD \$18.50 TO ABOVE PRICE.

DIXIE NOVELTY CO.

Box 102 Covington, Tenn.

WANT TO BUY

SKILL-DRAW COUNTER GAMES
Will Pay Top Prices

PARKER AMUSEMENT COMPANY
7 W. HASKELL TULSA, OKLAHOMA

Candy, Beverage Operators Show Interest in Ice Cream Venders

CHICAGO, Dec. 20.—Altho only one firm had an exhibit' on of ice cream vending machines on the exhibit floors at the National Automatic Merchandising Association (NAMA) convention here this week, operators expressed a great deal of interest in the possibility of adding a line of the dairy product venders to other types of routes.

Candy vender operators particularly showed interest in ice cream venders as a means of leveling off low income seasons. Ice cream venders, they pointed out, would have their strong season while candy venders are at their low point during summer months.

Beverage vender operators also indicated an interest in expanding their business with companion ice cream venders since operation of the two types of equipment are similar in nature thru the use of refrigeration in both types.

Two Revco Models

Only firm displaying ice cream venders in the Palmer House exhibition hall was Revco, Inc., Deerfield, Mich. Two models, Mono-Mat and Duo-Mat, were displayed.

Duo-Mat is Revco's latest model. Altho both models are in production, steel and other material shortages are holding up full production to meet the current demand for the equipment.

Duo-Mat features two-flavor selectivity. It is 63 1/4 by 35 by 27 1/2 inches and has a dispensing capacity of 226 four ounce, 242 three and a half ounce or 194 three or five ounce cups.

It has an automatic spoon dispenser with a two-magazine capacity of 130 wooden spoons each. Vender is geared to dispense 30 cups per minute.

All mechanical and electrical parts are on the outside of the inner cabinet so that they are easily accessible for servicing. Two individual dispensing units operate independently.

Vender is designed to operate at all amounts between five and 10 cents. It has a change-maker which priced amounts are desired.

Mono-Mat is similar in operation to the Duo-Mat except that it is a single flavor machine with one dispensing mechanism. It has a capacity of from 97 to 121 cups and 130

wooden spoons. It is designed with an upright, round cabinet 63 by 22 1/2 by 26 1/2 inches.

Altho not displayed at the convention, the Vendi Freeze and Frosti-Server ice cream venders drew attention of conventioners at the Chicago sales offices for the two machines.

PHONO SALESMAN

Is there among these readers an outstanding, well qualified, experienced phonograph salesman to represent leading phonograph manufacturer. Your replies will be kept confidential. Apply BOX D-132, care Billboard, Cincinnati 22, Ohio.

Look To The GENERAL For LEADERSHIP

TO OUR MANY FRIENDS IN THE COIN MACHINE INDUSTRY, WE WANT TO EXPRESS OUR SINCERE THANKS AND WARMEST APPRECIATION FOR ASSOCIATIONS THAT WE VALUE SO HIGHLY AND EXTEND OUR BEST WISHES FOR

*A Joyous
Holiday Season
and a
Happy and Prosperous
New Year*

Established 1925

Growing Steadily Ever Since

GENERAL *Vending Sales Corp.*
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

Veeder-Root Gives Bonus

HARTFORD, Conn., Dec. 20.—Each employee of the Veeder-Root Company who was hired prior to November 16, 1947, received an amount equal to 8 per cent of the total amount they earned during the 52-week period ended November 16. The firm manufactures counting device for coin-operated equipment.

**NEW
ROLL DOWNS
ALL MAKES—READY
FOR DELIVERY**

**ALSO NEW
COUNTER GAMES
SPECIAL PRICES**

FREE! 6 Page Illustrated Catalog.
New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies and Cards—Munves Has Them All.

MIKE MUNVES
510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6677)



M. S. GISSER, Sales Mgr.

THANKS A BILLION

For helping us make this the most successful year in our history. Our sincerest best wishes for a

**VERY MERRY CHRISTMAS
and
A MOST PROSPEROUS
NEW YEAR
to you and yours**

CLEVELAND COIN MACHINE EXCHANGE

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
Phones: PProspect 6316-17

The Season's Greetings

WE HAVE FOUND THAT
FRIENDSHIP IN BUSINESS
COUNTS FOR MUCH AND WE
ARE GRATEFUL FOR YOURS
LET US WISH YOU
A VERY HAPPY CHRISTMAS
AND A PROSPEROUS NEW YEAR

"Fra" Byram
SILENT SALES

635 "D" ST., N. W., WASHINGTON 4, D. C.
2505 N. CHARLES ST., BALTIMORE 18, MD.

High Convention Interest In Electric Cig Venders

(Continued from page 88)

the latest models of Electro all-electric cigarette venders made by C-Eight Laboratories, of Newark, N. J. Models shown were basically the same as Electro machines now on locations throught the country.

Eastern Electric officials said that Electros will soon be available with a quarter chute. Electros operate with three separate price units per machine. Vender has eight columns with a capacity of 320.

Keeney Electric

Altho exhibited in a separate showing at the LaSalle Hotel, the new electric model made by J. H. Keeney & Company, Inc., Chicago, drew a steady stream of interested cigarette vender operators.

The Keeney machine, designed primarily for class locations, has nine double columns with a 432-pack capacity. Only two solenoids and one relay are included in the entire machine. It has a fractional horsepower motor.

Alternate vending keeps the dual stacks in the cigarette columns level at all times. Each column is priced independently and the machine will accept nickels, dimes and quarters in any combination. Every column is built to handle either standard or king-size packs.

New Type Accumulator

One of the features of the machine is the accumulator which opens like a book with leaves swinging out on an end hinge for easy cleaning and other servicing.

The Keeney vender has a front which swings upward for servicing. A special shelf is built into the machine to aid the serviceman working on the machine on location. The entire coin mechanism is detachable for shop servicing. Machine has optional free or sell match mechanism. Match columns are removable for servicing.

Selection is by push-button. Vender delivers the pack on display with another pack instantly taking its place. The cabinet is built of a non-corrosive metal with a baked enamel finish and has chrome trim.

Over-all dimensions are one by three by five feet. A decorative mirror is illuminated by cold light. Keeney officials say that the model will start shipping by the end of February.

10-Column Electric PX

Lehigh Foundries, Inc., of Easton, Pa., exhibited for the first time their new eight-column PX cigarette vender and announced a 10-column machine to come in the near future.

Featured in the new electric PX is a restricted rotary power unit which eliminates the motor found in most electric cigarette venders.

Each column in the PX operates as a separate unit with its own mechanism. If one column should jam on the machine, the rest will continue to operate in the normal manner. The new Lehigh vender will have an automatic change-maker. It comes optional with free book or box match delivery or penny match sale.

Most of the features in the new electric PX are the same as those found in the Standard manual-operation cigarette vender. Standard eight and 10-column PX's were also displayed at the show.

National Console

Shown for the first time at the booth of National Vendors, Inc., of St. Louis, was the new 9EC console model scheduled for delivery in early spring along with the 8CE console model candy vender displayed at earlier showings of national equipment.

New 9EC console features a matched wood cabinet, has an auto-

matic coin registry which shows in figures the amount deposited as soon as each coin goes in the chute.

Push-button operated, the new National vender delivers the pack on display with automatic replacement by elevator delivery. An automatic change-maker is included which is self-replenishing.

Flexible Capacity

Machine has flexible capacity from 360 to 700 packs in its nine columns. It will reject a coin if the proper change isn't in the change-maker.

New console is completely electric. Because it is built for class locations, only free book match delivery is included. Other National cigarette vending equipment on display included Model 9M manual upright, Model 9E electric upright and the Model 8CE candy console which can also handle cigarettes.

Two Rowe Electrics

Drawing the majority of attention at the display of the Rowe Manufacturing Company, Inc., of Whippany, N. J., were the new electric Rowe Diplomat and console models.

Rowe's Diplomat incorporates traditional Rowe cigarette vender features with electrical delivery. Altho completely new, the Coin Master coin mechanism remains mechanical as in Rowe's manual machines. Included in the single mechanism in the new Diplomat Coin-Master, however, are the slug rejector, coin register and change-maker.

The change-maker, which delivers nickels upon insertion of a quarter in the chute, is self-replenishing with a special reserve column for areas where nickels are seldom used in cigarette venders. Single coin chute accepts nickels, dimes or quarters. Entire mechanism is removable in one piece for servicing.

An empty-column indicator flashes when a button is pushed for delivery of a pack from an expended supply.

Motor Driven Feed

Motor-driven feed simulates the same action used for delivery in the Rowe mechanical vender. The single motor is removable and can be replaced if necessary. Match delivery can be either free or paying and will accommodate boxes or folders. Cabinet on the new Diplomat is similar to the cabinet used on the familiar Rowe Crusader with illuminated "cigarettes" sign at the top.

New Rowe console-type cigarette vender operates with the same mechanism as the upright electric Diplomat except for an escalator which brings packages of cigarettes from the bottom of the cabinet to delivery position at the top. Console model delivers the first of two packages (See High Convention on page 112)

IN PRODUCTION—ORDER NOW!

The NEW Mercury ATHLETIC SCALE

Operators report it the best Penny money maker ever made.

15 different moneymakers in one great machine. Invites repeat plays.

NEW — SENSATIONAL — LEGAL —
BUGPROOF — DURABLE

PRICE \$195.00 F. O. B. Detroit

1/3 Deposit with order, balance C. O. D.

Some protected territories open for bona fide distributors

MERCURY STEEL CORPORATION

3830 Holbrook Ave. Detroit 12, Michigan



LOOK TO THE PALISADES FOR THE REAL MONEY WINNERS

Evans Winterbooks, Evans Races, Bally Jockey Special, Bally Eureka, Keeney Hi-Ride and Gottlieb Humpty-Dumpty.

A complete list of pre-war and post-war used equipment for New York Operators. Service and parts for all Consoles and Bell Machines.

PALISADE SPECIALTIES COMPANY

498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.
20 MINUTES FROM NEW YORK CITY.

SPECIAL THIS WEEK!

TUBES

BRAND NEW!
INDIVIDUALLY BOXED!

6L6	\$1.05
2050	1.00
6SN775
6C445
5Z370
2A3	1.26

WRITE FOR OUR SPECIAL
TUBE PRICE LIST!

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

MINIMUM ORDER—25 TUBES

ATLANTIC N. Y. CORP.

540-550 W. 58th St., New York 19, N. Y.
Phone: Columbus 5-4584

STAR LITE
by
EXHIBIT
THE GAME OF ALL GAMES
Ask any Operator

ORDER FROM YOUR DISTRIBUTOR

Did You Know...

THAT **TRADIO-ETTE'S** INTRODUCTION WAS PRECEDED BY MORE THAN A YEAR OF DEVELOPMENT IN THE TRADIO LABS AND ON LOCATION.

THAT **TRADIO-ETTE'S** PRESET VOLUME CONTROL GUARDS AGAINST DISTURBING PATRONS IN ADJOINING BOOTHS.

THAT **TRADIO-ETTE** IS EASILY MOUNTED AGAINST WALL OR MOULDING. YOU MERELY PLUG INTO AN ORDINARY OUTLET AND TUNE AS YOU WOULD A STANDARD RADIO.

TRADIO-ETTE SELLS FOR ONLY \$5.95

CURRENT INSTALLATIONS PROVE CONCLUSIVELY THAT **TRADIO-ETTE** WILL OUT-EARN ANY COMPARABLE ITEM ON THE MARKET TODAY. Write Dept. A-12 or phone for full particulars.

TRADIO, Inc. ASBURY PARK, N.J.
TELEPHONE ASBURY PARK 2-7447-8-9

Season's Greetings from the Monarch Staff

In Original Cases BRAND NEW SHOOTING STARS, \$69.50	SPECIALS! Late Model, used only a few months, excellent condition... Also just off location, PHOTOMATICS , nice and clean. (Crating Extra) ...	PHOTOMATIC \$795.00 \$295.00
NEW EQUIPMENT IMMEDIATE DELIVERY Humpty Dumpty Sea Isle Singapore Star Lite Bonanza Nevada Broncho Marvel Dolly Keeney Hi Ride Chicoin Roll Down	Thoroughly Reconditioned Five-Ball Free Plays Big Hit \$ 50.00 Big League 59.50 Surf Queen 49.50 Havana 199.50 Kilroy 99.50 Catalina \$35.00	Midget Racers \$69.50 Spellbound 89.50 Superliner 89.50 Super Score 99.50 Frisco 35.00
EXTRA SPECIAL . . . ALL BRAND NEW! Packard Hideaway, Eight Pla-Mor Boxes, 100 feet of 30-Wire Cable, Complete . . . \$675.00		

Send in your Mills Blue Fronts and War Eagles and we will rebuild them to resemble late model machines, thoroughly reconditioned and guaranteed like new! Write for Prices!
Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. Cable Address: MOCOIN

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

Your Grandest Opportunity with

"7-Grand" The Operators' Counter Game

Grand Operator Appeal
Grand Location Appeal
Grand Player Appeal
it's **"7 Grand"**



See "7-Grand" at our offices when in Chicago for the CMI Convention.

2 Cash Boxes—one for location owner and one for operator.

Order from your distributor **DISTRIBUTORS: write—wire—phone for territories and quantity prices.** OPERATORS' PRICE **\$69.95**
Write for illustrated literature today!
Bradley Industries division BRADLEY ASSOCIATES, INC.
1652 N. Damen Ave., Phone ARMitage 8198, Chicago 47, Ill. F. Q. B. Chicago

United's "LOCKING DISCS"

PATENT PENDING
for **Leg Levelers**

STOPS players and locations from changing the level or cheating on 5 or 1 Ball Tables. Urgently needed on all Coin Equipment. Think of all the dollars you are losing by not having "LEVELERS" at all times, securely fastened so players or locations cannot change level of machines.

WORTH ITS WEIGHT IN GOLD

1 to 9 Locking Discs	60c each
10 to 19 Locking Discs	58c each
20 to 49 Locking Discs	57c each
50 to 99 Locking Discs	55c each
100 to 500 Locking Discs	50c each
Allen Wrenches to fit	5c each

RUSH YOUR ORDERS Cash for full amount with orders for less than \$25.00

UNITED AMUSEMENT COMPANY

3410 MAIN STREET KANSAS CITY 2, MISSOURI

HERE ARE JUST THE MUSIC PARTS YOU NEED!

616 Amplifiers	\$19.50	Tone Arms for Wurlitzer	\$15.50
412 Amplifiers	14.50	Wurlitzer Motors	19.50
24 Amplifiers	27.50	Speakers for 24 or 616	15.50
Coin Chutes for 24		\$14.50	

1/3 WITH ORDER — BALANCE C. O. D.

PHONE—WIRE—WRITE TODAY

RUNYON SALES COMPANY

123 W. RUNYON ST., NEWARK 8, NEW JERSEY — TEL: BIGELOW 3-8777
593 TENTH AVE., NEW YORK 18, NEW YORK — TEL: BRyant 9-2235

America's Largest Distributors of Bell Machines
 Extends to Our Legion of Friends Best Wishes for
 A Merry Christmas and a Happy New Year

**GUARANTEED SLOTS
 RECONDITIONED,
 REFINISHED, REPAINTED**

Mills 5c War Eagle	\$ 69.50
Mills 10c War Eagle	74.50
Mills 25c War Eagle	79.50
Mills Blue Front, 5c	89.50
Mills Blue Front, 10c	94.50
Mills Blue Front, 25c	99.50
Mills Brown Front, 5c	89.50
Mills Brown Front, 10c	94.50
Mills Brown Front, 25c	99.50
Mills Bonus Bell, 5c	119.50
Mills Bonus Bell, 10c	124.50
Mills Silver Chrome, 5c	139.50
Mills Silver Chrome, 10c	144.50
Mills Silver Chrome, 25c	149.50
Pace Comet, 5c	49.50
Jennings Chief, 5c	59.50
Jennings Chief, 10c	64.50
Jennings Chief, 25c	69.50
Jennings Bronze Chief, 10c	89.50
Jennings Black Hawk Chief, 25c	89.50
Walling Rotatop, 10c	59.50
Walling Rotatop, 25c	59.50

CONSOLES

Mills 4-Bells, Late Head	\$139.50
Keeney 3-Way Bonus Super Bell	850.00
Mills Jumbo, Cash Payout	69.50
Pace Twin Reels, 5c & 5c or 5c & 10c	89.50
Evans Bang Tails, Jackpot (2-Tone Cabinet)	149.50

NEW 5-BALL FREE PLAY GAMES

Chicago Coin Sea Isle	
Chicago Coin Roll Down	
United Singapore	Genco Bing-A-Roll
Star Lite	Bonanza

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

Exclusive Distributors for
MILLS SLOTS
 Illinois, Iowa, Nebraska,
 Northern Indiana



**BRAND NEW 1947
 MILLS
 5c O. T. \$115.00**

Reconditioned Post-War Pin Games	
Bally Big League	\$89.50
Exhibit Big Hit	89.50
Superliner	79.50
Surf Queen	49.50



**BOOTH
 115**

Terms: 1/3 Deposit, Balance C. O. D.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

DOWN GO PHONOGRAPH PRICES

Following are new low prices on used phonographs

WURLITZER		SEEBURG	
850-950-800	\$225.00	Hitone, RO	\$159.50
500	129.50	Hitone, ES	139.50
600K	119.50	Commander, Cadet, Maestro, Major	169.50
600	109.50	Plaza	89.50
24 Victory	79.50	Casino	89.50
616, Ill.	59.50	Regal	89.50
616, Plain	49.50	Royal	89.50
50	39.50	Rex 30-Wire Cellar Job	59.50
		1941 Factory R.C. Special	159.50

ROCK-OLA

Commando	\$129.50	Playmaster & Spectravox	\$ 99.50
Super & Master	139.50	Twin Twelve	89.50
Deluxe	120.00	5-Wire Cellar Job	89.50
Standard	115.00	Monarch	59.50

The above prices are for equipment right off location. They will be complete and in working order, but not reconditioned. If you want them expertly refinished, mechanism washed, all parts checked, tone head renewed and Talking Gold used, add \$35.00 per phonograph. At this price they are UNCONDITIONALLY GUARANTEED.

WALL BOXES

Seeburg S-24-1Z	\$ 3.95	Rock-Ola Dial-a-Tune	\$ 3.50
Seeburg S-20-1Z	3.95	Seeburg Remote Console, Wireless	189.50
Seeburg 3-Wire Baromatic	22.50	10,000 Title Strips	3.75
WS-2Z Wireless	19.50	Needles	Write
DS-20-1Z 3-Wire	15.00	Talking Gold	.75¢ Per 100 Sq. Inches
Wurlitzer 120	5.00		

1946 PHONOGRAPHS . . . LIKE NEW

Wurlitzer	\$575.00	Airon	\$349.50
Rock-Ola	395.00		
Seeburg	Write		

All Tubes and Miniature Bulbs . . . 40% Discount.
 Terms: 1/3 Cash With Order, Balance C. O. D.

DAVIS DISTRIBUTING CORPORATION

Seeburg Factory Distributors

12 YEARS OF OPERATORS' CONFIDENCE

BUFFALO, NEW YORK	SYRACUSE, NEW YORK	ROCHESTER, NEW YORK
	738 ERIE BLVD., EAST	
	Tel. 5-5194	

WANTED WANTED WANTED

Distributors everywhere to handle our Pin Ball Accessories. Designed to increase operator Pin Ball earnings or no cost to you. Write for details.

THE FLIPPER-BALL MFG. CO.

BILL UTTZ, Owner

COVINGTON, TENN.

PHONE 777

**Liberalize NAMA
 Constitution; Drop
 Assoc. Memberships**

(Continued from page 88)

out that, at the start of 1948, the association will have on hand approximately \$60,000 to devote to the public relations program.

In his recommendations to the members and the board of directors, Greene said he hoped that the association's legal staff would be able to spend more time in the coming year explaining NAMA's program and in addition concentrate more time on local problems.

"The real growth of NAMA and automatic merchandising," Greene concluded, "is before us. It has just started."

Amend Constitution

Following this report, the members were asked to amend the constitution to abolish the associate member classification. Earlier, the association had attempted to ballot the membership by mail to make all automatic merchants eligible, but the mail ballot failed to produce a quorum vote.

Before the constitution and by-laws of the association were amended, NAMA had three membership classifications: members, associate members and allied (supplier) members. Associate membership was open to operators who had machines in less than five States. These associate members were not, under the group's constitution, privileged to vote on issues affecting the association, nor were they permitted to hold office.

Defines Member

The amendment, approved at the annual meeting by voice vote, says that, "Any individual, partnership, corporation, or any other entity engaged in the business of (1) manufacturing machines for the vending of merchandise or service, (2) selling machines for the vending of merchandise or service, or (3) owning and leasing or operating machines for the vending of merchandise or service, or (4) engaged in any combination of two or more of the above activities shall be eligible for membership."

Operators will have the option of paying dues on one of two bases—they may pay one-tenth of one per cent of their gross sales, or they may pay on the number of machines they own, with a base rate in either instance of \$35 per year.

Manufacturers are offered three methods of paying dues. They may pay two-tenths of one per cent of annual gross sales, or they may pay a flat fee, ranging from a low of \$75 (for manufacturers or distributors selling in less than five States) to a top of \$250 for manufacturers or distributors who sell in more than 16 States.

The same set of amendments which changed the membership classification likewise included an amendment increasing the number of board of directors from 13 to 15, and calls for a minimum number of seven board members. Board members are elected annually to hold office for a term of three years, "with one-third, or as nearly as possible one-third, of the total number of directors to be elected each year."

Directors May Amend

Total membership of the association likewise voiced approval of an amendment which authorizes the board of directors to amend the association's constitution or by-laws. Previously the constitution and by-laws could be amended only by a majority of the membership.

Russell Strain, vice-president of the American Locker Company and chairman of the association's public relations committee, concluded the

**NOW DELIVERING
 THE NEW 1948
 MODEL**

**KICKER and
 CATCHER**

**NEW FLASH — NEW BEAUTY
 NEW SCORING ARRANGEMENT**



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

5 Balls For One Cent **\$37.50** F. O. B. CHICAGO

5 BALLS FOR 5 CENTS, \$41.25

ORDER TODAY! Try for 10 days. Money Back if Not Satisfied. . . You Keep Receipt!

BAKER NOVELTY CO.

Headquarters for Slot Machines and Bakers Pacers
 1700 WASHINGTON BLVD.
 CHICAGO 12, ILLINOIS

**You Can Buy
 KICKER & CATCHERS**

Pay for same 26 weekly payments. Write for details.

ROY TORR
 Lansdowne, Pa.

**COLUMBIA DOUBLE
 JACKPOT BELL**



SPECIAL

\$85.00



Factory re-conditioned like new.

Changeable right on location in a few moments! time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO
 WRITE FOR FREE NEW CATALOG!
 WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

Abco NOVELTY Co.
 221 W. RANDOLPH ST. HAYMARKET 1695 CHICAGO 7, ILLINOIS

FOR SALE

Over 35 Pieces Arcade Machines and Pinballs. Bargain if sold complete.
 Box D-189, c/o The Billboard,
 Cincinnati 22, Ohio

reports at the business meeting, summing up the aims of the NAMA good will-building program.

USED PIN GAMES					
Marjorie	\$140.00	Dynamite	\$90.00	Brazil	\$30.00
Carousel	140.00	Spellbound	89.50	Santa Fe	30.00
Maisie	140.00	Smarty	89.50	Midway	30.00
Flying Trapeze	140.00	Superliner	89.50	Streamliner	30.00
Gold Ball	140.00	Miss America	79.00	Fiat Top	30.00
Havana	135.00	State Fair	75.00	Sky Chief	30.00
Cyclone	135.00	Step Up	75.00	Air Circus	25.00
Tornado	135.00	Double Barrel	69.50	Eagle Squadron	25.00
Ranger	135.00	Big League	59.50	Gun Club	25.00
Rocket	135.00	Big Hit	50.00	Victory	25.00
Lucky Star	130.00	Surf Queen	49.00	Knockout	25.00
Fiesta	130.00	Stage Door Canteen	44.50	Jeep	25.00
Rio	130.00	Liberty	35.00	5-10-20	25.00
Lightning	125.00	Trade Winds	30.00	Cover Girl	25.00
Kilroy	95.00	Arizona	30.00	Big Parade	25.00
Super Score	94.50	Oklahoma	30.00	Keep 'Em Flying	25.00
Baffle Card	90.00	Idaho	30.00	Jungle	20.00

NEW GAMES—IMMEDIATE DELIVERY

GOTTLIEB HUMPTY DUMPTY (Write) CHICAGO COIN SEA ISLE
 BALLY NUDGY UNITED SINGAPORE
 GENCO BRONCHO WILLIAMS BONANZA
 KEENEY HIGH RIDE EXHIBIT STAR LITE

NEW SLOTS	
Jennings Lite Up Chiefs, 5¢	\$324.00; 10¢...\$334.00; 25¢...\$344.00; 50¢...\$454.00
Jennings Standard Chiefs, 5¢	269.00; 10¢... 279.00; 25¢... 289.00; 50¢... 399.00
Mills Black Cherry Bells, 5¢	248.00; 10¢... 253.00; 25¢... 258.00; 50¢... 338.00

5¢ MILLS BLACK CHERRY BELLS, Used.....\$135.00

Terms: 50% Deposit With Order, Balance C. O. D. or Sight Draft.

NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

MUSIC—ROLL-DOWNS

WURLITZER		SEEBURG	
Wurlitzer 616 Plain	\$ 45.00	Seeburg Rex	\$ 59.50
Wurlitzer 412	39.50	Seeburg Casino	69.50
Wurlitzer 616 Lite Up	59.50	Seeburg Plaza or Regal	79.50
Wurlitzer 24	75.00	Seeburg 8200 Conversion	78.50
Wurlitzer 600	100.00	Seeburg Gem	89.50
Wurlitzer 500	100.00	Seeburg Vogue	95.00
Wurlitzer 700	245.00	Seeburg Classic	99.50
Wurlitzer 750	259.50	Seeburg Cadet, ES	129.50
Wurlitzer 42/24 Victory	79.50	Seeburg Cadet, ESRC	159.50
Wurlitzer 41 Counter Model	79.50	Seeburg Envoy, ESRC	179.50
Wurlitzer 61 Counter Model	89.50	Seeburg Hi-Tone, ES	149.50
Wurlitzer 71 Counter Model	89.50	Seeburg Hi-Tone, ESRC	169.50
WURLITZER MODEL #1015	475.00	ROCK-OLA	
Wurlitzer Twin 12 Celler Job	89.50	Rock-Ola Windsor-Monarch	\$ 59.50
Wurlitzer 24 Celler Job	89.50	Rock-Ola Standard	95.00
MILLS		Rock-Ola DeLuxe	100.00
Mills Throne	\$ 69.50	Rock-Ola Master	110.00
Mills Empress	89.50	Rock-Ola Spectravox and Playmaster	99.50
ARCADE & ROLL-DOWNS		Rock-Ola Imperial	49.50
Genco Advance Roll	\$295.00	ROCK-OLA 1946, Like New	349.50
Square Sportsman	99.50	Western Baseball	\$ 79.50
Genco Total Rolls	99.50	Western Baseball, Major League	99.50
Premier Roll-a-Score	99.50	Evans Ten Strike	49.50
Roll-a-Score, With Bumpers	99.50	Total Roll, With Bumpers	199.50
Esso Stars	199.50	Super Triangle	49.50
Pancoast Hi Score	69.50	One World, Roll Down	149.50
Hi Score, With Bumpers	99.50	Sportsman Blue Cabinets	149.50
Total Roll, With Buttons	199.50	Tally Rolls	59.50
Dynamic Roulette	225.00	Buccaneer, Like New	295.00
Send 1/3 Deposit, Balance C. O. D.		Race Horse Glass for Advance Roll	15.00

HUB DISTRIBUTING CO.
 632 Tenth Ave., cor. 45th St.
 New York 19, N. Y. Circle 6-9570

free buyers' guide for operators

Reconditioned Pin Games Ready for Location

Army and Navy	\$ 15.00	Fiesta	\$ 75.00	Sky Rider	\$ 25.00
Amber	75.00	Fox Hunt	15.00	Smoky	87.50
Baseball (Chico)	165.00	Fast Ball	47.50	Smarty	67.50
Broncho	165.00	Ginger	190.00	Stage Door Canteen	32.50
Big League	37.50	Gold Star	18.00	Step Up	62.50
Big Parade	18.00	Kismet	27.50	School Days	18.00
Baffle Cards	72.50	Midjet Racer	42.50	Superliner	52.50
Big Hit	32.50	Maisie	132.50	Sun Valley	19.50
Cyclone	122.50	Monicker	17.50	Super Score	77.50
Carousel	95.00	Play Boy	105.00	Sun Beam	17.00
Dynamite	77.50	Production	16.00	Suspense	57.50
Dude Ranch	12.00	Ranger	129.50	South Paw	16.00
Defense (Baker)	14.00	Santa Fe	32.50	Show Girl	67.50
		Sea Breeze	52.50	Torchy	\$135.00
		Sea Raider (From Capt. Kidd)	18.00	Tornado	97.50

ROY MCGINNIS CO.
 2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800.

FOR SALE! 1ST CLASS CONDITION

Genco Advance Rolls ..\$334.50 | Genco Total Rolls\$139.50
 Esso Stars—Alley Roll (With New Parts) 279.50

Add \$10.00 for Crating Charge.
 Send Us Your Name and Address for Our FREE Monthly Newsette.

NATIONAL NOVELTY COMPANY 183 Merrick Road, Merrick, Long Island
 Phone: Freeport 8-8320

**AUTOMATIC'S GREAT
 END OF YEAR
 CLEARANCE
 SALE!**

RUSH YOUR ORDERS FOR THESE UNUSUAL VALUES

**SEEBURG
 RECONDITIONED
 READY FOR LOCATION**

Hi Tone	\$295.00
Commander	235.00
Casino	165.00
Crown	165.00
Mayfair	165.00
Royal	150.00
Victory Conversion	150.00
Rex Celler Units	65.00

**WURLITZER
 "AS IS"**

750 E	\$250.00
800	235.00
950	235.00
600 Keyboard	135.00
600 Rotary	125.00
500 K	125.00
24	60.00
616	35.00
Twin 16	35.00
Twin 12	35.00
71 Counter Model	75.00
61 Counter Model	50.00

SPECIAL! 1946 5¢ Wireless Wall-o-Matics Like New\$50.00 Ea.

**ROCK-OLA
 "AS IS"**

Master	\$ 99.50
De Luxe	99.50
Super	99.50
Standard	99.50
Imperial, Celler Unit	35.00
Windsor, Celler Unit	35.00
16 Record	35.00

AIREON



Aireon (Like New) ..\$150.00
 Buckley Wall Boxes ..\$ 2.50
 Seeburg RC 5¢/10¢/25¢ Wall-O-Matics, As Is

MILLS

Throne	\$ 50.00
Empress	75.00

FRANK ENGEL AUTOMATIC EQUIPMENT CO.
 EXCLUSIVE Seeburg DISTRIBUTORS FOR E. PENN. SO. JERSEY & DELAWARE
 919-921 North Broad Street, Philadelphia 23, Pa. Tel. Poplar 5-1333

**A proven, sound idea in
 irresistible modern form**



American GRIPMETER

The Greatest Profit-Making Grip Machine You've Ever Seen!

We originally made the Gripmeter for our own operation and it has proven to be tremendously successful. But we can't cover the whole country, and we've received so many inquiries for sales, we've decided to increase our production and offer the Gripmeter to all operators. You'll be amazed at the consistently high profits this machine turns in. Your only service calls are collection calls and they're frequent. It's

CERTIFIED TAX FREE

3-color, baked enamel, all steel cabinet of strikingly clean, modern design. For indoor or outdoor installation. Built to stand up indefinitely with an absolute minimum of service.

Write for Descriptive Circular and Prices

AMERICAN GRIPMETER CO., INC.
 101-15 Metropolitan Ave., Forest Hills, Long Island, N. Y.
 Boulevard 8-9574

CUSTOM-BUILT PHONOGRAPHS BY ACME

**DISTINCTIVE
REMODELING
FOR
OVER
15
YEARS**



SEEBURG LO-TONE

ACME originated the "Lo-Tone" . . . the finest remodeling job we've ever accomplished in our history. The ACME "touch" is evident in all details of this sparkling conversion from the original Seeburg Hi-Tone to a low model machine that retains all the intrinsic features of the original and is comparable to any brand-new phonograph. **IMPORTANT:** Note that the position of the speaker in an ACME "Lo-Tone" is reset, assuring you of the original fine tone quality. Mechanically perfect—creative, expert remodeling, including the brand-new "SPLATTER" finish.

Seeburg Lo-Tone, E. S. only \$310.00
Seeburg Lo-Tone, E. S. R. C. only 339.50

1/2 Deposit With Order—Balance C. O. D.
Add \$10.00 Per Phonograph for Domestic Crating.
Add \$20.00 Per Phonograph for Export Crating.
We Have Many Other Remodeled and Reconditioned Phonographs.

**WRITE FOR PHONOGRAPH
CATALOG AND PRICES**
WRITE FOR OUR
EXPORT CATALOG LIST

We specialize in exporting remodeled and reconditioned phonographs. We are familiar with voltage, current, cycle, coins, etc., for any part of the world.

We specialize in remodeling phonographs for operators. Send for prices to remodel YOUR Phonographs.



YOU BUY THE BEST WHEN YOU BUY ACME

**ACME
PLASTICS**

Are Unconditionally Guaranteed Against Breakage For Three Years. Send For Plastic Replacement Parts Catalog.

ACME

SALES COMPANY

505 West 42nd St., N. Y.
Longacre 3-4138

CONVENTION NOTES

(Continued from page 95)

kin's International Mutoscope display.

Larry Lomerin, Viking Tool president, and Ed Leeson, sales manager, spending most of their time in the Minit Pop booth meeting their distributors and operators. . . . Martin Berger busy handing out cigars from his display on the fourth floor. . . . Kuno Hamann, president of Alkuno, explaining his new machines to interested operators. Kuno's Charms vender was also on display on the Seventh floor.

Howard Richardson and Jack Cross busy at the Telecoin booths, where the Tele Juicer was on display along with Telecoin's laundry equipment. . . . Jim Stewart, with a full staff from his Greenwich, Conn., headquarters, busy showing his new line.

Leonard W. Conn, president of One Use Tooth Brush Corporation, Van Nuys, Calif., was much encouraged by the reception of his product by operators at the show. Majority of venders for the tooth brush units are now located on the West Coast, he said, but expansion thruout the country in the near future seems a certainty.

M. Schneider, of Campus Fountain Products, Woodside, N. Y., has added a small cup vender route to his sirup manufacturing business. He made the rounds of drink exhibits on the floor with an eye toward expansion of his business, both as a supplier of sirup to other operators and as an operator himself.

Much in demand at the convention was Ralph H. Caspole, director of the Division of Field Investigation and Emergency and Temporary Taxes in Massachusetts. Operators from several States spent hours talking tax matters with the genial Caspole, whose co-operation with operators in Massachusetts is legendary.

Jim Murphy, newly appointed advertising manager of Auto-Vend, Inc., Dallas, manufacturers of "Pop" Corn Sez venders, was having a busy time at the firm's booth getting acquainted with the industry and its members. Paul H. Rice, president of Auto-Vend, and other officials of the firm were also busy on the exhibit floor looking after business.

Outsiders at the convention frequently mentioned their delight with finding such high caliber business men in the automatic merchandising industry. Both exhibitors and conventioners came in for many complimentary remarks.

Red Lacquer Room at the Palmer House was the scene of several get-together parties during NAMA convention. First one was NAMA president and directors' welcoming party Sunday (14), followed by the annual corn beef party of the Universal Match Company Tuesday (15) evening. Final get-together party in the Red Lacquer Room, sponsored by the Diamond Match Company, was held Wednesday (16) evening just before the convention's banquet.

Tom Schwartz, of the Shawnee Vending Company, Topeka, Kan., covered the booths with a fine tooth comb to be certain that he did not miss out on any of the fine points of the new equipment. . . . Woodie Taylor, who has a large route of U-Select-It candy venders in Fort Worth, not only found time to handle convention affairs but was making plans for the Texas Golden Gloves tournament that he manages annually. . . . Round-table breakfast session sponsored by NAMA Tuesday (16) morning had a much heavier attendance than anticipated. The huge crowd overflowed the Crystal Room and many guests had to look for breakfast elsewhere.

Candy, gum and cigarette suppliers who had space on the seventh floor at the Palmer House did a rush business on the wind-up day of the convention. Many conventioneers were thinking of the coming holiday season and stocked up all the sample merchandise they could. . . . Skits performed at cigarette, candy and beverage workshops went over big with the heavy audiences they played to. Altho the skits were handled in a humorous vein, all the operators present knew that many of the problems of the business were being dealt with a fine hand. Proof of it was that when the various sessions were turned into open question and answer periods, many of the points dealt with in the skits were brought up for a thoro working over.

One of the interesting features of the convention was the number of operators who brought their wives along to help them mix business with the various pleasure afforded by convention doings.

NAMA CONVENTION NEWS STARTS PAGE 87



METAL TYPER DISCS

Plain and Colored
Priced From \$7.50 Per 1,000
SAMPLES ON REQUEST

TYPER MACHINES

New and Used
Parts, Supplies,
Expert Repair Service

Write For Prices

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

PRICES SLASHED ON USED BELLS SPECTACULAR YEAR END CLEARANCE

USED BELL MACHINES

GOLDEN FALLS BELL. Clittering, glamorous case of permanent hard finish, luxurious Gold and Black. Over-size Jackpot accentuated by imposing, etched reward plate. Completely renovated.

Quantity	Type	Each	Price
10	5¢ Golden Falls	135	\$1350
10	10¢ Golden Falls	135	1350
10	25¢ Golden Falls	195	1950
10	5¢ Black Cherry Bell	150	1500
10	10¢ Black Cherry Bell	150	1500
2	25¢ Black Cherry Bell	150	300
12	5¢ Original Chrome	350	4200
3	10¢ Original Chrome	195	585
1	25¢ Original Chrome	45	45
2	\$1.00 Pace, 1946		
2	25¢ Golden Falls		
4	Vest Pockets		

USED CONSOLE MACHINES

Quantity	Type	Each	Price
2	4 Bells	125	\$250
2	Keeney Super Bell, 3 Way	695	1390
1	5¢/10¢/25¢ Keeney Bonus Super Bell (good as new)	100	100
6	5¢ Keeney Super Bell	95	570
1	10¢ Keeney Super Bell	95	95
1	Combination Jumbo Parade	95	95
1	Free Play Jumbo Parade	295	295
1	Automatic Jumbo Parade	125	125
3	3 Bells	100	300
2	High Hand		
1	Sun Ray		

RUMPUS ROOM BELL MACHINES

Quantity	Type	Each	Price
28	War Eagles, Blue Fronts, etc.		\$60

HURRY! Limited quantities. First come, first served.

MILLS SALES CO., LTD.

1640 18th St., Oakland, Calif.
2827 W. Pico Blvd., Los Angeles, Calif.

600 S.E. Stark St., Portland, Ore.
714 North Main St., Las Vegas, Nevada

FOR SALE

NOT JUST USED PHONOGRAPHS
BUT **GOOD USED PHONOGRAPHS**
WURLITZER

Model	Price
24A (Victory Cabinet)	\$139.50
500 (Victory Cabinet)	149.50
500K	169.50
600R	175.00
616 (Victory Cabinet)	99.50
700	320.00
750E	345.00
780E	325.00
800	289.50
950	300.00

SEEBURG

Model	Price
Envoy	\$250.00
Colonel	250.00
9800—Low Tone	275.00
8200—Low Tone	275.00
Commander	179.50

ROCK-OLA

Model	Price
Commando	\$195.00
Premier	195.00
'39 DeLuxe	125.00
Super 40	179.50
'39 Standard	119.50

USED POST-WAR FIVE BALL PIN TABLES,
\$49.50 to \$99.50

THE COLUMBUS COIN MACHINE CO.
1257 West Broad Street Columbus 8, Ohio



CORADIO STANDS UP!

The 18-gauge reinforced ALL STEEL cabinet makes operators stand up and cheer. And the wrinkle finish is scratch, burn and stain proof. Always attractive, therefore, always more revenue



CORADIO

COIN OPERATED RADIO
108 W. 31st Street, N. Y. 1, N. Y.
Wisconsin 7-5902

Another FAMOUS T. & L. Sale!

225 Machines Ready To Go!

ANY PRE-WAR PIN GAME.....\$15.00 EA.
ANY WAR-TIME OR POST-WAR REVAMP..... 20.00 EA.

1 BALLS

Bally '41 Derby	\$ 40.00
Bally Club Trophy	35.00
Bally Longacre	65.00
Bally Thorobreds	65.00
Bally Pimlico	50.00
Bally Record Time	35.00
Gottlieb Daily Races	260.00
Keeney Big Parlay	130.00
Keeney Hot Tip	200.00

Wurlitzer Victory—24 Record	\$ 80.00
Wurlitzer 750E	245.00
Wurlitzer 616—16 Record	55.00
Seeburg 1946	530.00
Seeburg 8800 Lo-Tone	185.00
Seeburg 12 Record	49.00
Seeburg Classic	135.00
Seeburg Regal & Royal	100.00
Seeburg 880 Hi-Tone	175.00
Seeburg 3-Wire Remote With 3 Boxes	210.00
Rock-Ola 20 Record Mech.	38.00
15 Dial-a-Tune Wallboxes, Ea.	4.00
Rock-Ola DeLuxe	125.00
Rock-Ola Playmaster Rollaway, Model 1426	330.00
Rock-Ola 12 Record Counter Model	90.00
Rock-Ola Imperial 20	90.00
Mills Throne Cabinet & Mechanism	50.00
Mills Throne, A-1 Shape	90.00
Mills Empress	110.00
Packard Model #7	525.00

MUSIC

Personal Music Studio & Dist. Panel	\$275.00
Wurlitzer Twin 12 w/30 Wire Adaptor	50.00
Wurlitzer 800 w/Crystal Pick-Up	240.00
Wurlitzer 850E w/Crystal Pick-Up	250.00
Wurlitzer Counter Model #61	49.00
Wurlitzer 412—12 Record	49.00

1/3 deposit with all orders. 5% discount on orders of \$500.00

T. & L. DISTRIBUTING CO.

1321 CENTRAL PARKWAY MAIn 8751—PhonE—MAIn 0477 CINCINNATI 14, O.

Mr. Operator—

This is an UNDENIABLE TRUTH!

That every manufacturer, large or small, is dependent upon you to the extent that each and every one is making great strides and expending maximum efforts to PLEASE YOU.

It is for YOUR approval of the new games and to protect YOUR business that every manufacturer is trying to outdo himself. At this GREATEST SHOW OF THEM ALL given in Chicago by the Coin Machine Industry, you will find the latest and newest in MONEY-MAKING MACHINES for your customers.

YOUR LOCATION OWNERS RELY UPON YOU in great measure to bring them the best. Your favorite manufacturer depends upon your advice and your reaction to his products so that he can, with renewed zeal, prepare for next year's show.

So do make plans to come and bring your Distributors and Jobbers along to the show at the HOTEL SHERMAN, CHICAGO, JANUARY 19-22, and while there look us up and see our

FLASH BOWLER—Bowling Game, and EDELCO'S TIN PAN ALLEY—Rolldown

BOOTHS 15 AND 16

EDELMAN AMUSEMENT DEVICES

2459 GRAND RIVER Phone: RAndolph 8547 DETROIT 1, MICH.



AS IS

REAL CHRISTMAS GIVE-AWAYS AT...

\$35.00 EA.

- BALLY CLUB BELL
- JENNINGS SILVER MOON
- MILLS JUMBO PARADE
- BALLY BIG TOP
- PACES REELS
- MILLS VEST POCKET (Like New)

WRITE FOR COMPLETE LIST!

1/3 dep., bal. C. O. D.

DAVID ROSEN, Inc.

855 N. BROAD STREET PHILADELPHIA 23, PA. Stevenson 2-2903

503 EVERGREEN AVENUE BALTIMORE 23, MARYLAND Edmonson 5322

Merry Christmas to All



READY FOR OPERATION!

\$30 EACH OR 4 FOR \$100!

BARGAIN!
Slightly Used
POP-UP
\$12.50

also NEW at \$14.95.

- SHOWBOAT
- SPOT POOL
- MAJORS
- DIXIE
- STAR ATTRACTION
- SEVEN UP
- A.B.C. BOWLER
- SNAPPY, '41
- JUNGLE
- DEFENSE
- VICTORY
- BOLAWAY

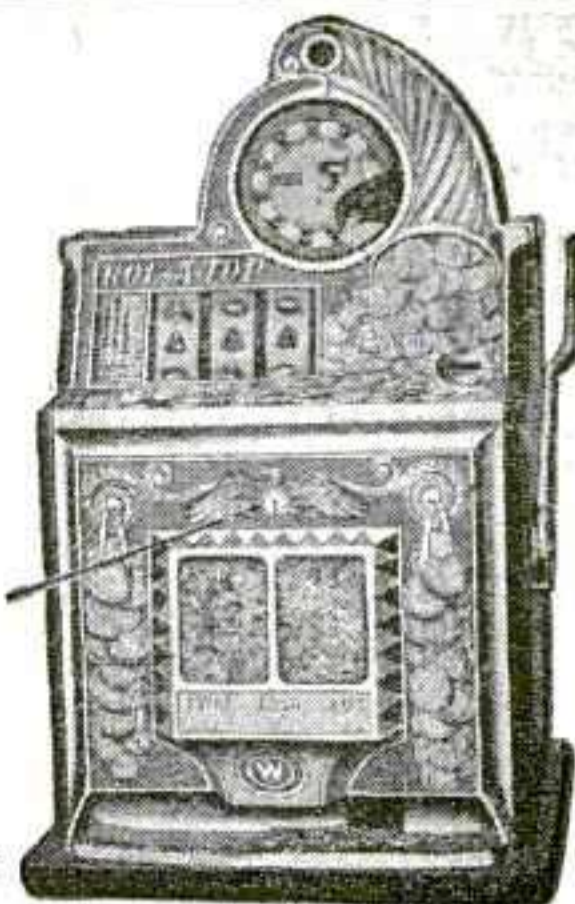
- TEN SPOT
- BELLE HOP
- DOUBLE PLAY
- SLUGGER
- WILD FIRE
- SCHOOL DAYS
- MIAMI BEACH
- ALL AMERICAN
- SECOND FRONT
- PURSUIT
- FLICKER
- CHAMP

- ON DECK
- SPORTS PARADE
- PARADISE
- COED STAR
- TWIN SIX
- SHORT STOP
- MARINES AT PLAY
- HOROSCOPE
- LIBERTY (Bally)
- G.I. JOE
- STRATOLINER

1/3 Deposit With Order, Balance C. O. D.

Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Everglade 2545



NEW LOW PRICES

- 5c ROL-A-TOP BELL\$150.00
- 10c ROL-A-TOP BELL 150.00
- 25c ROL-A-TOP BELL 150.00
- 50c ROL-A-TOP BELL 250.00

The Above Prices are Net F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.
Est. 1889—Tel.: OOLumbus 2770
Cable Address "WATLINGITE," Chicago

FOR SALE

12 MILLS THREE BELLS
Slightly used. Look and operate like new.
\$410.00 EACH

10 FREE PLAY THOROUGHBRED AND LONG ACRES AT \$40.00 EACH

LOUIS C. ODORIZZI
320 N. Caldwell St. Staunton, Ill.
Phone 46

FOR SALE

COMPLETE MANGELS SHOOTING GALLERY

16 Feet Wide . . . Complete, in Perfect Shape.

MARLIN AMUSEMENT CORPORATION
412 9TH ST., N. W., WASH., D. C. District 1625

HOT TIPS

(New and in Original Cases)

\$350.00

HOT TIPS (Used)

\$287.50

WESTERN DISTRIBUTORS

1226 S. W. 16th Ave. Portland 5, Ore.

"TALKING GOLD"

Plastic Grille Cloth
Now Available in COLORS

- GOLD
- SILVER
- COPPER
- GREEN
- WINE

SPEEDWAY PRODUCTS, Inc.

502 W. 45th St. New York 19, N. Y.
Al Bloom, President
Phone: LOnacre 5-0371



JOE ASH

ACTIVE RECONDITIONED GAMES 'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

SPELL BOUND ... \$69.50	DYNAMITE \$79.50
HAVANA 99.50	MISS AMERICA... 84.50
KILROY 99.50	SUSPENSE 54.50
RIO 99.50	SURF QUEEN ... 49.50
BAFFLE CARD ... 89.50	BIG LEAGUE 49.50

KEENEY SUPER BELL ... \$64.50

1/3 WITH ORDER, BALANCE C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St.
Philadelphia 30, Pa.
Fremont 7-4495

98 Clinton Ave.
Newark 5, N. J.
Mitchell 2-8527

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"



WITH BEST WISHES

FOR

A VERY HAPPY

HOLIDAY

SEASON

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

Diversification Key to Present Popcorn Trends

(Continued from page 87)

types of equipment, especially candy and beverage venders.

Two New Venders

Popcorn venders were exhibited during the convention by six firms. Two machines were shown publicly for the first time.

Auto-Vend, Inc., of Dallas, formerly T & C Company, manufacturer of "Pop" Corn Sez popcorn venders, exhibited both their standard floor model coin-operated vender and counter model non-coin-operated vender.

Bradley Associates, Inc., Chicago distributing firm, displayed the Popmaster, manufactured by the Stylon Corporation of Long Beach, Calif. Bradley representatives reported that they are now making deliveries of the machine to Midwestern operators.

Empire Coin Machine Exchange, another Chicago distributing firm, exhibited publicly for the first time the Landis Aristocrat made by the Landis Manufacturing Company, Santa Monica, Calif. Empire is Midwestern distributor for the firm. Representatives of J. R. Giesler and Associates of Los Angeles, national distributor for the Landis machine, also were at the show.

New Hawkeye Product

The Hawkeye Novelty Company, Des Moines, Ia., gave the first public showing of their new Hawkeye Pop-Corn Vender at Hotel Bismarck during the convention. Many operators attended the special showing there.

Jack Nelson & Company, Chicago, national distributors for the Pop Corn Maid, counter popcorn vender, exhibited the smaller machine at the convention.

The sixth machine exhibited was the automatic Minit-Pop manufactured by the Viking Tool & Machine Corporation, Belleville, N. J. Minit-Pop features automatic popping of corn upon the insertion of a coin.

NAMA CONVENTION NEWS STARTS PAGE 87

OPERATORS

SEE THE NEW "FILBEN" "MIRRO-CLE MUSIC"

1948 models on display and ready for delivery. Lowest priced phonograph and all accessories, including our new sensational, complete phonograph. Before you buy that new phonograph—see us. Filben is the operator's choice for many reasons. All 5 balls, slots, new arcade equipment, bowling games and phonographs at lowest market prices.

WHAT DO YOU HAVE TO TRADE TODAY?

Write, wire or phone.

Midwest Coin Machine Corporation
777 University Avenue St. Paul 4, Minn.
Phone: MI 7454

COUNTER GAMES

All A-1 Reconditioned
MILLS VEST POCKET CHROME... \$49.50
MILLS VEST POCKET BLUE AND GOLD 39.50
MILLS VEST POCKET GREEN.... 29.50
1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1844
3147 Locust St.
St. Louis 3, Mo. **CALL NOVELTY CO.**

USED GAMES READY FOR LOCATION

Bally Heavy Hitter	\$129.50
Suspense	79.50
Superliner	89.50
Baffle Card	99.50
Show Girl	99.50
Dynamite	99.50
Cyclone	139.50
Tornado	109.50
Play Boy	139.50
Rocket	149.50
Midget Races	99.50
Spellbound	99.50
Canteen	69.50
Kilroy	125.00

Terms: 1/2 Certified Deposit, Bal. C.O.D.



Sterling
NOVELTY CO.
669-671 S. Broadway
LEXINGTON 20, KY.

FACTORY CLOSEOUT!

SHOOTING STARS

In Original Cartons

\$74.50 each

\$69.50 EACH IN LOTS OF 10

Fast! Flashy! Exciting Action! High Score—Disappearing Skill Hole! A Real Money Maker!

RUSH YOUR ORDER!

Terms: 1/2 Dep., Balance C. O. D.

ATLAS NOVELTY CO.

2200 N. Western Ave. Chicago 47, Ill.

IMMEDIATE SHIPMENT

BALLY VICTORY SPECIALS (Chrome Rails)	Each \$189.50
BALLY SPECIAL ENTRIES.....	375.00
BALLY DELUXE DRAW BELLS, 5c..	319.50
KEENEY SINGLE BONUS BELLS, 5c.	319.50
KEENEY TWIN BONUS BELL, 5c-25c	499.50
KEENEY TWIN BONUS BELL, 5c-5c.	499.50
KEENEY SUPER BELL (Payout), 5c-5c	59.50
BALLY TRIPLE BELLS.....	WRITE
MILLS FOUR BELLS, 5c-5c-5c-5c..	89.50
BALLY HIGH HANDS.....	45.00
BALLY BALLYHOO	110.00
BALLY SILVER STREAKS.....	129.50

One-Half Deposit With Order

CHRIS NOVELTY COMPANY

1217 N. CHARLES STREET
BALTIMORE 7, MD.

PHONE: VERNON 4223

5-BALL FREE PLAY SACRIFICE!

STAGE DOOR CANTEEN	\$34.50
SURF QUEEN	34.50
SUSPENSE	49.50
BIG HIT	34.50
DOUBLE BARREL	44.50
LAURA	24.50
ARIZONA	24.50
FLAT TOP	24.50
STREAMLINER	24.50

WHILE THEY LAST!

METAL TYPER DISCS

FOR GROETCHEN TYPER
 Finest Aluminum—Standard Thickness **\$8.50** Per 1000
 Satin Finish
PRECISION DIES Sample on Request
MONEY BACK GUARANTEE
 1/3 With Order, Balance C. O. D.

MAX GLASS
 DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.

DISTRIBUTORS

for
PACKARD MFG. CO.
EXHIBIT SUPPLY CO.
U. S. VENDING CORP.
 in
The North Central States
 We can furnish the finest music and amusement machines!
ALL LATEST PIN TABLE AND ROLL-DOWN GAMES AVAILABLE!
TWIN PORTS SALES CO.
 230 Lake Ave., So., Duluth, Minn.
 2029 Washington Ave., So., Minneapolis, Minn.

COIN MACHINE PARTS

WURLITZER, SEEBURG
and ROCK-OLA MOTORS
 Write for Our
LATEST PRICE LIST
COIN MACHINE SERVICE CO.
 1547 N. Fairfield Ave., Chicago 22, Ill.
 Phone: Humboldt 3476

NAMA Meet
Draws 5,000

(Continued from page 87)

importance of continuing the association's regional activities, building an even stronger legislative and public relations program.

Monday night (15) Russel Strain, vice-president of the American Locker Company and chairman of NAMA's public relations committee, outlined the association's four-point public relations goal: (1) Good public relations by members; (2) creating interest and acceptance by prospective location; (3) gaining the good will and co-operation of suppliers, and (4) winning the good will and understanding of the public.

Not on the program as such, but equally as important as the formal sessions and business meetings, were the social functions—like the president and directors' reception Sunday (14) night—which gave operators a chance to sit down informally to discuss their problems and ideas with other operators as well as with manufacturers and suppliers to the industry.

The final night of the convention was highlighted by testimonials to retiring President Robert Greene under whose leadership NAMA membership increased from 274 to more than 1,000. Toastmaster at the banquet was George M. Seedman, general chairman of the 1947 convention.

Greene delivered the only formal speech of the four-day convention, tracing briefly the growth of vending and predicting its future. He said that the industry, within five years, can be expected to sell approximately \$2,000,000,000 worth of merchandise, and that the increased number of standard venders would account for \$1,500,000,000 of this total.

"This \$1,500,000,000," Green commented, "is based on daily sales of only 10 cents per machine on the penny and service machines, \$1 per day for candy machines, \$2.50 for beverages, and \$4 for cigarettes. Other silent salesmen are beginning to make their appearance selling coffee, milk, ice cream, fruit, hot sandwiches, insurance and groceries." Additional sales from these newer type machines would, Greene predicted, bring total gross sales in five years to \$2,000,000,000.

2 GREAT COIN CHANGERS

TESTED AND APPROVED BY LEADING OPERATORS AT SENSATIONALLY LOW PRICES

BEACON

Electrically Operated
COIN CHANGER

IMMEDIATE DELIVERY **\$79.50**

Changes dimes or quarters into nickels with the speed of lightning! Makes change in less than a second! Holds \$40.00 in nickels. The first electrically operated coin changer at the lowest price.



*** BEACON JR. *
 MANUALLY OPERATED
 COIN CHANGER**

HOLDS \$22.00 IN NICKELS **\$49.50**

Efficient, foolproof, for use where it is more practical to use a manually operated coin changer.

FRANCHISED TERRITORIES ARE AVAILABLE FOR RESPONSIBLE DISTRIBUTORS

BELL PRODUCTS CO.

2000 N. OAKLEY BLVD. HUMBOLDT 3027 CHICAGO 47, ILL.

BEN RODINS IS DELIVERING NOW

CONTACT US FOR PRICES AVAILABLE NOW
All the Latest USED GAMES GUARANTEED
 CHECKED • SCRAPED • CLEANED

Latest 5-Ball Games

UNITED'S SINGAPORE
 CHICOIN'S SEA-ISLE
 EXHIBIT'S STAR LITE

Latest Rolldown Games

UNITED'S SINGAPORE
 CHICOIN'S ROLL-DOWN

MARLIN
 AMUSEMENT CORPORATION

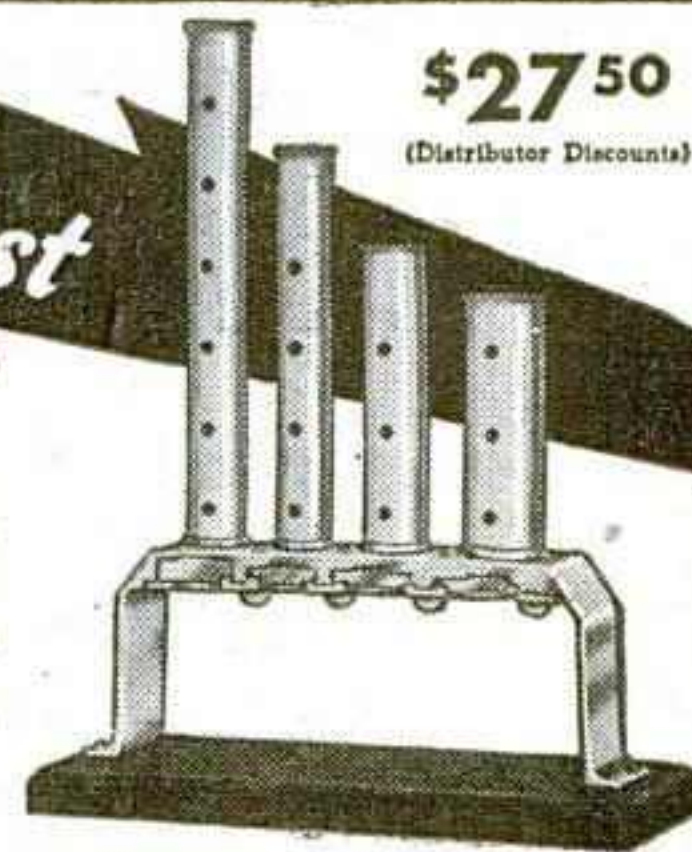
District 1625 412 9th Street, N. W. WASHINGTON, D. C.

Lightning Fast

\$27.50
 (Distributor Discounts)

The Master Changer

- All metal, highly polished chrome finish.
- A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand.
- Solid die cast construction with precision machined coin slides.
- Fully balanced on heavily weighted non-slip base.
- Time-tested for absolute accuracy.
- Sold on a money-back guarantee.



Northwest Sales Co.

3144 ELLIOTT AVENUE SEATTLE 1, WASH.

COME TO HEADQUARTERS FOR THE LATEST MODELS
SLOT MACHINES

BOUGHT, SOLD AND EXCHANGED
 SEND FOR CATALOG

QUICK, EFFICIENT SLOT MACHINE REPAIRS
BAKER NOVELTY CO. 1700 WASHINGTON CHICAGO 12, ILL.



JANUARY 19, 20, 21, 22, 1948

AMUSEMENT MUSIC VENDING

EQUIPMENT OF ALL TYPES

See the greatest array of money-making equipment in history. New, exciting amusement games. Newest ideas in music equipment. All types of merchandise vending machines. Prepare for prosperity in 1948—by attending the big 1948 Coin Machine Show—Sherman Hotel, Chicago, January 19, 20, 21, 22.

**THE BEST
 ADVERTISING "BUY"
 OF THE YEAR**
The
Billboard
**COIN MACHINE
 CONVENTION ISSUE**

WITH THE MOST
 READER INTEREST
 CIRCULATION
 ADVERTISING MESSAGES
 PLUS
 A SPECIAL JUKE BOX OPERATOR
 SUPPLEMENT

Dated—**JANUARY 24**
 Distributed—**JANUARY 19**
 OPENING DAY OF THE CONVENTION
 For Further Details—Contact
 Your Nearest Billboard Office

it's got that magic that's making it . . .



THE YEAR'S BIGGEST MONEY MAKER

*George
 Ponser's*
Pro-Score

The most terrific
 roll down game
 you've ever seen—
 with bumper game action.

ORDER TODAY FROM YOUR NEAREST DISTRIBUTOR
DISTRIBUTORS! Act Fast for Available Territories.

GEORGE PONSER CO. 158 East Grand Avenue
 Chicago 11, Illinois
 Superior 4427

Operators' Interest Indicates Increased Cigar Vender Usage

(Continued from page 87)

of Perth Amboy, N. J., and their national distributors, Stange-Sharenow, of Newark, N. J., displayed their dime cigar vender. Made for mounting on either stand, wall or another vender, the Amity vender is 6 by 6 by 30 inches.

Easy assembly and disassembly is featured in the machine. It is designed to handle two standard vender-type packages of cigars. Cabinet has polished chrome finish. Operating mechanism consists of only three parts. It is humidifier equipped.

Cigaromat Corporation of America, New York, exhibited its new three and six-column multiple selection cigar venders. The two models were the only exclusively cigar venders exhibited designed to handle more than one brand of cigars at a time.

Three Column Venders

The three-column Cigaromat is 9 by 12 by 31 inches, while the six-column machine is 9 by 19½ by 31 inches. Both can be used on specially designed stands which are 34 inches high or may be mounted on other venders and walls or used on counters.

Each column has a capacity of one vender-type package of 25 cigars. Columns lock automatically when empty. Cigars can be vended at any two price levels of 5 and 10 cents, 10 and 15 cents or 15 and 20 cents. Operation is with nickels and dimes or any combination of both thru a single coin insert.

Cigars of any standard thickness or length can be vended from Cigaromat columns without any special adjustment. A special slip-clutch knob prevents damage to delivery mechanism, since when unusual pressure is applied on either a right or left turn of the delivery knob, the knob clutch slips.

Cabinet is of all metal construction with plastic decorations. A specially constructed clay moistener keeps cigars factory fresh from servicing to servicing.

A pilot run of the machines will come off the Cigaromat assembly lines at their Garwood, N. J., plant in January and will be sold direct to operators. Test models of the machines are on location now.

Cigaromat Corporation of America will also act as a distributor for cigars, providing Cigaromat operators name brands, including local favorites for every section of the country. Cigars will be shipped direct from cigar factories to operators, however.

Malkin-Illion Company, of Irvington, N. J., exhibited its Model 75 Phillies cigar vender. The machine

has a capacity of 75 Phillies cigars packed in standard vender packages. An old-timer in the cigar vending field, Malkin-Illion's machine is well known by operators.

Rowe Manufacturing Company, Inc., of New York, exhibited a preliminary model of its new cigar vender with a 100-cigar capacity. Rowe representatives said that changes will be incorporated in the cigar vender exhibited before it is put into production.

Model exhibited was designed primarily for counter use. It was 18½ inches high, 13 inches wide and 10 inches deep. It is designed to use cigars packaged with continuous tapes holding 25 cigars each, and is designed to operate for any 5-cent interval sum between 5 and 25 cents and to vend any number of cigars at a time.

Stewart Products Corporation, of Greenwich, Conn., displayed their new Dominator electric cigarette vender which is designed to handle as many as six columns of cigars. (See story on cigarette machine exhibits at the NAMA convention elsewhere in this section.)

NAMA CONVENTION NEWS STARTS PAGE 87

★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★

FROM ALL OF US... TO ALL OF YOU— A VERY

Merry Christmas and a Happy New Year

TRIMOUNT

COIN MACHINE CO.

40 WALTHAM ST., BOSTON 18, MASS. PHONE: LIB. 7480

This week we are not advertising the best used pin ball games in the country. We are using this space to wish our many friends

A VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS 3, MO.
Phone: Franklin 3620

MEMBER

CENTRAL OHIO COIN'S QUALITY BUYS SACRIFICE SALE—PRICES SLASHED

PIN BALLS \$29.50 Ea. Air Circus, Big Parade, Boleway, Bombardier, Bosco, Bubbles, Catalina, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Home Run '42, Idaho, Invasion, Flat Top, Keep 'Em Flying, Knockout, Marvel Baseball, Top 10, Streamliner, Sky Chief, Mustang, Venus, Victory, Yankee Doodle, Yanks, American Beauty, Sentry, Kismet, Midway, G.I. Joe Horoscope, Marines at Play.	MUSIC Rock-Ola Standard \$109.50 Rock-Ola De Luxe 149.50 Seeburg 9800, R.C. 195.00 Seeburg Envoy, R.C. 175.00 Seeburg Hideaway, R.C. 245.00 Wurlitzer 600R 109.50 Wurlitzer 500, Victory Cabinet 145.00 Singing Towers 99.50 Alrean, 1946, Like New 375.00 AMI Hiboy, 40 Records 295.00 Personal Music Boxes, Ea. 15.00 5 New Buckley Wall Boxes and new adapter, 32 Selections 99.50 8 Wurlitzer #125 Wall Boxes, Ea. 15.00 Wurlitzer 750E 295.00	CONSOLES 50¢ Jumbo Parade, F.P. Ea. \$ 39.50 25¢ Silver Moon, F.P. Ea. 39.50 25¢ Watling Big Games, F.P. Ea. 39.50 5¢ Super Bells, Comb. 99.50 5¢ Bobtails, F.P. 39.50 5¢ Pace Reels, C.P. 39.50 5¢ Pace Reels, Comb., F.P. 49.50 5¢ Saratoga, Comb., F.P. 49.50 Super Bells, Twin, 5¢-25¢ 190.50 Mills Four Bells 225.00 Mills 3 Bells, 5¢-10¢-25¢ 285.00 5¢ Bally Draw Bells 325.00 5¢-25¢ Twin Keeney Super Bonus Twin 645.00 5¢-10¢-25¢ Keeney Triple Super Bonus 985.00
PIN BALLS \$19.50 Ea. A.B.C. Bowler, All American, Argentine, Bandwagon, Belle Hop, Big Chief, Dixie, Dude Ranch, Polo, Gold Star, Jungle, Legionnaire, Monicker, Play Ball, Slugger, School Days, Sport Parade, Spot Pool, Stratoliner, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.	ARCADE EQUIPMENT Batting Practice \$ 79.50 Sky Fighter 119.50 Air Raider 79.50 Tommy Gun, Late 79.50 Panorams 189.50 Undersea Raiders 149.50 Lite Leagues 149.50 Voice Recorder 69.50 9-Ft. Skee Roll 79.50 Scientific Baseball 69.50 Jack Rabbit, New 300.00 Buckley Diggers 99.50 Rotary Pushers 265.00 Pop Up, New 25.00 Champ Basketball, New 49.50 Pokerno, Scientific 199.50 Goalee, New 225.00 Wurl. Skee Rolls, 14-Ft. 165.00 10½-Ft. Premier Skee Rolls WRITE	COUNTER GAMES 1¢ Sparks, Check P.O. \$12.50 1¢ Daval Marvels 19.50 5¢ Gushers, New 29.50 5¢ Davals, Free Play 39.50 1¢ Marvel Pop Up, New 25.00 1¢ Target Skills 22.50 1¢ Gottlieb Grip Scales 32.50 1¢ Daval Buddy-Cigarette 27.50 5¢ Jennings Grandstands 12.50 5¢ Vest Pockets, Late 49.50 1¢ Basket Ball, New 44.50 1¢ Genco PeeWee, New 29.50 1¢ Windmill Jr., New 17.50
PIN BALLS LATE Big Hit \$ 79.50 Big League 79.50 Surf Queen 69.50 Fast Ball 99.50 Step Up 99.50 Smarty 139.50 Show Girl 99.50 Suspense 89.50 Double Barrel 129.50 Stage Door Canteen 69.50 Superliner 89.50 Midget Races 99.50 Spellbound 109.50	SAFES & STANDS REVOLVAROUNDS Single \$ 79.50 Single DeLuxe 119.50 Double 116.50 Double DeLuxe 162.50 Triple DeLuxe 262.50 Heavy Double 285.00 Box Stands 25.00	NEW SLOTS Mills Black Cherry 5¢ \$248.50 10¢ \$253.00 25¢ \$258.00 50¢ \$338.00 Mills Jewel Bells 248.00 253.00 258.00 350.00 Mills Golden Falls 248.50 253.50 258.50 350.00 Mills Vest Pockets 74.50 Jennings Std. Chief 269.50 279.50 289.50 399.00 Jennings Club Chief 324.00 334.00 344.00 454.00 Grotchen Columbia 175.00 200.00 225.00 300.00 Watling Rotatop 175.00 200.00 225.00 300.00 Pace DeLuxe Chrome 245.00 255.00 265.00 375.00 \$1.00 Pace DeLuxe 550.00
CIGARETTE VENDORS U-Need-A-Pak, 1942, 15 Column \$ 89.50 Du Grenier, 1942, 11 Column 99.50 U-Need-A-Pak, U-Need-A-Pak, 1940, 15 Column 69.50	USED AND FACTORY REBUILT SLOTS 5¢ Blue Fronts \$ 79.50 10¢ Blue Fronts 89.50 25¢ Blue Fronts 99.50 5¢ Brown Fronts 99.50 10¢ Brown Fronts 109.50 50¢ Chiefs 249.50 50¢ Blue Fronts 249.50 \$1.00 Chief 475.00	REBUILTS LIKE BRAND NEW 5¢ COPPER, GOLD AND BLUE, Hammerloid Finish \$149.50 10¢ COPPER, GOLD AND BLUE, Hammerloid Finish 159.50 25¢ COPPER, GOLD AND BLUE, Hammerloid Finish 179.50 (Drill Proof and Knee Action)
NEW PENNY SCALES Micro-Scale \$125.00 Aristo-Scale 119.50	½ DEPOSIT WITH ORDERS	

Keeney's "GOLD NUGGET" CONSOLE

"Fastest Money Maker Ever Built"

ADDED AWARDS KEEP THE PLAYERS HAPPY

2 WAY COMBINATION FREE PLAY & CASH PAYOUT

MULTIPLE COIN CHUTES

Any combination of 5c-10c-25c Chutes available

More \$\$\$\$ in the Cash Pan



Phone Immediately for Prompt Delivery in This Territory

EXCLUSIVE FACTORY DISTRIBUTORS FOR OHIO AND WEST VIRGINIA

Special!

SHOOT the BEAR RAY GUN

Completely reconditioned. Fully repainted. \$124.50

Money-back guarantee

SEEBURG RAY GUN

Amplifiers, Motors and Rifles Repaired.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS. Write for list.

Coinex CORPORATION

1346 ROSCOE ST. CHICAGO 13, ILL. Gra. 0317

CENTRAL OHIO COIN MACHINE EXCHANGE

185 E. TOWN ST. PHONES: AD 7949 - AD 7993 COLUMBUS 15, OHIO

MYCO AUTOMATIC SALES CO.

BETTER THAN TELEVISION!

PANORAMS \$249.50

These moving picture juke boxes are terrific money makers to operate in bars, cafes, restaurants, arcades, parks and taverns . . .

- Use any 16mm. film.
- Has R.C.A. projectors and amplifiers. Worth this price alone.

Terms: 1/3 Deposit, Bal. C. O. D.



347 S. HIGH ST., COLUMBUS, O. MA 1600

More of Everything you want with

TOM TOM

It's Different in Every Way Write for Photograph

P and S Machine Co.

3017 N. Sheffield Ave. Chicago, Ill. Phone: DIVersey 2414

High Convention Interest In Electric Cig Venders

(Continued from page 102)

displayed, with the escalator delivery replacing the delivered pack. Matches are offered either free or for a penny.

Cabinet is of heavy gauge metal with illuminated plastic corners. Face is at a 45-degree angle with eight columns of two packs each visible to the customer. Also on display at the Rowe booth were regular models of their manually operated Crusader.

Special Ad Deal

In conjunction with the sale of Diplomat machines, Rowe is offering a special advertising deal to operators. Under terms of the deal, Rowe places clocks, with a revolving advertising disk around them, in the mirror of the cabinet.

Advertising on the disks is to be handled by Rowe thru a separate firm known as Rowe-Ad, Inc. Operators will be given the ad-clock free and will be paid \$6 per year for displaying advertising to be furnished by Rowe-Ad. An additional payment of 35 cents will be allowed each time the operator is required to change an advertising disk in a machine.

Initial contract for the display space has been let by Rowe-Ad to Philip Morris.

Stewart Products Cig Vender

Stewart Products Corporation, Greenwich, Conn., exhibited for the first time its new Dominator electric cigarette vender. Featured in the new machine are dual controls, each set completely governing operation of all columns independently of the other set. If one coin mechanism gets out of order, the second one takes over to assure continuing operation until the machine can be serviced.

Dominator is equipped with a mechanical change-maker which allows any column in the machine to operate at any price, from 1 to 30 cents. The Dominator is being offered either with or without dual controls and with or without the change-maker.

Changeable Columns

Machine has a 526-pack capacity with 8 to 12 columns. Two end columns on the machine can be changed over from single columns to double or triple columns, allowing

for from 9 to 12 columns even though only eight are included in the machine, according to conventional standards.

These changeable columns are so made that they can handle boxed cigarettes, stamps, cigars, gum, candy or other items which might help to provide a needed service to a location.

For servicing, the front of the machine lifts upward similar to the hood on an automobile, keeping it out of the way of traffic and the serviceman. The display light becomes a service light when the front of the machine is in its open position.

Independent Match Column

Matches are placed in three independent magazines for ease of servicing, and operation allows for either the sale or giveaway of matches.

Delivery is into a small bowl which allows for quick pick-up of merchandise and change. Coins for each sale fall into a special "bull's eye," which magnifies and illuminates them so that they can be seen from distances up to 30 feet.

The Dominator is completely mechanical, with only the operating shaft motor controlled. This eliminates electrical relays, solenoids, contact switches and other intricate electrical parts. Delivery is facilitated by push buttons. When selection is made, the button locks into operating position and all other buttons are locked out until delivery is completed.

Prices are easily changed on location, as are the changeable columns. Deliveries on the Dominator, Stewart officials say, will start in early spring.

Stoner "Free Wheeling"

Stoner Manufacturing Corporation, Aurora, Ill., displayed its Univendor line. New feature is a manually controlled free-wheeling mechanism which replaces the spring action of former Univendor models. Stoner representatives at the convention said that future models will probably come equipped to handle both nickels and pennies.

U-Need-A Electrics

U-Need-A Vendors, Inc., Newark, N. J., drew attention at their exhibit with new, all-electric seven and nine-column cigarette venders. Featured in the new U-Need-A vender are two instantly removable units which allow for fast servicing by replacing units in need of repair or adjustment. Both the entire coin mechanism and the electrical delivery unit can be detached from the machine and removed with little effort on the part of a serviceman.

Control dials allow for sale or giveaway of matches and make it possible to set three different prices from 15 to 40 cents. A self-replenishing change-maker is incorporated in the machine.

Seven-column machine has a capacity of 476 packs and the nine-column model 612 packs. Loading is done from the front of the machine. Each column is dual. Operation is facilitated with a 48-volt fractional horsepower motor. U-Need-A officials said that shipments of the new cigarette vender are expected to start within a month.

NAMA CONVENTION NEWS STARTS PAGE 87

FOR SALE

10 BRAND NEW CAPITOL COIN OPERATED PROJECTION MACHINES

Latest Model, Complete in Attractive Cabinets, Automatic Rewinders.

\$250.00 Each

ELIAS ZIEGLER

428 Broome St. New York 13, N. Y. WOrth 4-5933

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

EXCLUSIVE DISTRIBUTORS IN ILLINOIS FOR "TOM-TOM"

NEW PIN GAMES

- HUMPTY DUMPTY ... W
- UNITED SINGAPORE ... R
- WMS. BONANZA ... I
- KEENEY HI RIDE ... T
- EXH. STAR LITE ... E
- CHICOIN SEA ISLE ...
- BALLY BALLYHOOD \$160.00
- EX. TALLY-HO ... 190.00

NEW ONE BALLS

- JOCKEY CLUB, P.O. \$845.00
- JOCKEY SPECIAL ... 845.00
- DAILY RACES, P.O. ... 545.00

ROLL DOWN GAMES

- BING-A-ROLL ... \$499.50
- CHI. ROLL DOWN ... 395.00
- BALLY HY-ROLL ... 499.50
- ADVANCE ROLL ... 449.50
- BUCCANEER ... 499.50
- ESSO ARROWS ... 499.50
- PRO-SCORE ... 499.50

NEW COUNTER GAMES

- | | |
|----------------------------|----------------------------|
| POP-UP ... \$ 17.50 | MARVEL CIG. REELS \$ 39.50 |
| ABT CHALLENGER ... 49.50 | MEX. BASEBALL ... 30.00 |
| BASKET BALL, 1¢ ... 34.50 | SKILL THRILL ... 30.00 |
| GOTT. GRIP SCALE ... 39.50 | FREE PLAY ... 30.00 |
| GRIP-VUE ... 49.50 | IMP, 1¢ or 5¢ ... 14.50 |
| DAVAL BEST HAND ... 30.00 | |

NEW SLOTS

- JENNINGS LITE-UP CHIEF ...
- JENNINGS STANDARD CHIEF ...
- MILLS JEWEL BELL ...
- MILLS BLACK CHERRY ...
- GROETCHEN DE LUXE CLUB COLUMBIA ... \$129.50
- GROETCHEN COLUMBIA, JP ... 109.50
- VEST POCKETS ... 65.00

WRITE!

SLOT SAFES, STANDS

- CHICAGO METAL REVOLVAROUND SAFES—
- UNIVERSAL, Single, \$79.50; Double ... \$116.75
- BOX STANDS ... \$27.50 • FOLDING STANDS ... 12.50

NEW BAT-A-BALL UPRIGHT MODEL \$84.50 JR., WITH STAND 29.50

VISIT BOOTHS 92-93-94 AT THE SHOW

RECONDITIONED 5 BALLS

- | | |
|-----------------------|------------------------|
| LUCKY STAR \$169.50 | SANTA FE ... \$ 44.50 |
| MAISIE ... 145.00 | BRAZIL ... 44.50 |
| ROCKET ... 139.50 | TRADE WINDS ... 44.50 |
| CYCLONE ... 129.50 | 5-10-20 ... 44.50 |
| VANITIES ... 119.50 | STREAMLINER ... 44.50 |
| MYSTERY ... 129.50 | UN. MIDWAY ... 44.50 |
| KILROY ... 119.50 | KISMET ... 44.50 |
| DYNAMITE ... 99.50 | BOSCO ... 44.50 |
| SMARTY ... 99.50 | HI HAT ... 44.50 |
| SHOW GIRL ... 99.50 | YANKS ... 44.50 |
| SPELLBOUND ... 89.50 | VICTORY ... 44.50 |
| SUPER SCORE ... 99.50 | CLOVER ... 44.50 |
| OPPORTUNITY ... 89.50 | FLY, TIGERS ... 44.50 |
| FAST BALL ... 79.50 | VELVET ... 44.50 |
| SUPERLINER ... 89.50 | PRODUCTION ... 39.50 |
| STEP UP ... 79.50 | SEA HAWK ... 39.50 |
| MID. RACER ... 44.50 | EAGLE SQUAD ... 39.50 |
| CANTEEN ... 44.50 | JUNGLE ... 39.50 |
| SURF QUEEN ... 44.50 | STAR ATTRAC. ... 39.50 |
| LITE-O-CARD ... 44.50 | BELLE HOP ... 39.50 |
| YANK DOODLE ... 44.50 | BOLAWAY ... 39.50 |
| FLAT TOP ... 44.50 | SHOW BOAT ... 39.50 |
| LIBERTY ... 44.50 | VENUS ... 39.50 |
| SKY CHIEF ... 44.50 | TOWERS ... 39.50 |
| BIG PARADE ... 44.50 | ABC BOWLER ... 39.50 |
| AIR CIRCUS ... 44.50 | '41 MAJORS ... 39.50 |
| KNOCK OUT ... 44.50 | SEVEN UP ... 39.50 |
| SOUTH SEAS ... 44.50 | TEN SPOT ... 39.50 |

SLOTS

- 50¢ WATLING ROLATOP, 3-5 ... \$145.00
- 5¢ MILLS ORIG. CHROME, 2-5 ... 109.50
- 5¢ MILLS BLUE FRONT, ORIG. ... 89.50
- 10¢ BROWN FRONTS ... 109.50
- 25¢ MILLS CLUB CONSOLE ... 149.50
- 10¢ JENN. SILVER CHIEF ... 99.50
- 5¢ JENN. CLUB CONSOLE CHIEF ... 109.50
- 5¢ JENN. BRONZE CHIEF ... 199.50
- JENN. CIGAROLA XV ... 99.50
- JENN. LITE-UP CHIEFS, Used 10 Days, 5¢, \$215; 10¢, \$225; 25¢ ... 235.00

ARCADE

- AIR RAIDER ... \$ 89.50
- BICYCLE, EXH. ... 189.50
- DRIVEABLE ... 189.50
- FOOTBALL, IDEAL ... 189.50
- HOCKEY, CHICOIN ... 89.50
- HOCKEY, CHAMPION ... 49.50
- LIFT-O-GRAPH ... 195.00
- RAPID FIRE ... 74.50
- WATL. GUESSER SCALE ... 149.50
- SKY FIGHTER ... 129.50
- SUPER BOMBER ... 149.50
- SUPER TORPEDO ... 109.50
- TEN STRIKE, '48 MOD. ... 189.50
- TEN STRIKE ... 89.50
- VITALIZER, EXH. ... 79.50
- WHIZZ, WITH STAND ... 59.50

ONE BALLS

- VICTORY SPECIAL, Auto. Shuf. ... \$249.50
- CLUB TROPHY, F.P. ... 74.50
- DARK HORSE, F.P. ... 89.50
- '41 DERBY, F.P. ... 79.50
- RECORD TIME, F.P. ... 89.50
- LONGACRE, F.P. ... 109.50
- TURF KING, P.O. ... 99.50
- JOCKEY CLUB, P.O. ... 89.50
- LONGSHOT, P.O. ... 89.50
- KENTUCKY, P.O. ... 74.50
- SPORT KING, P.O. ... 84.50
- VICTORY DERBY, Auto. Shuf. ... 159.50

CONSOLES

- 5¢ KEEN. BONUS SUPER BELL ... \$345.00
- 25¢ KEEN. BONUS SUPER BELL ... 395.00
- BAKER'S PACERS, D.D., J.P. ... 395.00
- 5¢ COMB. SUPER BELLS ... 79.50
- BALLY SUN RAYS, F.P. ... 89.50
- HI HAND, COMB. ... 99.50
- WATLING BIG GAME, P.O. or F.P. ... 89.50
- 5¢ PACE SARATOGA SR., P.O. ... 89.50
- 5¢ PACE REELS, COMB. ... 89.50
- JENN. FAST TIME, P.O. ... 59.50
- BALLY BIG TOP, P.O. or F.P. ... 89.50
- MILLS JUMBO, LATE HEAD ... 89.50
- EVANS LUCKY STAR ... 109.50
- GALLOPING DOMINOS, J.P. ... 119.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

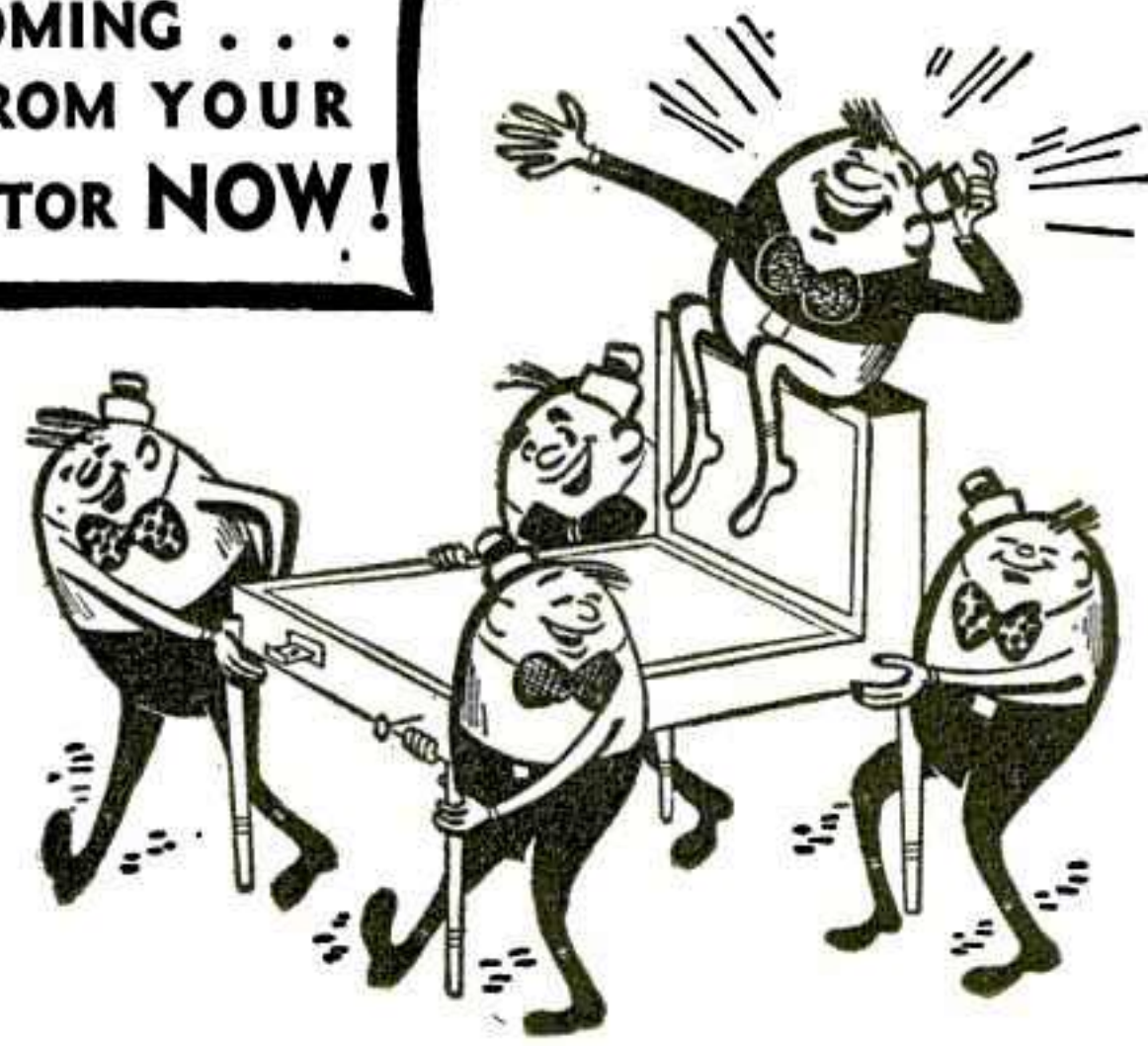
Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone EVERGLADE 2600 • CHICAGO 22, ILL.
 Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

What's worth having is worth waiting for . . . *
DON'T BE SATISFIED WITH LESS THAN THE BEST!

HUMPTY DUMPTY

**MORE COMING . . .
 ORDER FROM YOUR
 DISTRIBUTOR NOW!**



with Gottlieb's Great Original-
FLIPPER BUMPERS



**BOOTHS
 2-3-4**

D. Gottlieb & Co.
 1140 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS

* If your route is not producing top money, don't blame it on "business conditions." The fault is with those second-best games you bought. Take a tip from the most successful operators . . . any Gottlieb game is worth waiting for because it pays for itself faster and pays you better in the LONG run.
Dave Gottlieb

Season's Greetings

The Finest In New and Used Equipment

NEW BELLS

Jennings Standard Chief, 5¢	\$269.00
Jennings Standard Chief, 10¢	279.00
Jennings Standard Chief, 25¢	289.00
50¢	399.00
\$1.00	599.00
Jennings Super DeLuxe (Lite-Up) Chief, 5¢	324.00
10¢	334.00
25¢	344.00
50¢	454.00
Jenn. Std. Club Console	369.00
Jenn. Super DeLuxe Club Cons.	424.00
\$1.00 Pace DeLuxe Bell	550.00
Columbia DeLuxe Bell	179.50
Columbia Jackpot Bell	145.00
Weighted Slot Stands	25.00
Double Revolve A Round Safes	175.00
Triple Revolve A Round Safes	262.00

PHONOGRAPHS

ROCK-OLA COMMANDO	\$195.00
WURLITZER 500	219.50
SEEBURG CADET	250.00
WURLITZER 600	195.00
WURLITZER 616	95.00
WURLITZER 24	149.50
SEEBURG ROYAL	149.50
SEEBURG VOGUE	245.00
SEEBURG CLASSIC	245.00
SEEBURG GEM	175.00
SEEBURG HI-TONE, R.C.	295.00
SEEBURG LO-TONE	350.00
SEEBURG CONCERT GRAND	175.00
SEEBURG CROWN	175.00
ROCK-OLA DELUXE	225.00
CONCERT MASTER, '40	245.00

Maurie
 and Eddie
 Ginsburg
 and Associates
 Wish you
 A
Merry Christmas
 and a
**Happy New
 Year**

NEW EQUIPMENT

- UNITED SINGAPORE
- SEA ISLE
- STAR LITE
- HUMPTY DUMPTY
- BRONCHO
- OSCAR
- TALLY HO
- JENNINGS CHALLENGER
- GENCO BING-A-ROLL
- BANG TAILS, COMBINATION

IMMEDIATE DELIVERY

SPECIAL!
SHOOTING STARS
 Fast, Flashy, Exciting Action! High Score, Disappearing Skill Hole! A real money maker!
IN ORIGINAL CARTONS
\$74.50 EACH
\$69.50 In Lots of 10

**SEE US AT THE SHOW
 BOOTHS 75-76**

ATLAS
 NOVELTY COMPANY
 2200 N. WESTERN AVE. · PHONE ARMITAGE 5005 · CHICAGO 47
 ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
 ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19
 ATLAS MUSIC CO., 271 NINTH ST., DES MOINES 9



TERMS:
1/3 DEPOSIT
BALANCE C. O. D.





IT'S GOT 'EM ALL TALKING!

Chicago Coin's
DeLuxe
SEA ISLE

YES, 7 WAYS TO SET UP BONUS SCORE & 3 WAYS TO COLLECT THE BONUS... NEW DOUBLE BONUS FEATURE... 4 LIGHTED JUMBO ROLL-OVER BUTTONS

SEE YOUR CHICAGO COIN DISTRIBUTOR TODAY!

WEST COST REPRESENTATIVE
PHIL ROBINSON
607 KELTON, LOS ANGELES, CALIFORNIA
EASTERN SALES REPRESENTATIVE
ALBERT SIMON
215 W. 64th ST., NEW YORK, NEW YORK



Chicago Coin MACHINE CO.
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS



Pre-war Games and Conversions, 7 for \$100.00; Gold Ball, \$145.00; Amber, Dynamite, Show Girl, Smarty, \$65.00 each; Big League, Surf Queen, Suspense, \$45.00 each; Rio, Havana, Kilroy, Carousel, \$90.00 each

LEHIGH SPECIALTY CO.

1407 W. MONTGOMERY AVE.

PHILADELPHIA 21, PA.

GENERAL MANAGER

For well-established Pin Game Manufacturer. Sales and production experience desirable. Opportunity for capable, high-caliber man.

Write, giving full background. Reply will be held in strictest confidence.

BOX 145, THE BILLBOARD
155 N. CLARK ST., CHICAGO, ILL.

COVEN'S COIN CORNER

USED FIVE BALLS

Action	\$19.50	Sluggo	\$24.50
Baffle Card	79.50	Stage Door Canteen ..	49.50
Big Hit	49.50	State Fair	69.50
Big Parade	34.50	Super Liner	69.50
Captain Kidd	19.50	Surf Queen	49.50
Double Barrel	39.50	Suspense	69.50
Eagle Squadron	29.50	Ten Spot	19.50
Fiat Top	29.50	World Series '43 ...	19.50
Four Roses	19.50		
Knockout	39.50		
Land Slide	19.50		
Laura	49.50		
Liberty	49.50		
Majors '41	19.50		
Sea Hawk	24.50		

USED CONSOLES

Big Game, F.P., 5¢

USED SLOTS

Mills Black Cherry, 10¢ (Orig.) \$149.50
Mills Chrome, 10¢ (Rebuilt) .. 129.50
Mills Chrome, 25¢ (Rebuilt) .. 129.50

SPECIALS

Silver Streak (New)

PARTS SPECIAL

Rubber Rings, Extra Large

USED ARCADE EQUIPMENT

Advance Shocker .. \$15.00
Evans Ski Ball 59.50

Terms: 1/2 Deposit—Balance C. O. D. or Sight Draft.
EXCLUSIVE BALLY DISTRIBUTOR

COVEN distributing Co.

3131 ELSTON AVE. CHICAGO, ILL.

Phone: INDEPENDENCE 2210



You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

Ride with Keeney's **HI-RIDE**

TO RICHER PROFITS IN 5 BALL NOVELTY AND FREE GAME PLAY...It's New...It's Better

★ Join the parade to Keeney's "HI-RIDE" if you want to build up richer profits in 5 ball novelty and free game locations. Keeney's "HI-RIDE" offers more than the average bumper game. Much more! See and play Keeney's "HI-RIDE." Find out why it stimulates real playing delight to capture steady customers:

- Fast criss-cross bumper action starts higher speed scoring.
- Scores boost to 20,000 in center column with lited bumpers.
- Four "special" lanes! Five 10,000 kickouts! A 50,000 score jumper with one high value bumper! Top Score — 950,000!

Keeney's "HI-RIDE" is terrific in action — ORDER YOURS TODAY.



IT'S NEW

And the FASTEST MONEY MAKING CONSOLE Keeney's **"GOLD NUGGET"**

To the right is Keeney's "GOLD NUGGET"—the fastest money maker in America. Smart. Rich. Impressive. Styled to command the best spots. A play principle combining all the appeal of the bell-fruit reel machine plus the magic of flashing lights, two coin play and multiple scoring.

Each time the machine operates, a flasher lites up one of 8 scoring combinations such as 2 cherries, 3 oranges, etc., for a much greater award should the reels stop on a like combination. Example: 3 lemons across the reels and 3 lemons on the flasher automatically increase the award from 8 to 36. Two coins boost it from 8 to 100 on the same combination. A mighty attraction! Standard 2 Way "GOLD NUGGET" equipped with 5¢ and 25¢ chutes. Any combination of 5¢—10¢—25¢ chutes available at regular cost. Fifty-cent chutes extra. Order Keeney's "GOLD NUGGET" now—today.

See Your KEENEY DISTRIBUTOR!



IT'S NEW

J. H. Keeney & CO., INC.
 "THE HOUSE THAT JACK BUILT"
 2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

LONDON VALUES GET YOU OFF TO A GOOD START FOR 1948!

EXTRA! Pfanstiehl Needles . . .
 REGULARS OR SPECIALS: **35c EA.** Lots of 1000 — **37c EA.** Lots of 100
 SPECIAL #18 ZIP CORD—1½c PER FOOT

PIN TABLES

ALL CLEANED, CHECKED, READY FOR IMMEDIATE LOCATION! SPECIFY 1ST AND 2ND CHOICE WHEN ORDERING.

\$24.50 EACH — 5 FOR \$100.00

Glamour Majors, '41	White Sails Sport Parade	Lone Star Metro	Capt. Kidd Hold Over
Vacation Bomb the Axis	Play Mate Anabel	Line Up Dough Boy	Super Charger Hi Stepper
Seven Up Box Score	Golden Gate Roxy	Big Chief G. I. Joe	Boom Town Entry
Hi Hat Big Town	Stop and Go Big Show	School Days Ten Spot	Rebound Belle Hop
Eagle Squadron Airport	Dixie Gold Star	Formation Limelight	Wild Fire

\$39.50 EACH — 4 FOR \$130.00
 Jungle | Hi Dive | Exh. Bowling Alley | Production

Keep 'Em Flying..\$69.50
Western Baseball.. 49.50

PHONOGRAPHS

All Phonographs Completely Reconditioned and Ready for Immediate Location!

WURLITZERS	ROCK-OLA	SEEBURG
412 \$ 49.50	Imperial 20 \$ 49.50	Gem \$ 84.50
616 79.50	Standard or DeLuxe. 119.50	Regals or Crowns . . . 139.50
24 and 24A 89.50	Masters or Supers . . 189.50	Plaza or Mayfair . . . 124.50
600-R 99.50	1946 Rock-Olas	Classics or Vogues . . 194.50
500K or 600K 125.00	AMI Top Flite 49.50	Colonel of Envoy, ES 250.00
Victory Model, Rotary . . 79.50		Colonel of Envoy, ESRC . . 275.00
Victory Model, Key-board 124.50		8800 or 9800, ES . . 175.00
780-M 229.50		8800 or 9800, ESRC 210.00
780-E 249.50		8200, ES 200.00
1015 (like new)		8200, ESRC 235.00

AIREONS, Used, Like New..\$250.00
 Write for Quantity Prices

PHONOGRAPH ACCESSORIES

Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. \$ 5.00	Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. \$ 5.00
WB2Z Seeburg Wireless Wallomatics. . . 19.50	Wurlitzer Model 125, 5-10-25¢ Wall Boxes, Ea. 15.00
3-Wire Seeburg Wired Wallomatic . . . 15.00	Buckley 24-Selection Wall Boxes, Ea. . . 5.00
WB10Z Seeburg Wireless 5-10-25 Wallomatic 39.50	
WB1Z Seeburg Wireless 5-10-25 Baromatic 44.50	

MISCELLANEOUS

A.B.T. Challengers, slightly used . . . \$ 24.50	Bally Rapid Fire, crating included . . \$ 49.50
A.B.T. Challengers (New) Write for Price	Chicken Sam, with Rifle Range Conv., crating included 74.50
Gottlieb 3-Way Grippers 12.50	Champion Hockey, crating included . . 29.50
Genco Advance Roll, like new Write for Price	Goatee, crating included 124.50
Chicago Coin All Star Hockey, crating included 49.50	Mills Owl, crating included 15.00
Scientific Batting Practice, crating included 49.50	Total Rolls (like new), crating included 174.50
Keeney Air Raider, crating included . . 49.50	
Tall Gunner, crating included 49.50	
Bang-a-Door, crating included 74.50	

THESE BARGAINS ARE MOVING FAST! ORDER NOW!

Seeburg

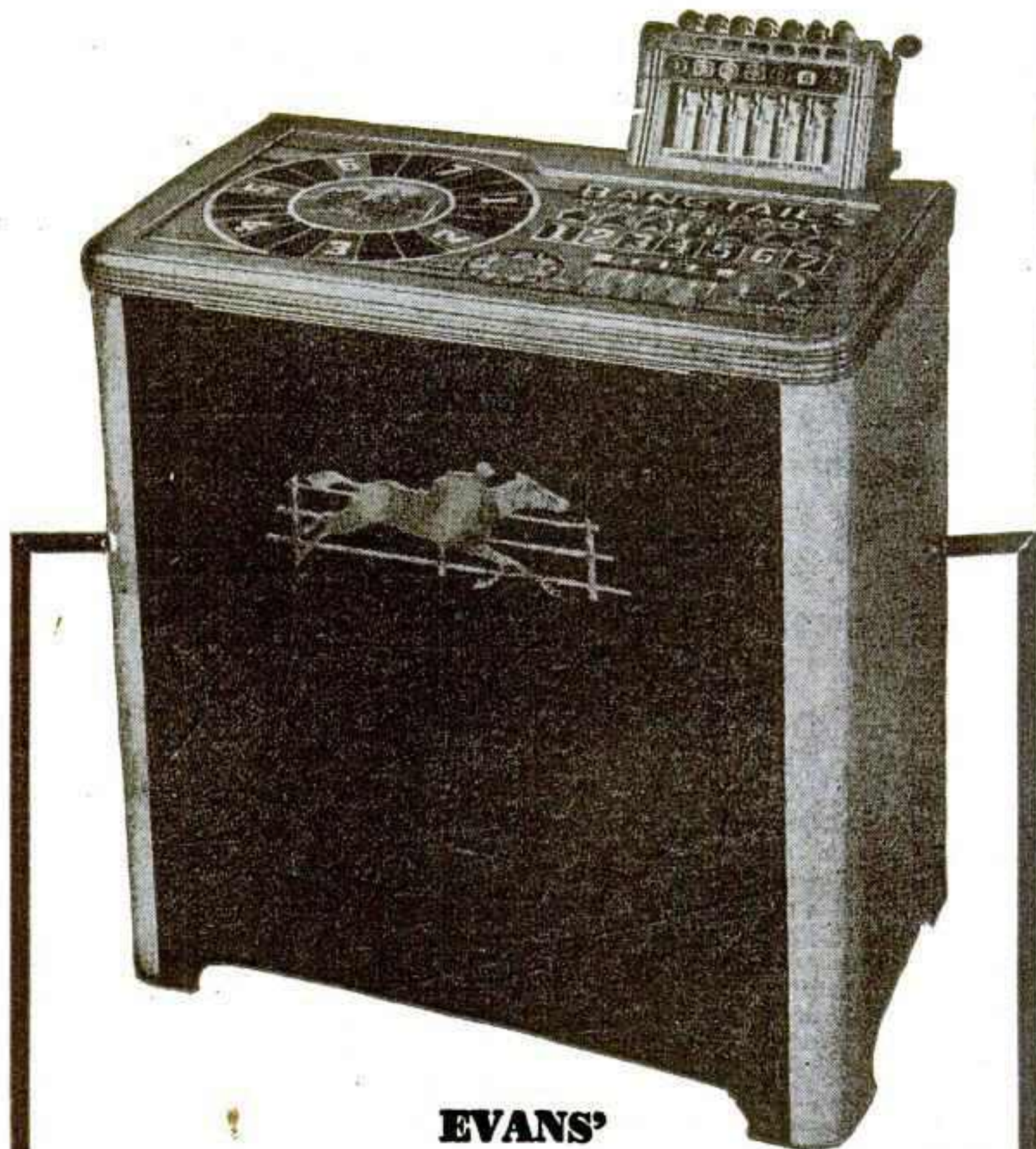
DEPENDABLE MUSIC SYSTEMS .
 WITH SOUND DISTRIBUTION

EXCLUSIVE DISTRIBUTOR WISCONSIN AND UPPER MICHIGAN

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. PHONE: KILBOURN 7323
 FORMERLY MILWAUKEE COIN MACHINE CO.

J. L. Londen Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN



EVANS'

BANG TAILS—WINTER BOOK

\$25.00 HIGH JACKPOT ON 5c PLAY

NO BUILD-UP NECESSARY

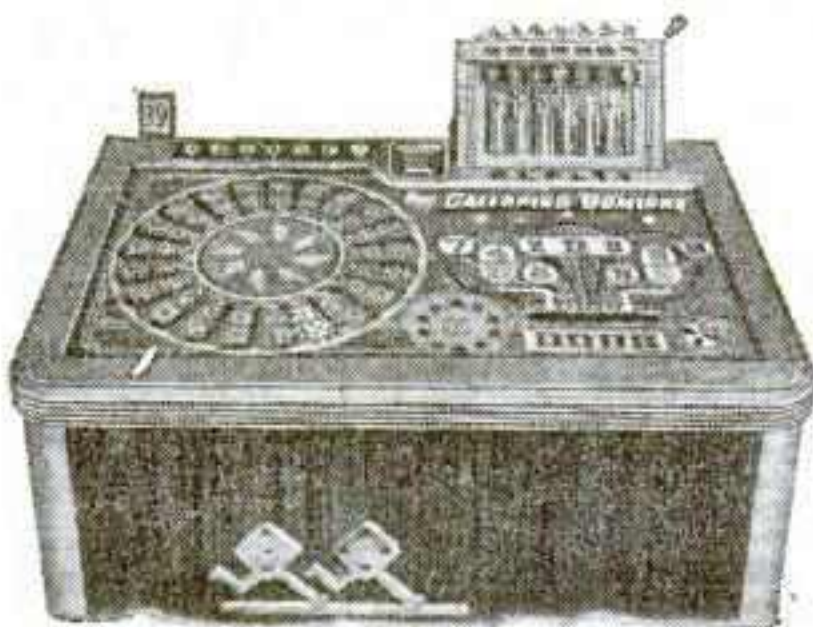
Another sure-fire console by Evans! Why be satisfied with single-coin play when you can have 7-coin play on Evans' BANG TAILS—WINTER BOOK? Made with the same refinements and precision engineering as Galloping Dominos and Bang Tails, plus the new sensational feature of WINTER BOOK ODDS! Odds range from 10 to 1 to 500 for 1, with only a SINGLE coin played. NO BUILD-UP necessary for a chance at these sensational odds! "Ask the man who operates one," or better yet, add BANG TAILS—WINTER BOOKS to your route for greater profits! Available in either 5c or 25c play.

EVANS LEADS THE FIELD AGAIN WITH

REPLAY
CONVERTIBLE
MODELS

NOW AVAILABLE
IN
NEW

BANG TAILS AND GALLOPING DOMINOS
easily and quickly convertible to Automatic Award!



Frequent Replay awards are ingeniously shown by means of a periscope projector, flashing the number of Replays in full view at all times! Machines are fully metered for both Replays and Jackpot. Accumulated Replays can be either played off, with as many as 7 at one time, or cancelled by the location owner. Meter registers all cancelled Replays.

Bang Tails and Galloping Dominos are also available in straight Automatic Award payout, with or without jackpot, and Check Separator models. Specify 5c or 25c play. Resale or trade-in value is quickly recognized in Evans' Convertible models. Enjoy the profits you deserve . . . operate machines to suit your special requirements!

ORDER DIRECT FROM YOUR DISTRIBUTOR TODAY!

Greetings and Best Wishes for an
Abundance of Happiness
in the New Year

R. W. "Dick" Hood

H. C. EVANS & CO.
1528 W. ADAMS ST. CHICAGO 7, ILLINOIS



JANUARY
19, 20, 21, 22
BOOTHS 43
44-45-46

MILLS LATEST MACHINES

← GOLDEN FALLS

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 this unusual Bell. Immediate delivery in 5c, 10c, 25c and 50c play.

WRITE FOR PRICES

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 5c, 10c and 25c play.

WRITE FOR PRICES

IMMEDIATE
DELIVERY



MILLS Q T

A "Pony-Size" Bell.
Weights only 85 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.

\$115.00 1/8 Deposit.

New Box Stands, Single,
Double and Triple Safes

SICKING, INC.



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.

\$65.00

1/8
Deposit

Established 1895 1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO

The Season's Greetings
to

ALL MY FRIENDS

And Best Wishes
for the Coming Year

Dave Simon

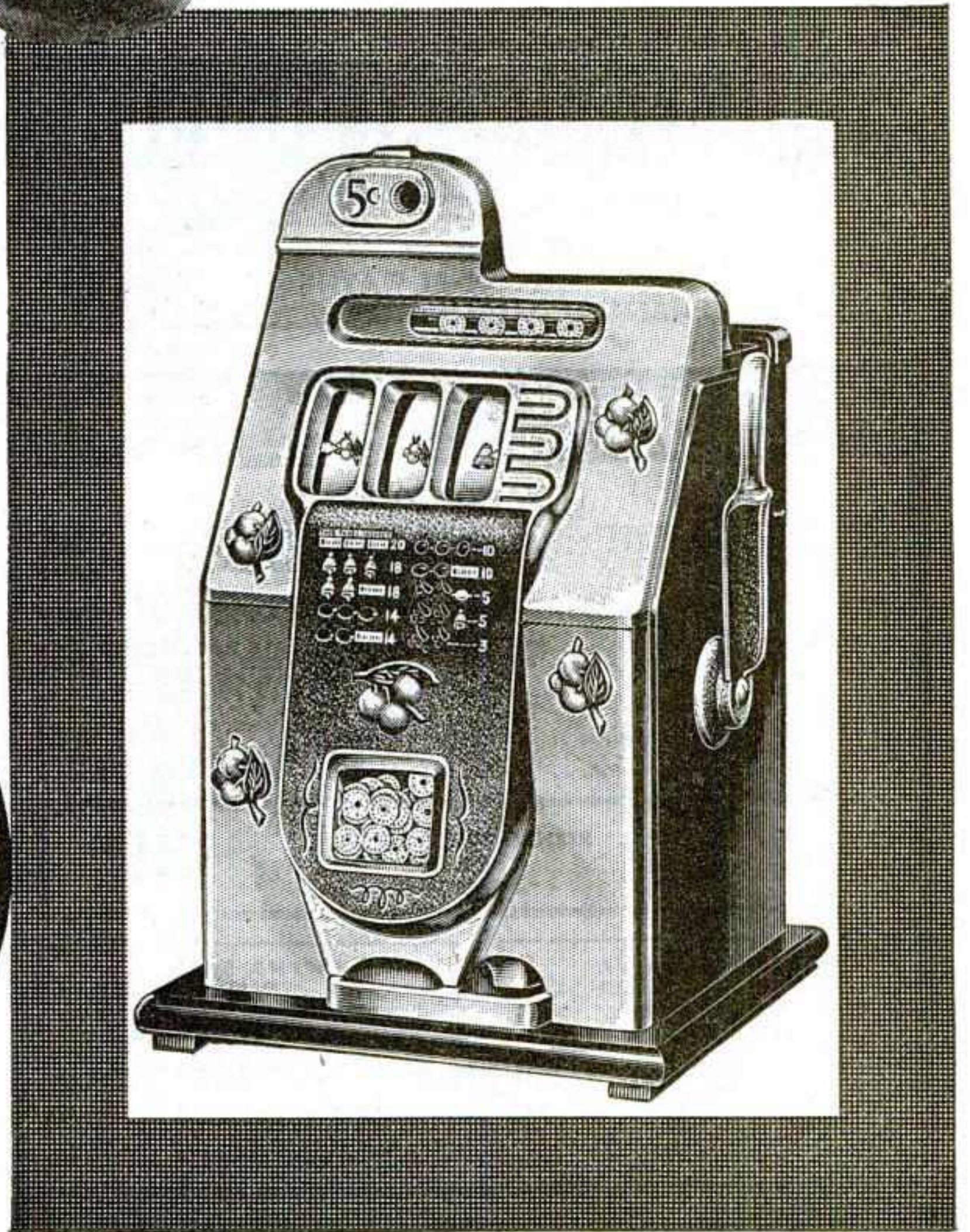
SIMON SALES

INCORPORATED

627 10th Avenue, New York 19, N. Y.
LOnacre 3-0241, 0242, 0243



**Work
Horse!**



MILLS BLACK CHERRY BELL is a real work horse on location. Its play-appeal stands up—its appearance and paint job stand up—its mechanism stands up—it's a "stand up" machine any way you look at it. For long-life operation, for a real work horse, operate the Mills Black Cherry Bell.

BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

Materiale proietto da copyright

SOUTHERN'S Holiday good-will Specials!

USED PHONOGRAPHS

WURLITZERS

Model 1015.....	\$525.00
1015 with 216 Receiver and 219 Stepper.....	565.00
780	195.00
616	69.50
24 Hideaway	50.00
700	225.00
24 Victory	75.00
500 or 600.....	125.00
850	225.00
71 or 81 with Stand.....	110.00
850 Hideaway with 450 Speaker and Wallbox.....	125.00

ROCK-OLAS

'40 Master	\$149.50
Windsor	99.50
Imperial 20	75.00
1939 DeLuxe	125.00
Hideaway	50.00
Spectravox	50.00

SEEBURGS

Crown	\$139.50
Regal	150.00
R.C. 8800	275.00
8200 Conversion	75.00
E.S. 9800	250.00
R.C. Colonel	250.00
R.C. 9800	275.00
R. C. 8200	275.00
E.S. Lofone	275.00
R.C. Classic	225.00
Cadet	175.00
R.C. Lofone	300.00
Vogue	225.00
R.C. Envoy	275.00
Gem	150.00
Casino	129.50

MILLS

Throne of Music	\$80.00
Empress	90.00

AMI

Streamliner	\$75.00
Singing Tower	75.00

Terms: 1/3 Deposit, Bal. Sight Draft.

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI • DAYTON • FT. WAYNE
INDIANAPOLIS • LEXINGTON



WRITE FOR LIST OF GAMES: Consoles One-Balls 5-Balls Etc.

MUSIC ACCESSORIES

Rock-Ola Speaker 1807	\$15.00
Rock-Ola Wall Box	5.00
Rock-Ola Bar Box	5.00
120 Wurl. Boxes	5.00
Wurl. 125 Box	5.00
Buckley Boxes	5.00
Solofone Boxes	12.50
Seeburg 30-Wire Box	5.00
Wurlitzer #3020, 5-10-25c Wireless Boxes. Like new.	65.00
Seeburg 3-Wire, 5-10-25c Selectomatics.	19.50
Seeburg 5c Wireless Wallomatics	17.50



Heartiest Wishes for a Joyous Xmas

and a Happy New Year

624 S. THIRD ST., LOUISVILLE 2, KY.
242 JEFFERSON ST., LEXINGTON 2, KY.
1329 S. CALHOUN ST., FT. WAYNE 2, IND.
228 W. 7TH ST., CINCINNATI 2, OHIO
603 LINDEN AVE., DAYTON 3, OHIO
325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.
410 MARKET ST., CHATTANOOGA 2, TENN.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

NEW CONSOLES

NEW KEENEY GOLD NUGGET	WRITE	NEW BALLY DOUBLE UP	WRITE
NEW BALLY TRIPLE BELLS	WRITE	NEW BALLY DE L. DRAW BELLS	WRITE
NEW BALLY WILD LEMON	WRITE	NEW EVANS BANGTAILS	WRITE

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS, 1-WAY	\$324.50	MILLS JUMBO, LATE P.O.	\$ 49.50
KEENEY BONUS, 2-WAY	545.00	BALLY DRAW BELLS	245.00
KEENEY 4-WAY SUPER BELLS, 5c-5c-5c-25c	169.50	EVANS BANGTAILS, F.P., P.O.	395.00
MILLS 1947 THREE BELLS	595.00	BALLY CLUB BELLS, F.P., P.O.	49.50
MILLS 1941 THREE BELLS	245.00	BALLY HI HANDS, F.P., P.O.	49.50
LATE MILLS 4 BELLS, 5-5-5-25c	245.00	EVANS LUCKY LUORE, P.O.	49.50
LATE MILLS 4-BELLS, 5-5-5-5c	199.50	MILLS JUMBO, F.P.	39.50
MILLS JUMBO, LATE F.P., P.O.	59.50	PACE SARATOGA, F.P., P.O.	49.50
		BALLY DELUXE DRAW BELLS	WRITE

SPECIAL

KEENEY BONUS 3-WAY, 5c-10c-25c, REFINISHED \$695.00

KEENEY SUPER SINGLE, 5c, F.P., P.O., REBUILT AND REFINISHED LIKE NEW.. \$59.50

KEENEY TWINS, 5c-25c, F.P., P.O., REBUILT AND REFINISHED LIKE NEW.. \$89.50

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$565.00	ROCK-OLA MODEL 1422 (1948) ..	WRITE
SEEBURG MODEL 1-48	495.00	A.M.I. 1948 MODEL	WRITE
AIREON 1946 MODELS	295.00	PACKARD 1946 MODEL	WRITE
WURLITZER MODEL 750E	324.50	WURLITZER MODEL 950	\$345.00

SPECIAL

GENCO ADVANCE ROLLS, REFINISHED LIKE NEW \$269.50

SHIPPED FREIGHT PREPAID ANYWHERE IN THE UNITED STATES

RECONDITIONED ONE-BALLS AND ROLL-DOWNS

BALLY SPECIAL ENTRIES, F.P.	\$425.00	ENTERPRISE BIG CITY	\$294.50
KEENEY HOT TIP, F.P.	350.00	ENTERPRISE SUPER TRI-SCORE ..	194.50
KEENEY BIG PARLAY, F.P., P.O.	195.00	GENCO TOTAL ROLL	124.50
BALLY VICTORY SPECIAL, F.P.	245.00	SPORTSMAN ROLL	124.50
BALLY LONGACRE, F.P.	89.50	TALLY ROLL	89.50

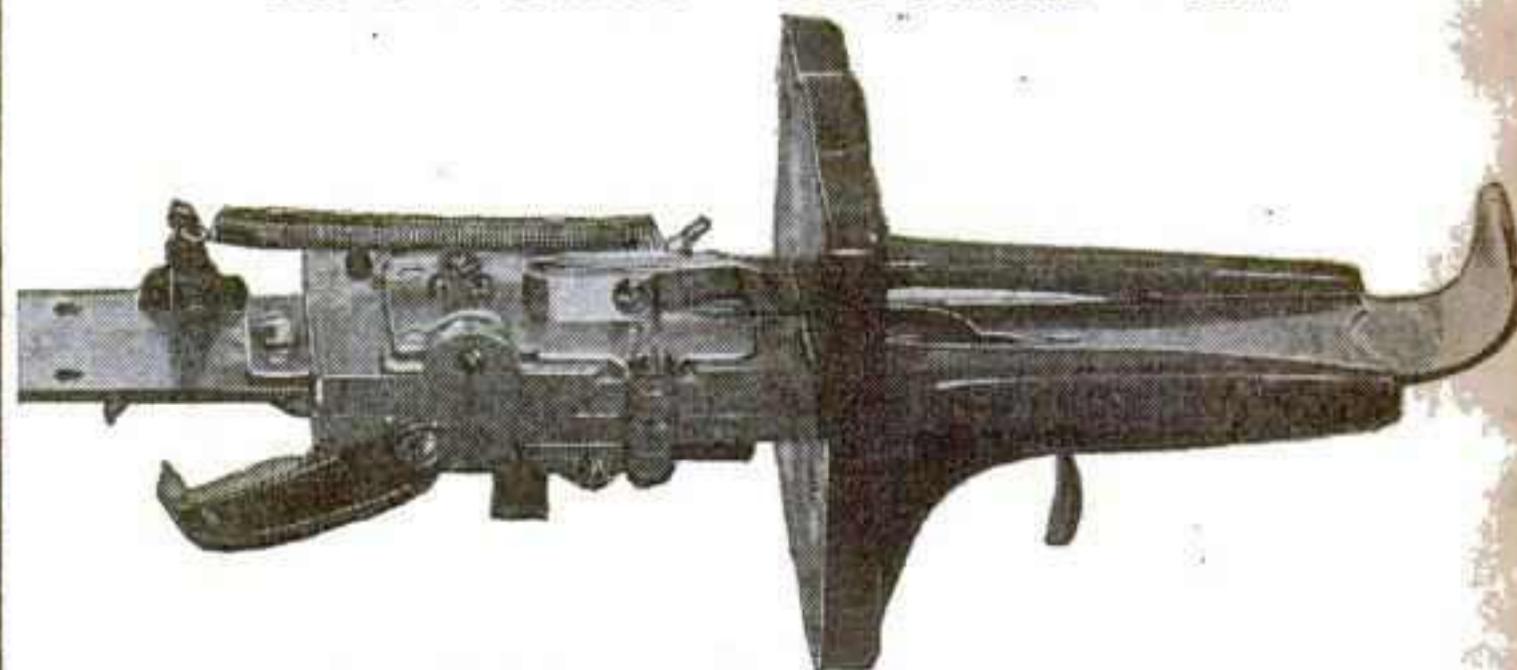
TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

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.

Feather Touch

COIN CHUTE
For Pin Games • Roll Downs • etc.



Beautiful in appearance. Highest quality materials assure long, trouble free operation. Almost 100% slug proof — CAN'T take pennies. Order sample—convince yourself today. **FREE PLAY MODEL.....\$3.95** **REGULAR MODEL..... 3.65** Also available in 1c, 2c, 10c, 25c free play or regular. Write us your coin chute problems. We have all types of chutes for domestic and foreign coins.

PHONOGRAPH REPLACEMENT CHUTES--(Heath Units)

These Heath Units are complete assemblies for Wurlitzer 412, 616, 24, 600, 500. Set of 3 Chutes (5c, 10c, 25c), \$16.85 per set. "Satisfaction guaranteed or your money back."

HEATH DISTRIBUTING CO.

217 THIRD STREET
MACON, GEORGIA
Phones: 2681-2682





GENCO'S

Great Sensation

BING-A-ROLL

IT'S NEW! IT'S DIFFERENT!

Here's Why **BING-A-ROLL**
is a Great **SKILL GAME**

A high score of 285,000 can be obtained by skillful playing of balls.

Each ball played scores from 1,000 to 24,000.

PLUS a bonus score of 50,000 when a line is completed **VERTICALLY—HORIZONTALLY** or **DIAGONALLY**.

All balls can be played at once, yet the ingenious automatic scoring device will register the score of individual balls **ACCURATELY** plus the bonus!

Arrangement of playfield is duplicated in colorful lightup design on backboard glass; score lights up rapidly as played balls fall into pockets.

No waiting for balls to register. Scoring device registers while other balls are played.

**ORDER FROM
YOUR NEAREST
DISTRIBUTOR**



GENCO BUILDS GREATER GAMES

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS





YEAR-END

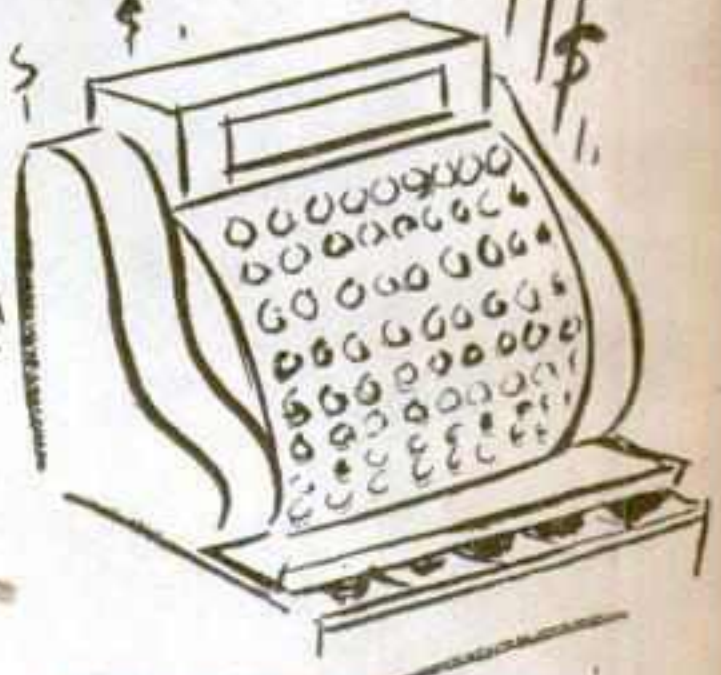
Clearance!

the JACK R. MOORE CO. is B-RINGING OUT THE OLD...

...YOU CAN RING IN THE PROFITS!

BY TAKING ADVANTAGE OF THIS YEAR-END CLEARANCE SALE...

From way out West where your money does Best, Jack R. Moore Co. again offers a world of value in money-making, certified, new and reconditioned equipment. Get on the phone now, or wire or write... but above all, don't miss this big opportunity to



MUSIC

SEEBURG	
Colonel	\$200.00
Envoy	175.00
Classic	150.00
Vogue	140.00
Regal	125.00
Crown	125.00

WURLITZER	
700	200.00
600	125.00
500	145.00
Victory Models	95.00
Twin 12's Buckley	40.00

ROCKOLAS	
Commando	140.00
Luxury Lite-Up	140.00

MILLS	
Empress	75.00
Throne of Music	65.00

AERION (old mechanism)	200.00
------------------------	--------

WORLD'S BEST BARGAINS

CONSOLES

Keeney Super Bell (5-5-10-25c)	\$225.00
Keeney Super Bell (5-5-5-5c)	175.00
Mills 3 Bells P/O	100.00
Mills 4 Bells P/O	75.00
Jumbo Parade (25c) P/O	30.00
Jumbo Parade (5c) F/P or P/O	30.00
Jumbo Parade (5c) P/O	30.00
Jumbo Parade (5c) F/P	30.00

SAVE Check these Values!

MISCELLANEOUS

Chicago Goalee	\$125.00
Amusematic Lite League	65.00
50-5c Personal Music Boxes	
3-Power Packs	
3-Boosters	
2,000 feet Cable	500.00
25 Musical Boxes, each \$15.00	
4 Amplifiers for same at \$65.00 each	500.00
14 Personal Music Chrome Boxes at \$10.00 each, with Master Amplifier at \$49.50	125.00
Used Seeburg Wireless W-B-1Z Bar-O-Matic (5-10-25c)	22.50
Used Seeburg Wireless WS-2Z Boxes	20.00
Wireless 5c Wall Boxes and Bar Boxes. Used, as is—excellent condition, F.O.B. Portland	20.00

ONE BALL GAMES

Victory Derby P/O	\$150.00
Victory Special F/P	150.00
Thorobred F/P	65.00
Longacres F/P	65.00
Jockey Club P/O	50.00
Turf King P/O	59.50
41 Derby F/P	35.00
Club Trophy	20.00
Kentucky P/O	20.00
Dark Horse F/P	20.00
Blue Grass F/P	20.00
Santa Anita P/O	20.00
Fortune	20.00

FIVE-BALL GAMES

Double Barrel, New	75.00
Midget Racer	75.00
Big League	65.00

ACT NOW!

JACK R. MOORE Company

4 DISTRIBUTING OFFICES

PORTLAND—1615 S.W. 14th Ave., Portland 1, Ore.

SEATTLE—100 Elliot W., Seattle 99, Wash.

SAN FRANCISCO—348 Sixth St., San Francisco 3, Calif.

SPOKANE—No. 4 Bernard St., Spokane 4, Wash.

MERRY XMAS *and* **HAPPY NEW YEAR**

FROM THE ORIGINATORS OF "HUMPTY DUMPTY"



SEE OUR EXHIBIT
AT THE
Coin Machine Show
JANUARY
19, 20, 21, 22
WYOMING HOTEL CHICAGO

**BOOTHS
2-3-4**



Arzow

D. Gottlieb & Company • 1140 N. Kostner Ave., Chicago 51, Illinois

Be Your Own Santa Claus!



© The Sunbeam Grille,
Charleston, W. Va.
(Installation by Coin
Machine Service)

Seeburg
DEPENDABLE MECHANISMS

scientific sound distribution . . .

Give yourself more profits through 1948 by giving your customers more listening pleasure through Seeburg Scientific Sound Distribution. It's like playing Santa Claus to yourself all year 'round to install Seeburg Wall-O-Matics, Speakers and Dual Remote Volume Control NOW.

Exclusive Seeburg Distributors Central and Southeastern Ohio, West Virginia and Western Virginia

COLUMBUS 15, OHIO
606 SOUTH HIGH ST.

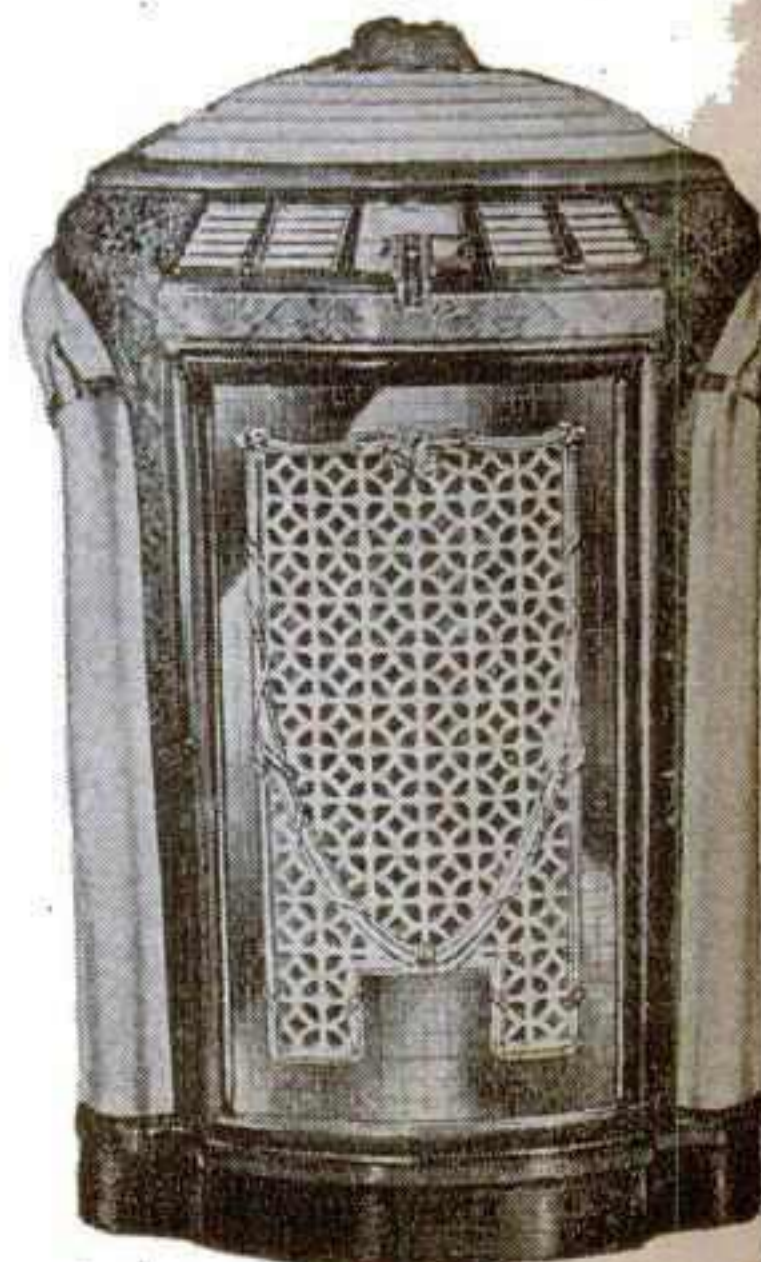
WHEELING, W. VA.
2129 MAIN STREET

CHARLESTON, W. VA.
1619 W. WASHINGTON ST.



Merry Christmas

SHAFFER MUSIC CO.



The "Appeal Impact" of a Home Run with Bases Loaded..that's

Williams SUPER DELUXE

ROLL DOWN BOX SCORE



SINCERE WISHES TO ALL OUR FRIENDS FOR A MERRY XMAS AND A PROSPEROUS NEW YEAR.



YOU'LL HIT "PAY DIRT" FAST WHEN YOU OPERATE



Bonanza

with the Extra Special

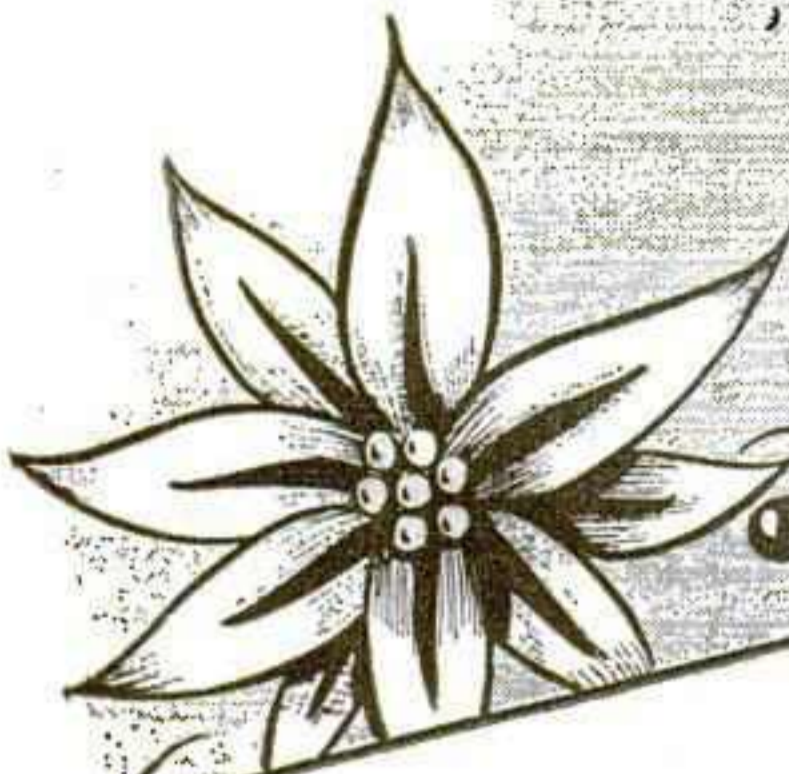
BONANZA FEATURE and PREMIUM FEATURE

SCORES TO 5 MILLION

ORDER FROM YOUR DISTRIBUTOR

Williams MANUFACTURING COMPANY 161 W. Huron St. Chicago 10, Illinois





Season's Greetings

UNITED MANUFACTURING COMPANY

