

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 11, 1948



The well-known long arm of coincidence really reached into the record business recently when Johnny Desmond, Mindy Carson and Frankie Laine "bumped into" one another at Sardi's and discovered they had all waxed the same tune, Oxford's "Tara Talara Tala." Desmond did the disk for MGM, Miss Carson (one of Pops Whiteman's discoveries) for Musicraft and Laine for Mercury. And if you want a little more coincidence, all three happen to be General Artists Corporation attractions. "Tara" is the Oxford (George and Eddie Joy) firm's latest plug tune.

... A MILLION IS A LOT OF ANYTHING ...

... tens of millions is lots more!!!

LITERALLY tens of millions daily is the audience to which America's 300,000 Juke Boxes play. The operators of these 300,000 Juke Boxes are every week readers of The Billboard—yes, these are the operators reached by The Billboard week in and week out, all thru the year.

In The Billboard's Juke Box Operator Supplement you get even more than this 100% coverage. Here's how:

... The Billboard's Juke Box Operator Supplement gets **EXTRA** Distribution at the operators' annual convention in Chicago, the Coin Machine Industries Show beginning January 17th ...

... The Billboard's Juke Box Operator Supplement gets **EXTRA** distribution to a selected list of Foreign Buyers of American Disks ...

... The Billboard's Juke Box Operator Supplement will contain **SPECIAL** Feature Articles keyed to the needs of the Operator ...

... The Billboard's Juke Box Operator Supplement will carry **SPECIAL** Reference Lists Essential to Operators ...

Remember the Issue: January 22, 1949; remember the deadlines: for Reservations, January 4; for copy and/or plates, January 6th.

Check now with your nearest office of

The Billboard

NEW YORK 19, 1564 Broadway—Plaza 7-2800

HOLLYWOOD 28, 6000 Sunset Blvd.—
Hollywood 5831

CHICAGO 1, 155 N. Clark St.—Central 8761

CINCINNATI 22, 2160 Patterson St.—
Dunbar 6450

DETROIT 1, 1009 Fox Theater Bldg.—
Woodward 2-1100

ST. LOUIS 1, 390 Arcade Bldg.—Chestnut 0443



The World's Foremost Amusement Weekly

SPORTS' VIDEO FACE-LIFT

AAU Alarmed At Gate Drop, Blames Tele

Ferris Says TV Must Pay

NEW YORK, Dec. 4.—The Amateur Athletic Union (AAU), meeting here in its 60th annual convention, was concerned this week about the cut in gate receipts at amateur sports events which some officials attributed to television inroads. A special committee, appointed last year, was skedded to report sometime over the week-end on its findings in this respect, and to urge that video make up the difference in receipts.

Dan Ferris, long a leader in AAU circles and a member of its special television committee, said today that, while sports provide a great field for video audiences, the medium must pay for permission to televise amateur events. Ferris did not consider it likely that any single formula could be devised now to cover all events, but that each case must be examined individually. It is considered probable that the video committee will be continued as a permanent group.

Crosby Cuts 1st Ban-Skirt Wax

NEW YORK, Dec. 4.—Bing Crosby last week quietly sliced his first wax since the inception of the recording ban. Der Bingle, who early in the 11-month-old ban announced that he would do no recording during the ban period, sliced two sides, *Far Away Places* and *Tarra Ta-Larra Ta-Lar*, with the Ken Darby Choir and (See Crosby Cuts 1st on page 15)

Copyright Treaty Okay Urged

State Dept. To Press for Senate Action

May Revise Act of 1909

WASHINGTON, Dec. 4.—In one of the most momentous developments in the history of copyright regulation, the State Department is preparing an all-out drive to obtain Senate ratification of the inter-American copyright convention treaty early in the 81st Congress, *The Billboard* has learned. The move is gaining unusual significance because the pact's chance for Senate approval is currently considered "favorable" and because the treaty, if ratified by the United (See Copyright Treaty on page 15)

Billboard Backstage: By Joe Csida

A New Dramatic Art Form & Roses to Wasserman, Evans, Humber and a New Moon Tune

The *New York Post's* Jimmy Cannon was making like one, firing a steady salvo of fire and indignant questions at sports promoter-plastic manufacturer George Kletz. Kletz, president of the newly reorganized Tournament of Champions (TC), had just concluded a luncheon speech outlining the aims of the sports enterprise. International News Service's Pat Robinson had already harangued Kletz considerably and, under Cannon's persistent third degree, the gent was perspiring profusely.

"What about a guy named Spinelli?" demanded Cannon. "Is he still in the picture?"

"No, No," said Kletz, "completely out of it."

Dave Charnay, president of Allied Syndicate, a public relations outfit and 25 per cent stockholder in TC,

tried to step in and straighten Cannon out. Patiently but firmly he explained the place of Music Corporation of America (MCA) and the Columbia Broadcasting System (CBS) in the set-up. Cannon absorbed all this, finally bowed out with: "So what you mean is that boxing is about to become a dramatic art." There was a rumor around Toots Shors, where the meeting took place, that Joe Walcott had enrolled in the American Academy of Dramatic Arts, but this was unconfirmed. And somebody else said that the little book in Primo Carnera's pocket was an Italian translation of a Stanislavsky tome on the theater. Turned out to be *Wrestling as a Social Force*, by an anonymous author.

To Lew Wasserman. The young (See Billboard Backstage on page 46)

Schoolboy Says It With TNT For "Can't Take It With You"

NEW YORK, Dec. 4.—No pyrotechnic that Paul Sycamore ever dreamed up in his basement could match the results obtained by Brooklyn prep students in a recent revival of *You Can't Take It With You* at the Bishop McDonald Memorial High School in Brooklyn.

Dennis Gurney, Blackfriars' stage coach-bah, had been coaching the lads and obviously required a mild off-stage explosion from the Sycamore basement to highpoint his second act. Gurney would have willingly settled

for a sound effects platter, but his student property man is a realist.

Came opening night and the cue for the Sycamore cellar debacle. Came also a downstairs roar which shook the building. Final tab showed eight basement windows blown out, two chairs demolished and a steel oil drum, in which the concoction had been touched off, blown in half. Inquiry developed that the lad had used half a pound of dynamite.

However, the play was a complete success. Nothing was ruffled except the school janitor's temper.

See No Decision on Capitol Gains Deals for Months

WASHINGTON, Dec. 4.—The Washington phase of the dispute over the capital gains tax use by show performers (*The Billboard*, November 20, December 4) has taken a new turn in which the issue is not expected to be solved for months, so far as Washington officialdom is concerned.

With talk still rife on Capitol Hill that a congressional inquiry may be likely next session, the Bureau of Internal Revenue is continuing its own survey of the situation, but a spokesman told *The Billboard* this week that "the question at issue is a highly complex one legal-wise and cannot be answered glibly or quickly." The question, it was explained, is not whether a person is entitled to pay a capital gains instead of per-

sonal income tax by "incorporating oneself." Instead, it is whether one's services can be classified as "property sold to or by someone else."

Each Case Individual

It was explained that such determination can be made only in individual cases and determination must be based on the wordage of specific contracts. For this reason the Bureau is not expected to issue a statement of blanket policy beyond declaring that it will handle "individual taxpayers" on a confidential basis in compliance with the federal law.

The controversy, which reached Capitol Hill in the midst of negotiations by Jack Benny to transfer from National Broadcasting Company to Columbia Broadcasting System, is

Is Lombardo Playing Next Title Tussle?

All Fields Probe Effects

NEW YORK, Dec. 4.—Developments in recent weeks indicate that the sports business is undergoing an will continue to undergo a face-lifting job unmatched in any previous period in its history. The face-lift is prompted by television's impact on the industry. Whether sports' new physiognomy will have greater or less appeal than its present puss to Joe and Jane Customer is a moot and debatable point.

With the Columbia Broadcasting System (CBS) and the Music Corporation of America (MCA) each cutting in for a 25 per cent chunk of the reorganized Tournament of Champions (TC) along with Allied Syndicate (AS), a public relations out- (See Sports' TV Face-Lift on page 14)

Folsom Made Prez, Wilson Exec V. - P. At Radio Corporation

NEW YORK, Dec. 4.—Two promotions on the highest exec levels were announced by Radio Corporation of America last week. Frank Folsom, who has been executive vice-president of Radio Corporation of America in charge of the RCA Division, was made president of RCA, and John G. Wilson, who was vice-president and general manager of the RCA Division, moves up into Folsom's spot, with Folsom's old title. No replacement has been announced as yet for Wilson's vacated slot.

expected to stay alive on Capitol Hill, where four congressmen (Sens. Styles Bridges and Eugene Millikan and Reps. Carl T. Curtiss and J. Percy Priest) have publicly registered interest in the issue. Three of them have addressed inquiries to the Bureau of Internal Revenue concerning the Bureau's policy on Capital gains tax coverage.

The Bureau has already answered the congressmen, pointing out that the matter is being "studied" (*The Billboard*, November 20). It is con- (See SEE NO DECISION on page 46)

Tell Her, Pop!

NEW YORK, Dec. 4.—Betty Lou (*As the Girls Go*) Barto was on Benny Rubin's disk show which comes over WOR from various clubs during the week. Rubin asked Miss Barto, "Isn't your father head of AGVA?"

"I guess so."

"Guess? Don't you know?"

"Yes, he is," said Miss Barto.

"Now tell me" asked Rubin, "what does AGVA mean?"

"How do I know?" replied Dewey Barto's daughter. "All I do is pay dues."

This One



LZP1-37D-91SC

Copyrighted material

FCC Preps Thaw of TV Freeze

Nearing Plan For Interim Allocations

Would Preserve Frequencies

By Ben Atlas

WASHINGTON, Dec. 4.—With industry pressure mounting for a quick end to the television freeze, the Federal Communications Commission (FCC) is moving toward an interim reallocations plan which will leave the issue highly unsettled but which will definitely keep intact the frequencies on which commercial television stations are already operating. This was learned as the FCC completed a grueling week-long engineering conference in which the FCC appeared to have its solution for leaving operating TV stations undisturbed and protected from interference by means of synchronization transmitters which Radio Corporation of America (RCA) has avowedly perfected. In groping toward an interim reallocations plan, the FCC is resigned to the prospect of eliminating some unused TV frequencies in order to provide for wider separation of co-channel frequencies. Meanwhile, the commission is literally up in the air on a method of providing additional TV frequencies by opening the ultra-high band to commercial television.

The best the commission can hope to produce is a temporary scheme which is likely to leave the dual television issue unresolved for years even tho the interim reallocations plan will pave the way for opening a segment of the U-H-F band to commercial television for the first time. Members of the commission have never been more befuddled by the complexities of the problem, and they are handling gingerly all industry suggestions on dual upstairs-downstairs television. Most prominent of the suggestions which have come from the industry is a TV clear channel plan (*The Billboard*, October 23). (See FCC's Hot Water on page 11)

In This Issue

Broadway Showlog	44
Burlesque	46
Carnival	64-67
Circus	62-63
Classified Ads	70-75
Coin Machines	81-124
Fairs and Expositions	59-61
Final Curtain, Births and Marriages	48
General Outdoor	49-55
Honor Roll of Hits	22
Legitimate	44-45
Letter List	76-77
Magic	46
Merchandise	70-78
Music	15-39
Music as Written	37
Music Machines	93-96
Music Popularity Charts	22-36
Night Clubs	40-43
Parks and Pools	50-58
Pips for Pitchmen	78
Radio-Television	5-14
Repertoire	47
Reviews: Legit	44
Night Clubs	42
On the Stand	26
Radio-Television	8-9
Vaudeville	41
Rinks and Skaters	68-69
Roadshow Films	47
Routes: Carnival	54
Circus	54
Legitimate	43
Miscellaneous	51
Salesboards	79-80
Vaudeville	40-43
Vending Machines	82-92
Vox Vox	39

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 1948 by The Billboard Publishing Co.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
BUTTONS AND BOWS
- No. 1 *Sheet Music Seller*
BUTTONS AND BOWS
- No. 1 *Most Played on Disk Jockey Shows*
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 *Disk via Dealer Sales*
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 *Disk in the Nation's Juke Boxes*
BUTTONS AND BOWS, Dinah Shore, Columbia 38284
- No. 1 *Most Played Juke Box Folk Record*
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162
- No. 1 *Best Selling Retail Folk Record*
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162
- No. 1 *Most Played Juke Box Race Record*
BLUES AFTER HOURS, Pee Wee Crayton, Modern 20-624
- No. 1 *Best Selling Retail Race Record*
CORN BREAD, Hal Singer Sextette, Savoy 671
- No. 1 *Sheet Music Seller in England*
BUTTONS AND BOWS

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 15 to 36 in Music Section.

Tunes, Plays, Radio Scripts Sought for \$5,000 Contests

NEW YORK, Dec. 4. — Cheryl Crawford, Herman Shumlin and Sam Wanamaker have agreed to act as judges on the merits of play manuscripts submitted to the National Five Arts Award, Inc., non-profit group now conducting open competitions for awards and fellowships totalling \$100,000 annually. The contest closes January 31.

Organized to discover, aid and stimulate writing talent in five different fields, National Five Arts is offering lucrative cash prizes in each category and, in addition, plans to follow thru with professional publication and production of the best material submitted.

The playwright submitting the manuscript judged best by Miss Crawford, Shumlin and Wanamaker will receive a cash award of \$2,000. Second prize is \$1,000, and third,

fourth, fifth and sixth prizes of \$500 each will be awarded. The top play will be published in an anthology, along with the prize-winning radio script, screen synopsis, popular song, short story, and short short story.

There are also royalty prospects for the winning playwrights: Standard authors' percentages on box-office receipts of professional Broadway production, as well as on flicker, radio and television adaptations.

Stem Luncheon Hauls USO Out Of Moth Balls

NEW YORK, Dec. 4.—The United Service Organization (USO) emerged from its 1947 post-war moth balls at a luncheon held at Toots Shor's Thursday (2). Six months ago, according to James Sauter, chairman of the entertainment committee of the New York USO Campaign Committee, word was flashed from the White House that showbiz must get back in harness to spark a morale, entertainment hike for the 2,000,000-odd personnel which will make up a new peace-time army and navy.

Sauter introed Gen. Francis R. Kerr, associate administrator of the Veterans' Administration, who praised USO's current entertainment servicing of 110 hospitals and looked forward to its amplification.

Walter Hoving, chairman of the board of USO and head of Veterans' Hospital Camp Shows, asserted that showbiz must wake up and get back in harness to team up for a morale assist, both for new and old in Uncle Sam's military family.

Other speakers were John J. Raskob, chairman of the campaign committee, and Dr Lindsley Kimball, prexy of USO.

Kimball stated that there were a million minors in the army at the moment and that by next year out of an expected 2,000,000, 60 per cent will be under 21 and 80 per cent under 25. It will be, he said, a peacetime draft under an insecure peacetime hazard which calls for civilian responsibility. As such, a civilian morale potential is doubly important, with USO as the backstop.

USO is seeking \$6,650,000 nationally. Most of this amount is being raised via Community Chest cam-

De Santis Inks 50G Exclusive Pact With GAC

HOLLYWOOD, Dec. 4.—General Artists' Corporation (GAC) Coast booker Henry Miller closed an exclusive booking deal with Vancouver's Palomar, selling its op. Sandy De Santis, more than \$50,000 worth of talent. Under terms of the deal, all talent going into the Vancouver spot will come thru Miller, with GAC splitting the commission on talent handled by other agencies. The deal has the Palomar booked until May and gives GAC properties the lion's share, splitting commissions with William Morris and Joe Glaser's Associated Booking Corporation (ABC) on a few artists.

Talent, all on two-week stands, includes Louis Jordan, January 17; Louis Armstrong, January 31, and Billie Holiday, February 14 (both ABC properties); Arthur Lee Simpkins (William Morris), February 28; Kay Starr, March 14, provided radio commitments permit, and Frankie Laine, April 4. The Ink Spots will follow Laine, but GAC will not share in this one, since the booking was set prior to Miller's deal. De Santis will also promote a one-nighter tour for Laine thru Southwestern Canada during May and is discussing Rudy Vallee and Joan Edwards for the spring and summer.

One of the biggest nitery talent deals swung in recent times, the deal grew out of a long association De Santis had with Miller. Latter previously sold Laine and booked the Mills Brothers into the spot, where they just concluded a four-week run. According to De Santis, biz is strong in Vancouver, with customers particularly favoring disk names and Negro talent.

paigns in 434 cities thruout the country. In addition, including New York, the org is raising funds independently. The local financial goal is \$800,000. The 1949 budget allots \$1,400,000 to Veterans' Hospital Camp Shows activities.

The entertainment industry committee includes: Honorary chairmen, Walter Hoving and Abe Lastvogel; (See STEM LUNCHEON on page 45)

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers
Roger S. Littleford Jr.
William D. Littleford

E. W. Evans.....Pres. & Treas.
Joseph C. Csida.....Vice-Pres.
Lawrence W. Gatto.....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: PLaza 7-2500

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

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

F. B. Joerling, General Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 9443

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

Printing Plant and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio
Subscription rates payable in advance. One Year, \$10. 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 Turnover and Vend

NBC'S 2-MIL. PROGRAM KITTY

Hey, Schmoos!

NEW YORK, Dec. 4. — Al Capp and his "schmoos" will be guests of honor at the Radio Writers Guild (RWG) annual cocktail party Friday (10) at the Hotel Astor. Milton Berle will emcee the affair, which promises \$5,000 in prizes for the schmoos party guests. The loot includes a live baby sitter, schmoos; a live puppy, schmoos; one-shot acting jobs, schmoos; four Henry Rosenfeld dresses to be presented on the hoof, schmoos, and a wire recorder, in addition to the usual assortment of radios, kitchen equipment, wrist watches and—schmoos.

Shore & Tilton Figure in Smith Stanza Shuffle

HOLLYWOOD, Dec. 4.—There will be a reshuffle in the talent line-up on the Jack Smith show after the first of the year, with Dinah Shore joining the show three times a week and Martha Tilton twice weekly. Clark Sisters will be dropped. Heretofore Miss Tilton paired with Smith Monday and Thursday, the Clarks Tuesday and Friday, leaving Wednesday open for guests. Starting January 4, Miss Shore will blend with Smith Tuesday, Wednesday and Thursday, while la Tilton will be on Monday and Friday.

Until the January reshuffle, currently open Wednesday guest slots will be filled in the following order: Next week, Miss Shore, followed by Margaret Whiting, Dorothy Shay and Kay Starr.

GE 'House Party' Moves to ABC

NEW YORK, Dec. 4.—The household appliance division of General Electric (GE) this week shifted *House Party*, across-the-board daytime show, from the Columbia Broadcasting System (CBS) to the American Broadcasting Company (ABC), effective January 3. The switch followed a reallocation of GE's budget involving less funds for the division involved. Don Ameche's show, *Your Lucky Strike*, for American Tobacco will probably get the GE slot.

The budget shuffle wound up with the appliance division having close to \$200,000 lopped off its annual fund. CBS suggested that GE purchase only 25 minutes and attempt to get its dealers to finance the last five minutes of the show at card rate, but dealer response proved slow. The ABC deal has GE getting a 30-minute show but paying only for 25, with dealers permitted to buy cue-in announcements in the last five minutes.

Farr Quits Mutual To Pen for Pix

NEW YORK, Dec. 4.—Finis Farr, Mutual Broadcasting System (MBS) script editor here, has resigned to join the writing staff of Paramount Pictures. Farr left for Hollywood yesterday (3).

Phillips Carlin, MBS program veepee is on the search for a replacement.

Clearing for Prompt Show Buying and Building Action; Push On in Both AM and TV

Follows CBS Format; Bergen, Harris Deals Up in Air

By Jerry Franken

NEW YORK, Dec. 6.—The National Broadcasting Company (NBC), taking steps to meet the program inroads made by the Columbia Broadcasting System's (CBS) capital gains deals, has set up a \$2,500,000 pool to build programs and is clearing the decks for immediate action in the way of hiring the necessary personnel and talent. First measures will be taken today (Monday), when Ken R. Dyke, the web's programing veepee, returns from his honeymoon and will step into meetings designed to get the web into action.

NBC's \$2,500,000 program kitty is the money the web had planned to spend to buy Jack Benny's Amusement Enterprises, Inc., now the property of CBS, with Benny starting his CBS career January 2. This is the second NBC show to go to CBS in this fashion, the first being *Amos 'n' Andy*. NBC appears resigned to the loss of a number of others, and thus is gandering the program field, a sphere it has neglected during the past years. The latest show to get overtures from CBS is *Fibber McGee and Molly*.

The network's plans are necessarily sketchy at this stage, but they do provide that Dyke will concentrate on AM shows and Norman Blackburn, its tele program director, on video programs, with Dyke in over-all command. NBC plans to develop or buy as many shows as possible suitable for airing on either medium, not necessarily simultaneously, but adaptable for video with comparatively few changes. The web will also augment its staff, since it now has few producers it expects can handle the creative side of programing.

Follows CBS Pattern

Thus, NBC is following the pattern set by CBS a little over two years ago, when that network found itself in a plight worse than NBC's is today. CBS then took a long-term stand and went into building its own packages, over which it retained control. The move paid off with such clicks as Arthur Godfrey's *Talent Scouts* and *My Friend, Irma*.

Meanwhile, the capital gains front was static during the past week, and the two NBC programs CBS is thirsting for will remain in a state of suspended animation for some time. These are the Phil Harris and Edgar Bergen shows the latter having been bought by Coca-Cola on a capital gains deal, pending Treasury Department approval. It is hoped the word may be handed down on Bergen by December 15. Rexall, Harris's current sponsor on NBC, has until January 20 to notify NBC if it intends to cancel, and is biding its time until NBC settles its replacement for Benny.

Sunday Dog Fight

To this end, Niles Trammell, NBC president, went to Cincinnati this week-end to discuss with Procter & Gamble execs the feasibility of spotting Red Skelton in the 7 p.m. time in opposition to Benny. Reports from the Coast were that Skelton is balking at this idea. It may be, tho, that he could have no say in such a step, under his P&G contract. Similarly, an NBC plan to build an hour show, 7 to 8, should it lose Harris too, and use some of its other top stars—Burns and Allen being among those mentioned—would run into trouble if proposed. The Coast performers are too close to let themselves in for that sort of dog fight.

WHA-V Show May Sub for Industry House Publications

HAVERHILL, Mass., Dec. 4. — Industry use of local radio as a substitute for published house organs in building community relations and insuring a steady labor supply has been proposed here by Lew Sargent, station manager of WHAV and WHAV-FM. Workers and their families would be polled to determine program preferences, after which a balanced program format catering to all tastes would be established.

Each participating industry would be allotted one or more programs per month to focus public attention on its business and its employees. The cost of the year-round good-will venture would be apportioned among participating firms.

If accepted by the manufacturers, the proposal suggests their jointly establishing a board of directors to determine policy and control the public relations program. WHAV would

"County Fair" Going Nights

NEW YORK, Dec. 4.—*County Fair*, Borden Company bankrolled show heard on the Columbia Broadcasting System (CBS) web as a strongly rated daytime airer for three years, will move into a nighttime spot January 5 opposite Milton Berle's *AM Star Theater* and Ed Gardner's *Duffy's Tavern*. *Fair* will take over the 9-9:30 p.m. seg now occupied by *Your Song and Mine*, also Borden sponsored.

Last named show is being dropped as a result of a cut in Borden's radio budget. As a result of the shift, Armour & Company's *Stars Over Hollywood* will move into the Saturday vacancy left by *County Fair* beginning January 1. CBS has not yet decided on a replacement for the 2-2:30 p.m. Saturday spot now held by the Armour show.

create programs and function as agency for the campaign, including the furnishing of a managing editor for the radio house organ.

Survey Still On

NEW YORK, Dec. 4.—Contrary to published reports, Broadcast Measurement Bureau (BMB) definitely is planning to move ahead on its 1949 audience survey, with 650 ballots scheduled to be mailed out on or before March 1. That date is considered to be the latest possible, because any delay would risk running into daylight saving time changes.

CBS To Cuff "Ace and Jane" After GF Quits

NEW YORK, Dec. 4.—Columbia Broadcasting System (CBS) will restore Goodman Ace's *Mr. Ace and Jane* series to its sustaining roster when the show winds up its General Foods run five weeks hence. Show was canceled this week due to an acute case of Hooperitis. Its latest rating was a 5.9.

The cancellation, however, engendered a considerable amount of criticism within trade circles, especially when it was learned yesterday (3) that General Foods had renewed its Meredith Wilson show. This show, which has much less competition than the Ace show, scored even lower than the canceled series, coming up in the last Hooperatings with a 4.4. The logic of the sponsor and the agency, Young & Rubicam, was baffling to outsiders. Ace airs against Jimmy Durante and *Your FBI*, Wilson against *Curtain Time*.

The account meanwhile has taken a short-term option on another CBS package, *Favorite Husband*, as a possible replacement for *Mr. Ace*.

Ratner Off to Coast To Promote Benny

NEW YORK, Dec. 4.—Vic Ratner, Columbia Broadcasting System (CBS) veepee in charge of promotion, left for the Coast Wednesday (1) to huddle with Jack Benny and CBS Coast staffers on promotion plans for the comic's shift from the National Broadcasting Company (NBC) January 2. This is the date Benny makes his first CBS airing.

CBS is slated to splurge on its Benny acquisition.

HOLLYWOOD, Dec. 4.—Columbia Broadcasting System's (CBS) newly reinforced programing line-up and the giant promotional campaign to back up the newly acquired talent properties—as of pres-time, including Jack Benny and *Amos 'n' Andy* shows—will top the agenda during the ninth district CBS affiliates' meeting to be held here December 13-14.

Attending will be 29 execs from 22 CBS affiliates of 10 Western States. Attending from CBS, New York, will be Joseph H. Ream, web veepee; H. V. Akerberg, veepee in charge of station relations; William B. Lodge, general engineering veepee, and John J. Karol, CBS sales manager. From KNX and CBS, Hollywood, D. W. Thornburgh, Western veepee; A. E. Joscelyn, KNX-Columbia Pacific network director of operations; E. W. Buckalew, Coast station relations field manager, and Harry Ackerman, director of network programs, Hollywood, will attend.

Canada Radio Probe Near?

Gov't May Set Up Body To Investigate

Three Moves Spark Action

MONTREAL, Dec. 4.—The possibility of a Parliamentary Royal Commission to investigate the entire radio set-up in Canada loomed large this week, and indications were that a demand for the setting up of the investigating body would be heard in the House of Commons when it meets after the new year.

The above information, gleaned from usually reliable sources, is based on three points which are said to have sparked the demand for a royal commission to a new high. They are: (a) CBC's recent decision to delay once more the setting up of television stations, both indie and CBC-controlled; (b) A charge last week by the Canadian Council of Churches that CBC had been instrumental in driving church services from the air; (c) A full-column lead editorial, Thursday (25), in *The Montreal Star*, one of Canada's most influential newspapers, calling for the setting up of a royal commission on radio and stating that CBC's recent decision on video and "confusion about religious broadcasting. . . . Reflects a general confusion about radio that has been growing steadily greater in the past few years."

Future Speculation

What will probably happen when parliament meets is that a member of the opposition, or perhaps even the liberal government, will cite the church and video incidents and demand the setting up of the commission.

Some members of parliament have in the past stated time and again to *The Billboard* that they think a royal commission is necessary to overhaul the entire radio system which is based on royal commission findings of the late Sir John Aird 20 years ago. Also the feeling among indie operators, represented by the Canadian Association of Broadcasters (CAB), is that private stations have grown in prestige, importance and stature since the Aird report was first implemented, and they resent the curbs and controls forced upon them by CBC, which under the plan set up 20 years ago made the government radio corporation both their policeman and competitor.

The television row, many ops and ordinary citizens feel, is reason enough for a royal commission. It's no secret that CBC hasn't the money for video but what its policy should be in regard to the indies is what is prompting the growing call for a royal commission.

"Betty Moore" Going From ABC to Mutual

NEW YORK, Dec. 4.—The Benjamin Moore Paint Company show, *Betty Moore*, for years a fixture on American Broadcasting Company (ABC), this week shifted to the Mutual Broadcasting System (MBS). The show is a seasonal series, airing in the spring and fall, and the next season isn't due on the air until March.

The program usually airs Saturday morning and is now handled by the St. George and Keyes Ad Agency.



KLZ Announcer

BOB DAVIS

Bob Davis, a newcomer to KLZ's topnotch announcing staff, has been doing mike work for a dozen years—another example of the experienced "know-how" that stamps KLZ as "the West's first station."

KLZ, DENVER

Myers Ankles to N. Y. Ad, Bally Dept., NBC

NEW YORK, Dec. 4. — Lorin S. Myers, promotion manager of the National Broadcasting Company's (NBC) Washington stations, was transferred to the web's advertising and promotion department here as assistant to George Wallace, web sales promotion manager, it was announced this week by James H. Nelson, director of the department.

Prior to his work for NBC Stations WRC, WRC-FM and WNBW in Washington, Myers was promotion manager of NBC's affiliate, WSB, Atlanta, for more than three years.

D. of J. May Get Reps' Beef If FCC Doesn't Soothe 'Em

WASHINGTON, Dec. 4.—The Department of Justice may enter the web-station rep squabble over spot sales in the event the Federal Communications Commission (FCC) fails to take action after concluding the present hearings, it was brought out this week by reps of the National Association of Radio Station Representatives (NARSR), kingpin of the attempted move to ban networks from representing stations in the sale of spot ads. That the nets, particularly the Columbia Broadcasting System (CBS), are taking the situation seriously is evidenced by the appearance at FCC hearings of ex-Judge Sam Rosenman in behalf of CBS.

In opening his testimony this week, H. Preston Peters, chairman of NARSR, casually mentioned that the organization has filed a complaint against web representation activities with the anti-trust division of the Justice Department. Former FCC Chairman James L. Fly, representing NARSR, later explained that the Justice Department is waiving present action "pending the possibility of FCC action."

NARSR's Position

As anticipated, NARSR testimony stressed the contention that web activities in representing stations is a threat to individual station control (*The Billboard*, November 20). Peters declared that while stations represented by networks amounted to only 3 per cent of the licensed stations in the country in 1946, they handled 22

Agencies Get Chance To Do "Voice" Scripts

WASHINGTON, Dec. 4.—The State Department is drawing up final program specifications in preparation for asking bids from private agencies to take over the scripting of feature material for the *Voice of America*, a department spokesman told *The Billboard* this week. The only material to be farmed out will be dramatic scripts of a timeless nature, with State Department handling all news and music broadcasts.

Stations, ad and script agencies will be welcome to submit bids for furnishing such material, the official said. Contracts will be given to the lowest bidder who has demonstrated ability to turn out the work needed.

At present, all *Voice* material is prepared and broadcast by State Department personnel, but the agency hopes to be able to let private firms take over some of the work load within the next few months.

Program specifications will include the number of writers required, the estimated amount of time needed to prepare a particular show, and the type of show desired, together with sample scripts of previous shows of the same format.

AFRA WINS AT WGBS

MIAMI, Dec. 4.—The American Federation of Radio Artists (AFRA) won a National Labor Relations Board (NLRB) election Thursday (2) at WGBS, Local 50,000-watter. The vote was held in two categories—announcers (5-1 for the union) and continuity writers (unanimous for AFRA). The station is owned by Fort Industries.

per cent of the national spot ad accounts. Peters added: "We seriously question the degree of independent operation left to a station manager by a network arrangement."

Other NARSR witnesses claimed that thru web-station representation agreements networks are able to control non-option as well as option time.

Speaking for CBS, Rosenman declared that the web is "very, very small fry" in the station representation business. He said CBS stood No. 22 in the amount of such business handled by all kinds of station reps.

"What the commission must decide," declared Rosenman, "is whether representatives who control 60 per cent of the nation spot business have the right to prohibit the 6-7 per cent handled by networks." Other CBS witnesses denied that CBS's radio sales division exerted any sort of control over stations or coerced them in any way.

Witnesses for several stations represented by webs in national spot ad accounts denied that they were hampered in any way by the networks. Reps of WCAU, Philadelphia; WRVA, Richmond, and KSL, Salt Lake City, all testified that they were well satisfied with the way they were represented by networks.

The hearings were adjourned Friday (3) until January 3, when witnesses for National Broadcasting Company, American Broadcasting Company, and Allen B. DuMont Laboratories are slated to testify.

Zeke Godfrey? Why He Dat Fella Who Plays a Washboard

WASHINGTON, Dec. 4.—Numerous moments of comedy and one of high excitement sparked the Federal Communications Commission (FCC) hearing on national spot sales this week. Tops in laughter was reached when Frieda Henneck, FCC's latest acquisition, acknowledged that she had never heard of Arthur Godfrey. Earlier the hearing had been thrown into a brief turmoil when Carl J. Burkland, chief of CBS sales, suddenly collapsed on the witness stand. His condition was pronounced not serious after he was rushed to the near-by Post Office Department Infirmary. Burkland, it was explained, suffers from a nervous ailment.

The Godfrey incident occurred while Howard Meighan, a CBS veepee was on the stand. To explain a point, Meighan said to Commissioner Henneck: "You've heard of Arthur Godfrey, of course?"

"No," she replied, "is he a hillbilly singer?"

Meighan struck his head with his palm and shouted: "Please—you're referring to the man I love."

MBS Plans Partial Reshuffle of Shows

NEW YORK, Dec. 4.—A reshuffle of some Mutual Broadcasting System (MBS) shows was being planned this week, with Trimount's *Sherlock Holmes* slated to shift from 7 p.m. Sunday to its old 8:30 Monday slot. Despite the feeling that the Sunday time is between the fire of National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS), chances are that the Mutual Benefit Insurance Company will move its newly bought *Mayor of the Town* up to 7 p.m. from 7:30.

The period which would be vacated by the insurance firm may be filled by Carter's Jimmie Fidler show and by a Gabriel Heatter show. The five-minute period after *Mayor* which runs 25 minutes, has been sought by a couple of bankrollers interested in using the period for a news show. However, should the Fidler-Heatter arrangement be made MBS will not utilize a news show for the five-minute slot.

Colgate Near Choice For New TV Package

NEW YORK, Dec. 4.—Colgate this week was near purchase of a video package it will air starting early in January over the National Broadcasting Company (NBC). Robert Healy, Colgate ad manager, tentatively has okayed *Best One-Act Plays*, a dramatic package built for Colgate by the William Esty Agency. Taler budget is \$2,000 weekly.

Colgate purchased the 9 p.m. Monday period on NBC some time ago and has been awaiting the proper show before teeing off.

Pillsbury, ABC Mull Full Kyser Backing

NEW YORK, Dec. 4. — Pillsbury Mills will meet early next week with the American Broadcasting Company (ABC) to negotiate expansion of the sponsor's 15-minute interest in the Kay Kyser show to the full half hour. Pillsbury now sponsors the second quarter-hour of the across-the-board morning airtel.

The show is in the 11 a.m. period

FCC'S HOT WATER THAW

ASCAP Cancels TV License, Then Grants 60-Day Dicker; Confusion Rife at Two Webs

CBS and NBC Get Jitters Over Music Rights

NEW YORK, Dec. 4.—The TV-music rights situation was charged with considerable tension this week as a result of several important developments. First, the American Society of Composers, Authors and Publishers (ASCAP) canceled its gratuitous TV license, serving notice on telecasters that the cancellation would be effective 30 days after receipt of the notice. The ASCAP notice of cancellation, however, provided for a negotiating period of 60 days after January 1, 1949—in other words a virtual extension of the nominal license. In the event a commercial pact is agreed upon during this period, the terms will be retroactive to January 1, 1949; but if no agreement is

obtained the stations will be considered as having been licensed on a gratuitous basis for the 60 days. The publishing fraternity, meanwhile, was subjected to some aggravating moments as a result of a widely circulated report that the Columbia Broadcasting System (CBS) had decided to use only non-ASCAP music on its TV programs beginning December 7. What actually happened was that the telecasters were laboring (See ASCAP Cancels on page 19)

Texaco Co. Likes Met TV Cast; Plans Countrywide Kine

NEW YORK, Dec. 4.—Officials of the Texas Company this week were pleased by the ratings scored by their telecast of the Met Opera's opening that they were planning extensive kinescope repeats thruout the country. Execs of the sponsor and the American Broadcasting Company (ABC) huddled over the film late this week to determine how much should be used on repeats, with a strong likelihood that some cuts would be made from the broadcast's 2 3/4 hours. A good chance existed that Texas also would call for a second opera telecast. The opening was said to have cost Texas \$25,000 as a package, with ABC just about breaking even on the deal after paying heavy overtime to technicians and a reported double fee to the singers. Despite the light commercial pattern used for the opera, sponsor identification hit a 65.4 mark in racking up an over-all 42.3 rating from 8 to 10:45 p.m. over WJZ-TV. The share of audience was 59.8 and sets in use 70.8. The rating compared with a 17.0 mark for WNBT during the same period and with a 6.4 mark scored by WCBS-TV.

Another interesting aspect to the rating was that the share of audience grew from hour to hour despite the heavy nature of the show and the comparative unfamiliarity of the vehicle, *Othello*. During the first hour, from 8 to 9, the opera earned a 40.9 rating, with a 58.1 share; from 9 to 10, the rating climbed to 44.6, with a 60.6 share. Altho the rating from 10 to 10:45 dipped to 41.3, the share increased further to 60.7.

Connecticut Outlets Pull In Their Belts

HARTFORD, Conn., Dec. 4.—Connecticut radio stations seem to be following the national industry trend of cutting down on expenses thru firing help and reducing the hours of operation. At least two Hartford network affiliates—WDRG (Columbia Broadcasting System) and WONS (Mutual Broadcasting System) have cut nighttime operating. The rest of the city's stations are undecided as yet about how much to cut.

Six employees at WONS have resigned within the last week. Other stations have reported slight reductions in personnel.

Top 10 TV-ers

NEW YORK, Dec. 4.—Following are the 10 top television shows in New York as rated for the month of November by The Pulse, Inc.:

	Nov.	Oct.
Texaco Star Theater, WNBT	59.3	50.7
Toast of the Town, WCBS-TV	36.0	36.7
Original Amateur Hour, WABD	32.7	32.7
Boxing, WNBT	31.3	46.7
Kraft TV Theater, WNBT	31.3	
We the People, WCBS-TV	28.0	28.7
Small Fry Club, WABD	27.4	29.3
Winner Take All, WCBS-TV	26.0	
Wrestling, WNBT	24.7	
On Broadway, WNBT	24.0	37.3
Horse Show, WCBS-TV	24.0	

McBride Show May Return in Afternoons

NEW YORK, Dec. 4.—The Mary Margaret McBride television show, which winds up at its current 9 to 9:50 p.m. Tuesday slot on the National Broadcasting Company (NBC) December 14, may return to the air as an afternoon program. This was one of the possibilities being considered this week by the Newell-Emmett Agency after NBC sold the time to Procter & Gamble. NBC's explanation to the agency, said George Foley, Newell-Emmett chief, was that the period, which follows the Milton Berle show, is not suitable for a five-sponsor participating program.

Foley said the agency still has confidence in the show and intends to continue it at a different time and possibly in somewhat revised format. Miss McBride, whose radio popularity was not manifested in her video rating, is under personal contract to the agency. The five sponsors, all Newell-Emmett accounts, are Squibb, International Silver, Sylvania Electric, Sherwin-Williams and Sunshine Biscuit. The new time period is not likely to be selected before the show exits from its current niche.

3 TV Outlets for Brazil

WASHINGTON, Dec. 4.—Brazil hopes to have three TV stations on the air by late 1949, the Commerce Department said this week. Three stations are now in the blueprint stage, two for Rio De Janeiro and one for Sao Paulo.

Nears Plan For Interim Reallocations

Seeks To Protect Ops

(Continued from page 4)

Under this plan, assignments on the very-high-frequencies (V-H-F) would become "clear channel" TV stations while ultra-high frequency (U-H-F) stations would operate as locals. Support for such a scheme has been traceable to RCA whose engineers at this week's conference suggested the feasibility of increasing the signal strength limit of V-H-F stations. The plan is seen largely as a way to guarantee the economic security of lower-band stations in which heavy investments have been made.

Temporary Expedient

The duration of the TV freeze appears to depend upon the speed with which the FCC can set up a new allocation system involving the 150-mile physical separation of co-channel stations. To avoid displacing any operating stations, the FCC appears to favor the RCA-proposed synchronized-transmitter system which has been under consideration for some weeks. It is held certain that the FCC will avoid classifying its new reallocations scheme officially as "interim" but, in effect, it will be purely a temporary expedient.

An allocations system to take care of interference problems has already been devised by FCC engineers for the larger cities in 14 Northeast States. As was inevitable in view of the necessity for wider physical separation, a number of channels are deleted in the engineering division's suggestions, which have not yet reached the proposal stage. The same process of channel deletions is in prospect for most of the rest of the country.

To make up for the channels to be knocked out of the V-H-F range, FCC's engineers are working hard to devise standards for the ultra-high-frequency (U-H-F) band. The usual problem of limited spectrum space here is complicated by the necessity of making some sort of provision for color TV. The intense interest of the FCC in the 6-mc. color system worked out by the Columbia Broadcasting System (CBS) is a key to FCC thinking along this line, despite the fact that CBS has put forth no special pitch for 6-mc. color.

KOB-TV Bow Gives First Tele to N. M.

ALBUQUERQUE, N. M., Dec. 4.—This State's first television materialized November 29 when KOB-TV premed with a two-and-a-half hour program. The new station is on the air from 2:30 to 5 p.m., two days. The sked will be revised after dealers' demonstrations have been completed. Initial telecasts will consist primarily of tele-transcriptions of Eastern network programs. At present there are about 100 receivers in KOB-TV's area. The station's debut, incidentally, gave New Mexicans within range of the outlet their first taste of FM as well as tele.

Among the opening day's shows were a salute by the National Broadcasting Company (NBC), *Doorway to Fame*; *Frying Pan in the Fire* and *Howdy-Doody*. Later KOB-TV will use its own cameras and microwave relay equipment to televise local events.

CURTISS CANCELS SHOWS

NEW YORK, Dec. 4.—Curtiss Candy this week canceled its two five-minute news broadcasts on the Columbia Broadcasting System (CBS). The programs air at 11 p.m. Saturdays and Sundays over 149 stations.

Cancellation is effective January 16.



Burbelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
165 Church St., New York 7, N.Y.
BARclay 7-5371

HOWARD PHOTO REPRODUCTIONS
No Order Too Small or Too Large.
Enlargements mounted, 20x30, \$2.00; 30x40, \$3.00. Photo post cards, 2¢. 24-hour service. Mail orders coast to coast. Write. Call. Free Sample Kit.

8 x 10 5c QUANTITIES

Howard Photo Service, Dept. B
165 W. 46 St., New York 19, N. Y. LU 2-1460

TELEPHONE SALESMEN!
Best deal in country! Radio experience desirable—Permanent proposition. No layoffs. Cleanest organization in U. S. Highest commissions and bonus. Box 229, c/o The Billboard.
155 N. Clark St. Chicago 1, Ill.

Delivery Guaranteed

CIGARETTES

POPULAR BRANDS ONLY

1.49

PLUS 5c POSTAGE

MINIMUM ORDER 5 CARTONS

OTHER LOW PRICES OF PREMIUM BRANDS

<input type="checkbox"/> Viceroy \$1.65	<input type="checkbox"/> Sano (P. or T.) \$2.25	<input type="checkbox"/> Helmar (20's) \$2.08
<input type="checkbox"/> Virginia Rounds (P. or T.) \$1.88	<input type="checkbox"/> Murad \$2.94	<input type="checkbox"/> Fatima \$1.53
<input type="checkbox"/> Marlboro (P. or T.) \$1.83	<input type="checkbox"/> Melachrino (20's) \$2.94	<input type="checkbox"/> Stratford \$1.22
<input type="checkbox"/> English Ovals \$2.38	<input type="checkbox"/> Marvels \$1.30	<input type="checkbox"/> Debs (Rose Tip) \$1.85
<input type="checkbox"/> Players \$1.98	<input type="checkbox"/> Mecca \$1.62	<input type="checkbox"/> Sheffield \$2.27
<input type="checkbox"/> Lord Salisbury \$2.10	<input type="checkbox"/> Wings \$1.30	<input type="checkbox"/> Five Star \$1.49
	<input type="checkbox"/> Parliament \$2.28	<input type="checkbox"/> Mogul \$2.38

Plus 5¢ postage per carton east of the Mississippi; 8¢ elsewhere.

ALLISON TOBACCO CO.
P. O. BOX 1006-B, WILMINGTON, DELAWARE

DE-EMPHASIZE VAUDE ON VIDEO

Trend Turns To Revues and Situationers

Acts Are Hard To Get

NEW YORK, Dec. 4.—A slow but steady move away from the straight vaude presentation of acts is developing in television. Instead, producers are turning to either closely integrated vaude shows, much closer to the revue format; situation comedy shows, with music; or straight revue types of programs.

The latest example is a new Morey Amsterdam show to debut on the Columbia Broadcasting System (CBS) December 16. Called *The Golden Goose Cafe*, the show will use outside guests, but present them in the cafe setting. More than that, the show will establish Amsterdam, Art Carney and Jacqueline Susann as permanent characters, with a continuing plot line giving the show a situation comedy pitch. Barry Wood will direct and Irving Mansfield is co-authoring the show with Amsterdam.

Admiral's Another

Another example of the lam from straight vaude is the case of the Admiral show, now a straight half-hour variety show, in a naval setting, which will switch to a straight revue policy starting the first of the year. Another is the Phil Silvers show, which started last week for Cluett Peabody and which, too, is a revue type operation, not vaude.

It is also pointed out that the Milton Berle *Texaco* show, the No. 1 Hooperated program in video, no longer is straight vaude, but is closely integrated thru Berle's working with virtually every act. The result is a pace lacking in other vaude presentations. Ed Sullivan's *Toast of the Town* is the only straight variety show in TV.

Acts Hard To Get

Producers of these shows say that one thing that is contributing to the gradual vaude de-emphasis is the increasing difficulty of getting acts. Virtually every top act in New York for the past few months has been seen either on the *Texaco* or *Toast* shows and can't be repeated for some time. Unless they can do a new act, that leaves 'em out.

The vaude situation in TV is a parallel to the early days of when vaudevillians took to the air. At first they did their standard variety turns, but none of them clicked until they adopted formats along character or comedy situation lines. The reason it's happening sooner in video, producers say, is because of the new medium's greater impact.

Blurry Harry

WASHINGTON, Dec. 4.—The televised personage of President Truman was subjected to a few indignities in a Federal Communications Commission (FCC) film depicting interference, shown at the commission's engineering conference this week. The movie first showed the President as telecast by an unhampered TV station. As interference was increased by FCC engineers, the President gave the appearance of standing in a rain storm, behind bars, and behind a Venetian blind. Finally, interference rubbed him out entirely.

IATSE To Rep WFIL-TV Hands In Bargaining

PHILADELPHIA, Dec. 4.—International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators (IATSE) has been certified as the collective bargaining agent for the technical employees of WFIL-TV, replacing the CIO's American Communications Association. The certification was awarded by Draper Lewis Jr., acting regional director here for the National Labor Relations Board (NLRB) as a result of an NLRB election held at the video station last June 22.

Lewis stated that of the 21 eligible voters, all had cast their votes for the IATSE as their bargaining representative. The labor board ruled on a number of challenged ballots cast in the election. Among them were those of 10 replacements of strikers. The board ruled that some of them were placed on permanent jobs about May 15, and that others, hired after May 19, were employed as permanent employees. The board hence ruled that since those replacing the striking employees were permanent employees at the time of the June 22 election, they were eligible to vote. The board also ruled that four strikers whose ballots were challenged by the station were not eligible voters, declaring that the records show they had at no time made application for reinstatement. Moreover, the board ruled that since the strikers were permanently replaced before the NLRB election, "therefore, under well-established principles, they had no right to reinstatement."

General Mills Inks Ted Steele on WABD

NEW YORK, Dec. 6.—General Mills this week signed to sponsor Ted Steele across the board over DuMont's WABD as part of that station's daytime schedule. Steele's 30-minute show, in which he plays the piano, will begin under the flour firm's banner starting today (Monday), from 12:30 to 1 p.m., immediately preceding Sterling Drug's Dennis James ainer. Steele previously has been airing from 12:15 p.m. The Steele deal is said to be for 10 years.

The deal was set thru Knox Reeves Agency, with four products to be plugged: Bisquick, Wheaties, Betty Crocker Ginger Cake Mix and Betty Crocker Soups. Steele will continue his late afternoon DuMont show at 5 p.m., as well as his 2 a.m. disk jockey stints daily on WMCA.

Blair Planning Separate Firm To Handle Tele

CHICAGO, Dec. 4.—In a move heralding the ever-increasing importance of television, the John Blair station rep org this week announced plans for the formation of a separate video company to handle television station representation and sales. The new company, owned by the same group having control of the AM set-up, will be called Blair TV, Inc., and will begin operation after the first of the year.

The announcement was made by John Blair, president of John Blair & Company, parent org, after a meeting here of top brass of the company called for the purpose of deciding the rep firm's future in television. Present at the meeting were Blair, Richard D. Bucklev, New York; Bill Weldon, New York; Gale Blocki Jr., Chicago, and Lindsey Spight, San Francisco. Weldon will be president of the new TV company.

Blair said that because of the competition between the AM and TV media, it was felt a separate firm was necessary for television. It was also made clear that formation of new company was considered to be a wedge against possible declining AM revenue.

At the beginning, the new TV firm will have offices and personnel in New York and Chicago. Later, it is expected, personnel will be added in other cities.

Blair said that he expected most revenue for the new company to come from sale of spot business. He foresaw the possibility of revenue thru sale of programs to sponsors interested in buying blocks of stations during the period before complete development of network facilities, but felt such activity would not be as important as spot sales.

Det. Wives Nix TV; Want Evenings Out

DETROIT, Dec. 4.—Television is going to have to do a better job of selling the lady of the house, according to the discovery of a local television distributor who tried out a survey beamed to the women. The method was to have girls cover selected neighborhoods, note houses that lacked an antenna and then interview the housewife, aiming at a selling opening.

Early results have shown that 9 out of 10 wives in the swank Grosse Pointe neighborhood didn't want television in their homes. The principal reason was the fear that with a video set in the house they'd be unable to get their husbands to take 'em out.

Stewart To Manage WDTV; Jan. Bow Set

NEW YORK, Dec. 4.—Donald Stewart this week was named manager of WDTV, DuMont owned-and-operated station in Pittsburgh. Stewart has been with the web for over four years, most recently as manager of its Northern division.

WDTV is now airing its test pattern and is slated to become the first Pittsburgh station to start programming January 11, when the coaxial link between the Eastern and Midwestern cables is completed. The station will serve as a relay link between the two sections.

Syracuse Awaits First Television

SYRACUSE, Dec. 4.—This city will soon have its first tele programs, as the result of Federal Communications Commission (FCC) permission to the Meredith Engineering Company to begin special interim operation with less power and antenna height than will be used later.

The firm's station is getting plenty of advance build-up, with everyone asking when tele will come to Syracuse. Its call letters are WHEN.

Pa. Tavern TV Gets Amusement Tax Rap; 212 Obtain Permits

PHILADELPHIA, Dec. 4.—Since the State Supreme Court ruled television shows are "moving pictures" and hence taprooms with video sets are subject to amusement taxes, the Pennsylvania Liquor Control Board reported that 212 taprooms in the State have already obtained amusement permits. There are 2,632 television sets, by latest count, in operation in licensed taps and taverns in the State, with more than 2,000 sets in and around Philadelphia.

The amusement tax, which is 20 per cent of the liquor license fee, is only \$60 a year in the small towns. And since there is no 10 per cent city amusement tax as being faced by the taprooms here, there is no indication that the licensees will aid their local brethren in the fight to ward off television taxes. Here, with the liquor license \$600 a year, the amusement tax is \$120—added to which is the city's threat of collecting 10 per cent of the gross receipts on food and drinks.

Local taverns, according to their association official, will turn to coin-operated video sets if the city insists on tapping television. They pointed out that an earlier liquor board ruling exempted certain types of coin-operated "moving pictures." An effort will also be made to push thru legislation, when the State Legislature reconvenes next month, which would specifically exempt television from the provisions of the State's amusement tax law.

Whiting Sets TV, Film Firm

HOLLYWOOD, Dec. 4.—Art Whiting, Coast talent manager, is forming a tele and film corporation and will make available his Santa Monica studios to videocine and commercial 16mm. film producers. Heretofore used exclusively for band rehearsals, Whiting studios will continue to be used for that, as well as offer producers four air-conditioned stages, plus the use of sound and film equipment. Elwood Nicholson, formerly associated with Rudy Vallee-Video, will be exec producer.

U.S.A.'s LARGEST REPRODUCTION HOUSE

GENUINE HIGH GLOSSY PHOTOS 5 1/2¢ EA.

Made from your negative or photo. Unsurpassed in quality at any price.

NO NEGATIVE CHARGE—NO EXTRAS
24-HOUR SERVICE ON REQUEST

8x10's: \$7.99 per 100; \$55 per 1000
Fan Mail Photos (5x7) \$36 per 1000 • Postcards \$23 per 1000
Mounted Enlargements (30x40): \$3.85
(No Negative Charge on 2 or more)

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

COPYART Photographers
Plaza 7-0233
165 West 46th St.
New York 19, N.Y.

WE DELIVER WHAT WE ADVERTISE

8x10 GLOSSY PHOTOS 5 1/2¢

Reproductions positively guaranteed to match your originals.

50 8x10's, \$ 4.75 • 100 for \$ 7.00
500 8x10's, 30.00 • 1000 for 55.00

Negative charge \$1.50 on first order. 50% deposit, balance C.O.D. Post Cards. \$22.50 per M. Write for complete price list.

QUANTITY FOTO CO.
BOX 411 FAIRFIELD, CONN.

Films Warned--Move Fast or Theater TV Assignments Are Out

NEW YORK, Dec. 4.—The motion picture industry must move swiftly to express its interest in theater television to the Federal Communications Commission (FCC), if it is to obtain any wide-channel assignments. This was stressed by Donald Hyndman, chairman of the Theater Television Committee to the American Television Society (ATS) at the group's first film forum of the season this week. Hyndman, a past president of the Society of Motion Picture Engineers, told the large-screen video panel that, while the film companies had muffed earlier chances to acquire experimental frequency allocations, it could still, by rapid action, get into the channels used for multiple-addressee messages.

The wide-channel assignments are scarce and much sought after for many purposes other than theater video, Hyndman said. The transmissions used on these channels would be a form of "private communications addressed by a single sender to a group of recipients, each of whom receives the same message." Hyndman said that motion picture companies must impress FCC not only with clear intent but also with "financial responsibility, definiteness of construction and operating plans, nature of ownership and affiliation . . . and other obligations."

The ATS panel on network programming heard William S. Hedges, vice-president in charge of planning and development of the National Broadcasting Company (NBC), predict the web would be furnishing its programs to at least 45 stations by the end of 1949, either directly by cable or via kinescope. With the connection of the East and Midwestern cables, next month, Hedges said NBC would be programming to 15 interconnected stations and offering kinescoped shows to eight more.

Other ATS panels were led by Winslow H. Case, of Campbell-Ewald; Lee Cooley, of McCann-Erickson; Jay Williams, of Film Equities Corporation, and Rudolf Kingslake, of Eastman Kodak. Emerson Yorke, ATS secretary, was moderator.

24,500 TV Sets Operating in D. C.

WASHINGTON, Dec. 4.—The metropolitan area of the nation's capital now has a total of 24,500 tele sets in operation as of December 1, according to the Washington Television Circulation Committee (WTCC), headed by James W. Seiler, of WNBW. The committee's estimates are derived from monthly set sales figures furnished by the Washington Electric Institute, to which are added sets and kits sold by non-institute members.

The committee's reports include only tele sets actually installed and operating. Other members of the WTCC include Sam Cooke Diggs, of WMAL-TV; Gordon Williamson, of WTTG, and William K. Treyhnor, of WOIC, soon to make its debut.

PIX TO DO YOU PROUD!

That's what you get in my best- yet, glamour-gloss photo reprints. Timed right, too, so you never wait for delivery—and priced to please even a Scotch star!

Write for FREE Samples and Price List B

8x10's, 5c ea. (In Quantity)
 POSTCARD SIZE, 2c ea. (In Quantity)
 Blow-Ups, 20x30, \$2 ea.
 30x40, \$3 ea. (+ shipping)



MOSS PHOTO
 155 W. 46th St.
 N. Y. C. 19
 PLaza T-3520

WBKB Reputation-Building Kick

SHORT SCANNINGS

ELIZABETH PIERCE and James Elson have joined the production staff of Dennis James' *Okay Mother* tele stanza aired daily by WABD, New York. . . Pioneer Telefilms has signed Dr. Joseph Ranauld, whose collection of palm prints of famous contemporaries will form the background for its tele aud-participation show, *Your Life Is in Your Hands*. Ranauld will appear on the show as analyst, attempting to identify each performer from the way in which he used his hands to perform an assigned task.

Ralph D. Kanna, formerly general manager of WONS, Hartford, and WMMW, Meriden, Conn., has joined the staff of Gross Advertising Agency in Hartford as veepee in charge of television and radio.

MEL ALLEN, CBS sportscaster, and Clair Bee, coach of Long Island University's Blackbirds, are teamed for the CBS-TV coverage of Madison Square Garden collegiate basketball games this season for Camel cigarettes. . . William K. Treyhnor, WOL, Washington, account exec, resigned to become director of sales service and research at WOIC, WOR's Washington TV station due to begin operations January 15.

A special tele film edition of Sue Hastings' marionettes will get under way this week at Dynamic Films, Inc., according to Prexy Henry Morley. . . The George Scheck-Lou Dahlman tele production, *Doorway to Fame*, featuring New York News scribe Danton Walker as emcee and telecast weekly over the DuMont network, has signed with Music Corporation of America.

BEN MARTIN has been named continuity writer for WFIL and WFIL-TV, Philadelphia. Martin, who joined the station last June, has had three plays televised by WNBT New York, and is the author of several books. . . Ralph Dumke, emcee of WABD's *Friendship Circle* telecast, in Hollywood for a role in the new Columbia flicker, *All the King's Men*.

Halas Does Nip-Up Over TV Ad Splash on Grid Classic

CHICAGO, Dec. 4.—One of the most complex hassles ever to develop here from the airing of a one-time video program has taken place in conjunction with the planned tele-casting of the December 12 National Professional Football League game between the Chicago Bears and Cardinals (*The Billboard*, December 4). Situation undoubtedly will simmer down and fade. In the meantime, however, plenty of people involved are burning. One of the dangers of the situation is that it might lead George Halas, owner of the Bears and an opponent to the practice of granting video rights for football games, to become more firm in his anti-video position and thus lead to inability of television stations to pick up his games, some of the most important in the spot, in the future.

Complex situation stemmed from duo-telecasting of the game by WGN-TV and WBKB. WGN-TV's pick-up will be aired, locally only, by the Sunbeam Corporation. WBKB's telecast will be sponsored here and in other cities via stations of the American Broadcasting Company's (ABC) Midwest television network by the Pabst Brewing Company. Halas first sold his rights to Pabst for \$5,000. He signed Pabst and the stations involved to a promise that no publicity on the telecast would be used until four days before the game. This was done to protect the gate.

According to a rule of the National League, when the home team sells radio or video rights, the visiting team is able to do the same. Thus, after the Halas deal had been set, Ray Benningsten, owner of the Cardinals, the visiting team in the sense that it will be playing in the Bears' park, sold his rights to Sunbeam.

According to the trade, Benningsten did not exact a four-day publicity ruling. As a result, *The Chicago Daily Tribune*, owner of WGN-TV, Tuesday and Wednesday of this week, carried full-page advertisements announcing the game could be seen on television. These were paid for by television dealers and manufacturers. In addition, appliance stores carried announcements of the

WGN-TV show. This caused Halas and the stations, covered by his four-day rule, to burn plenty.

Another complication, since ironed out, came up when Pabst tried to buy the ABC station in Detroit. For a while it appeared as if this market could not be delivered because of another league rule, which provides that if a game of one team (in this case the Detroit Lions) is being televised locally, a telecast of an out-of-town game cannot be shown. Since the Lions games are televised by WWJ-TV, it appeared likely for a few days that WXYZ-TV, the ABC Detroit station, could not be delivered. Finally, thru special arrangement with the Lions management, this obstacle was overcome, and the ABC station will carry the Bears-Cardinals game.

Now that most of the trouble has simmered down, tempers have calmed. But still many involved are vowing, "never again."

K-F Buys Spooner Show Over W6XAO

HOLLYWOOD, Dec. 4.—Kaiser-Frazier Corporation this week bought a new tele show featuring radio's Masked Spooner to debut over Don Lee Station W6XAO December 14 in a twice-a-week series. Show was purchased by Motor Sales of America, local company-owned distributor, marking the first time an auto maker has purchased a regular studio series on local video.

Show is packaged by Jack Rourke Productions, who promoted and developed the Spooner gimmick on Mutual Broadcasting System (MBS) and set Spooner's disk deal with RCA Victor. Cast will include fem thesp Meredith Leeds and announcer Terry O'Sullivan.

Feature of the series will be the use of live studio commercials built around a full-scale auto with the cast doubling on plugs. Stanza will be supervised by Ad Associates Agency and Henry J. Kaiser Jr.

Big Campaign Set To Boost Indie Status

Accent on Local Pubserv

CHICAGO, Dec. 4.—An intensive promotion campaign to help build its reputation as an independent community operation is expected to be started soon by WBKB, local Balaban & Katz video outlet. The campaign, which is expected to start in about six weeks, will hypo the station's new accent on local programing and community service (*The Billboard*, December 4).

A comprehensive promotion campaign is now being drawn up by Red Quinlan, promotion and publicity director for the station for presentation to John Balaban, head of B&K. Quinlan is asking for a budget based on 6 per cent of gross earnings of the station. This budget, if approved, would have no bearing on net income. Thus, if the station increases gross, even if it loses money, the promotion budget will grow. Quinlan has already received tacit approval on some of the promotion plans.

Kick-off of the campaign is expected to coincide with installation of a new transmitter atop the 33 North La Salle Building. The transmitter is expected to be in operation in January. First part of the campaign will consist of a special, long show to sell the new-type programing of the station.

Parts of the campaign will be worked out in conjunction with B&K theaters. These will include installation of video receivers in B&K houses, lobby signs calling attention to WBKB, movie trailers in B&K theaters and large WBKB promotion signs on the sides of theater buildings suitable for this type of advertising.

One of the most unique facets of the campaign is the plan to purchase spot announcements on local independent radio stations to plug WBKB shows. These will be recordings of voices of talent on shows and description of their work, with the punch line that the talent can be seen and heard on various video shows.

In the talked-about stage is the possibility of conducting talent hunts in various B&K theaters. These are expected to hypo attendance at theaters and provide promotion for the video station, which will promise to use some of the talent.

In the proposal, there is also a request for permission to use money "stunt and novelty" advertising. This will entail use of skywriting and purchase of matches and other novelties.



Local Advertisers Now Using Television

A Feature of The Billboard's TV Evaluator

Ace Cleaners	Stons-O'Halleran	WTMJ-TV Milw'kee	Cody Service Center	Rob't J. Enders	WTTG Wash'ton
Adam Meldrum Andersons		WBEN Buffalo	Commonwealth Sales Corp.		WTVR Richmond
Buffalo Hockey Club	Adam Eby	WBEN-TV Buffalo	Constant Hosiery Co.		WTMJ-TV Milw'kee
Adams Rug & Carpet Cleaning Co.	Brooks & London	WCAU-TV Phila.	Cook County Motors	Malcolm-Howard	WBKB Chicago
Allen's	Nelson	WRGB Sche'ctady	Coplin's		WTMJ-TV Milw'kee
Alexander's Dept. Store	Wm. Warren	WJZ-TV New York	Corn Exchange National Bank & Trust Co.	Welsh	WPTZ Phila.
Amco Products		WNBW Wash'ton	Cott Beverage Co.		WNHC-TV N' Haven
Celomat Corp.		WNBW Wash'ton	John F. Daly, Inc.	E. L. Brown	WCAU-TV Phila.
Arden Farms	Allied	KTLA L' Angeles	Davega Stores	Silberstein- Goldsmith	WNBT New York
George L. Aronson Slinn Co.		WBZ-TV Boston	Diehl Brewing Co.		WSPD-TV Toledo
Athletic Supply Co.	Wendt	WSPD-TV Toledo	Dean-Calhoun, Inc.	Lowenthal	WFIL-TV Phila.
Atlantic Refining Co.		WBZ-TV Boston	Erlanger Beer	E. L. Brown	WFIL-TV Phila.
Austin Nichols	Tilly	WPIX New York	Dodge Dealers of Greater Cincinnati	Ruthrauff & Ryan	WLW-T Cinc'nati
Barrs	Praeger	WFIL-TV Phila.	Dolphin Paint Co.	Wendt	WSPD-TV Toledo
Bavarian Brewing Co.	Ralph H. Jones	WLW Cinc'nati	Drepps Dairy Farms, Inc.		WSPD-TV Toledo
Beacon Camera	O'N. Lars. & McM	WBEN Buffalo	Droegkamp Appliance	Gus Marx	WTMJ-TV Milw'kee
Beck's Brewery	Moss Chase	WBEN Buffalo	Drum Point Corp.	Art Ads	WTTG Wash'ton
A. S. Beck	Derland, Inc.	WPIX New York	Duffy Mott Co., Inc.		WCBS-TV New York
Beneficial Saving Fund	R. A. Foley	WCAU-TV Phila.	Eclipse Sleep Products Co.	Kauffman	WCAU Phila.
Benham Enterprises	Irwin-McHugh	KTLA L' Angeles	Detroit Edison Co.	Campbell Ewald	WWJ-TV Detroit
Benson Shops	Hunter	KTLA L' Angeles	E. W. Edwards Dept. Store		WBEN-TV Buffalo
W. Bergman Co.	Bow. & Block	WBEN-TV Buffalo	Electroplance	Gus Marx	WTMJ-TV Milw'kee
Better Homes Exposition	Finley Greene	WBEN-TV Buffalo	Emergency Radio & Appliance	Wright Radio	WBKB Chicago
Bickford Bros.	Rolzen	WBEN-TV Buffalo	Empire State Distributors	Geo. R. Nelson	WRGB Sche'ctady
The Big Ben Elec- trical Appliance Dealers	Ed Shapiro	WCAU-TV Phila.	Ennis Motors		WTMJ-TV Milw'kee
Bobrow Bros.	J. M. Korn	WFIL-TV Phila.	Erlanger Brewing Co.	E. L. Brown	WCAU-TV Phila.
Boston Store	Mark-Mauntner- Berman	WTMJ-TV Milw'kee	Evans Fur Co.	State	WBKB Chicago
Breyer Ice Cream Co.	McKee & Albright	WCBS-TV New York WFIL-TV Phila.	Everybody's Radio Shop		WNHC-TV N' Haven
Broadway House of Music	Cramer-Krasselt	WTMJ-TV Milw'kee	Fay-Sen Distributors, Inc.	Bowman & Block	WBEN-TV Buffalo
Jay Bucknell, Inc.		WCAU-TV Phila.	F-H Company	Lowenthal	WCAU-TV Phila.
C. R. Bundt		WSPD-TV Toledo	First Federal Savings Association		WSPD-TV Toledo
Burger Brewing Co.	Midland	WLW-T Cinc'nati	First Federal Savings & Loan Association of Upper Barbry		WCAU-TV Phila.
Cincinnati Enquirer		WLW-T Cinc'nati	First National Bank		WBZ-TV Boston
Steve Burns, Inc.	Western Press	KSD-TV St. Louis	First Wisconsin National Bank of Milwaukee	Lemkuhl	WTMJ-TV Milw'kee
Busch Jewelers		WSPD-TV Toledo	Florida Homesites	Flint	WPIX New York
Canada Dry Co.		WTMJ-TV Milw'kee	Ford Dealers	J. W. Thom	KSTP-TV St. Paul
Canine Foods & Products Co.		WCAU-TV Phila.	Frank's Nursery	Allied	KTLA L' Angeles
Cargill, Inc.	Bruce B. Brewer	KSTP-TV St. Paul	Fremont Rubber Co.	Wendt	WSPD-TV Toledo
Castro Decorators, Inc.	Newark	WPIX New York	Friendship Flower Co.		WTTG Wash'ton
Chapman's Department Store		WTMJ-TV Milw'kee	Thornton Fuller Co.	Aldridge	WCAU-TV Phila.
Central Chevrolet	Hunter	KTLA L' Angeles	Gallagher Cleaners		WSPD-TV Toledo
Chevrolet Dealers		WSPD-TV Toledo	Gates Contracting Co.	Ferguson	WTTG Wash'ton
Chicago & Northwestern Railroad	David	KSTP-TV St. Paul	General Electric		WEWS Cleveland
Christian- Sheldler Co.		WSPD-TV Toledo	George's Radio	Enders	WTTG Wash'ton WNBW Wash'ton
Citizens' Committee for Equal Representation and California Housing Initiative Committee, Inc.		KTLA L' Angeles	George Gorson	Klein	WFIL-TV Phila. WPTZ Phila. WCAU-TV Phila.
City Club Cigars	Kronstadt	WTTG Wash'ton			
Mt. Vernon Cycle and Sport Shop		WNBW Wash'ton			

(To be continued next week)

Sports' TV Face-Lift May Bring Hambone Into Arenas

(Continued from page 3)

fit, and plastics manufacturer-promoter George Kletz (each of whom also have 25 per cent pieces), TC announced last week that it was interested not only in boxing promotions, but promotions in any field of sports. Kletz's announcement that the revised TC was operating on the belief that the day was not too far off when gate receipts to a sporting event would be a minor portion of the promoter's take, and the big dough would come out of the sale of home and theater TV, film and radio rights, indicated to some traders that efforts may be made by showbiz interests, sponsors, ad agencies, etc., to inject showmanship touches into sporting events beyond anything seen in the past.

Lombardo for Bouts?

One sportscribe at the TC press conference announcing the new setup, for example, cracked that Guy Lombardo and his orchestra "would probably play at the next heavy-weight title go." While this was obviously a gag, some traders in both sports and showbiz circles think the scribbler may turn out to be a better prophet than he expects. Such sharp sports figures as George Halas (Chi Bears), George Preston Marshall (Washington Redskins), Bill Veeck (Cleveland Indians) and Larry MacPhail (ex-Brooklyn, ex-Yankees) among others, of course, have long used various types of showbiz attractions to hypo gate receipts. The point is that with a CBS, MCA or sponsor and/or advertising agency influence in the picture, addition of showbiz attractions to sporting events may easily see a usage never before envisioned. And such showbiz attractions may be employed in sports where they seemed formerly to have little place.

Fighters Turn Hams?

Additionally, with promoters (as in the case of the new TC) putting the emphasis on TV appeal, it is not too far-fetched to suppose that some fighters may turn out to be performers rather than fighters. Or that boxing, under certain influences, could go the way of wrestling and become an entertainment attraction (in the theater sense) rather than a sports contest. While it was denied that MCA would get into the business of managing prize fighters, one edge their TC holding figures to give them is an "in" with various fighters and managers working for TC. They (MCA) have every intention of booking any fighters with the proper appeal into clubs, theaters, etc., in the same way that Maxie Rosenbloom, Max Baer, Tony Canzoneri and others have been booked for years. With fighters becoming more and more conscious of their hambone appeal, it is not inconceivable that more of them may become half performers, half prize fighters.

Wrestling, on the other hand, seems headed in a directly opposite direction. Presenting the pastime as low comedy for a number of years, but with gate receipts nevertheless stimulated by telecasts, grunt and groan promoters are leaning toward the belief that if they got away somewhat from the staged performances and "legitimized" the sport once again, they may (with TV's aid) be able to bring the business back to the old days when a top card would pack 50,000 people into the Garden. With this objective in mind, Bill Johnston, veteran promoter, has organized the Wrestling Promoters' Association of America (WPAA), with Ed Strangler Lewis as chairman. The objective of the WPAA is to select a dozen or so honestly competent grapplers and run them thru an elimination tourney, the ultimate winner to be recognized as the one and only world's champion.

Whether local promoters around the country, many of whom have a champ for every customer, will sit still for such a revolutionary move is questionable. However, one of the nation's top rassing impresarios, Jack Ganson, of Cleveland, is going to run an elimination tourney among the three Middle West world champions in the hopes of deciding on a single champ.

Pro football, too, may see some sharp changes in operation. With the National Football League (NFL) and the upstart All America Conference (AAC) knocking each other's financial brains out (gates this year have been murder everywhere excepting Cleveland and San Francisco), it is possible that one of the new TC's early acquisitions may be a franchise in either of the two leagues, more likely the NFL. If so, it is a safe bet that the MCA-CBS-AS combine will throw plenty of showmanship into bolstering the sagging box office. And if they set such a pace it is a cinch other pro grid magnates would have to follow.

AAC Confab Agenda

On the agenda of the upcoming AAC confab in the Hotel Sherman, Chicago, December 16, is a session at which general television policy of the league will be determined. Virtually all other sports leagues have pencilled in TV policy discussions as a regular portion of their sessions. Last week, for example, the Thoroughbred Racing Association of the United States, meeting in New York, decided that they would permit telecasting of races at all tracks, but that the limit would be two races per day for track. The Amateur Athletic Union, also meeting in New York, also spent one complete session on TV considerations (see separate story in this issue). Baseball magnates for the past several seasons have been pro and conning about tele's effect on the gate and attitude they should take toward TV. In baseball there seems to be a vast difference of opinion between major league moguls in big cities (who feel TV isn't hurting the gate, but creating new fans) and minor league nabobs who say TV threatens to put them clean out of business. The outcome of the baseball decision regarding TV may eventually change the farm picture rather drastically.

TC Space Hunting

Even in the physical aspects of arenas, stadia, etc., the TV influence may be felt. TC is shopping for a New York showplace, which is required before they may apply for a promotion license in New York State (they hold only a Jersey license at present). Kletz said they may settle for a joint with as small a capacity as 5,000 people and do a complete rebuilding job to shape up the spot for telecasting above everything else. Whether TC actually makes such a move will depend on a number of factors, not the least of which is real estate prices for varying types of properties these days.

At any rate, no matter which way it goes, there seems to be little doubt that television will have a number of effects on the sports business. Only time will tell what they are and how they will affect the business's future in various fields.

Wrigley Adds Xmas Tele

NEW YORK, Dec. 4.—The Wrigley Company, already signed for a two-hour AM show Christmas Day via the Columbia Broadcastin System (CBS) network, has added an hour-long tele show on the CBS Eastern web. Details of the show have not been set, but it's understood it will originate from a juve Christmas party here.

Copyright Treaty Okay Urged

Newcomers on Post-Disk Ban RCA Red Seal

Biggest Gain in Opera

NEW YORK, Dec. 4.—RCA Victor's post-ban red seal artists list will include new names in several categories, with the greatest strength picked up in the operatic section. Italo Tajo, versatile Italian basso who joins the Metropolitan Opera Company this season, and who previously waxed for Cetra, signed his Victor pact in Italy early in 1948. Chloe Elmo, mezzo-soprano, who starred at the Met in her first season last year, signed with Victor in December, 1947, but had no chance to record before the ban. Her dinking also has been for Italian Cetra. The new Met tenor, Giuseppe Di Stefano, who waxed several sides for Italian HMV, RCA Victor's affiliate there, is now signed to an American pact.

Seymour Lipkin, young Rachmaninoff award winning pianist, won a Victor contract as part of his prize this year, and Conductor Eric Leinsdorf signed to wax with his Rochester Philharmonic Orchestra.

Other European artists now in this country will be exploited by Victor red seal, altho their actual contracts are with Victor's British HMV affiliate. These include the pianist Michaelangeli and the Danish Aksel Schiotz, both of whom registered favorably with the critics in recent appearances here.

Chappell Files Leibell Appeal

NEW YORK, Dec. 4.—Chappell & Company this week filed an appeal in the United States District Court against Paragraphs 1, 2 and 3 of Judge Vincent Leibell's decision in the suit of a group of New York film exhibitors against the American Society of Composers, Authors and Publishers (ASCAP). The appeal follows a similar move last week by attorney John Schulman for Milton Ager, intervening for songwriters in the litigation.

Chappell pubbery, thru the law firm of Wattenberg and Wattenberg, had intervened for publishers some weeks back, when the question of divestiture of performance rights arose. Should the courts ever find for divestiture, Ager is intervening for the rights to revert to tunesmiths, with Chappell intervening for reversion to pubbers.

RCA Plans E.T.'s of "Showcase" Guests

NEW YORK, Dec. 4.—The RCA Victor Showcase twice weekly long-hair disk show over WQXR, which initiated personal appearances by red seal artists recently, plans to transcribe the artists' talks and make them available to more than 100 out-of-town stations now running the Victor Music You Want shows.

Artists who have already guested on the Showcase include Jan Peerce, Leonard Warren, Eleanor Steber and Licia Albanese. Live or transcribed appearances scheduled for December and January list Leopold Stokowski, William Kapell, Edmund Kurtz and Alexander Brailowsky, among others.

Greenfield Offers Advance Men on As-Needed Basis

NEW YORK, Dec. 4.—A new twist in band promotion, in line with the current ork trend toward belt-tightening, has been devised by Manny Greenfield, ex-Sammy Kaye flack now in business for himself. Greenfield is offering the services of advance men to travel in front of orks on a contracted basis. The men in the Greenfield stable are territorial specialists, and are offered for hire for the duration of an ork tour on a salary and per diem expense basis.

Sammy Kaye is the first to buy the service, with Bill Glass going out in front of Kaye on a forthcoming four-week junket.

Greenfield points out that orksters are finding it uneconomical to keep an advance man on salary on a 52-week basis, especially when the band goes into long location stretches and there's no road work to be done.

Moss Gets Term For Tax Evasion

NEW YORK, Dec. 4.—Nat Moss, former operator of the 400 Club, was sentenced Friday (3) to a year and a day in prison following his conviction on federal tax evasion charges (*The Billboard*, November 27). Attorneys for Moss had requested leniency, citing his record in both wars and his efforts to pay off his 400 Club debts by personal loans amounting to \$65,000. The sentence may later be commuted to four months.

Payola Deejays Jeopardize Licensees, FCC Indicates; Commission Stand Outlined

NEW YORK, Dec. 4.—The Federal Communications Commission (FCC) has indicated that the payola proclivities of some disk jockeys may jeopardize a station's license. This information was brought to light as a result of an indie disk company's complaint to the commission alleging that the diskery could not get its records played on certain stations unless the deejays were paid. The commission, answering the squawk, pointed out that the FCC could not regulate business practices of licensees, but that any evidence of practices contrary to the public interest would be relevant to the commission's decision as to whether a station's license should be renewed.

Sections of the letter, written by T. J. Slowie, commission secretary, follow:

"Under the Communications Act the determination of business practices of individual licensees is, in general, the responsibility of such licensees themselves. Such licensees are under an obligation to operate in the public interest, and evidence of any practice inconsistent with the fulfillment of this obligation would be relevant to the commission's decision whether, for example, the license of the station involved should be renewed. Accordingly, the commission is not in a position to regulate

Inter-American Convention Favored by Senate; Change Of 1909 Act a Possibility

Sweeping Document Provides Wider Protection

(Continued from page 3)

States, would take precedence over any affected provisions in the nation's domestic copyright law. The latter statute has not had a major change since its enactment in 1909. Because of this, full-scale Senate committee hearings are certain to develop on the inter-American copyright treaty and are expected to touch off exploratory studies on possible revision of the Copyright Act of 1909.

The treaty, which has already been signed by five Latin-American signatory powers, is a sweeping document covering music, recordings, plays, books, choreographic works, inventions, radio, television and any other method of "diffusing" artistic or literary works. In an all-embracing section designed to cover not only transcriptions, printed scores, lyrics, radio and TV but also anything transmitted by any future electronic development, the treaty specifies that its provisions affect works "now known or hereafter devised and which may serve for the reproduction of signs, sounds or images." State Department legalists point out that this embraces such new technological developments as TV, facsimile, ultrafax and telefax.

The relationship between copyright treaty making and legislation is considered extremely significant on Capitol Hill, where it has become historic procedure for Congress to deliberate on national copyright legislation every time the Senate is called upon to consider ratifying a copyright treaty. The reason for this is that congressional leaders and industry leaders alike have always preferred to have the nation's copyright regulations stipulated by domestic law rather than by international treaty. Precedent for this was established during the initial stages of Senate ratification of the first international copyright treaty. Congressional leaders at that time undertook to draft the nation's first copyright act on the theory that the United States should enact its own law first and then become signatory to any treaty seeking to make any of the practices universal. The nation's copyright act, however, has resisted major revision in the intervening years despite spectacular technological advances, such as radio, cinema and recordings, all of which directly affect the use of copyrighted works.

Opposition

Altho the present outlook is for strong support in the Senate for ratification of the inter-American copyright treaty which was drafted in Washington in 1946, there has been considerable opposition in influential circles, and this opposition is seen likely to mount as Congress prepares to convene. Principal target of the opposition is a clause providing for automatic registration in all signatory nations for a work copyrighted in one country. For example, a song copyrighted in Mexico would receive copyright protection in the United States without the necessity for registration in this country. U. S. copyright holders would likewise receive protection in all treaty countries without registering their works in the individual nations. The National Association of Broadcasters (NAB) has been especially critical of this clause, and the trade association's management has notified its members that it will oppose the pact. The pact itself has escaped major attention in the general press and trade press since it was handed over to the Senate by President Truman in 1947. Senate Foreign Relations Committee spokesmen say pressure of

Crosby Cuts 1st Ban-Skirt Wax

(Continued from page 3)

rhythm (bass, piano and guitar) accompaniment for the Decca label. Sides were sliced in Hollywood, and it is understood that there were no musicians in the studio while Crosby cut his vocals. It is assumed that the rhythm instruments were either cut earlier on a track or were dubbed in after Crosby had sliced his lyricizing.

The Crosby recording date left but one singing non-musician of record sales importance, Perry Como, yet to be recorded since the inception of the ban. Como has not recorded in accordance with the Victor company's "don't skirt the ban" policy.

the practices you refer to. However, any information you may wish to supply with reference to any particular licensee will be associated with the appropriate commission files, so that it will be available in connection with the regular review of that station's operation.

Payment Announcement

"It may also be pointed out that if any station is receiving money from a record manufacturer in order to induce that station to play the manufacturer's records, it would appear that an announcement of such payment is required by Section 317 of the Communications Act which provides that all matter broadcast . . . be accompanied by an announcement that such matter is paid for or furnished, as the case may be, by the person making the payment. If you have any information with respect to a violation of this requirement of the Communications Act, it is requested that you supply the commission with such information."

According to indie disk execs, the payola evil is relatively minor in the pop field. Since an overwhelming majority of jockeys feature the pops, there are enough jocks to play almost everybody's pops without much pressure. Trouble appears to lie mainly

(See Payola Deejays on page 18)

Terperies, Parks' Joint Strategy

Co-Op Effort Planned on Music Posers

20% Tax First on Agenda

CHICAGO, Dec. 4.—Co-operation between the National Association of Amusement Parks, Pools and Beaches (NAAPPB) and the National Ballroom Operators' Association (NBOA) in solving mutual problems relating to music was established this week during the NAAPPB national convention. Agreement to work together was reached by a committee of NAAPPB parks ops, who run danceries, and the NBOA's board of directors.

First challenge to be met jointly is the current attempt by the Treasury Department to reclassify ballrooms under Section 1700 (E) of the code, which would make terperies responsible for the 20 per cent cabaret tax on all food and services dispensed by the operation. Both groups are fighting the proposed tax switch, especially since ballroom grosses have dropped off to the point where profit from concessions, such as checkroom and food and drinks, often winds up as the margin of profit. Ops from both groups expressed themselves as finding it impossible to have the patron or the op absorb the additional lift in price.

Plan Tax Fight

During the convention, C. Melvin Sharpe, Washington counsel for NAAPPB, and Tom Roberts, NBOA lawyer, huddled to ponder the next step in the groups' battle to defeat the internal revenue move. Neither party would divulge their next step. (See Co-Op Effort on page 56)

Mercury Shifts Chi Equipment, Sells Branches

CHICAGO, Dec. 4.—Mercury Records this week shuttered its original Chi pressing plant, shifting the Chi equipment to its St. Louis pressery, and made plans to reactivate the Majestic plant in Newark, N. J., which was purchased in connection with the Majestic Records' assets sale. Irving Green, prexy of Mercury, said that St. Louis has received an additional 14 presses and will press all 12-inch classic, 10 and 7-inch kiddie plastic and a portion of the 10-inch shellac output of the firm. In addition, full equipment for assembling the 172 albums in the Mercury line will be concentrated in St. Louis.

Green worked out a deal with the Newark landlord of the former Majestic plant, calling for a five-year lease and a two-year option to buy. Starting January 1, the Mercury East Coast plant will house 51 presses, with complete matrix and milling equipment. Green said that the Newark outlet will speed distribution for Mercury thruout the East.

Mercury is well on the way to establishing a complete independent distributor set-up, Green pointed out, with 36 of the 39 Mercury outlets now independently owned and operated. During the past two months, Mercury has sold the Cincinnati branch to Supreme Distributing; Indianapolis to Max Laner and Leon Frank; Minne-

"Stop the Music" Tune Sparks Cowan To Stop Simon's Music

NEW YORK, Dec. 4.—Attorneys for the Louis Cowan agency are examining the possibilities of stopping the George Simon Music pubbery from publishing and exploiting a tune titled *Stop the Music*. The Cowan agency, which produces the giveaway show, *Stop the Music*, has given permission to the Bregman, Vocco, Conn pubbery to publish a song with that title and may make some use of the number on the radio program.

The controversy began when the agency was offered tunes titled *Stop the Music* by several publishers. According to Al Hollender, who handles the show for Cowan, he asked interested pubbers to submit lead sheets on their versions of the tune, from which he had audition records cut by one singer. He then submitted the uniformly sliced audition platters to an impartial jury of his associates, who selected the BVC tune as the winner.

His understanding with the pubbers, he asserts was that only the winning number was to be published, with the others withdrawing their entries. When he learned that Simon, nevertheless, was going to exploit its *Stop the Music*, he referred the matter to his attorneys, on the thesis that the title is a property which has accrued considerable value thru the radio show, which belongs to the Cowan agency.

The Simon side of it, according to Harry Santly, New York spokesman

for the pubbery, is that there is no legal impediment to its right to the title, and that because several major waxeries have reserved the tune for recording as soon as the ban lifts and because a small label platter cut pre-ban will be out shortly, they are obliged to go ahead with it. A considerable sum has already been invested in the tune, Santly said, including an advance payment to the writers. Hollender didn't give the tune a fair chance, Santly claims, because of an erroneous item that broke in a trade paper to the effect that George Simon was publishing a tune called *Stop the Music*. At that time, Santly says, the tune had not been published, and even today, the only copies are pen and ink manuscripts.

7 Are Indicted In Cosmo Sale Of Securities

NEW YORK, Dec. 4.—A federal grand jury in the Southern District Court of New York this week indicted seven persons and two corporations in connection with sale in June, 1946, of common stock of Cosmo Records, Inc. The indictment charges that the sale involved violations of the anti-fraud provisions of the Securities Act of 1933 and the conspiracy statutes, and the action followed a presentation to the grand jury by the office of U. S. Attorney John F. X. McGohey. The defendants, who will be arraigned in Federal Court Monday (6), face up to 37 years and fines of \$21,000 each.

According to the evidence, several hundred investors lost money as a result of the stock flotation which caused an investigation by the Securities and Exchange Commission. The grand jury, in an eight-point indictment, named as defendants Harry W. Bank, former president of Cosmo; Harry J. Weiner, one-time director of Cosmo; Rubin Uslander, who was treasurer of Cosmo; Nathaniel Weltchek, formerly an official of the diskery; Eugene Faber Gillespie, president of E. F. Gillespie & Company, Inc., a Wall Street underwriting firm; Kenneth McKinley Smith, formerly syndicate manager of Gillespie & Company, and Paul T. Omer, attorney who for several years was an analyst with the Security and Exchange Commission (SEC), as well as Cosmo Records, Inc., and E. F. Gillespie & Company, Inc.

U. S. Attorney Roy M. Cohn, who presented the case to the grand jury, stated that \$1,000,000 was invested and lost in the company by various persons, and that the loss to the investing public because of the stock issue was \$400,000. The indictment charges the defendants offered common stock in June, 1946, altho at the time the company was insolvent.

Cohn stated that the company's prospectus falsely represented that Cosmo had firm contracts with such name artists as Tony Pastor, Hal McIntyre, Larry Clinton et al., when actually these contracts were terminable at the will of the artists under varying conditions.

Investigation started shortly after the public distribution of the Cosmo stock and was continued after the Cosmo enterprise was finally declared bankrupt in 1947.

Martin Distribery Scouts Wax Talent

CHICAGO, Dec. 4.—Jimmy Martin, local independent distributor, this week enlarged and moved his headquarters to 2614 West North Avenue, admittedly eyeing a deal to handle national distribution for an undisclosed label. Martin's new 15,000 square-foot distribution center differs radically from the usual operation, in that Martin has two recording studios, one in his front window, which will be utilized for a sponsored d.j. show, utilizing local guest platter pilots, while the other, a larger studio, will be open to musicians and singers and bands and units which utilize the studios, in order to discover new talent for some of the 25 different labels which he handles in five Midwest States. Martin has taken over all recording and radio equipment which formerly belonged to Universal Recording Studio's North Side studio. It is not Martin's intention to cut platters in the studio, but rather audition disks which may be submitted to record manufacturers.

A portion of the front of the shop is given over to a model retail store, i. which Martin intends to demonstrate new and improved retail aids.

apolis to Henry Saves and Judd Levy, and Dallas to Burford Freeman and Fred C. Giebel, leaving only Chicago, Milwaukee and Cleveland as independent's. Green said that Mercury execs feel that independent ownership stimulates initiative and increases sales. A deal, it was learned, is being mulled to sell the Chi sales outlet.

Green said that Mercury expects to consummate a number of important deals, whereby it will be able to release a number of masters, from the Majestic catalog, within the next 10 days.

Top Business On NBOA File Gets Airing

Asks Action on Dance Week

CHICAGO, Dec. 4.—Problems affecting ballroom operation got a good going over this week from the board of directors of the National Ballroom Operators' Association (NBOA) meeting in Chicago in conjunction with the annual convention of the National Association of Amusement Parks, Pools and Beaches.

During a talk to the park men concerning his activities as chairman of the NBOA licensing committee, Tom Archer, Des Moines ballroom chain op, revealed that his attempt to work out some kind of a licensing fee deal with reps of Broadcast Music, Inc., were for the moment dormant. Archer said he had conferred by phone and letter with two BMI execs, but that he had heard nothing from the licensing org during the last six weeks. Archer said he received adverse comment from BMI spokesmen after revealing the figures of the NBOA ballroom survey. In this survey 37 ballrooms contacted revealed that 85.6 per cent of the music used on dance dates which were cataloged was ASCAP, 9.2 per cent was BMI and the remainder either belonged to smaller agencies, was unpublished or in public domain (*The Billboard*, October 2). Archer said he told BMI that he would be glad to repeat the survey and have their rep monitor the NBOA research to authenticate it.

(See Top Business on page 56)

Victor Hikes Label Prices

NEW YORK, Dec. 4.—As of December 1, RCA Victor record prices were readjusted, with 10-inch Black label disks, formerly retailing at 75 cents, raised to 79 cents, tax included. The 12-inch Black label and 10-inch Red Seal disks formerly pegged at \$. went up to \$1.05 and 12-inch Red Seals formerly \$1.25 up to \$1.31, tax included. Under the old price schedule, Victor also had absorbed the federal excise tax.

Continental Records On AFM Unfair List

NEW YORK, Dec. 4.—Continental Records has been placed on the unfair and defaulter's list of the American Federation of Musicians (AFM) for failure to pay royalties to a Federation member on a claim filed in 1946.

AFM also stated that Continental owed the union royalties for 1947. On this point, however, the Federation took no action.

Emerson-Metrotone Quiet

NEW YORK, Dec. 4.—The contractual dispute between band leader-vocalist Jack Emerson and the Metrotone diskery remained status quo this week. Meanwhile, it was learned that, despite previous reports, Emerson had not initiated further action for an accounting and royalties earned from his hit platters of *Hair of Gold* and *Cornbelt Symphony*.

Kenton Pursues "Halls of Jazz"

NEW YORK, Dec. 4.—Stan Kenton, pursuing his "Halls of Jazz" idea—the establishment of locations for jazz-for-listening presentations—huddled with Charlie Barnet, Sam Donahue and other big-band swing advocates this week and received their full-hearted endorsement and promise of support for the project. Kenton also conferred with General Artists' Corporation representatives and other agents regarding possible locations for his plan.

Upon completion of his current Paramount Theater run, when he will disband, Kenton intends to make an all-out drive for his "Halls of Jazz."

Herd Opens Empire; Eckstine, Ellington Skedded To Follow

HOLLYWOOD, Dec. 4.—The newly opened Empire Room, formerly Tom Brenneman's, opens Tuesday (7) with the Herman Herd, and has booked Billy Eckstine for January 4, to be followed by Duke Ellington February 7. According to Gene Norman, disk jockey-promoter who is house booker, Eckstine will work as vocal single, backed by a pick-up band, probably batoned by Dave Barbour.

Spot will charge \$1.20 admission to those who want to look and listen, with facilities available for those who want to drink and dine. During the Herman stand, tables will fill the dance floor. Herman would rather play for listeners than for terp-minded customers, Norman said. This marks the first time name bands have appeared in the Palladium's back yard, since the Empire Room is but a few blocks from the Sunset

B. G. Unveils Exciting New Band, Wows Hotel Syracuse

SYRACUSE, Dec. 4.—Benny Goodman this week unveiled an exciting new band at the Syracuse Hotel, where he's been doing a five-day stand prior to going into the New York Paramount December 15 with the Bob Hope pic, *Paletface*. The organization is Goodman's first major one in about two years (since the 400 Club) and as such it merited the attention of publishers and diskery and agency execs, a bevy of whom were flown to the hotel yesterday for a gander at the king and his aggregation.

It was an impressive occasion. Goodman, since opening here Tuesday (30) has been doing sensational business—the management reporting that it has been able to take care of only a fraction of the crowds trying to get into the room, which has a capacity of 450. Friday night not only was the location jammed, but the floor was packed with entranced hoofers in a manner reminiscent of the lush days of the business.

The maestro's band is superb, its most impressive quality being its versatility in the different categories of musical style. It was correctly observed, for instance, that B.G. is too good a musician to become old-fashioned. In line with this thought, the band regaled the crowd with a good sprinkling of numbers of a de-

Boulevard dance palace.

Norman, who has hypoped his concert promotion activities, will also sponsor a Dizzy Gillespie bash January 12 at Shrine Auditorium, and Duke Ellington concerts at the Shrine and Long Beach auditoriums January 28 and 31.

cidely boppish turn; yet the arrangements were intriguingly danceable. After a few sets, Goodman's intent was clear. He's treating modern music in such a manner as to make it appealing and understandable. And he's fusing modern music and the more lasting elements of the older swing styles into excellent jazz. The result might be called a distillation which is extremely danceable and possesses drive, flexibility and distinction.

The 17-piece ork contains a vocal group of five voices—a new departure for Goodman. Buddy Greco and Terry Swope are with the vocal group, but also do warm, haunting solo warbling. The sextet, however, really fascinates the devotees. Included with Goodman are Sunny Igoe, strictly a smash performer and with top showmanship to boot; the tasteful style of Wardell Gray on tenor sax; Buddy Greco's skilled pianistics, and Clyde Lombardi and Frank Beecher on bass and guitar, respectively. The sextet's renditions are sinuous and exciting.

Major kudos go to arranger Chico O'Farrell, whose work in *Undercurrent* and other pieces is outstanding. O'Farrell also arranges for Noro Morales—which indicates there's no limit to his talent range.

Not yet mentioned are Mike Goldberg and Andy Cicalese, alto; Eddy Wasserman, tenor; Larry Molinelli, baritone sax; Milt Bernhart, Eddie Bert and George Monti, trombone; Nick Travis, Howard Reich, Doug Mentone and Alvin Goldberg, trumpet, and lastly and of first importance, Goodman himself, whose tone and musicianship are at peak.

Paul Ackerman.

NLRB Upholds AFM Wax Ban

NEW YORK, Dec. 4.—The action taken by the Standard and Lang-Worth transcription firms, alleging that the American Federation of Musicians' (AFM) recording ban was in violation of the Taft-Hartley Act, received a negative decision from the National Labor Relations Board (NLRB) this week. The NLRB New York Second District Board refused to issue complaints against the AFM and its New York (802) and Los Angeles (47) locals on the proceedings brought by the c.t. firms.

Formal notification of the decision was given James C. Petrillo, AFM prexy, and Milton Diamond, AFM counsel, by Charles Douds, director of local NLRB board. Douds, in his ruling, points out that there isn't sufficient evidence to show that the recording ban has as its purpose the accomplishment of any of the unlawful objects prohibited by the stipulations of the T-H Act.

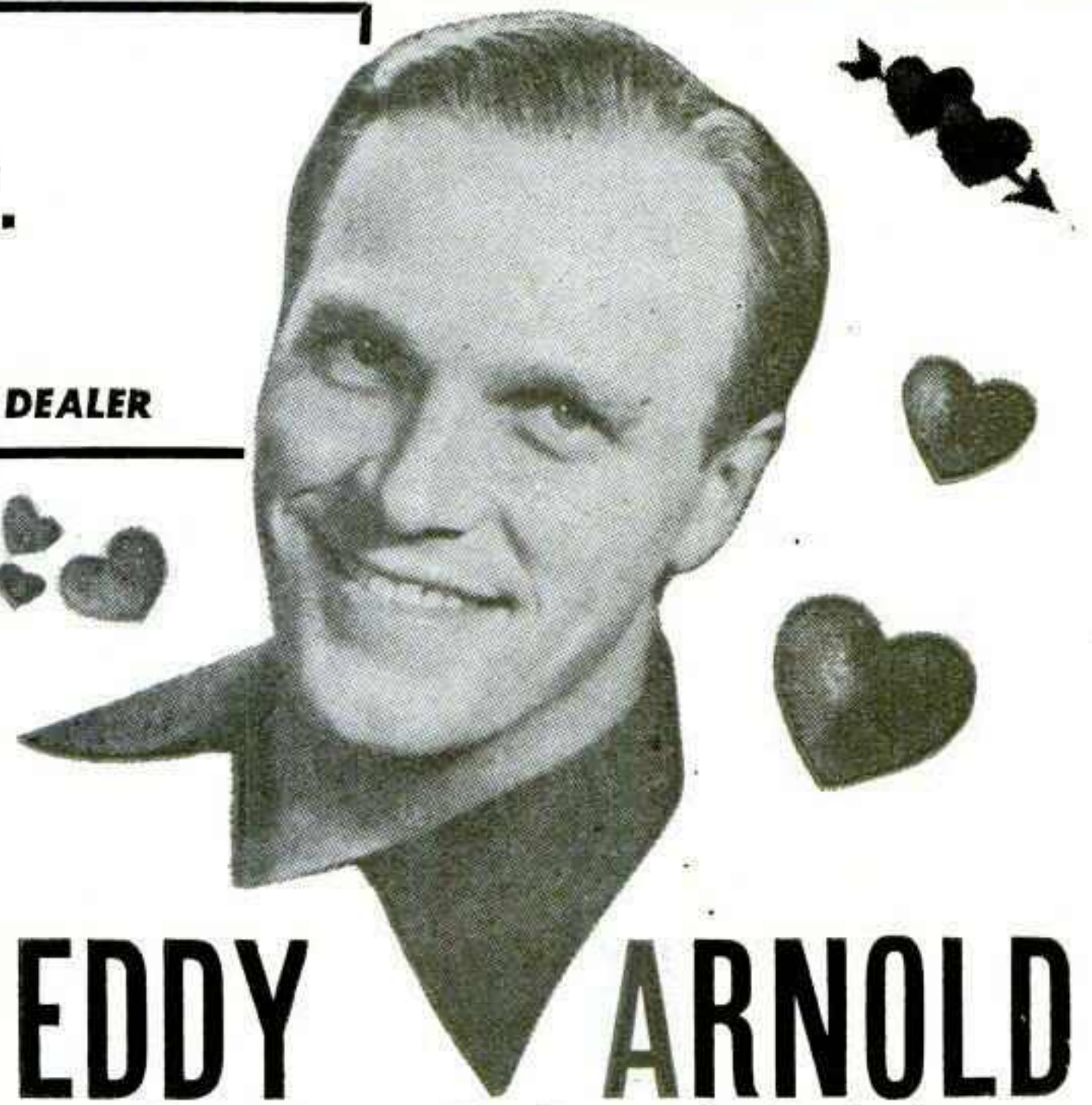
Cap Regional Heads Talk Plans for 1949

HOLLYWOOD, Dec. 6.—Capitol's four regional managers arrived here Sunday (5) to start annual huddles on sales policy and planning for 1949. Attending sessions were Bill Hill, Eastern regional manager; Ray Marchbanks, Midwestern chief; Dick Blanchard, repping Southeast, and Paul Featherstone, Western regional head. John Scelisi, syndicate store manager, will sit in on the confabs.

Sessions will follow regular Cap procedure, with regional toppers holding group discussions with individual department heads. Meetings were under the direction of Floyd Bittaker, veepee in charge of sales.

Another
HILL & RANGE SONGS, INC.
Hit Tune

NOW ON SALE AT YOUR RCA VICTOR DEALER



EDDY ARNOLD

The Tennessee Plowboy — The Nation's Favorite—Singing

"A HEART FULL OF LOVE"

(for a Handful of Kisses)

RCA VICTOR RECORDING NO. 20-3174

Now on sale at all RCA Victor dealers

HEAR
EDDY ARNOLD

Every Saturday
9 P.M.

CBS Coast to Coast
on

"HOMETOWN REUNION"

Also Mon. thru Fri. 12:45 P.M.
MUTUAL BROADCASTING SYSTEM

on
"CHECKERBOARD JAMBOREE"
for Ralston Purina Co.

AFFILIATED WITH HILL & RANGE SONGS, INC., HOLLYWOOD 46, CALIF.
EXCLUSIVE MANAGEMENT: THOMAS A. PARKER, 4218 San Pedro, TAMPA 9, FLA.

Copyright Treaty OK Urged; Change of 1909 Act Possible

(Continued from page 15)

other business prevented the committee from considering discharge of the pact to the Senate floor last session.

A State Department spokesman told *The Billboard* that State's desire for speedy ratification is based on a need for "universal" copyright standards globally. The State Department feels that the remainder of the 21 nations which attended the drafting confab in Washington two years ago will add their signatures to the pact once it is approved by the United States. Nations already a party to the treaty as a result of having ratified it are Mexico, Bolivia, Dominican Republic, Honduras and Costa Rica. It is anticipated that general acceptance of the pact by the Latin-American nations would lead to a world-wide treaty which would supersede the old Berne convention copyright treaty. The latter treaty is applicable to several European powers. The United States never became a signatory to it when it was drafted in 1886 and later revised in 1928.

Changes

Among important changes provided for by the new inter-American pact, in addition to the "automatic registration" provision, is that the copyright period shall be for 56 years. At present, U. S. law provides for a 28-year period, renewable for an additional 28 years. The formality of filing for renewal was waived at the suggestion of the U. S. copyright office with respect to the works of nationals of other American republics in order that U. S. authors might enjoy a term for at least that period.

The pact provides for protection of a title of a song, book, play or other such work without registration if the title has become "internationally famous." While new as far as the U. S. Copyright Act is concerned, this provision actually makes no change in legal procedure in this country since such protection is already af-

Marks Argues Suit To Collect \$\$ From Bard on 'Malaguena'

NEW YORK, Dec. 4.—Decision on the E. B. Marks pubbery's suit against Seva Foulon, United Masters and the Bard Record Manufacturing Company concerning payment of royalties on a United Masters waxing of *Malaguena*, was reserved following argument of the pubber's appeal last Thursday (2).

In a previous court decision the pubbery, in light of the diskery's delinquency on regular payments, was awarded a 4-cent-per-disk penalty in addition to the statutory 2-cent rate, but when the waxery, headed by Foulon, went into bankruptcy, Marks endeavored to hold Bard, as the manufacturing contractor, responsible for the monies due.

The current appeal is an attempt to gain a reversal of the decision which absolved Bard of such responsibility.

New Subsid for Kaylor

PHILADELPHIA, Dec. 4.—Elliot Wexler's Kaylor Record Distributing Company, in grabbing off Decca's Coral label, sets up a subsidiary distributing firm for handling the new line. Calling it the Winthrop Company, Wexler takes on an independent sales staff to handle Coral in the Eastern Pennsylvania, Southern New Jersey and Delaware territory. Kaylor salesmen handle the firm's London, Musicraft, Dana, Bullet and other indie labels, in addition to Wexler's own Public label.

forded under various unfair trade practices laws.

The Buenos Aires convention of 1910—the last Latin-American pact ratified by a substantial number of countries—is amended in the inter-American treaty to provide protection for recorded versions of lectures, speeches and lessons and to choreographic works and pantomimes, the stage directions of which are fixed in writing or in other forms.

While alien authors of unpublished works are already protected against infringement in this country, ratification of the treaty will provide similar protection for U. S. authors in many countries where such protection does not exist at present.

Another provision of the treaty gives the author of a work the right to forbid any modification in his work which might injure his reputation. This would give a Latin-American songwriter the right to ban an American arrangement of his tune if he didn't happen to care for it. This right, however, may be waived by the author in accordance with a contract.

Two attempts to change proposed provisions, which would have had an overwhelming impact on U. S. procedure, were beaten off by U. S. delegates to the convention. One would have written into international law permission for songwriters to license juke boxes to play their music. Another defeated amendment would have ended the "compulsory license" practice in this country by forbidding any other person from reproducing without permission music when granted to another individual. Under U. S. law, music once recorded can be used by any diskery upon payment of the prescribed fee.

Mercury Signs Golden Gate

NEW YORK, Dec. 4.—Mercury Records, in anticipation of an early settlement of the recording ban, this week inked the Golden Gate Quartet and chirps Kitty Kallen and Madelyn Russell to waxing pacts. The Golden Gate group previously had waxed with Columbia Records, while Miss Kallen has sliced wax for Musicraft. Miss Russell, formerly a band thrush with Vaughn Monroe, Tommy Tucker and others, is now working as a single and will cut her initial solo sides.

The diskery also signed a new pact with chirp Dinah Washington, which will renew her recently expired paper with the firm.

Do Re Mi Trio Inks 3-Year Glaser Pact

NEW YORK, Dec. 4.—The Do Re Mi Trio, whose Commodore platter of *Wrapped Up in a Dream* is making a stir in race disk circles, has been signed by Joe Glaser's Associated Booking Corporation to a three-year pact.

The group is the latest of a number of smaller units that have come into prominence via indie waxings and moved on to consistent, good-money, in-person booking.

Donahue, McCarthy Split

NEW YORK, Dec. 4.—Orkster Sam Donahue and publicist Jim McCarthy, his personal representative, this week negotiated an amicable split. McCarthy, associated with Donahue since the outbreak of the war, intends to concentrate on his disk jockey promotion biz, in which he handles such accounts as Count Basie, Sarah Vaughan, Illinois Jacquet, Paul Weston and Tony Pastor. Donahue

N. Y. Clique Opens With Big Splash --And Buddy Rich

NEW YORK, Dec. 4.—Drawing everything from Betty (Legs) Henderson to a group of assorted hippies, the Clique Club, new Broadway jazz bistro, made its debut this week with an opening which attracted a total of approximately 1,250 persons in some six hours of operation. On the site of the late Ebony Club, the Clique, with proceedings emceed and produced by disk jockey Fred Robbins, strutted a jazz music policy, marking the second theater-restaurant type operation to hit the Stem in the past year. The other is the Royal Roost, which has been functioning successfully for six months or so.

The opening night crowd was a jumping procession of society, top showbiz personalities and music biz luminaries. In addition to Mrs. Henderson—she of Metopera opening night fame—the crowd included an assortment of New York's leading wax spinners; orksters Stan Kenton, Charlie Barnet, Sam Donahue, Ray Eberle; legit star Marlon Brando; comics McCarthy and Farrell; boss-men of the four major talent agencies; an assortment of song pluggers and publishers, and Morey Amsterdam, too.

All were out to dig the notebending antics and new front teeth of chirp Sarah Vaughan, the speedy and brilliant drumming of Buddy Rich in front of his big ork and the remarkable and facile pianistics of the blind Englishman, George Shearing, aided by Oscar Pettiford's sterling bass and Kenny Clarke's bopping drums. Miss Vaughan, coming on for 15-minute sets every hour or so, sang her recorded faves to big ovations. Rich's ork, freshly revamped, kicked up swinging storms.

Room is an attractive, mirrored, black-walled and acoustically sound bistro with the padded ceiling eating up much of the volume blown by the 16-piece Rich crew. Most of the trade patrons felt—and it is here agreed—that if ops Al Martin, Sammy Kaye and Irving Alexander are able to get suitable attractions and maintain the medium-price liquor and low-price food policy it began this week, the Clique can become a solid Broadway fixture.

An interesting incidental sidelight of the opening saw orkster Charlie Barnet and booker Billy Shaw bury the hatchet on a feud which had lasted for seven years. The feud is one of those which has drawn legendary attention from the trade.

Hal Webman.

Foster & Cavallaro Go to Arbitration

NEW YORK, Dec. 4.—Vocalist Jimmy Foster's \$16,243 breach-of-contract suit against bandleader Carmen Cavallaro was suspended in Supreme Court last Friday (3) by Judge Bernard Botwin, who granted Cavallaro a stay in action pending submission of the dispute to arbitration. The grant was based on the American Federation of Radio Artists (AFRA) contract between the orkster and vocalist-employee, which states that an individual party to that contract may not begin legal action until a full hearing in arbitration has been held. Foster's pact, signed in May, 1943, was for one year at a weekly salary of \$150, plus \$81.40 per as soloist on Cavallaro's Tums radio show. He allegedly was discharged June 18.

has made a deal for Jimmy Lamarr, until now road manager for the Claude Thornhill ork, to take over the personal management reins for his band.

Payola Deejays Hurt Licensees, FCC Indicates

(Continued from page 15)

with jocks specializing in race material. Not too many spinners handle this category, with the result that there is terrific competition to get such platters aired. The smaller indies are the sufferers, and must often pay to get a play.

N. Y. Jocks Collect

In New York, according to report, three spinners collect. The practice is to pay them monthly "stipends," ranging from \$50 to \$100. Some get the moola direct, whereas in other cases it is paid to the station. A variation is to pay the jock for a special campaign on a single platter.

Even when the indie diskeries are willing to pay, their troubles continue. One company, for instance, had a jock on the payroll but found that this didn't guarantee performances. After wheedling, bowing and scraping, the diskery dropped the deejay in disgust—despite the fact that he's a power in the race field.

The same jock, termed "an arrogant mogul," once called a meeting of indie reps and explained that his sponsor's moola wasn't sufficient to keep him on the air. He asked that the indies contribute to the station so that their records could be plugged or "advertised." Grapevine had it that the wattery split the take with the jock. The latter, subsequently, switched to another station, where the pay is direct.

One jock, it's claimed, is doing so well that he is extremely sensitive about taking on new clients.

Rosenberg Opposes Lunceford Suit on Wilcox Ork Assets

NEW YORK, Dec. 4.—According to Eddie Rosenberg, manager of the Eddie Wilcox band, the arrangements and equipment of the band do not belong to the Jimmy Lunceford estate, but to him, so that, he claims, the stay order obtained by Crystal Lunceford enjoining Wilcox from disposing of any property belonging to the Lunceford estate is meaningless (*The Billboard*, December 4). Rosenberg says that the Dwyer storage warehouses, in which the equipment had been stored, sold the lot at auction last April to pay for storage charges. Rosenberg claims that he was the purchaser, and he showed a *Billboard* reporter a receipt for purchase of one lot of band equipment for \$408, dated April 24 of this year.

The Wilcox manager also stated that the judgments obtained by Mrs. Lunceford against Wilcox, totaling some \$3,500, had been vacated this week by City Court Justice Rocco A. Parella. (*The Billboard* was unable to verify this at press time.) Rosenberg further contends that Wilcox had stopped making payments to Mrs. Lunceford for the use of the Lunceford name because she had no legal right to make a contract. He has now dropped the Lunceford tag, not, he pointed out, because there is any legal enjoinder, but because the Lunceford estate is encumbered by some \$18,000 in debts, owed to himself, Irving W. Rosenberg, William Morris Agency, the Gale Agency, General Artists Corporation, and others.

Further, Rosenberg claims, Wilcox has the nucleus of the original Lunceford band, with men like Paul Webster, Omer Simeon and Elmer Crumbley, and that the men playing with Joe Thomas's Lunceford All-Stars are not ex-Lunceford sidemen.

State of Flux Continues at WM... But Good

NEW YORK, Dec. 4.—General Artists Corporation (GAC) exec Art Weems this week admitted signing two former WM properties—Hal McIntyre and Red Ingle—and pitching for seven others—Del Courtney, Henry Busse, Buddy Rich, Count Basie, Johnny Moore's Three Blazers, Charlie Spivak and Claude Thornhill. It also is understood that the deal for Duke Ellington to come to GAC (*The Billboard*, December 4) was virtually completed, pending only the orkster's signature on the completed papers. But the orkster now is reported holding out for undisclosed reasons.

Weems pointed out that the GAC pitch to these artists includes assurance that the GAC execs could successfully obtain releases for the orksters from their WM deals.

It also was learned this week that Willard Alexander, one-time WM band department topper and now in his own agency biz, may come up with a few of the agency's properties if deals can be negotiated. Alexander is believed interested in the Bobby Byrne and Claude Thornhill orks, among others.

Meanwhile, two personal managers of attractions under contract to WM have run into a stone wall in their efforts to get releases from their WM pacts. The agency, it seems, is willing to grant releases to such properties as will sign up with a new office which meets WM approval, as in the McIntyre and Ingle cases, but is refusing releases under other circumstances.

There is still no word from the American Federation of Musicians (AFM) on the Charlie Spivak case. Spivak, refused a release by WM,

Decca Misses Boat On 'I Can Hear It'; Col. Gets Big Haul

NEW YORK, Dec. 4.—Show business is chock full of examples of astute showmen who inevitably muff an opportunity once in awhile. The latest instance of this in the record business concerns *I Can Hear It Now*, the Columbia album made by Ed Murrow in conjunction with Fred Friendly and J. G. Gude.

Decca's Jack Kapp was nagged to take *I Can Hear It Now* for 18 months but couldn't see it as a commercial proposition.

The story goes back to 1943 when Friendly was doing a radio program, *Footprints on the Sands of Time*, aired over the Yankee Network from Rhode Island. Kapp liked the show and bought 800 of the scripts from Friendly at \$25 per. Three days later Friendly went overseas with the armed forces. The Kapp-Friendly deal, however, was the beginning of a friendship which was continued via the mails, and when Friendly returned to the States he broached to Kapp the idea of *I Can Hear It Now*.

Kapp, after 18 months, told Friendly to sell it wherever he could—and one hour later Murrow, Friendly and Gude concluded a deal with Columbia. This was just about two years ago. The trio spent about 27 months editing recordings before the album was finally completed.

Murrow, Friendly and Gude are now preparing a second album and have received a flock of offers. They'll probably stick with Columbia. The first album, meanwhile, has been out just about two weeks and promises tremendous sales.

took his case to the AFM several weeks ago.

ASCAP Cancels TV License, Then Grants 60-Day Dicker; Confusion Rife at Two Webs

CBS and NBC Get Jitters Over Music Rights

(Continued from page 11)

ing under the belief that under the proposed ASCAP blanket licensing plan they would not be free to make use of ASCAP music on delayed broadcasts. CBS therefore decided to lay off ASCAP music on recorded programs. A subsequent conference between music and TV execs reassured the broadcasters that delayed broadcasts would present no insurmountable music problem. The CBS edict was therefore rescinded, but not before it had some reverberations at the National Broadcasting Company (NBC).

At the latter web, Milton Berle suggested to the cast of the Texaco Company's TV show that they had better not use ASCAP tunes in view of the uncertain situation. The network, however, told the comedian not to worry about it, and said the web would handle the problem itself.

A check with top web and TV legal talent handling the negotiations with ASCAP indicated that all parties were anxious to conclude a pact and believed they would successfully do so. The chief problem still remained, namely, a clarification of whether telecasters would get what they considered sufficient music rights under the general license, as against the special license.

ASCAP holds its general membership meeting in mid-December, at

which time it may formally announce that the requisite 80 per cent of the membership (computed on the basis of dollar income during 1947) had assigned certain TV rights to the Society. Until this is done, negotiations are on an informal level.

Free Concert On Ship Nixed

LONDON, Dec. 4. — The British Musicians Union (BMU) stepped in at the last minute and stopped Vic Lewis and his orchestra from appearing on the Queen Elizabeth when the liner was docked at Southampton with 2,000 passengers because of a strike. Lewis was prepared to give a free show for the stranded passengers. When he was stopped he got front page publicity.

The BMU gave two reasons for stopping the show. It said no band was allowed to give its services free of charge without permission of the BMU, and that the ship's band was not allowed to play for passengers while the liner was alongside. It added that the musicians on board the Queen Elizabeth were technically rated as part of the crew and therefore were concerned in the strike.

VICTOR 60% DISCOUNT COLUMBIA

VICTOR# TITLE

- P-85—Robin Hood
- P-40—Organ Encores
- P-51—Hal Kemp Memorial Album
- P-56—Lower Basin Street, Vol. I
- P-57—The Magic of the Novachord
- P-60—Lady in the Dark
- P-65—Wedding Music
- P-69—S To the Bar
- P-82—The Birth of the Blues
- P-91—Piano Reflections
- P-93—Cascades of Melody
- P-101—Dumbo
- P-104—Organ Reveries
- P-109—Waller on the Ivories
- P-124—Tchiak, Nutcracker Suite
- P-134—Bunny Berrigan Memorial Album
- P-138—A Duke Ellington Panorama
- P-140—Stephen Foster Favorites
- P-150—Tommy Dorsey "Star Maker"
- P-152—Show Boat
- P-154—Two Grand
- P-172—Love Songs
- P-173—Selections From "Blossom Time"
- P-174—Sweethearts
- P-175—Dinner at the Waldorf
- P-176—Hawaiian Favorites
- P-179—Dreisler Favorites
- P-182—Duke Ellington Plays the Blues
- P-183—Prom Date
- P-191—My Wild Irish Rose
- P-194—Voca-Lovlies
- P-200—Piano Rhythms
- P-205—Smash Hits From Broadway Shows
- P-209—Tchiak, Melodies for Dancing
- K-2—Eileen
- HJ-10—Esquire's All-American Hot Jazz

COLUMBIA# TITLE

- C-19—Musical Hawaii
- C-25—Bert Williams
- C-27—Eddie South
- C-30—F. Henderson
- C-44—Boogie Woogie
- C-56—Let's Polka
- C-57—Armstrong & Hot Five
- C-111—Victor Borge
- C-117—Harry James Fav.
- C-124—Songs by Sinatra
- C-127—Ellington Special
- MM-438—Mozart ("Hunting") Quartet
- MM-549—Wagner Concert
- MM-613—Death and Transfiguration
- MM-629—Brahm's Sonata #2
- MM-639—American Songs

COLUMBIA# TITLE

- MM-640—Whale Who Wanted to Sing
- MM-642—Brahms Sym. #3
- MM-644—Debussy Preludes
- MM-646—Hymns We Love
- MM-655—Kostelanetz Plays R. Rodgers
- MM-656—Wieniawski Con. #2
- MM-657—Isaac Stern Violin "Humoresque"
- MM-659—Three Musketeers
- MM-661—Prokofiev Sym. #5
- MM-667—Prokofiev Conc. #3
- MM-668—Music of Morton Gould
- MM-674—Bartok Conc. #3
- MM-675—Italian Operatic Arias
- MM-677—Tchiakovsky Serenade in G
- MM-680—Stravinsky Sym. in 3 Movements
- MM-687—Dvorak Sym. #1
- MM-688—Shostakovich Sym. #9
- MX-266—Lincoln Portrait
- MX-271—Songs, Jane Powell
- MX-274—Haydn ("The Horsemen")
- MX-278—Handel Water Music

VICTOR# TITLE

- DM-42—Brahms Sym. #3
- DM-179—Wagner—Das Rheingold—Excerpts
- DM-239—Rach. Sym. #2
- DM-280—Debussy—Children's Corner
- DM-300—Frank—Symphony in D Minor
- DM-308—Wagner—Wagnerian Excerpts
- DM-342—Flagstad in Song
- DM-421—Wagner Parsifal—Preludes and Good Friday
- DM-448—Schumann—Sym. #2
- DM-449—Franck—Sonata in A
- DM-505—Falla Three-Cornered Hat
- DM-508—Wagner—Tristan and Isolde
- DM-560—Lehmann-Schumann Duets
- DM-569—Wagner—Rienst—Overture
- DM-586—Trapp—Folk Songs of Central Europe
- DM-602—Schubert—Sym. #9
- DM-604—Niles Early American Ballads
- DM-616—Bach—Organ Music
- DM-625—Beethoven—Sym. #2
- DM-639—Debussy—Children's Corner
- DM-642—Jeannette MacDonald in Song
- DM-718—Niles Early American Carols
- DM-817—Bach—Wise Virgins
- DM-832—Bach—Art of Fugue (Vol. I)
- DM-837—Schumann—Sym. #4 in D Minor
- DM-846—Richard Crooks in Song
- DM-868—Felton—Concerto #3
- DM-870—Liszt—Mefisto Waltz
- DM-886—Vivaldi—Concerto Grosso
- DM-896—Arensky—Variations Theme Tchaik.

VICTOR# TITLE

- MO-902—Grieg—Peer Gynt Suite #2
- DM-905—Kipling—Jungle Book
- DM-908—Beethoven—Sym. #8
- MO-917—Kipling—Russian Folk Songs
- DM-927—Haydn—Handel—Oratorio Arias
- MO-935—Swarthout—Musical Show Hits
- MO-966—J. C. Thomas Concert
- DM-969—Reusner—Suite #1
- DM-972—Rach. Concerto #4
- DM-987—Brahms Sonata #1
- DM-995—Bernstein—On the Town
- MO-996—Jeannette MacDonald—Religious Songs
- DM-1027—Milhaud—Protee Sym. Suite #2
- DM-1031—Debussy Preludes, Book I
- DM-1038—Grofe—Grand Canyon Suite
- DM-1044—F. Kreisler—Kreisler Program
- DM-1052—Stravinsky—Rites of Spring
- DM-1056—L. Melchior—Two Sisters
- DM-1057—Tchaik. Sym. #5
- DM-1061—Wm. Primrose Plays—Harris-Benjamin
- DM-1076—Brahms Love Song Waltzes
- DM-1079—Gurenberg—Concerto for Violin
- DM-1083—Fiedler—Duel in the Sun
- DM-1089—Falla—El Amor Brujo
- DM-1091—Chas. Courboin—Organ Recital
- DM-1094—Norman Condon—Oratorio Arias
- DM-1100—Grieg—Peer Gynt Suite #1
- DM-1105—Tchaik. Sym. #8
- DM-1106—Brahms—Sonata in F Minor
- DM-1110—Iturbi—Music To Remember
- DM-1116—Thomson—Plover Broke Plains, etc.
- DM-1121—Horowitz—Piano Music, Mendelssohn
- DM-1122—Franck—Psyche and Le Chasseur Maudit
- DM-1123—Bach—Suites #2 and #3
- DM-1124—Schumann—Sym. #4
- DM-1125—An Igor Gorin Program
- DM-1126—J. Helfetz—Modern Violin Transcriptions
- DM-1127—G. Swarthout Sings
- DM-1130—A. Patricia Munsel Program
- DM-1131—Handel—Concerto in B Minor
- DM-1133—Glazounoff—Ballet Raymonde
- DM-1134—Shostakovich Symphony #9
- DM-1136—Bach—Concerto for Violin
- DM-1141—Beecham Favorites
- DM-1142—Bernstein—Facsimile
- DM-1143—Ravel—Valse Nobles et Sentimentales
- DM-1155—Haydn—Sym. ("Surprise")
- DM-1157—E. Steber—Mozart Operatic Arias
- DMO-102—Famous Artists Faust (Gounod)

We also carry a complete line on all labels. Christmas music, popular records, classics and LP's. Anything you want in the record line can be obtained through LESLIE DISTRIBUTORS.

Our charge is 5c per record over wholesale and 30% discount on albums and LP's.

A 25% deposit is required on your first order if placed during the month of December.

Every best seller is available in unlimited quantities.

75,000 10" new singles on Victor and Columbia available @ 20c each. Please write for list.

Just arrived on Victor International, various 10" including such items as

HELENA POLKA
NO NO POLKA
TOWN TAVERN POLKA
PILOT POLKA

35c ea.

WE SELL BRAND NEW RECORDS ONLY

LESLIE DISTRIBUTORS CORP.
(RECORD WHOLESALERS)

419 W. 48th St., New York 19, N. Y.

PLaza 7-1977 -8-9

Cable Address EXPORCORD

WE SELL BRAND NEW RECORDS ONLY

NEW RELEASES

SUNNYSIDE OF THE STREET
AFTER YOU'VE GONE
by **PEE WEE HUNT**
#139

—“COMING UP”—
SOMEBODY'S LYIN'
I'LL BE SATISFIED
by **ALAN FOSTER**
#140

BEAUTIFUL EYES
SOMEBODY STOLE MY
ROSE-COLORED GLASSES
by **THE RANGERS**
#136

BRUSH THOSE TEARS
FROM YOUR EYES
ANYTIME AT ALL
by **ALAN FOSTER**
#134

BLUE CHRISTMAS
IT WAS FUN WHILE IT
LASTED
by **RILEY SHEPARD**
#2003

MUSKRAT RAMBLE
BASIN STREET BLUES
by **PEE WEE HUNT**
#133

“STILL GOING STRONG”
YOU CALL EVERY-
BODY DARLIN'
LINGER AWHILE
by **AL TRACE**
#117

FICKLE FANNY
THE WHISTLER'S SONG
by **AL TRACE**
#123

YOU DARLIN'
BILLY
by **LANG THOMPSON**
#122

REGENT
RECORDS
MAKES THE HITS
58 MARKET ST.
NEWARK, N. J.

ON THE STAND

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

Henry Jerome

(Reviewed at the Green Room, Hotel Edison, New York, November 18. Band manager, Irving Rothman. Booked by Music Corporation of America.)

TRUMPETS: Eugene Brown, Bill Forrest.
TROMBONE: Moe Sadwick.
REEDS: Jerry Grosser, Joe Grimm, Steve Prisco, Vic Jarowey.
RHYTHM: Marty Napoleon, piano; Phil Rosen, bass; Irv Rothman, drums.
VOCALS: Hal Barton, Marty Napoleon, Moe Sadwick.
ARRANGERS: Angelo Mussolini, Moe Sadwick, Steve Prisco, Phil Rosen.
TRUMPET AND LEADER: Henry Jerome.

Henry Jerome's crew came into the Green Room of the Hotel Edison originally for a four-week engagement. This was some time last August. The band still is ensconced in the room, and the hotel's management intends to keep it there for another year if Jerome wants to stay. Obviously Jerome has pleased the customers and built a following via its nine weekly wires.

Obvious, too, are the reasons for the band's success in the room. It's a near-perfect reincarnation of the Hal Kemp organization, a highly stylized sweet and danceable band. It has a severe identity in the sub-toned unison clarinet passages and in the three-brass section triplets. Of the several Kemp-styled crews that have tried to make it since the late great maestro was killed, this is the one which has best captured the sound and feeling if not the showmanship of the original. As such, it is a valuable property for all types of hotel and ballroom work.

As yet, the crew lacks some showmanly zip and could stand a few chirp and perhaps a laugh-provoking novelty singer. Jerome, an adept musician and a pleasant frontier, will take care of this when the budget will allow.

Most important for this work to make the grade is the need for a post-bar-recording contract. This is the kind of sweet stylized crew which somehow has met with the greatest success on wax. If the Jerome band gets its chance in this idiom, it could readily become a box-office winner.

Hal Webman.

Ted Weems

(Reviewed at Aragon Ballroom, Ocean Park, Calif. Booked thru Music Corporation of America.)

TRUMPETS: Frank Wylie, Earl Collier and Norwood Carey.
TROMBONES: George Breckenridge and Clyde Hunter.
SAXES: Ken Armour, Glenn Martin, Bul Pace, Harry (Pancho) Nelto and George Nelquist.
RHYTHM: Glenn West, guitar; Billy Blair, bass; George Cooper, piano, and Arnold Manchester, drummer.
VOCALIST: Marianne Dunne.
WHISTLER: Elmo Tanner.
ARRANGER: Bill Walker, Brad Morey and Harry Nelto.

Years on the stand have given Ted Weems a keen sense of what the public wants, and how to meet its demands without sacrificing musical taste or character. Weems makes sure the customer gets his ducat's worth in dance pleasure and entertainment. His book is full of current *Honor Roll of Hits* selections, yesterday faves, slow stuff, brightly paced numbers, ballads and novelties.

As to entertainment, he realizes customers want more than dance beats. The batoner has whipped up a bit of a bandstand show that utilizes specialty talents of his sidemen and gives patrons a couple of laughs.

As a whole, the Weems brand of music-making is tidy. Arrangements are clean, sidemen well disciplined and items are picked with an eye toward balance. Emphasis falls on sugary blending, giving reeds the primary voice with brass used to give instrumental combinations depth and body. When trumpets are not found riding alongside the saxes, they are

Larry Fotine

(Reviewed at Arcadia Ballroom, New York, November 10. Publicity, Manny Greenfield. Booked by Associated Booking Corporation.)

TRUMPETS: Frank Trautz, Pat Rizzo.
TROMBONES: Herb Spitalny, Johnny Soltan.
SAXES: Chuck Kainz, Al Schnitzler, Phil deLuca, Tony Knight.
RHYTHM: Tom Taddonio, bass and tuba; Paul Bert, drums; Kenny Depuy, piano.
VOCALISTS: Marilyn Marsh, Johnny Goodfellow, Bob Bruce.
CLARINET, LEADER, ARRANGER: Larry Fotine.

For his first main stem engagement Larry Fotine has brought in the type of band you would expect from the competent former Sammy Kaye-Blue Barron arranger. The accent is on melody and danceability, which makes the outfit ideal for the Broadway ballroom, and proof of this is the fact that the dancers never seem to leave the floor. The slow tempos are never too slow, the fast tunes never get wild, and there's an ever-present back-beat to keep things bouncing in the best Mickey Mouse tradition. The repertoire shows a marked devotion to hit tunes, both current and standard, with unproved material and novelties rarely tired. The tempo mixing is strictly professional.

Arrangements, while simple, strive for the most color with the minimum effort on the part of band or listeners. The formula is to present each section in turn, rarely mixing them for special effects, but achieving smooth transcriptions from one to the other. Many of the voicings are borrowed, as in an occasional Miller-ish clarinet-on-top sax passage, Lombardo-ish brass, and the expected touches of Kaye's tone-blending in the full orking. An unusual gimmick is having both trumpet men double on mellophone to give the effect of a four-way trombone section. Trombones also get a different sound by using megaphones. This is especially successful in building up a big organ sound in back of the sax section.

Vocal Department

In the vocal department, Bob Bruce and Johnny Goodfellow split up the boy ballads, with Goodfellow also doing the rhythm tunes. The latter reveals a full, rich voice in the *Como vein*. Marilyn Marsh handles the chirping in full-phrased fashion.

The appearance of the band and vocal corps is youthful and ingratiating, if not very glamorous. The general impression is that the whole outfit is trying too hard, but with more of the good air time he's been getting (two Mutual Broadcasting System and one American Broadcasting Company shots weekly), and identification with a hit tune—Larry wrote *You Were Only Fooling*—the band should do well in out-of-town locations where patrons like to dance.

Bill Simon.

assisting the rhythm wing by lending staccato punctuation to beats. Altho the revival of the Weems (Victor and Decca) diskings of *Heartaches* kicked off the current “new-sound” craze, the batoner uses that style sparingly, thus retaining a band personality that will still be in favor when the fad is old.

Band's featured whistler, Elmo Tanner, attracts the most audience response. Songstress Marianne Dunne proves herself versatile, handling both ballads and novelties in a sales-worthy manner. To round out the vocal department, Weems calls on sidemen Glenn Martin, Glenn West and Billy Blair for lyric offerings, Martin taking the ballads, and the latter two for comedy-novelty stuff.

Judging by his b.-o. draw, Weems is in for a happy run at the Aragon.

Lee Zhitto.

Woody Herman

(Reviewed at the Royal Roost, New York, November 17. Personal manager, Carlos Gastel. Booked by General Artists Corporation.)

TRUMPETS: Ernie Royal, Red Rodney, Stan Fishelson, Shorty Rogers, Bernie Glow.
TROMBONES: Bob Swift, Bill Harris, Ollie Wilson, Earl Swope.
REEDS: Sam Marowitz, Stan Getz, Al Cohen, Jackie Simms, Serge Chaloff.
RHYTHM: Don Lamond, drums; Lou Levy, piano; Chubby Jackson, bass.
VIBES: Terry Gibbs.
VOCALS: Mary Ann McCall.
ARRANGERS: Ralph Burns, Al Cohen, Jimmy Giuffre.
CLARINET, ALTO SAX, VOCALS AND LEADER: Woody Herman.

There's no two ways about it when one seeks to evaluate the Woody Herman Herd. Either it's the greatest or it's the lowest. There's very likely to be little or nothing at all that falls in the middle. The Mickey Mouse adherents would likely put the Herd down as a collection of noise-dispensing nothings. Those who care to seek some musical quality, both for dancing and for listening, would find Woodrow's gang to be most wonderfully exciting. And if there's any musical life stirring in the teen-age and collegiate sets in this country, Herman's box-office values in the next few months should rise to the heights which his great 1945-'46 organization reached.

There's little doubt in this reviewer's mind that Woody now is leading the very best big jazz band in the country today. It's a happy combination of be-bop, modern voicings, swing, showmanship, top vocalizing and tasteful solo work. The primary difference—and this is the key to the Herd's greatness—between the Gillespies and Kentons and this work is that Woody's crew observes the four beats to the bar. No subtle suggestions of a beat here. No inept feet on drummer Don Lamond here—he uses the bass drum and high-hat cymbals and knows how to do it. No rhythmic mechanics here—this is primarily a band for a dancing public.

Great Crew

Credit Ralph Burns for superb cleffing taste. Pat Sam Marowitz on the back for molding the fine reed section, while expert sax soloists Stan Getz, Al Cohen, Zoot Simms and Serge Chaloff take the bows. Trumpeter Ernie Royal is one of the top men in the biz on his horn. Trum-mists Bill Harris and Earl Swope make a powerful team of soloists. Nineteen-year-old Terry Gibbs is a show-stopping vibraphonist and one of the finest of the new crop of musicians. Bassist Chubby Jackson lends a good portion of the showmanship to the band and at the same time upholds his portion of the responsibility for the fine rhythm section, which is rounded out by Lamond and pianist Lou (Count) Levy. Brilliant is the singing of Mary Ann McCall. And then there's Woody. Always an alert showman, not a great clarinetist, a good altoist, a great singer, a shrewd and personable front for the band, he's responsible for knitting the pieces together into a powerful, biting, driving modern band.

Add to all of this the fertile management imagination of Carlos Gastel, a coast-to-coast exploitation organization, Columbia Records and the booking capabilities of the General Artists Corporation. The sum would make this Herman Herd a top buy where young people and the musically minded congregate.

Hal Webman.

Luciano Pozo Shot, Killed

NEW YORK, Dec. 4.—Luciano (Chano) Pozo, Cuban bongo drummer with the Dizzy Gillespie band, was shot and killed Thursday night (2) in a Manhattan tavern brawl. The murderer was believed to be an old enemy of Pozo's from Cuba.

Musicraft Seeks Revamp, Continues Lombardo Talks

NEW YORK, Dec. 4.—Musicraft Records, Inc., and its subsidiaries yesterday (3) filed a petition for re-organization under terms of Chapter XI of the Chandler Act. This move, forced by demands of a minority of creditors, according to the claims of the diskery's execs, follows several months of attempts to establish a new financing plan. These attempts, most of which were pegged around a series of negotiations with orkster Guy Lombardo to come into the firm as a dual artist-exec, will continue despite the move into Chapter XI. The firm is confident that the court will allow the diskery management to remain in biz in a debtor-in-possession status before the end of this month.

According to the petition, the diskery claims assets valued at \$1,532,000 which includes its two plants and its

catalog. Its aggregate liabilities total \$832,000, according to the petition. This figure includes a two-lien bond issue of \$475,000 which was made earlier this year as part of a diskery move to wipe out its deferred debts.

Diskery's Requests

As part of its petition, the diskery offered an initial suggested plan for payment of current debts. The plan calls for 100 per cent payment of all debts over a period of three years. However, this is a customary Chapter XI procedure, and it is not expected that this plan will draw consideration until the firm's creditors meet. Besides this, is the diskery's debtor-in-possession request.

Musicraft's leading headache has been the depletion of its working capital. In the past few months the firm has trimmed its operation into a comparatively small biz pending several financial deals, including the talks with Lombardo. Lombardo, whose pact with the Decca diskery expired last week, has been talking with Decca Prexy Jack Kapp and expects that Kapp will submit a counter-offer to the Musicraft proposition. Further consideration of the Musicraft offer will be stymied until the Decca proposition is submitted to the orkster.

Blues Return In Sweep of 802 Election

Prexy Contest Close

NEW YORK, Dec. 4.—The incumbent Blue ticket of Local 802, American Federation of Musicians, returned to office in what was virtually a clean sweep of the Local's bi-annual election Thursday (2). Richard McCann, Sam Suber, Charles Iucci and Jack Stein were renamed president, veepee, secretary and treasurer, respectively. The Blues won all nine seats to the trial board, and took eight out of the nine executive board spots. Herman Tivin, a Unity hold-over, was the lone opposition candidate to win a place on the executive board.

The contest for president was a hairline affair, with McCann squeezing only 80 votes ahead of Unity-coalition candidate Al Manuti, with the score 5,199 to 5,119. The figures were not official as *The Billboard* went to press, and Manuti declared that he was going to ask for a recount and the impounding of the registration cards, each of which is signed by the voter and punched by the Honest Ballot Association, which supervised the election.

Unity Wins Posts

The Unity-coalition group picked up three consolation offices, with Max Arons, Manuti and Henry Maccaro winning delegate positions. Iucci, Suber, Al Knopf and Louis Grupp won the remaining delegate spots.

Each side made claims as to the significance of the vote, which totaled over 10,000 of the 30,000 802 eligibles. The Blue victors point out that they gained some 2,000 votes over their total in the last election, and that this return comprises an indisputable majority. (In the last election more than two parties ran, and the Blues scored a plurality.) An administration statement reprised the anti-Communist blue tenor of the knock-down and drag-out campaign, saying that "the victory represents a complete rout of the so-called 'united front' opposition, including its pro-Communist candidates."

A Unity-coalition spokesman saw the size of the opposition vote as a rank-and-file mandate for a liberalization of the Local's activities. "Those 5,100 votes we pulled represent half of the membership," he said, "and it's a clear sign that we really have solid support. We're going to keep punching."

MUSICRAFT LOSES FOG

HOLLYWOOD, Dec. 4.—Mel Torme has been trying to snip his disking ties with Musicraft for more than two years and finally succeeded last week. The Velvet Fog's manager, Carlos Gastel, demanded \$18,000 from Musicraft as payment for six months' royalties due December 1. Jack W. Myserson, Musicraft prexy, replied that the firm will forfeit its contract with Torme since payment could not be made on time. Gastel said Musicraft will still be held responsible for the \$18,000, altho contract was torn up.

In the meantime, rumors are again associating Torme with Capitol Records. Two years ago, when Torme had almost slipped out of his Musicraft pact, Capitol's artist and repertoire head, Jim Conkling, was known to have a disking contract drawn up awaiting signature.

BMI Releases Index Catalogs For Video Use

NEW YORK, Dec. 4.—While the American Society of Composers, Authors and Publishers (ASCAP) and the television brass kick the performance rights question around, Broadcast Music, Inc. (BMI), is quietly preparing an encyclopedic series of indices of its copyrights for video use.

In addition to the catalog, titled *Recorded Bridges, Moods and Interludes*, which has been forwarded to tele stations, BMI is readying three other exhaustive breakdowns. The *Performindex*, comprising some 18,000 titles, includes all BMI songs performed on the air between July 1, 1946, and January 1, 1948, and will be mailed out this week. Still another compilation near completion is a listing of BMI tunes according to type—pops, standards, light classical, folk, Latin-American. Another list breaks down the pops and standards according to theme and lyric value.

All these music references are furnished to video producers as a free BMI service, under the aegis of Henry Katzman, in charge of television research for the licensing organization.

*Sweeping
The Country!*

"SO TIRED"

coupled with

"I HEAR MUSIC"

**RUSS MORGAN
and His Orchestra**

ANOTHER DECCA SMASH

**DECCA
24521**

**"ONE HAS MY
NAME, THE OTHER
HAS MY HEART"**

and

**"JUST A LITTLE LOVIN'
(Will Go A Long Way)"**

**BOB EBERLY
and Orchestra**

**DECCA
24492**

ORDER NOW!

**DECCA
RECORDS**

**America's
Fastest
Sellers!**

BMI Pin Up SHEET

HIT TUNES FOR DECEMBER

AM I ALL OF YOUR FUTURE (Fremart)

Ted Martin—DeLuxe 1182 • The Cabosers—Astor 503
Harmonica Gentlemen—Castle 1455 • Alan Foster—Regent 138

BOUQUET OF ROSES (Hill & Range)

Dick Haymes—Dec. 24506 • Eddy Arnold—Vic. 20-2806
Rex Turner—Varsity 8001

CITY CALLED HEAVEN (Warren)

Una Mae Carlisle—Bluebird 11271 • Shep Fields—Bluebird 11255
Will Bradley—Col. 36297 • Glen Gray—Dec. 69838
Les Brown—Okeh 6367 • Barry Wood—Vic. 27589

COOL WATER (American)

Vaughn Monroe—Vic. 20-2923 • Nellie Lutcher—Cap. 15148
Sons of the Pioneers—Vic. 20-2076, Vic. 20-1724, Dec. 40027
Foy Willing—Merc. 6148 • Tex Ritter—Dinning Sisters—Cap. 48026
Kate Smith—MGM 30069 • Derry Falligant—MGM 10256
Denver Darling—DeLuxe 5014

CORNBELT SYMPHONY (Mellin)

Cyril Stapleton—Lon. 282 • Fred Gray—Apollo 1132
Nev Simons—MGM 10257 • Jack Lathrop—Vic. 20-3119
Bob Stewart—Mero 7469 • Jack Smith—Cap. 15280

CUANTO LE GUSTA (Peer)

Andrews Sisters—Carmen Miranda—Dec. 24479
Xavier Cugat—Col. 38239 • Eve Young—Vic. 20-3077
Jack Smith—Cap. 15280 • Barbara Brown—Varsity 116

I LOVE YOU SO MUCH IT HURTS (Melody Lane)

Floyd Tillman—Col. 20430 • Jimmy Wakely—Cap. 15243
Frontiersmen—Vic. 20-3188 • Reggie Goff—Lon. 312
Shorty Long—Dec. 46139

I WANT TO CRY (Excelstor)

Chris Cross—Sterling 4004 • Savannah Churchill—Manor 1129
Phil Reed—Frank Picher—Dance-Tone 216
Dinah Washington—Merc. 8082 • Snub Mosley Sextette—Spin 840

I WISH SOMEBODY CARED ENOUGH TO CRY (London)

Don Russell—Metrotone 3019

IN MY DREAMS (Wixell)

Vaughn Monroe—Vic. 20-3133 • Ella Fitzgerald—Dec. 24529

LONESOME (Republic)

Sammy Kaye—Vic. 20-3025

ONE HAS MY NAME (Peer)

Bob Eberly—Dec. 24492 • Jimmy Wakely—Cap. 15162
Eddie Dean—Crystal 132 • Texas Jim Lewis—Excl. 45
Slim Duncan—Col. 20491

PLAY THE PLAYERS (Marks)

Xavier Cugat—Col. 38288 • Snooky Lanson—Merc. 5188
Pedro Vargas—Vic. 23-1045 • Jerry Sellers—MGM 10307

RENDEZVOUS WITH A ROSE (Jay-Dee)

Buddy Clark—Col. 38314 • Bob Eberly—Dec. 24491
Pepper Nealy—Bullet 1056 • Pied Pipers—Cap. 15216
Don Rodney—MGM 10272 • Dick Wong—D & D 45-1903
Snooky Lanson—Merc. 5188 • Fred Gray—Apollo 1131
Bob Stewart—Me-Ro 7469 • Westonians—Sig. 1042
Bobby Worth—Castle 1258 • Walter Scheff—Spiro 3002

SUNDAY IN OLD SANTA FE (Pemora)

Jose Morand—Vic. 26-9034 • Andy Russell—Cap. 15158
Xavier Cugat—Col. 38327

WALKIN' WITH MY SHADOW (Johnstone-Monte)

Four Knights—Dec. 48014 • Jack McLean—Wayne Gregg—Ct. 8001
Monica Lewis—Sig. 15229 • Jimmie Valentine Quartet—Var. 107

WITH A TWIST OF THE WRIST (Patmar)

Kay Kyser—Col. 36075 • Tony Pastor—Vic. 20-3184

YOU STARTED SOMETHING (BMI)

Tony Pastor—Col. 38297 • Peggy Mann—Russ Case—Vic. 20-3080
Korn Kobblers—MGM • Mildred Bailey—Maj. •
Jack Edwards—MGM 10214

YOU WALK BY (Cavallier)

Jerry Wayne—Bobby Byrne—Dec. 3613 • Eddy Duchin—Col. 35908
Wayne King—Vic. 27206 • Kenny Baker—Vic. 27250
Charlioteers—Col. 36027

YOU WERE ONLY FOOLIN' (Barron-Shapiro-Bernstein)

Blue Barron—MGM 10185 • Ink Spots—Dec. 24507
Kay Starr—Cap. 15226 • Eric Whitley—Green Sisters—Col. 38323

YOU, YOU, YOU ARE THE ONE (Campbell)

Johnny Eager—Grand 25010 • Ames Brothers—Coral 60015

*Soon To Be Released

BMI

BROADCAST MUSIC, INC.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood

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 3

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

1. BUTTONS AND BOWS

By Livingston and Evans

Published by Famous (ASCAP)

1

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

2. ON A SLOW BOAT TO CHINA

By Frank Loesser

Published by E. H. Morris (ASCAP)

2

Records available: L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Henrickson, Capitol 15208; Kay Kyser, Columbia 38301; S. Lanson, Mercury 5191; A. Lund, MGM 10269; F. Martin, Victor 20-3123; E. Howard Ork, Mercury 5210; J. Frank, Varsity 117.
Electrical transcription libraries: Kay Armen, Associated; Louise Carlyle-Music of Manhattan Ork, NBC Thesaurus; Freddy Martin, Standard.

3. MY DARLING, MY DARLING

By Frank Loesser

Published by E. H. Morris (ASCAP)

3

From the Broadway musical production "Where's Charley?"
Records available: E. Young & J. Lathrop, Victor 20-3187; Jo Stafford-Gordon MacRae, Capitol 15270; Doris Day-Buddy Clark, Columbia 38353; Peter Lind Hayes, Decca 24519.
Electrical transcription libraries: Phil Brito, Associated.

4. A LITTLE BIRD TOLD ME

By Harvey O'Brooks

Published by Bourne (ASCAP)

8

Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Knight-Stardusters, Decca 24514; P. Watson, Supreme S-1507; Smokey Rogers, Capitol 15326;
(No information on electrical transcription libraries available as The Billboard goes to press.)

5. YOU WERE ONLY FOOLIN'

By Larry Fortine-Billy Faber-Fred Meadows

Published by Shapiro-Bernstein & Barron (ASCAP-BMI)

5

Records available: Blue Barron, MGM 10185; Ink Spots, Decca 24507; K. Starr, Capitol 15226; E. Whitley-Green Sisters, Columbia 38323.
(No information on electrical transcription libraries available as The Billboard goes to press.)
Electrical transcription libraries: Kay Armen, Associated.

6. UNTIL

By Jack Fulton, Bob Crosby and Hunter Kahler

Published by Dorsey Bros. (ASCAP)

6

Records available: T. Dorsey Ork, Victor 20-3061; The Charlioteers, Columbia, 38329.
(No information on electrical transcription libraries available as The Billboard goes to press.)

7. MAYBE YOU'LL BE THERE

By Sammy Gallop and Rube Bloom

Published by Triangle (ASCAP)

6

Records available: J. Fina Ork, Mercury 5160; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; Betty Rhodes, Victor 20-3120; Varsity 106; P. (Schnickelfritz) Fisher, Regent 125; B. Bishop Ork, Bullet 1060; Liberace, Signature 15240; F. (Schnickelfritz) Fisher, FM 301; Varsity Ragtime Band, Varsity 106.
Electrical transcription libraries: Ailiane Trio, Lang-Worth; Frankie Carle, Lang-Worth; the Four Polka Dots, Lang-Worth; Charles Magnante, Associated; Manhattan Nighthawks, NBC Thesaurus; Music Hall Varieties Ork, NBC Thesaurus; Pat Dodd-Cecil Norman, London; Jack Fina, Standard; Alvino Rey, Standard.

8. TWELFTH STREET RAG

By Al Bowman

Published by Shapiro-Bernstein (ASCAP)

7

Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15105; N. Simons, Rego 1016; Jack Fina & Ork, MGM 10251; Eddie (Gin) Miller, Rainbow 70033; Sidney Bechet, Victor 20-3120; Varsity 106; P. (Schnickelfritz) Fisher, Regent 125; B. Bishop Ork, Bullet 1060; Liberace, Signature 15240; F. (Schnickelfritz) Fisher, FM 301; Varsity Ragtime Band, Varsity 106.
Electrical transcription libraries: Ailiane Trio, Lang-Worth; Frankie Carle, Lang-Worth; the Four Polka Dots, Lang-Worth; Charles Magnante, Associated; Manhattan Nighthawks, NBC Thesaurus; Music Hall Varieties Ork, NBC Thesaurus; Pat Dodd-Cecil Norman, London; Jack Fina, Standard; Alvino Rey, Standard.

9. ALL I WANT FOR CHRISTMAS (Is My Two Front Teeth)

By Don Gardner

Published by Witmark (ASCAP)

9

Records available: Spike Jones & His City Slickers, Victor 20-3177.
(No information on electrical transcription libraries available as The Billboard goes to press.)

10. A TREE IN THE MEADOW

By Bill Reid

Published by Shapiro-Bernstein (ASCAP)

4

Records available: S. Browne, London 123; P. Fennelly Ork, MGM 10211; J. Laursen, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2965; Margaret Whiting, Capitol 15122; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; Varsity 108; B. Brown-Varsity Ork, Varsity 108.
Electrical transcription libraries: Cyril Stapleton Ork, London; Monica Lewis-Ames Brothers, World.

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

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

- 1. **BUTTONS AND BOWS**
BETTY RHODES RCA Victor 20-3078
- 2. **ON A SLOW BOAT TO CHINA**
FREDDY MARTIN RCA Victor 20-3123
- 3. **MY DARLING, MY DARLING**
EVE YOUNG AND JACK LATHROP RCA Victor 20-3187
- 6. **UNTIL**
TOMMY DORSEY RCA Victor 20-3061
- 7. **MAYBE YOU'LL BE THERE**
BETTY RHODES RCA Victor 20-2189
- 8. **TWELFTH STREET RAG**
SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS RCA Victor 20-3120
- 9. **ALL I WANT FOR CHRISTMAS**
SPIKE JONES AND HIS CITY SLICKERS RCA Victor 20-3177
- 10. **A TREE IN THE MEADOW**
J. LOSS ORCHESTRA RCA Victor 20-2965

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

✓ **POPULAR**

- Pappy's Little Jug
Minnie the Mermaid PHIL HARRIS RCA Victor 20-2684
- If I Had a Penny
No More BERYL DAVIS with Russ Case Orch. RCA Victor 20-3244
- Speak Easy*
From Me To You WAYNE KING RCA Victor 20-3245
- Ave Maria
Bless This House DENNIS DAY RCA Victor 20-3251

✓ **FOLK**

- Campin' In Canaan's Land
Don't Forget to Pray CHARLIE MUNROE RCA Victor 20-3249
- Blow the Whistle
Cigars, Cigarettes, Souvenirs ZEKE MANNERS RCA Victor 20-3247

✓ **RHYTHM & BLUES**

- Believe Me Beloved
Say Something Nice About Me BILL JOHNSON AND HIS MUSICAL NOTES RCA Victor 20-3037
- Signifying Woman
Take A Little Walk With Me JAZZ GILLUM RCA Victor 20-3250

✓ **POP CLASSICS**

- Dream of Olwen
Wint r Sunshine MELACHRINO ORCH. RCA Victor 20-3246

✓ **POP SPECIALTIES**

- Linda Polka (Lindenau Polka)
The Owl Waltz SIX FAT DUTCHMEN RCA Victor 20-3248

✓ **NEW "BEBOP" ALBUM!**

- "Bebop"—an album of Modern Jazz Album P-226
- From Dixieland to Be-bop (or Condon Meets Gillespie)
and Boppin' The Blues LUCKY THOMPSON RCA Victor 20-3142
- Jumping For Jane and Half Step Down, Please COLEMAN HAWKINS RCA Victor 20-3143
- Epistrophy and Royal Roost KENNY CLARKE RCA Victor 20-3144
- Cubana Be and Cubana Bop DIZZY GILLESPIE RCA Victor 20-3145

Riding High... Climbing Fast

- My Darling, My Darling EVE YOUNG AND JACK LATHROP RCA Victor 20-3187
- Down Among the Sheltering Palms SAMMY KAYE RCA Victor 20-3100
- All I Want For Christmas SPIKE JONES RCA Victor 20-3177
- Blue Christmas JESSE ROGERS RCA Victor 20-3243
- Then I Turned and Walked Slowly Away EDDY ARNOLD RCA Victor 20-3174



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

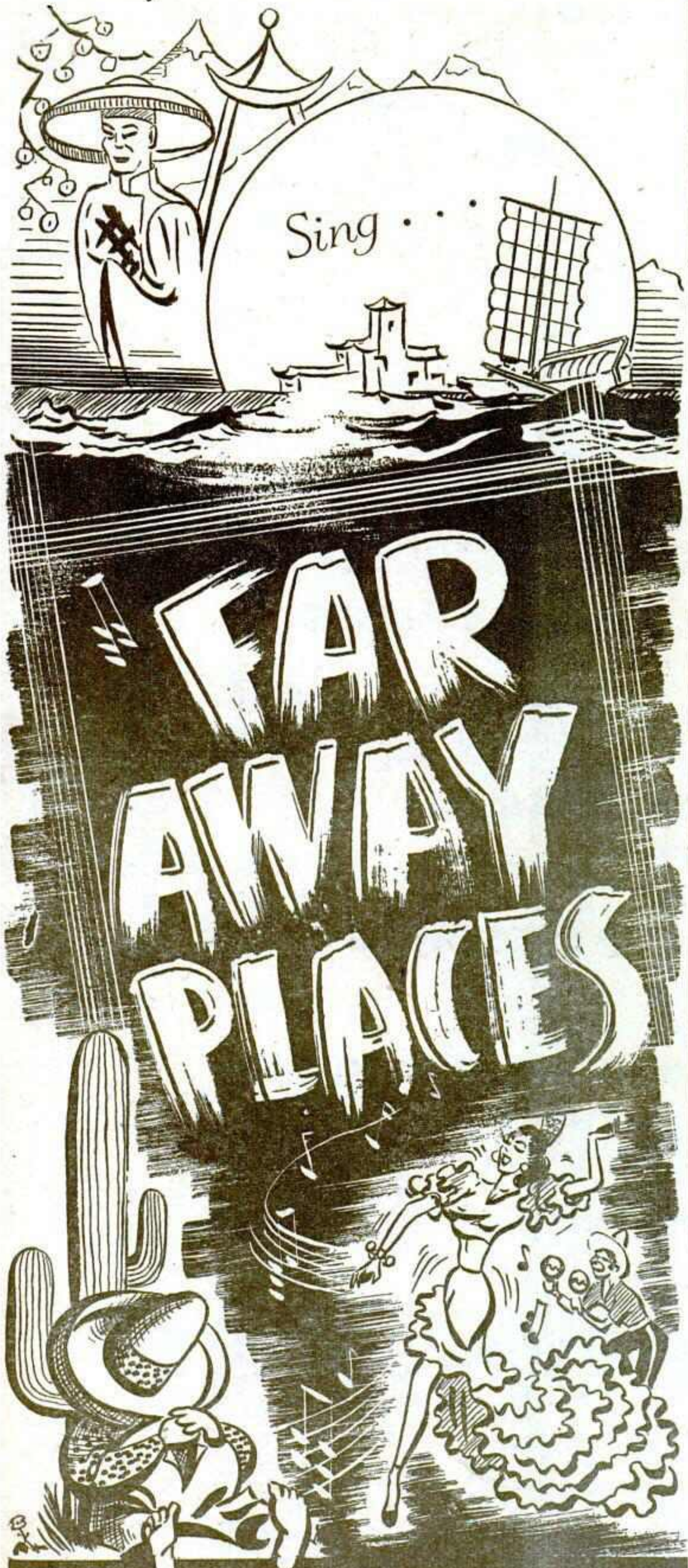
... Mail your order to your RCA Victor distributor!

Name _____
Street _____
City _____ State _____

* Re-Issued by Request

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

Margaret Whiting CAPITOL
 Dinah Shore COLUMBIA
 Vera Lynn LONDON



FAR AWAY PLACES

LAUREL MUSIC CO.
 1619 Broadway • Plaza 7-8387 • New York 19, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART II
 TRADE SERVICE FEATURE

Sheet Music

Week Ending December 3

BEST-SELLING SHEET MUSIC

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

POSITION	Weeks to date	Last Week	This Week		Publisher
11	1	1	1	BUTTONS AND BOWS (F) (R)	Famous
7	2	2	2	ON A SLOW BOAT TO CHINA (R)	Melrose
8	3	3	3	WHITE CHRISTMAS (R)	Berlin
4	7	4	4	MY DARLING, MY DARLING (M) (R)	E. H. Morris
9	5	5	5	YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein-Barron
4	6	6	6	HERE COMES SANTA CLAUS (R)	Western
1	—	7	7	LAVENDER BLUE (F) (R)	Santly-Joy
4	11	8	8	SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
8	17	9	9	UNTIL (R)	Dorsey Bros.
2	9	10	10	A LITTLE BIRD TOLD ME (R)	Bourne
15	10	11	11	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
1	—	12	12	WINTER WONDERLAND (R)	Bregman-Vocco-Conn
25	11	13	13	MAYBE YOU'LL BE THERE (R)	Triangle
32	8	14	14	MY HAPPINESS (R)	Blasco
1	—	15	15	CUANTO LA GUSTA (R)	Peer
1	—	16	16	WHAT DID I DO? (R)	Triangle
1	—	18	18	ALL I WANT FOR CHRISTMAS (R)	Witmark
8	14	18	18	SAY SOMETHING SWEET TO YOUR SWEETHEART (R)	Mills
23	13	19	19	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
13	15	19	19	EV'RY DAY I LOVE YOU (R)	Harms, Inc.

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

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week		English	American
9	1	1	1	BUTTONS AND BOWS	Victoria	Famous
10	2	2	2	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
13	4	3	3	SO TIRED	Campbell-Connelly	Glenmore
13	3	3	3	MY HAPPINESS	Chappell	Blasco
32	5	4	4	GALWAY BAY	Box and Cox	Leeds
30	6	5	5	DREAM OF OLWEN	Lawrence Wright	Mills
17	8	6	6	YOU CAN'T BE TRUE	Chappell	Biltmore
18	11	7	7	RAMBLING ROSE	Irwin Dash	Laurel Music
3	7	8	8	BALLIN' THE JACK	Francis Day	E. B. Marks
1	—	9	9	MAYBE YOU'LL BE THERE	Victoria	Triangle
10	10	10	10	YOU CALL EVERYBODY DARLIN'	E. H. Morris	Mayfair
8	12	11	11	ANYTHING I DREAM IS POSSIBLE	Reid	Laurel Music
6	13	12	12	UNDERNEATH THE ARCHES	Campbell-Connelly	Robbins
10	9	13	13	LA VIE EN ROSE	Noel Gay	Harms, Inc.
3	15	14	14	SAY IT EVERY DAY	Merrin	*
11	16	15	15	ALL DRESSED UP WITH A BROKEN HEART	Cinephonic	E. B. Marks
2	20	16	16	SABRE DANCE	Leeds	Leeds
2	—	17	17	I'D LOVE TO LIVE IN LOVELAND	Sun	Bregman-Vocco-Conn
2	18	18	18	IN MY DREAMS	Irwin Dash	Murray Wizell
2	17	19	19	IT ONLY HAPPENS WHEN I DANCE WITH YOU	Berlin	Berlin

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

POSITION	Weeks to date	Last Week	This Week	
7	1	1	1	BUTTONS AND BOWS
8	2	2	2	ON A SLOW BOAT TO CHINA
21	4	3	3	A TREE IN THE MEADOW
15	5	4	4	UNDERNEATH THE ARCHES
12	7	5	5	HAIR OF GOLD, EYES OF BLUES
26	3	6	6	MY HAPPINESS
19	6	7	7	YOU CALL EVERYBODY DARLIN'
3	7	7	7	YOU WERE ONLY FOOLIN'
3	13	9	9	GALWAY BAY
11	9	10	10	BLUEBIRD OF HAPPINESS
3	—	11	11	UNTIL
1	—	12	12	HERE COMES SANTA CLAUS
13	10	13	13	TWELFTH STREET RAG
2	12	14	14	WHITE CHRISTMAS
1	—	15	15	MY DARLING, MY DARLING

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
 Week Ending December 5

Bing Crosby DECCA
 Vic Damone MERCURY
 Ames Bros. CORAL

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks on chart	Last Week	This Week	Title	Artist	Label
13	1	1	1	BUTTONS AND BOWS	Dinah Shore	Columbia 38284-ASCAP
5	3	2	2	MY DARLING, MY DARLING	J. Stafford-G. MacRae and the Starlighters	Capitol 15270-ASCAP
7	2	3	3	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301-ASCAP
5	5	4	4	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes	Victor 20-3123-ASCAP
19	5	5	5	TWELFTH STREET RAG	Pee Pee Hunt	Capitol 15105-ASCAP
2	16	6	6	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers	Victor 20-3177-ASCAP
19	7	6	6	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403-ASCAP
3	5	8	8	ON A SLOW BOAT TO CHINA	E. Howard Ork	Mercury 5210-ASCAP
2	12	9	9	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia 38353-ASCAP
6	20	10	10	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet	Capitol 15184-ASCAP
3	10	11	11	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514-ASCAP
6	13	12	12	BUTTONS AND BOWS	B. Garrett-H. Mooney Ork	MGM 10244-ASCAP

(Continued on page 91)

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

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

Week of November 26-December 2

SI—Sustaining Instrumental CI—Commercial Instrumental
 SV—Sustaining Vocal CV—Commercial Vocal

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Sur. Tot.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
A Bluebird Singing in My Heart	Advanced	2	6	0	2	1	3	4	2	0	0	0	2	57
A Little Bird Told Me	Bourne	0	6	0	8	0	2	0	8	0	5	0	7	5 123
Again (Road House)	Robbins	1	7	0	2	0	4	2	4	2	1	0	2	65
Ah, But It Happens	Bourne	2	2	1	2	2	4	1	3	3	6	1	2	68
Beyond the Purple Hills	Goldmine	7	5	1	4	0	0	0	4	0	0	0	4	3 71
Bouquet of Roses	Hill & Range	1	9	0	2	1	1	0	2	2	2	0	2	11 68
Buttons and Bows (Pale Face)	Famous	1	9	1	14	3	14	8	13	4	12	1	14	6 278
By the Way (When My Baby Smiles at Me)	B.V.O.	7	7	1	3	0	8	1	3	5	8	1	3	83

(Continued on page 91)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, November 26, 8 a.m., and ending Friday, December 3, 8 a.m.)
 Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 40 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

A Little Bird Told Me (R)	Bourne-ASCAP
A Tree in the Meadow (R)	Shapiro-Bernstein-ASCAP
Beyond the Purple Hills (R)	Goldmine-ASCAP
Bouquet of Roses (R)	Hill and Range-BMI
Buttons and Bows (R) (F)	Famous-ASCAP
By the Way (R)	Bregman-Vocco-Conn-ASCAP
Cuanto La Gusta (R)	Peer-BMI
Far Away Places (R)	Laurel-ASCAP
For You (R)	Witmark-ASCAP
Hair of Gold, Eyes of Blue (R)	Mellin-BMI-ASCAP
Here I'll Stay (M) (R)	Chappell-ASCAP
I Got Lucky in the Rain (R)	Sam Fox-ASCAP
In My Dreams (R)	Murray-Wizell-ASCAP
It's Magic (R) (F)	Witmark-ASCAP
Lavender Blue (R) (F)	Santly-Joy-ASCAP
Maybe You'll Be There (R)	Kramer-Whitney-ASCAP
My Darling, My Darling (M) (R)	E. H. Morris-ASCAP
On a Slow Boat to China (R)	Melrose-ASCAP
One Has My Name the Other Has My Heart (R)	Peer-BMI
One Sunday Afternoon (R) (F)	Remick-ASCAP
Pussy Cat Song	Leeds-ASCAP
Say It Isn't So (R)	Berlin-ASCAP
Say Something Sweet to Your Sweetheart (R)	Mills-ASCAP
That Certain Party (R)	Bourne-ASCAP
The Money Song (R)	Crawford-ASCAP
The Night Has a Thousand Eyes (R)	Paramount-ASCAP
Until (R)	Dorsey Bros.-ASCAP

(Continued on page 28)

FAR AWAY PLACES

LAUREL MUSIC CO.
 1619 Broadway • Plaza 7-8387 • New York 19, N. Y.

GRACIE FIELDS SINGS "SUSY"

Bob Farnon and his Orchestra with the Wardour Singers

No. 352

75c plus tax

A HIT IN
ENGLAND

A HIT IN
FRANCE

A HIT IN
ITALY

A HIT IN
SWEDEN

A HIT IN
CZECHOSLOVAKIA

NOW!

A HIT IN THE
UNITED STATES
ON

IMPORTED
LONDON RECORDS
FULL RANGE RECORDING

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

The **Billboard** MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Week Ending December 3

BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION	Weeks	Last	This	Record Title	Artist	Label	Catalog
Week	Week	Week	Week				
12	1	1	1	BUTTONS AND BOWS	Dinah Shore		
				<i>Daddy-O</i>		Columbia	38284-ASCAP
8	2	2	2	ON A SLOW BOAT TO CHINA	Kay Kyser Ork-H. Babbitt-G. Woods	Columbia	38301-ASCAP
				<i>In the Market Place of Old Monterey</i>			
5	6	3	3	MY DARLING, MY DARLING	J. Stafford-G. MacRae and the Starlighters		
				<i>Girls Were Made To Take Care of Boys</i>		Capitol	15270-ASCAP
3	12	4	4	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers	Victor	20-3177-ASCAP
				<i>Happy New Year</i>			
6	5	5	5	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes	Victor	20-3123-ASCAP
				<i>Czardis</i>			
25	3	6	6	TWELFTH STREET RAG	Pee Wee Hunt		
				<i>Somebody Else Not Me</i>		Capitol	15105-ASCAP
4	8	7	7	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters		
				<i>Brush Those Tears From Your Eyes</i>		Decca	24514-ASCAP
26	4	8	8	MAYBE YOU'LL BE THERE	Gordon Jenkins		
				<i>Dark Eyes</i>		Decca	24403-ASCAP
4	11	9	9	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia	38353-ASCAP
				<i>That Certain Party</i>			
7	7	10	10	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet		
				<i>San Antonio</i>		Capitol	15184-ASCAP
11	13	11	11	YOU WERE ONLY FOOLIN'	Blue Barron		
				<i>It's Easy When You Know How</i>		MGM	10185-ASCAP
4	19	12	12	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson	Capitol	15208-ASCAP
				<i>I Hate To Lose You</i>			
14	10	13	13	UNTIL	Tommy Dorsey Ork-H. Prime	Victor	20-3061-ASCAP
				<i>After Hour Stuff</i>			
20	9	14	14	A TREE IN THE MEADOW	Margaret Whiting	Capitol	15122-ASCAP
				<i>I'm Sorry But I'm Glad</i>			
3	16	15	15	ON A SLOW BOAT TO CHINA	E. Howard Ork	Mercury	5210-ASCAP
				<i>I'd Love to Live in Loveland</i>			
2	14	16	16	A LITTLE BIRD TOLD ME	P. Watson	Supreme	S-1507-ASCAP
				<i>Pretty Papa</i>			
7	15	17	17	CUANTO LA GUSTA	C. Miranda-The Andrews Sisters	Decca	24479-BMI
				<i>The Matador</i>			
				(B. Brown-Varsity Rumba Band, Varsity 116; J. Smith & Clark Sisters, Capitol 15280; Eve Young & Drugstore Cowboys, Victor 30-3077; X. Cugat, Columbia 38239)			
1	—	18	18	HERE COMES SANTA CLAUS	G. Autry	Columbia	20377-ASCAP
				<i>An Old-Fashioned Tree</i>			
				(J. Rogers & His '49-ers, Victor 20-3243; C. Stone & Ork, Capitol 15205)			
2	—	18	18	SWEET GEORGIA BROWN	Brother Bones and His Shadows		
				<i>Margie</i>			TR 652
				(W. Gray-V. Musso, Modern 20-611; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1255; J. Higgins Honeydrippers, Exclusive 271)			
5	20	20	20	ON A SLOW BOAT TO CHINA	A. Lund	MGM	10269-ASCAP
				<i>By the Way</i>			
13	21	21	21	THAT CERTAIN PARTY	B. Strong	Tower	1271-ASCAP
				<i>My Best Girl</i>			
				(P. L. Hayes & Stardusters, Decca 24520; D. Day-B. Clark, Columbia 38353; F. Gray, Apollo 1132; D. Martin & Jerry Lewis, Capitol 15249; L. Prima Ork, Victor 20-3098; Varsity Ork, Varsity 111)			
2	—	22	22	SO TIRED	R. Morgan		
				<i>Rambling Rose</i>		Decca	24449-ASCAP
				(N. Donovan, DeLuxe 1165; K. Starr Ork, Capitol 15314; W. Scott, Super Disc 1059)			
1	—	23	23	WHITE CHRISTMAS	B. Crosby	Decca	23778
				<i>God Rest You Merry Gentlemen</i>			
				(The Ravens, National 9063; B. Doyle-R. Bloch's Ork, Signature 15058; G. Fields, London 300; E. Howard Ork, Mercury 5216; G. Jenkins Ork-B. Carroll, Capitol 15202; V. Damone, Mercury 5178; J. Stafford & Lyn Murray Singers-P. Weston Ork, Capitol 15200; W. Tuttle, Capitol 15206; Mel-Tones, Jewel G-4000; F. Waring & His Pennsylvanians, Decca 24500)			
2	18	23	23	YOU WERE ONLY FOOLIN'	The Ink Spots		
				<i>While I Was Falling in Love</i>		Decca	24507-ASCAP
4	21	25	25	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor	20-2806-BMI
				<i>Texarkana Baby</i>			
				(D. Haymes-The Troubadours, Decca 24506; R. Turner & Westerners, Varsity 8001; J. Wakely, Capitol 40107)			
1	—	26	26	LAVENDER BLUE	S. Kaye Ork		
				<i>Down Among the Sheltering Palms</i>		Victor	20-3100-ASCAP
				(J. Smith & Clark Sisters, Capitol 15225; V. Lynn, London 310; M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; D. Shore-H. Zimmerman Ork, Columbia 38299)			
2	—	27	27	BELLA, BELLA MARIE	Andrews Sisters		
				<i>The Money Song</i>		Decca	24499-ASCAP
				(J. Desmond & Dell Trio, Columbia 38269; P. Fennelly Ork-R. Goff, MGM 10299; G. Fields-P. Green Ork, London 319; J. Frank-Varsity Ork, Varsity 118; J. Garber & Ork, Capitol 15181; L. Green & Ork, Victor 20-3072; E. Howard Ork, Mercury 5208)			
5	—	27	27	SAY SOMETHING SWEET TO YOUR SWEETHEART	Stafford-G. MacRae and Starlighters	Capitol	15207-ASCAP
				<i>Bluebird of Happiness</i>			
				(Ink Spots, Decca 24507; E. Young & Drugstore Cowboys, Victor 20-3077; V. Damone-P. Page, Mercury 5192; S. Shelton-S. Browne, London 260)			

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION
Weeks Last / This
to date / Week / Weeks

162	2	1.	Clair De Lune Jose Iturbi.....	Victor 11-3351
45	1	2.	Bluebird of Happiness Jan Peerce, RCA Victor Ork; S. Levin, director.....	Victor 11-9007; Victor 10-1454; Victor 18-1074
158	—	3.	Chopin's Polonaise Jose Iturbi.....	Victor 11-8348
117	—	4.	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor, Leo Litwin, pianist.....	Victor 11-8863
12	—	5.	Fiddle Faddle Boston Pops, Arthur Fiedler, conductor.....	Victor 10-1397

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION
Weeks Last / This
to date / Week / Weeks

14	1	1.	Chopin's Favorites (Three Records) First Piano Quartet.....	Victor MO-1227
93	—	2.	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Artur Rubinstein, pianist, NBC Ork. Vladimir Golchmann.....	Victor 1075
1	—	3.	I Can Hear It Now Album (Five Records) Edward R. Murrow, narrator.....	Columbia MM-800
6	2	3.	Grieg's Concerto in A Minor (Three Records) A. Rubinstein.....	Victor DM-900
1	—	3.	Tchaikovsky Waltzes (Four Records) Romskey and Babin.....	Columbia MM-760

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION
Weeks Last / This
to date / Week / Weeks

6	1	1.	MERRY CHRISTMAS ALBUM (Four Records) B. Crosby.....	Decca A-550
2	2	2.	TWAS THE NIGHT BEFORE CHRISTMAS (Four Records) Fred Waring.....	Decca 480
4	5	3.	DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kay Choir.....	Victor P-228
3	3	4.	ROSES IN RHYTHM (Four Records) F. Carle.....	Columbia C-174
15	4	4.	THEME SONGS (Four Records) T. Dorsey, S. Kaye, T. Beneke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns.....	Victor P-217
1	—	6.	MERRY CHRISTMAS MUSIC (Four Records) Perry Como.....	RCA P-161
5	8	7.	PREVIN PLAYS THE PIANO ALBUM (Four Records) A. Previn.....	Victor P-214
29	10	8.	GLENN MILLER MASTERPIECES (Four Records) Glenn Miller.....	Victor P-189
101	7	9.	GLENN MILLER (Four Records) Glenn Miller.....	Victor P-148
1	—	10.	CHRISTMAS MUSIC (Three Records) Ken Griffin.....	Broadcast G-500

13	12	12	MY DARLING	D. Day-B. Clark	Columbia 38353—ASCAP
4	17	13	CUANTO LA GUSTA	C. Miranda-The Andrews Sisters	Decca 24479—BMI (B. Brown-Varsity Rumba Band, Varsity 116; J. Smith & Clark Sisters, Capitol 15280; Eve Young & Drugstore Cowboys, Victor 30-3077; X. Cugat, Columbia 38239)
12	22	14	THAT CERTAIN PARTY	Benny Strong, Tower 1271—ASCAP	(P. L. Hayes & Stardusters, Decca 24520; D. Day-B. Clark, Columbia 38353; F. Gray, Apollo 1132; D. Martin & Jerry Lewis, Capitol 15249; L. Prima Ork, Victor 20-3093; Varsity Ork, Varsity 111)
2	22	15	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507—ASCAP
11	—	16	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061—ASCAP
1	—	16	YOU WERE ONLY FOOLIN'	The Ink Spots	Decca 24507—BMI
4	15	18	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson	Capitol 15208—ASCAP
1	—	19	ON A SLOW BOAT TO CHINA	A. Lund	MGM 10269—ASCAP
1	—	20	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers	Victor 20-3177—ASCAP
2	—	21	ONE HAS MY NAME	J. Wakely and Cowboy Band	Capitol 15162—BMI (Shm Duncan, Columbia 20491; R. Perkins & His Kentucky Redheads, DeLuxe 5047; Texas Jim Lewis & His Lone Star Cowboys, Exclusive 45X; D. Dyson & His Musical Texans, Tri-State 116; B. Eberle-Sunshine Serenaders, Decca 24492; E. Dean, Crystal 132)
2	20	22	DOWN AMONG THE SHELTERING PALMS	S. Kaye Ork	Victor 20-3100—ASCAP (E. Whitley & Green Sisters, Columbia 38333; Curt Massey-R. Mendez Ork, Coast 8038; S. Browne-The Squadronaires, London 311; J. Brown Quartet, MGM 10286; J. Mercer-P. Weston Ork, Capitol 15241; S. Lanson, Mercury 5181; G. Olsen Ork, Rondo R-164)
1	—	22	SO TIRED	R. Morgan Ork	Decca 24521—ASCAP (N. Donovan, DeLuxe 1185; K. Starr Ork, Capitol 15314; W. Scott, Super Disc. 1059)
14	14	24	HAIR OF GOLD	Gordon MacRae	Capitol 15178—ASCAP-BMI (J. Lathrop & Drugstore Cowboys, Victor 20-3109; J. Emerson, Metrotone 2018; B. Eberly-Sunshine Serenaders, Decca 24491; Larkin Sisters, The Swingsters, Spiro 3001; C. Shane, Columbia 38315; L. Carson, Bandwagon 516; Smokey Rogers & McCall Sisters, Capitol 15217; J. Laurens, Mercury 5172; Art Lund-Crew Chiefs & Harmonica Gentlemen, MGM 10258; Red Gilliam & His Texas Pals, World 1502; Redd Harper, Exclusive 59X; Nick Minard, Apollo 1129; B. Tyler & His Whistling Pals, Continental C-1244; Varsity 109)
1	—	24	YOU WERE ONLY FOOLIN'	K. Starr	Capitol 15226—ASCAP
2	—	26	A HEART FULL OF LOVE	Eddy Arnold	Victor 20-3174—BMI
25	22	26	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI (D. Haymes-The Troubadours, Decca 24506; R. Turner & Westerners, Varsity 8001; J. Wakely, Capitol 40107)
3	20	28	BUTTONS AND BOWS	E. Knight	Decca 24489—ASCAP
2	17	28	GLORIA	Mills Brothers	Decca 24509—ASCAP (R. Anthony Ork, Signature 15213; R. Deauville, Mercury 5193; Four Gabriels, World 2505; B. Hayward-B. Baker Ork, Exclusive 218; B. Clark-The Modernaires-The Skylarks, Columbia 38352; Varsity Ork, Varsity 111)
2	—	28	BRUSH THOSE TEARS FROM YOUR EYES	E. Knight-The Stardusters	Decca 24514—ASCAP (B. Clark-The Modernaires-The Skylarks, Columbia 38364; R. Deauville, Mercury 5203; A. Foster, Regent 134; T. Martin, DeLuxe 1182; F. Willing, Capitol 15290; B. Green, Rainbow 10090)

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 25)

What Did I Do?	Triangle—ASCAP
When the Red, Red Robin Comes Bob, Bob Bobbin' Along (R)	Bourne—ASCAP
You Call Everybody Darlin' (R)	Mayfair—ASCAP
You Started Something (R)	BMI—BMI
You Were Only Foolin' (R)	Shapiro-Bernstein-Barron—ASCAP-BMI

PART IV

Retail Record Sales

Week Ending December 3



BEST-SELLING CHILDREN'S RECORDS

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

Weeks Last	This	Position	Title	Label
date	Week			
11	2	1	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....Capitol DBX-99	
26	4	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Capitol DAS-80	
26	1	3	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol BBX-34	
15	5	4	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....Capitol DBX-93	
26	3	5	BUGS BUNNY (Three Records) Mel Blanc.....Capitol CC-64	
6	7	6	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians.....Decca CUS-7	
1	—	7	'T WAS THE NIGHT BEFORE CHRISTMAS (One Record) M. Cross.....Victor Y-20—Victor 45-5106	
21	—	8	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....Capitol CC-40	
13	12	9	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....Decca CU-102	
15	—	10	JOHNNY APPLESEED (Three Records) Dennis Day.....Victor P-368	
2	8	11	LITTLEST ANGEL (Three Records) L. Young.....Decca 399	
20	—	12	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol BBX-65	
16	13	13	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....Victor Y-375	
21	8	14	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol DBS-84	
20	—	15	NURSERY RHYMES (Two Records) Frank Luther.....Decca CS-5	

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 Last	This	Position	Title	Label
date	Week			
162	2	1	Clair De Lune Jose Iturbi.....Victor 11-8851	
45	1	2	Bluebird of Happiness Jan Peerce, RCA Victor Ork; S. Levin, director.....Victor 11-9007; Victor 10-1454; Victor 18-1074	
158	—	3	Chopin's Polonaise Jose Iturbi.....Victor 11-8848	
117	—	4	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor, Leo Litwin, pianist.....Victor 11-8863	
12	—	5	Fiddle Faddle Boston Pops, Arthur Fiedler, conductor.....Victor 10-1397	

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 Last	This	Position	Title	Label
date	Week			
14	1	1	Chopin's Favorites (Three Records) First Piano Quartet.....Victor MO-1227	
93	—	2	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Artur Rubinstein, pianist, NBC Ork. Vladimir Golchmann.....Victor 1075	
1	—	3	I Can Hear It Now Album (Five Records) Edward R. Murrow, narrator.....Columbia MM-800	
6	2	3	Grieg's Concerto in A Minor (Three Records) A. Rubinstein.....Victor DM-900	
1	—	3	Tchaikovsky Waltzes (Four Records) Romskey and Babin.....Columbia MM-760	

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 Last	This	Position	Title	Label
date	Week			
6	1	1	MERRY CHRISTMAS ALBUM (Four Records) B. Crosby.....Decca A-550	
2	2	2	'T WAS THE NIGHT BEFORE CHRISTMAS (Four Records) Fred Waring.....Decca 480	
4	5	3	DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kay Choir.....Victor P-228	
3	3	4	ROSES IN RHYTHM (Four Records) F. Carle.....Columbia C-174	
15	4	4	THEME SONGS (Four Records) T. Dorsey, S. Kaye, T. Bencke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns.....Victor P-217	
1	—	5	MERRY CHRISTMAS MUSIC (Four Records) Perry Como.....RCA P-161	
5	6	7	PREVIN PLAYS THE PIANO ALBUM (Four Records) A. Previn.....Victor P-214	
29	10	3	GLENN MILLER MASTERPIECES (Four Records) Glenn Miller.....Victor P-189	
101	7	3	GLENN MILLER (Four Records) Glenn Miller.....Victor P-148	
1	—	10	CHRISTMAS MUSIC (Three Records) Ken Griffin.....Broadcast G-500	

COLUMBIA'S TIP TOPPER



MY DARLING MY DARLING THAT CERTAIN PARTY

Columbia 38353

Your weekly report on the latest CURRENT TOP HITS

BUTTONS AND BOWS Daddy-O	Dinah Shore	38284
BUTTONS AND BOWS Can't Shake the Sands of Texas from My Shoes	Gene Autry	20469
ON A SLOW BOAT TO CHINA In the Market Place of Old Monterey	Kay Kyser	38301
I'VE GOT MY LOVE TO KEEP ME WARM	Les Brown	38324
I'M A-TELLIN' YOU, SAM	Les Brown	38324
CUANTO LE GUSTA Take It Away	Xavier Cugat	38239
BRUSH THOSE TEARS FROM YOUR EYES	Buddy Clark & The Modernaires	38364
One Sunday Afternoon		
LAVENDER BLUE So Dear to my Heart	Dinah Shore	38299
THE MONEY SONG GLORIA	Buddy Clark with The Modernaires	38352
PRETTY BABY Just Imagine	Doris Day	38302

WATCH THESE!

IT'S LIKE TAKING CANDY FROM A BABY	Tony Pastor	38355
THE CHOWDER SOCIAL	Dinah Shore	38356
FAR AWAY PLACES	Gene Krupa	38345
Say It Every Day		
HOW HIGH THE MOON		
Tea For Two		

THE GREAT ARTISTS AT THEIR BEST ARE ON

COLUMBIA RECORDS

Trade-marks "Columbia," and Reg. U. S. Pat. Off. Marcas Registradas



Another Smash
Modern Hit!

PEE WEE CRAYTON

NEWEST MODERN RELEASE
20-643

TEXAS HOP

BACKED BY

CENTRAL AVE. BLUES

Still Going Strong MODERN 20-624

BLUES AFTER HOURS

and

**I'M STILL IN LOVE
WITH YOU**

WATCH FOR
MODERN 20-627
John Lee Hooker's
BOOGIE CHILLIN'
and
SALLY MAE

Modern
RECORDS
hollywood

The **Billboard** MUSIC POPULARITY CHARTS
PART VII

Folk Record Section

Week Ending
December 8



MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION	Weeks Last	This	Week	Record	Artist	Label
15	1	1	1	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BMI
29	2	2	2	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
15	3	3	3	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
6	4	4	4	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
4	7	5	5	THEN I TURNED AND WALKED SLOWLY AWAY	E. Arnold	Victor 20-3174—BMI
4	6	6	6	A HEART FULL OF LOVE	Eddy Arnold	Victor 20-3174—BMI
12	8	7	7	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
8	11	8	8	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
1	—	9	9	HAVE YOU EVER BEEN LONELY?	E. Tubb	Decca 46144—ASCAP
3	—	10	10	HERE COMES SANTA CLAUS	G. Autry	Columbia 20377—ASCAP
3	—	10	10	LIFE GETS TEE-JUS, DON'T IT?	T. Williams	Capitol 15271—ASCAP
7	—	12	12	I LOVE YOU SO MUCH IT HURTS	Floyd Tillman	Columbia 20430—BMI
9	13	13	13	DOG HOUSE BOOGIE	Hawkshaw Hawkins	King 720—BMI
24	15	14	14	SWEETER THAN THE FLOWERS	Moon Mullican	King 673—BMI
38	9	15	15	ANYTIME	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2700—BMI
1	—	18	18	YESTERDAY'S MAIL	H. Thompson and His Brazos Valley Boys	Capitol 15132—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Dan Ebersole reports that the Silvertone Melody Boys WARK, Hagerstown, Md., are losing their singing emcee, Merle Everetts, but are adding the Lone Star Boys as replacements. Remaining personnel includes Ike Stone, fiddle; Speedy Roof, bass, and Sammy Mummah. For the past year, the Silvertone Melody Boys have worked as a folk music show, giving *The March of Dimes* benefits. Nick Wesley and His Tophands have started a daily show on KTLN, new Denver station. Personnel includes Joy Yvonne, guitar and vocals; Kip Hendricks, bass and vocals; Ace Hadley, accordion, plus the frontman's mandolin and vocals. Mickey Brown, fiddler, formerly with WBAP, Fort Worth, will join the group shortly. Wesley reports that Dusty and Pammy Walker are doing a Mr. and Mrs. show weekly over KOA, Denver, while Red Allen is working for KLZ, Denver.

The Callahan Bros., Buddy and Ronnie, and the daddy, Bill, are back at KRLD, Dallas, after being out on a p.a. tour of the Kemp circuit, after making an RKO pic, *The Return of the Bad Men*. They have made platters for Decca and Columbia. . . Cecil Campbell and the Tennessee Ramblers, Victor favorites, are still working at WBT, Charlotte, N. C. Line-up includes Mickey Newell, accordion; Bill Chavez, bass; Banner Shelton, guitar, and the leader's guitar. . . Cotton Carrier and His Plantation Gang, Dink Embry, vocals, bass and guitar; Dean Bence, mandolin; Chuck Franklin, steel guitar, and Leroy Blanchard's fiddle, plus the leader's guitar and vocals, are heard on WSB, Atlanta. . . Bill Case's Melody Boys are peddling their wares via their own waxery, Royal-Tone Records, put out by Case Recording Company. Group has Bill Case, fiddle; Homer Hargrove, guitar and vocals; J. C. Case, electric mandolin; Vernon Young, bass, and Norma Jean and Jeannine, the Melody Girls, harmony team.

Claude Casey, who works with the Briarhoppers on WBT, Charlotte, N. C., has switched from Victor to MGM. . . Dusty Coates reports that he is with Sam Nichols and His Melody Rangers, MGM waxers. Group is working at KBMY, Billings, Mont. . . Jimmy Collett's Patio Pals, current at Alpine Music Bar, Philadelphia, and Edgemont Inn, West Chester, Pa., have set a deal to cut 12 sides per year for Sapphire Records at the end of the ban. Combo comprises Helen Kennedy, accordion and vocals; Al Francis, guitar and vocals; Pete Kennedy, bass and comedy, and Collett, emcee and vocals. . . Ralph Eddy, who disk jockeyed folk music shows for WGN, Chicago, was killed in an auto accident November 22.

Billy Wilson, another Cowboy label chattel, has started a new half-hour show daily over WKAP, Allentown, Pa. . . Art Young, Yodeling Cowboy, returned to WXRA, Kenmore, N. Y. . . Disk jockeys Uncle Ervin Victor, KMOX, St. Louis, and Cowboy Dallas Turner, KCRG, Cedar Rapids, Ia., are seeking records by new folk music artists for their shows. Turner reports he has inked a year's writing pact with Peer International. He says that Jerry Smith is at KWDM, Des Moines, with Kappy Haines on KWWL, Waterloo.

(Continued on opposite page)

The **Billboard** MUSIC POPULARITY CHARTS
PART VII
Folk Record Section

Week Ending
December 8



BEST-SELLING RETAIL FOLK RECORDS

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

POSITION	Weeks Last to date	This Week	Title	Artist	Label
15	1	1	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BM
31	4	2	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BI
4	2	3	A HEART FULL OF LOVE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174—B
16	3	4	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BI
7	5	5	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
4	7	5	THEN I TURNED AND WALKED SLOWLY AWAY	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174—BMI
17	6	7	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
10	8	8	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
2	9	9	HERE COMES SANTA CLAUS	G. Autry	Columbia 20377—ASCAP
1	—	10	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubbs	Decca 46144—BMI
3	13	11	LITTLE COMMUNITY CHURCH	B. Monroe and His Blue Grass Quartet	Columbia 20488
8	—	12	I LOVE YOU SO MUCH IT HURTS	F. Tillman	Columbia 20430—BMI
3	12	12	LIFE GETS TEE-JUS, DON'T IT?	T. Williams	Capitol 15271—ASCAP
3	—	14	GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	Capitol 15187—BMI
8	9	15	COOL WATER	Sons of the Pioneers	Victor 20-1724—BMI Decca 46027

ADVANCE FOLK RECORD RELEASES

A Little Bird Told Me Smokey Rogers (Baby Me) Capitol 15326	Is It True? H. Blair & the Eagle Rangers (Say You'll) World Records 1504
Ain't Gonna Cry No More Smokey Rogers (I Let) 4 Star 1262	It's Too Late B. Hughes's Pecos Pals (I'm Telling) 4 Star 1282
Baby Me, Baby Smokey Rogers (A Little) Capitol 15328	New Waikiki Beach J. Carmen (Sunny Tennessee) 4 Star 1278
Blue Ridge Mtn. Blues York Bros. (I'm a) Bullet 642	No Hope for Love Wiley & Gene (You—Little) Columbia 20520
Chime Bells Texie Holle (How Lonely) 4 Star 1261	Old Paint's Complaint T. Williams & His Western Caravan (Hurry Don't) Capitol 15321
Dear Okie H. Blair & The Eagle Rangers (Too Many) World Records 1508	Our Love Will Never Die Adams Brothers (I'll See) Bullet 1061
Honest as the Day Is Long P. Howard & His Cotton Pickers (You're Never) Columbia 20512	Philippino Waltz E. Adams & His Blue Ridge Mountaineers (Silver Bells) Rondo R-162
How Lonely Can You Get? Texie Holle (Chime Bells) 4 Star 1261	Say You'll Be Mine B. Jennings & the Eagle Rangers (Is It) World Records 1504
Hurry Don't Delay T. Williams & His Western Caravan (Old Paint's) Capitol 15321	Silver Bells E. Adams & His Blue Ridge Mountaineers (Phillipino Waltz) Rondo 162
I Let My Wife Support Me Smokey Rogers (Ain't Gonna) 4 Star 1262	Sunny Tennessee J. Carmen (New Waikiki) 4 Star 1278
I See a Change in You C. Williams & the Georgia Peachpickers (If I) Columbia 20515	Sweet Georgia Brown C. Jones & His Kentucky Corn Crackers (I Want) Rondo R-152
I Want a Girl C. Jones & His Kentucky Corn Crackers (Sweet Georgia) Rondo R-152	Too Many Lies H. Blair & the Eagle Rangers (Dear Okie) World Records 1508
I'd Rather Be Living Alone J. Dolan (You Will) 4 Star 1272	You—Little Sweet—Little You Wiley & Gene (No Hope) Columbia 20520
If I Knew Then What I Know Now C. Williams & the Georgia Peachpickers (I See) Columbia 20515	You Will Have To Pay J. Dolan (I'd Rather) 4 Star 1272
I'll See You in My Dreams Adams Brothers (Our Love) Bullet 1061	You're Never Satisfied P. Howard & His Cotton Pickers (Honest as) Columbia 20512
I'm a Soldier for Jesus York Brothers (Blue Ridge) Bullet 642	
I'm Telling You B. Hughes (It's Too) 4 Star 1282	

FOLK TALENT AND TUNES

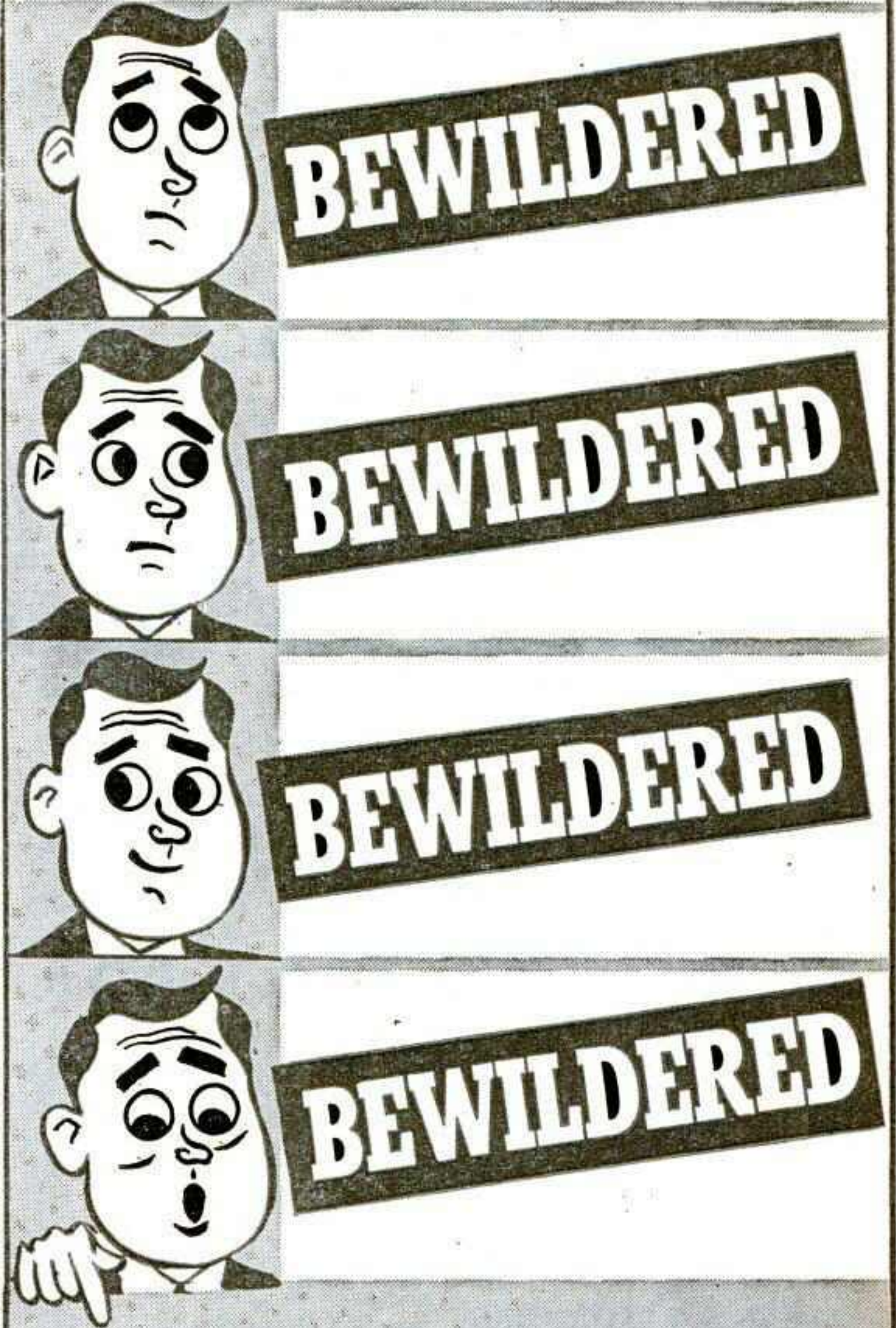
(Continued from opposite page)

Patsy Montana and her two children go to Hollywood next week to spend the holidays with the Smiley Burnettes. Patsy expects to work out a film deal for herself and moppets with Bert Clark, Columbia producer of the Durango Kid series. . . Harmonica Billy Russell and Smiley Burnette finished their Midwest p.-a. tour November 28 at the Toledo Auditorium working with Rod Brasfield and his WSM gang. After finishing a new picture late in December, Burnette goes south for eight weeks for the Ross Russell agency, Atlanta, after which he and his wife will vacation in Nassau. Burnette is drawing plans for a special 35mm. camera that will take 1,000 pictures on a 100-foot roll of film. Operated by a foot pedal, camera will take a picture of Burnette and a fan, with the fan getting a coupon that has a number corresponding with the one on the film. Picture will be mailed to the fan.

we're **BEWILDERED**

It all started with Bullet Record #295 by The Red Miller Trio. Before we knew what was happening, recordings were being made left and right.

HADDA BROOKS.....Modern JAMES QUINTET.....Coral
TOMMY DORSEY.....Victor RED MILLER TRIO.....Bullet
STUDS HENDERSON.....Capitol RUBY NEWMAN.....Decca
and
Mercury, Aladdin, National, etc.



And we're still further "BEWILDERED" because "Billboard" tells the truth and we find it very hard to believe.

The **Billboard** **BEST-SELLING RETAIL RACE RECORDS**

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

POSITION	Weeks Last to date	This Week	Title	Artist	Label
2	—	1	BEWILDERED	R. Miller Trio	Bullet 295

MILLER MUSIC CORPORATION • 1619 Broadway, N. Y. 19
• NORMAN FOLEY, Gen. Prod. Mgr.

NEW RELEASE • NOW ON SALE
"SWEET GEORGIA BROWN"

(Novelty) by WHISTLING MISTER JONES
 With Whistling and Bones
 National 9063

Top NATIONAL Tunes

- THE RAVENS'
- 9062 "WHITE CHRISTMAS"
"SILENT NIGHT"
- THE GREAT Mr. B. (Billy Eckstine)
- 9061 "SAY IT ISN'T SO"
"WITHOUT A SONG"
- CHARLIE (EAST OF SUEZ) VENTURA
- 9057 "I'M FOREVER BLOWING BUBBLES"
"BABY, BABY, ALL THE TIME"
- THE RAVENS'
- 9059 "I DON'T KNOW WHY" (I Love You Like I Do)
"HOW COULD I KNOW"
- WINI BROWN
- 9058 "I MET A STRANGER"
"I'LL LIVE TRUE TO YOU"



ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
 or NATIONAL DISC SALES • 1841 B'WAY N. Y. 23 N. Y.



The Billboard MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

Week Ending
 December 5



RATINGS
 (100 Point
 Maximum)

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

How Ratings
 Are
 Determined

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

The
 Categories

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

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

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

POPULAR
GRACIE FIELDS
 (Bob Farnon Ork)
 (London 352)
**Let Us Be Sweethearts
 Over Again** 78--78--77--79
 Sentimental old-fashion-
 ed waltz tune piped by
 the gal with the whiskey
 soprano.
Susy 88--88--88--88
 Gracie may have hit an-
 other "Now Is the Hour"
 with this waxing.

POPULAR
JOHNNIE JOHNSTON
 (Sonny Burke Ork)
 (MGM 10290)
Senorita 71--71--72--70
 Ballad from "Kissing
 Bandit" score draws some
 expert piping from
 Johnston with a strong
 assist from Sonny Burke's
 accompaniment.
If I Steal a Kiss 71--71--72--70
 Same comment on tune
 from same score.

GRACIE FIELDS
 (Bob Farnon Ork)
 (London 362)
**Underneath the Linden
 Tree** 63--63--64--62
 Only Gracie's more-de-
 voted fans will go for
 this.
For Ever and Ever 83--83--83--84
 Male chorus helps
 Gracie out on a lilting
 waltz-tune. Actually it's
 another German tune in
 the "You Can't Be True
 Dear" vein.

INK SPOTS
 (Decca 24517)
**Am I Asking Too
 Much?** 81--83--80--80
 With Billy Kenny show-
 ing the way, the group
 does a good job with the
 fast-moving tune; should
 be able to catch some
 of the late coin.
Recess in Heaven 88--88--88--88
 Spots, with aid of nine
 voices do the moving bal-
 lad typically and in their
 most effective fashion.

BONNIE BAKER
 (George Albright's
 Ork)
 (Universal U-124)
Pretty Baby 68--67--67--70
 Bonnie still sings the
 same way she did almost
 a decade ago without
 trying; tune's suited to
 her style.
**I'm on My Way,
 So Long** 53--55--50--55
 Bonnie wrote this tune
 —she should stick to
 singing.

FRANK GALLAGHER
 (Dana Serenaders)
 (Dana 2026)
Merry Christmas 67--67--66--68
 Weak seasonal rhythm
 ditty done with spirit.
**You're All I Want
 For Christmas** 81--84--80--80
 Gallagher does a fine
 job with an attractive
 new addition to the
 Christmas ballad catalog.

TERRY ALLEN
 (David Broekman
 Ork)
 (Atlantic 863)
Jade Green 74--84--74--65
 Tune's of the "arty"
 variety; Allen does an ex-
 cellent job with tough
 melody and lyric; good
 orking by Broekman,
 who is co-writer of song.
Another Memory NS--NS--NS--NS
 Smart lyric set into more
 ordinary musical pattern;
 pretty tune is done sym-
 pathetically by Allen.

JOE SANDERS ORK
 (Universal U-45)
Ball and Chain 72--74--70--72
 Re-make of an old hit
 dishing might click off
 some play today. Side
 sounds like it got lost in
 an echo chamber.
**Over the Rim of the
 Sun** 66--67--65--66
 Cowboy ballad dressed in
 neat orking with Sand-
 ers singing the cliché-
 filled lyric.

JACK FINA ORK
 (MGM 10289)
Siesta 79--80--79--78
 (Charles Martin)
 L-A novelty from "Kiss-
 ing Bandit" given an ap-
 pealing rendition by
 Martin on vocals with
 help of smart rumba
 orking.
Canadian Capers 82--82--81--83
 Fancy fingering by Fina
 at the keyboard makes
 for the pianist-leader's
 best effort in a long
 time.

ANNE SHELTON
 (Roy Robertson
 Ork)
 (London 304)
The Christmas Spell 67--68--67--67
 Another seasonal ballad
 of little more than minor
 import that's done ex-
 tremely well by Miss
 Shelton.
The Christmas Song 72--75--70--70
 This is the Torme-
 Wells ditty which appears
 to have caught on as an
 annual seasonal regular;
 Anne does it in straight-
 forward fashion with
 choral and ork aid. Good
 but lacks the feeling of
 Nat Cole's Capitol on
 the tune.

A TRIPLE THREAT RELEASE

SETTING A NEW
 RECORD

A SPECIAL HOLIDAY PACKAGE

3 NEW RECORDS

NEW YEAR'S RESOLUTION
 PORTERS LOVE SONG

SUNDAYS WITH YOU
 BUMP IN THE ROAD
 BOOGIE

CAREFUL LOVE
 HOMECOMING BLUES

ROY
 MILTON
 SP No. 317

CAMILLE
 HOWARD
 SP No. 318

JIMMY
 LIGGINS
 SP No. 319



311 Venice Blvd. Los Angeles 15, Calif.

RATINGS
(100 Point Maximum)

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

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

POPULAR	
REINA'S ORK (Victor 20-3189) Sicilian Tarantella Spotting some fancy fluting and good rhythm, this reissue from the Victor International catalog should be good for new sales.	72--75--70--70
La Raspa (Henri Rene and his Musette ork) A reissue to meet some of the stir in the mid-west for this polka.	74--75--74--73
MINDY CARSON (Musicraft 591) Tarra Ta-Larra Ta-Lar Mindy does a commendable job with the Americanized Italian lullaby; her best to date and another boost for the tune.	81--84--80--80
Just for a While Mindy is shown off well with small ork backing—fiddle, piano and rhythm—on this picture.	68--70--67--67
HENRY SYLVERN TRIO-THE REESE-MEN (Banner 569) Bounce-Y Bounce-Y Ball-y Organ - accordion - guitar trio essays a cute novelty, with vocal by a competent group, but the package doesn't quite add up.	69--70--68--68
THE BLUE JACKS-KEN WILTON QUINTET Let's Put Our Cards on the Table Catchy ditty shows promise, but this version is unlikely to sell it.	69--68--68--70
THE KEYNOTES (Primo Scala Ork) (London 302) Jingle Bells A spirited delivery of the most popular of all Christmas tunes.	85--88--85--82
The Mistletoe Kiss Pleasantly hoky seasonal ditty done with proper bounce by accordions and banjo with the Key-notes' vocal.	82--84--82--80
CLAUDE THORNHILL ORK (Buddy Hughes) (Columbia 38347) I Knew You When Ork does wonderful first chorus spotting some muted and open Rusty Diedrick trumpet; Hughes sounds like he had a cold on this date.	74--80--73--70
Polka Dots and Moonbeams Rich, moody orking of the pretty evergreen with the maestro's piano spotted thruout save for a brief Danny Polo clary spot; reminds of Thornhill's "Autumn Nocturne" side.	80--85--80--75
EDDY HOWARD ORK (Mercury 5214) Maybe You'll Be There Reissued from the Maxestic master; now that song is big this fine disk should be able to grab a good portion of the market on the pretty ballad.	80--80--80--80
Don't Tell Me That Story Eddy gives the song his all but even that isn't enough this time.	69--68--69--70

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

POPULAR	
REGGIE COFF (Cyril Stapleton Ork) (London 334) Carnival Guttural projection of a pleasing song.	70--71--70--69
Violin Vaughn Monroe's British counterpart does better by this beguine side.	72--74--72--70
THE POLKA DOTS (Allegro 752) Penny Polka Harmonica trio supplies all the rhythm, melody and harmony for a snappy polka side.	68--68--68--68
Ha Choo Polka More of the same with a novelty touch.	70--70--70--70
THE CLEAR TONES (Signature 15242) Am I Asking Too Much? Raven-styled vocal group makes a strong but late bid with the coin-fed ballad.	72--72--70--74
Cielito Lindo Rhythmic virtuosic quartetting of the Mexican folk tune.	67--68--68--66
VERA LYNN (Bob Farnon Ork) (London 328) Nearest Thing to Heaven Sentimental ditty delivered in tear-jerking fashion by the chirp; little choral bit is pretty sloppy.	68--68--67--69
Break My Heart Most noteworthy is this new Billy ("A Tree in the Meadow") Reid song; just adequate is the Vera Lynn rendition.	79--80--79--78
FELIX KING ORK (Dick James) (London 331) Time to be Saying "Goodnight" Ordinary warbler of pale society-type rafts.	64--64--65--64
Once Upon a Light Night Wobbly warbling in consequential fare.	56--56--57--55
HARRY ROY ORK (London 332) Temptation Rag The oldie taken for a Roy keyboard ride with fair enough ork support.	62--64--62--60
The Dark Town Strutters Ball Passable coverage on the oldie with fair orking and vocal — note the veddy British opening singer.	64--65--63--64
FOLK	
JESSE ASHLOCK (Columbia 20510) I'll Never Be Sorry If You're Satisfied Lackadaisical warbling of a passable folkler.	62--62--61--63
Knuckle Head Tune has humor, but chanter doesn't get enough force into performance.	65--65--63--66
MILO TWINS (Capitol 40138) Truck Drivers' Boogie Hill-country boogie with harmonica and guitars uses familiar train-song pattern.	67--68--65--67
Johnson to Jones Witty ditty done in true mountain style.	71--72--72--70

(Continued on page 100)

SMASH HIT
for Christmas Selling

FRANK GALLAGHER'S
SENSATIONAL
DANA 2026

"YOU'RE ALL I WANT FOR CHRISTMAS"



EXCLUSIVE DANA RECORDING ARTIST

BACKED BY
"MERRY CHRISTMAS POLKA"

Thanks, DJs, for picking this Gallagher record as one of your favorites!!!

★ JUST RELEASED ★
DANA 2030

"SHOE LACES AND BLADES"

Al Gamse's version of "VIENI SUL MAR" . . . Even more interesting than his "Managua, Nicaragua"!

BACKED BY
"I MUST HAVE BEEN DREAMING"

A Sentimental Ballad With a Beautiful Haunting Tune.

FRANK GALLAGHER WITH TED BLACK ORCH. and The Wayfarers

DANA MUSIC CO., Inc.
286 FIFTH AVENUE WISCONSIN 7-9093 NEW YORK 1, N. Y.

FROM COAST TO COAST
AMERICA'S NO. 1 RACE RECORD

CORN BREAD

SAVOY
No. 671

By HAL SINGER
Inst.

MY FAULT

MARRIED WOMAN'S BLUES

SAVOY
No. 5551

Two GREAT Blues Ballads
By BROWNIE MCGHEE

ANNOUNCING 3 GREAT NEW RELEASES

COOKING WITH COOKIE

BLUE MONDAY CARAVAN Inst.

By HAL SINGER with SIR CHARLES THOMPSON
2 RED HOT SIDES

679

WALKING AROUND

PARADISE VALLEY WALK

A Double Barreled Feature

By PAUL (35-30) WILLIAMS

680

CHRISTMAS BLUES

NEIGHBORHOOD BLUES

By WASHBOARD PETE

5556

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

SAVOY HAS IT!

THE ORIGINAL VERSION BY

THE X-RAYS

"I'll Always Be In Love With You"

FEATURING THE MADMAN ON THE SAX

Don't pass up the greatest vocal-instrumental record of the year

BACKED BY

"TEDDY'S DREAM"

on SAVOY #681

Some Territory Available for Distributorships
47—DISTRIBUTORS COAST TO COAST—47

Write, Wire or Call Your Nearest Dealer

SAVOY

RECORD CO.

58 MARKET STREET
NEWARK 2, N. J.

EVERY HIT RECORD OR ALBUM ON ALL MAJOR LABELS

No Order Too Small or Too Large. Terms: C.O.D. Immediate Delivery. Our Price 5 Cents Over Wholesale Cost Per Record. . . . Albums 30% Discount From Full Price.

SUGGESTED RACE HITS

MANTECA —Dixie Gillespie
SYMPHONY IN SID —Illinois Jacquet
PETTIN' AND POKIN' —New Louis Jordan
DO NOTHING TILL YOU HEAR FROM ME —Duke-Ai Hibbler
I DON'T CARE WHO KNOWS —Buddy Johnson

ALSO CONSULT BILLBOARD BEST SELLING RACE HITS FOR OTHER BEST SELLING RECORDS.

HIT POP RECORDS

ALL I WANT FOR XMAS —Spike Jones
SLOW BOAT TO CHINA —Kay Kyser
BUTTONS AND BOWS —Dinah Shore
MY DARLING, MY DARLING —Stafford-McRae
SO TIRED —Russ Morgan

ALSO CONSULT BILLBOARD BEST SELLING "POP" RETAIL CHART.

FOLK RECORDS

SEE BEST SELLING RETAIL FOLK RECORDS

SINGLE XMAS HITS

WHITE XMAS.....Bing Crosby
SILENT NIGHT.....Bing Crosby
HOLY NIGHT.....Bing Crosby

XMAS ALBUMS

Suggestions

MERRY XMAS —Bing Crosby
XMAS SONGS —By Sinatra
MERRY XMAS —Perry Como
NIGHT BEFORE XMAS —Fred Waring

WE CARRY ONE OF THE LARGEST STOCK OF CLASSICAL AND POPULAR ALBUMS FOR IMMEDIATE DELIVERY, ALSO EXPORT

RECORD WHOLESALERS

853 9TH AVENUE CIRCLE 7-6362 NEW YORK CITY 19

The Billboard MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Week Ending December 8



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:

FAR AWAY PLACES Bing Crosby With the Ken Darby Choir and Rhythm TAREA-TA-LARRA-TA-LAR.....Decca 24532

Bing is back with his first platter waxed since the ban, and he's as great as he ever was. With a pair of tunes that have shown every indication of going places, Bing evokes stylizations reminiscent of two of his previous toppers. "Places," the Kramer-Whitney hit, is cut much in the manner of his "Now Is the Hour," and "Tarra," the new lullaby, could stack up as heavily as his earlier "Too-Ra-Loo-Ra-Loo-Ral" smash. With a hungry public ready to acclaim any of his offerings, and with powerful publisher efforts already under way, Bing should have a gold Christmas.

THE PUSSY CAT SONG (Nyow! Nyow! Nyow!).....Bob Crosby, Patti Andrews & Orchestra...Decca 24533

Patti gives her sisters a well-deserved rest as she teams with Bing's kid brother on a new nonsense ditty that may soon be driving the more staid sectors of the populace into padded cells. Scheduled to hit the counters around January 1, this bit of musical tomfoolery shapes up as a potential "Mairzy Doats-Three Little Fishes" type sock.

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. I ONLY HAVE EYES FOR YOU.....Paul Weston.....Capitol 15294
2. JUST BECAUSE.....Eddy Howard.....Mercury 5212
3. THE MOUNTAINEER AND THE JABBERWOCK.....John Laurenz.....Mercury 5202
4. WABASH BLUES.....Pee Wee Hunt.....Capitol 15299
5. I'VE GOT MY LOVE TO KEEP ME WARM.....Les Brown.....Columbia 38324
6. LAVENDER BLUE.....Jack Smith.....Capitol 15225
7. YOU'RE ALL I WANT FOR CHRISTMAS.....Frank Gallagher.....Dana 2026
8. YOU'RE ALL I WANT FOR CHRISTMAS.....Frankie Laine.....Mercury 5177
9. DEEP PURPLE.....Paul Weston.....Capitol 15294
10. FOOLS RUSH IN.....Billy Eckstine.....MGM 10311

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. FAR AWAY PLACES.....Margaret Whiting.....Capitol 15278
2. MEET ME TONIGHT IN DREAM- LAND.....Alan Dale.....Signature 15234
3. WABASH BLUES.....Pee Wee Hunt.....Capitol 15299
4. DAINTY BRENDA LEE.....Eddy Howard.....Mercury 1252
5. I'VE GOT MY LOVE TO KEEP ME WARM.....Les Brown.....Columbia 38324
6. YOU, YOU ARE THE ONE.....Johnny Eager.....Grand G-25010
7. SAY IT ISN'T SO.....Kay Kyser.....Columbia 38348
8. BLUE CHAMPAGNE.....Tex Beneke.....Victor 20-3131
9. FOOLS RUSH IN.....Billy Eckstine.....MGM 10311
10. FAR AWAY PLACES.....Dinah Shore.....Columbia 38356

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. DAINTY BRENDA LEE.....Eddy Howard.....Mercury 1252
2. FAR AWAY PLACES.....Margaret Whiting.....Capitol 15278
3. LAVENDER BLUE.....Sammy Kaye.....Victor 20-3100
4. DON'T HANG AROUND.....Sunny Skylar.....Metrotone M-3015
5. BRUSH THOSE TEARS FROM YOUR EYES.....Buddy Clark-Modernaires.....Columbia 38364
6. HOW COULD I KNOW?.....Savannah Churchill.....Manor 1152
7. THEN I TURNED AND WALKED SLOWLY AWAY.....Eddy Arnold.....Victor 20-3174
8. RED ROSES FOR A BLUE LADY.....John Laurenz.....Mercury 5201
9. TARRA TA-LARRA TA-LAR.....Frankie Laine.....Mercury 5177
10. WABASH BLUES.....Pee Wee Hunt.....Capitol 15299

The Billboard
MUSIC POPULARITY CHARTS
Advance Information
PART X
 Week Ending December 8

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 Kiss Became a Prayer**
Jimarien Trio (The Pushcart) Abbey A-50
- And I Do Mean You**
E. Brown-N. Reed (You I'll Want) Florida X99
- Blondie**
B. Pritchard (The Unison Four) (That Would) Click C-120
- Come Back Sweet Papa**
Nappy Lamare's Levee Loungers (Here Comes) Capitol 15325
- Cote D'Azure**
V. Sylvester Ork (Flowers and) Columbia 6288-X
- Dance of the Comedians**
J. Murad's Harmonicats (Diane) Universal U-136
- Dare To Dream**
D. Payne (Tish, Tish) Coral 60014
- Diane**
J. Murad's Harmonicats (Dance of) Universal U-136
- Don't Ever Forget**
J. Brooks-Hi, Lo, Jack & the Dame (Just Once) Universal U-129
- Down by the Station**
C. Desmond (It's an) Mercury 5225
- Flo and Joe**
The King Cole Trio (That's a) Capitol 15320
- Flowers and Romance**
V. Sylvester Ork (Cote D'Azure) Columbia 6288-X
- Give Me This Night**
The Dream Dusters-John Hill Trio (You Can) Collegiate J-2952
- He Tickle My Fancy**
P. Clayton-H. Smith Ork (Say It) Bullet 1064
- Here Comes Your Pappy**
Nappy Lamare's Levee Loungers (Come Back) Capitol 15328
- I Couldn't Stay Away From You**
A. Foster-B. Chester Ork (Jeannene I) Collegiate J-2957
- I Gotta Right To Sing the Blues**
L. Grey and the Torchbearers (My Ideal) Bullet 1052
- I Know That You Know**
The Art Van Damme Quintette (The Man) Capitol 15322
- I Wish Upon a Star**
Red McEwen Ork (I've Been) Bullet 1063
- I'll See You Again**
F. DeVol Ork (Silver Moon) Capitol 15323
- It Was My Lucky Day**
Red McEwen Ork (Lolita Linda) Bullet 1062
- It's a Big, Wide Wonderful World**
B. Clark (The Song) Columbia 38370
- It's an Irish Lullaby**
K. Vlach Ork (Down by) Mercury 5225
- I've Been Hearing Rumors**
Red McEwen Ork (I Wish) Bullet 1063
- Jeannene, I Dream of Lilao Time**
B. Chester Ork (I Couldn't) Collegiate J-2957
- Jingle Bells**
G. Abner (Silent Night) Bullet 331
- Just Once More**
J. Brooks-Hi, Lo, Jack and the Dame (Don't Ever) Universal U-129
- Laxy Countryside**
J. Mooney Quartette (Stars in) Decca 24174
- Left in the Corner**
E. Lawrence Ork (These Will) Columbia 38371
- Lolita Linda**
Red McEwen Ork (It Was) Bullet 1062
- Long Time No See**
B. Paul-D. Pablo Ork (Sentimental Journey) Rondo R-157
- My Anina**
L. Monti's Tu Tones-M. Lozer (They Go) Aristocrat 510
- My Ideal**
L. Grey and the Torchbearers (I Gotta) Bullet 1052
- Old Lang Syne (Should Old Acquaintance Be Forgotten)**
The Mell-Dears (When It's) Click C-121
- On New Year's Eve**
K. Carroll-John Hill Trio . . . Collegiate J-2953
- One Sunday Afternoon**
E. Knight & the Star Dusters (Powder Your Face With Sunshine) Decca 24530
- Pin-Up Polka**
D. Byron-R. Nyland (Slap Him) Dana 2028
- Say It Isn't So**
P. Clayton-H. Smith Ork (He Tickle) Bullet 1064
- Secrets**
G. Olsen's Ork-R. Adams (With Louise) Rondo R-175
- Sentimental Journey**
B. Paul-D. Pablo Ork (Long Time) Rondo R-157
- Shine On, Harvest Moon**
Whistling Mr. Jones (Sweet Georgia Brown) National 9063

- Silent Night**
G. Abner (Jingle Bells) Bullet 331
- Silver Moon**
F. DeVol Ork (I'll See) Capitol 15323
- Slap Him, Saddle**
D. Byron-W. Ziemba Ork (Pin-Up) Dana 2028
- Stars in My Eyes**
J. Mooney Quartet (Lazy Countryside) Decca 24174
- Sweet Georgia Brown**
Whistling Mr. Jones (Shine On) National 9063
- That Would Be Heaven**
B. Pritchard & the Unison Four (Blondie) Click C-120
- That's a Natural Fact**
The King Cole Trio (Flo and) Capitol 15320
- The Lord's Prayer**
D. O'Neil (Trees) Mercury 5223
- The Man I Love**
The Art Van Damme Quintet (I Know) Capitol 15322
- The Pushcart Serenade**
Jimarien Trio (A Kiss) Abbey A-50
- The Song of Long Ago**
B. Clark (It's a) Columbia 38370
- These Will Be the Best Years of Our Lives**
E. Lawrence Ork (Left in) Columbia 38371
- They Go Wild Over Me**
L. Monti's Tu Tones (My Anina) Aristocrat 510
- Tish, Tish, McEwen**
B. Wayne (Dare To) Coral 60014
- Trees**
D. O'Neil (The Lord's) Mercury 5223
- When It's Xmas Time All Over the World**
The Mello-Dears (Old Lang) Click C-121
- With Louise on Lake Louise**
G. Olsen's Ork-B. Norman-R. Adams-E. Stuart (Secrets) Rondo R-175
- You Can Die From a Broken Heart**
M. Campbell-John Hill Trio (Give Me) Collegiate J-2952
- You Darling**
K. Carroll-John Hill Trio (On New) Collegiate J-2953
- You'll Want Me Back**
E. Brown-N. Reed (And I) Florida X99

HOT JAZZ

- B. B. Boogie**
J. McVea & His Allstars (H. P. Boogie) Comet T-100
- Beetle With the Boogie Woogie Beat**
The Armstrong Twins (Sparkling Blue) 4 Star 1273
- Blow Wynn Blow**
J. Wynn Ork (J. W. Bop) Supreme 1509
- H. P. Boogie**
J. McVea & His All Stars (B. B. Boogie) Comet T-100
- J. W. Bop**
J. Wynn (Blow Wynn) Supreme 1509
- Luneford Special Album—Jimmy Luneford Ork (4-10")**
Columbia C-175
- Baby, Won't You Please Come Home?**
. . . Columbia 38340
- Chopin's Prelude No. 7 . . .**
Columbia 38341
- Luneford Special . . .**
Columbia 38338
- The Lonesome Road . . .**
Columbia 38340
- Uptown Blues . . .**
Columbia 38334
- Well, All Right Then . . .**
Columbia 38339
- What's Your Story, Mornin' Glory?**
. . . Columbia 38339
- White Heat . . .**
Columbia 38341
- Midnight in Piccadilly Album—G. Chisholm & His Jive Eight-F. Weir & Sextet-M. Ferrie & His Ferrymen-F. Denis & His Spirits of Rhythm (4-10")**
London LA-40
- Broadhurst Garden Blues**
Henderson Stomp
- In a Little Spanish Town**
Little Earle
- New Idea**
Out of Nowhere
- Spookie Takes a Holiday**
Twelve Bar Blues
- Oodle Coo Bop Parts I & II**
H. McGhee, L. Thompson, J. McVea, I. Ashby, J. Bunn, R. Callender . . . Black & White 150
- Sparkling Blue Eyes**
Armstrong Twins (Beetle With) 4 Star 1273
- The Fuller Bop Man**
J. Moody & His Bop Men (Tropicana) Blue Note BN 553
- Tropicana**
J. Moody & His Bop Men (The Fuller) Blue Note BN 553

(Continued on page 102)

INTRODUCING . . . THE NEW NEEDLE SENSATION!
THE NYLON FIDELITONE NEEDLE OF MICROMETER PRECISION AND DESIGN
 with exclusive features . . .



IN THE BRILLIANT SCARLET PACKAGE

featuring

- PERMIUM (Osmium Alloy) TIP
- Will Never Chip
- Mounted in Resilient Nylon
- Long Life
- RESILIENT NYLON
- Providing Vertical and Lateral Compliance
- Filters Record Scratch
- PROTECTIVE BUMPER
- Assures Constant Point Alignment
- PATENTED "V" GROOVE LOCKING FEATURE
- Prevents Loosening in the Pickup by Vibration

most features for less money

ONLY \$1.25



THIS ARTISTIC "5 in 1" DISPLAY CASE FREE!

By a mere turn of the knob, any one of FIVE FAMOUS FIDELITONE NEEDLES can be brought into display position. This case is only 6 x 8 x 9 inches — is richly done in blonde wood with plastic face. It will dignify and compliment any record counter.

and 3 sensational introductory offers!

Contact your Fidelitone distributor today for full information.

PERMO, Incorporated
 Chicago 26

THE BEST SELLING RETAIL RACE RECORD*
"BEWILDERED"
RED MILLER TRIO
BULLET RECORD #295

*The Billboard Music Popularity Charts—Part VII—Dec. 4, 1948

BULLET RECORDS

423 BROAD STREET

6-4573

NASHVILLE, TENN.

"SWEET GEORGIA BROWN"

By **Brother Bones** (TR #652)
 is **Sweeping The Country!**

TEMPO RECORD CO. OF AMERICA
 8540 Sunset Blvd., Hollywood 46, Cal.
 728 Tenth Ave., New York City
 11 Avondale Road, Avondale Estates, Ga.

Attention! **Juke Operators!**

YOU CAN GET YOUR

PERMO POINT NEEDLES

FROM YOUR LOCAL DISTRIBUTOR OF



Capitol

Choose from FOUR!



BREAK-RESISTANT COMPOUND

USED BY THE MOST IMPORTANT RECORD MANUFACTURERS AND LABEL OWNERS

- Top results on hydraulic presses of 40 to 50 tons or toggle presses
- Makes full 10-inch record from 6 3/4-ounce biscuit
- Can be edged same as shellac type
- No cutting of flash necessary
- Works perfectly on automatic record changers
- Will not skid
- Less surface noise with any type needle
- Less breakage in transit and handling.



SEND FOR SAMPLE BISCUITS

A generous supply of "905" compound or Vinylite or our "709" or "609" conventional type will be sent by request on your letterhead. Note: We are not record presses. We manufacture compound only. Biscuits for test purposes only will be sent.

BINNEY & SMITH CO., 41 East 42 Street, New York City
Exclusive Sales Agents for U. S., Canada, Central and South America

THE BEST XMAS SONG IN THE COUNTRY

"BLUE CHRISTMAS"

By Billy Hayes and Jay Johnson

RECORDS

- DOYE O'DELL.....Exclusive 1331-4
- JESSE ROGERS.....Victor 20-3243
- RILEY SHEPARD.....Regent 2003

ORDER FROM YOUR DISTRIBUTOR
(Professional Copies Available)

CHOICE MUSIC, INC.

1576 BROADWAY, NEW YORK, N. Y.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

GARET ROMERO—Prof. Mgr.

THOSE PHIL REED HAMMOND ORGAN RECORDINGS
and the

PHIL REED-FRANK PICHER ORGAN-PIANO RECORDS

That You Have Been Hearing on Over 350 Radio Stations in the East Are on the **DANCE-TONE LABEL**

Limited Territory Open for Distributors
DANCE-TONE RECORD CO.

1 Boulevard, Revere 51, Mass.

UPTOWN #100—GEORGE BARKLEY QUINTET

BASHFUL BUBBER BLOWS

UPTOWN RECORDS, P. O. Box 867, Newark 1, N. J.

The Billboard MUSIC POPULARITY CHARTS

Album Reviews

Week Ending December 8

PART XI



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

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

THE CATEGORIES

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

LECOQC: Mlle. Angot Suite Album—Philharmonic Symphony Orchestra of New York-Efrem Kurtz, director (2-12") (Columbia MX 305) 80

Kurtz, in the past year or so, has become associated (at least in the public's mind) with the lighter side of the classics. It was his Gayne Ballet first recording which gave the initial impetus to "Sabre Dance." This new package doesn't wander from the light music diet which Mr. Kurtz has been keeping on wax. It is light, fluffy, easy-listening and melodic French stage music which is presented herein. It is much like "Gaité Parisienne" in that the work is made up of a series of dances written in an adroit but not overbearing manner, with sparkling melody and toe-tapping rhythm predominating.

JUKES Not suitable.
JOCKS Light FM and longhair spinner fare.

SIDNEY BECHET ALBUM—SIDNEY BECHET QUARTET—BOB WILBUR'S WILDCATS (4-10") (Columbia C 173) 68

Kansas City Man; Polka Dot Rag; Shake 'Em Up; Spreadin' Joy; Laura; I Had It, But It's All Gone Now; Just One of Those Things; Love For Sale. Bechet fans regard him as equally talented at leading a small rhythm group thru standards and show tunes and playing ensemble in an orthodox Dixieland combination. This album is smartly devised to show him off in both capacities. With his quartet (Bechet on soprano sax, backed by three rhythm), he plays in front all the way, blowing especially captivating inventions around "Things," "Love" and "Laura." On four of the sides he works with his Scarsdale proteges, recreating some Clarence Williams class of 1924 jazz. Highlights are his duets with Bob Wilbur on "Joy," "Had It" and "Kansas City." For those with a taste for the big Bechet vibrato, or those who can overlook it for his facile improvisations and sharp attack, here's a worthwhile package.

JUKES For Dixie-conscious bistros only.
JOCKS Two-beat specialists will welcome.

WHY I LOVE YOU ALBUM—FRANKLYN MacCORMACK (4-10") (MGM 33) 75

Touching Shoulders; Why I Love You; Alone; You Are My Poem; Mother of Mine; How Do I Love Thee; The Time to Remember; Keep Secret Faith. This is a collection of soap opera poetry recitations by the voice that sold several big Wayne King disks a few years back. Pashy passages set to lush organ backings will go where dim blue lighting sets the mood. Several sides are remakes of poems done with King, but these haven't been around for some time, so jukes as well as jocks will find them useful.

JUKES For quiet spots.
JOCKS Handy to have around.

GIVE MY REGARDS TO BROADWAY—GEORGE M. COHAN SONGS—Sung by George M. Cohan Jr. Guild Choristers. Ork conducted by Thomas Lender Jones (4-10") (Victor P-227) 70

Give My Regards to Broadway; Forty-five Minutes From Broadway; You're a Grand Old Flag; Mary's a Grand Old Name; Over There; So Long Mary; Yankee Doodle Boy; Little Nelly Kelly; Harrigan. Collection of best known tunes by the late great showman are performed here by his son, and it is unkind to invite comparison in this manner. Most of these have been available in several fine "Yankee Doodle Dandy" sets, which still have the edge over this new release. Younger Cohan's delivery lacks variety and excitement.

JUKES Not suitable.
JOCKS Useful on special occasions.

ERIC COATES: By a Sleepy Lagoon (3-10") The New Symphony Ork, Eric Coates, conducting (London LA 43) 67

By a Sleepy Lagoon; Songs of Loyalty; Bird Songs at Eventide; Television March; Knightsbridge March; Wood Nymphs. The six selections were written by Coates himself, and range from the successful tune by which the album is titled thru precious confections like "Bird Songs." Emphasis is sugar, with even the two march tunes coming thru sweetly rather than stirringly. Expanding a symphony ork on this lightweight material may appear questionable, but the London company has demonstrated that there is a market for this very thing.

JUKES Not suitable.
JOCKS Conventional material figures to have broad air appeal.

DO YOU REMEMBER?—MORTON GOULD AND HIS ORCHESTRA (4-10") (Columbia MM 787) 75

Nola; My Blue Heaven; Dardanella; The Sheik of Araby; Twelfth Street Rag; Whispering; Poor Butterfly From the "Big Show"; On the Sunny Side of the Street From "International Revue." Here's another Morton Gould money-in-the-bank set. More lush interpretations of eight time-tested but not worn standard tunes familiar to most everyone. It's sure-fire counter material and is particularly recommended for gift shoppers. This type of album, tho it offers nothing startling or fresh, still is the most consistent selling wax product. This particular set is not up to some of the previous Gould packages in musical quality but that should make little difference.

JUKES Not suitable.
JOCKS Okay material for almost any type of show.

EDITH PIAF—Edith Piaf with Raymond Legrand Ork (Decca A-697) 70

Les Cloches Sonnent; Si Tu Partais; Le Geste; Monsieur Ernest A Reuss; Monsieur X; Amour Du Mois De Mai. Mlle. Piaf, who won the plaudits of New York cafe society initially last year and who has since repeated this success, is not a great voice but she certainly is a remarkable singer. It's rather difficult for a performer to sell his or her art on wax where a good deal of the act is dependent on a gesture, a wink or arm movement. It was gesture plusasty delivery which sold sex for Mlle. Piaf to her nitery audiences. On wax all that's left is that gusty voice and there's enough left to please those who have seen her work and to serve as an adequate introduction to those who are uninitiated. The album is a fine representative collection of Piaf songs. They are well-recorded and are from French masters. Superb cover and Louis Untermyer liner notes.

JUKES Not suitable.
JOCKS Excellent change of pace stuff for "arty" shows both jazz and longhair.

MARCH RHYTHMS (2-12") London Philharmonic Orchestra, under Julius Harrison (London LA-45) 72

Marche Militaire Francaise; Entry of the Boys; Le Profete-Coronation March; Imperial March. Four rousing classic march-styled pieces by Saint-Saens, Meyerbeer, Elgar and Halvorsen are played with proper exuberance and cleanliness by the London Philharmonic under the baton of Julius Harrison. The energetic and vigorous performance turned in by the big orchestra is captured remarkably by the FFRR recording process. Attractive album cover and Remy Farkas liner notes round out the package. Good stuff for march fanatics.

JUKES Not suitable.
JOCKS FM and longhair filler pieces.

(Continued on page 104)

MUSIC—AS WRITTEN

New York:

Kermit A. Walker, formerly associated with Carl Fischer and the Boosey and Hawkes pubberies, has joined Bourne, Inc., as head of its educational music division. . . . Word has been received here that British music man, Jimmy Campbell, is now professional manager of Noel Gay Music Company, Ltd., London. . . . Verne, Latin-American diskery, has signed Los Rancheros, Puerto Rican trio. . . . Ralph Berson has left Apollo diskery to become sales manager for Synthetic Plastics' record division. Company produces Rocking Horse and Peter Pan kidisks. . . . Pix disks this week purchased two masters from comedian-vocalist Artie Dann. Sides feature Dann with orchestra.

Leonard Bernstein, conductor-composer-pianist who waxes for RCA Victor, returns from Israel in time to conduct the Boston Symphony concert Tuesday (7). . . . Pianist Artur Rubenstein, another Victor red seal artist, arrived Wednesday (1) from Europe, where he has been concertizing since September. . . . Apollo wax works has purchased two masters from Chirrup Records, Washington outfit owned by Richard Ellis. Sides embody two pop originals cut by Paul Chapman and the Melody Men. . . . The Cleveland Phonograph Merchandisers' Association has selected the Murphy Sisters' Apollo disk of *To Make a Mistake Is Human* as the "hit tune extra" for December.

South Coast Amusement Company has been appointed the new Houston distributor for Apollo and Embassy wax. . . . Monroe Passis, prexy of Chord Distributors, Chicago, was in town for two days last week contacting disk manufacturers. . . . Carlos Ramirez, Latin-American baritone, recently waxed 10 sides in Cuba, to be issued here on Gabriel Oller's SMC label. Oller, who also operates the Coda diskery, will issue the Ramirez sides on vinyl disks.

Emery Rosza, of the American-Elite disk firm, leaves December 8 for Europe to contact Elite affiliates in France, Switzerland, Austria and Denmark; after Christmas Rosza plans to supervise recordings in Zurich, Vienna and Copenhagen.

Ray Eberle's ork skedded for the Flamingo Club in Syracuse for three weeks, beginning December 16; he has been inked for a return engagement at the Roseland Ballroom here beginning January 20. . . . Captain Stubby and His Buccaneers obtained their release from General Artists Corporation management this week. . . . The Hotel Pennsylvania will be known as the Statler Hotel commencing the first of the year. . . . Mel Torme skedded for a February appearance at the Paramount Theater here.

The Trio Clox goes into the Palladium, Green Bay, Wis. . . . Spotlight Attractions has signed Texas Jim Robertson, Victor folk warbler. . . . Carl Lebow and warbler Johnny Eager back from a promotional jaunt to Pittsburgh where they pitched for Johnny's forthcoming Metrolone releases. . . . Duke Ellington does two weeks at the Blue Note in Chicago, beginning March 14. . . . The Claude Hopkins Quartet has signed with Veterans Hospital Camp Shows to tour with the variety unit, *Harlem on Parade*.

Mercury thrush Patti Page makes her New York debut at Cafe Society, December 28. . . . London Records has signed with their first exclusive distributor, Lakewood London in Dallas, for the Texas and Oklahoma territory. . . . National Records has acquired four masters for immediate release, with the highlight a whistling and bones disk of *Sweet Georgia Brown*. . . . Lee Barron and Floyd Evans will operate the Howard White ork agency, of Omaha, for White's widow.

Elliot Lawrence has added Bob Karsh to his ork to relieve and double at the keyboard with the pianist-maestro.

Pete Doraine has become a manufacturer's representative, with his first accounts, the New Abbey and Pix diskeries. Doraine, for the present, continues as treasurer of Banner Record Corporation. . . . Doc Berger is on a Southern trip, contacting Dixie disk jocks for the Leeds pubbery. . . . Major Distributors has been appointed metropolitan area distrib for Paul Puner's *Allegro* kidisks. . . . Rainbow diskery signed the Caldwells, vocal group which had previously cut wax for Victor. Four sides purchased from the group will be released immediately. . . . Atlantic Records claims a new track record, getting its Joe Medlin-Three Riffs dinking of *Bewildered* on the market three days after waxing. Disks were pressed directly from masters. . . . Murray Music has been set up by Doug Murray Jr., to issue wax cut on various Caribbean isles. First album title is *Nassau's Magic Music*, featuring tangos, sambas and rumbas cut in the Bahamas last April. Sets from Haiti, Jamaica and Curacao will follow. . . . Kappi Jordan, who heads Eagle Music pubbery, is adding national publicity and disk-jockey contacting chores. First drives will be for Les Brown's Columbia platter of *I've Got My Love To Keep Me Warm* and Patti Page's Mercury waxings of 5-4-3-2.

Jimmy Cairns, BMI's Chicago contact man, will share office space with the firm's non-radio licensing department there. . . . The Mutual Street Arena in Toronto utilized an unusual tic scale for the Frankie Laine concert recently. The first 1,500 ducats were priced at \$1.50, the next 1,000 at \$1.75, remaining 2,500 at \$2, with the first batch sold out 24 hours after going on sale. . . . BMI opened a non-radio licensing branch in Miami Beach under Hal Winters, former night club op here. . . . Frederico Valerio, Portugal's top pop tunesmith, is here, placing tunes with local pubbers.

Walter Rivers, Capitol Records' artist and repertoire Eastern division chief, is on a one-month trip thru the South on a talent hunt. . . . Willard Alexander took a 10-day Florida vacation.

Tommy Valando's Laurel Music has sold the English rights to its current plug, *Far Away Places*, to Lou Levy's Leeds of London pubbery.

Chicago:

Lang Thompson, ex-orkster and band booker, has deserted the music field to take a job with a Detroit industrial film company. . . . Joe Leher, ex-G.I., has leased the Rainbow Ballroom, Denver, on a 10-year basis from James Norton, who recently bought out the spot from the Byers family. . . . Ike Lawler, op of Arnold's Park, Iowa summer dance spot, became a father recently. . . . Billboard Attractions, Inc., cocktail booking office in Chi, has taken over Midwest sales for Teleway Radio Productions, Inc., e.t. sales

agency, marking first time that a Midwest booking office has gone into e.t. radio sales.

Phil Levant joining McConkey Music in Chi after a spell with Art Goldsmith's Paramount Attractions. Levant replaces Roemar Feeley, who now has his own agency. . . . Jackle Cain, vocalist, and Roy Kral, pianist, both with Charlie Ventura, will be married next June. . . . Tex Beneke set for the eight-day Dallas Industrial Exposition starting December 4.

Sid Nathan, prexy of King Records, together with Sam Schneider, formerly of Apollo label, and Lou Ellis, Miami Beach hotel op, have purchased the 120-room Monroe Towers Hotel in Miami Beach. . . . Orkster Dick Jurgens and model Miriam Rae Davidson were married December 6 in Berkley, Calif. . . . Op John Apt, of the Prom Terrace, Fort Wayne, Ind., has secured a remote wire for all name band appearances on WGL, Fort Wayne. Bob Morris, local CBS staff singer, has his own show on WJJD.

Jack Fulton reportedly set to leave his post as house band director at the Chicago Theater. . . . Victor Lombardo has disbanded his ork and is undecided about reorganizing at present. . . . Mercury platters working out a deal with Alfred Newman to release his longhair albums, acquired in the Majestic purchase. . . . Tony Di Pardo, the MCA hotel orkster, became father of a boy, James Michael, November 12.

The Kiwanis International, representing 2,740 chapters across the U. S., has set as its 1949 goal to make the benefits of musical training available to every school child.

Hollywood:

Composer-arranger-pianist Walter Gross is reaping more than royalty benefits from his cleffing *Tenderly*. He is skedded to participate in the Wrigley Christmas show, guesting on the CBS Lucille Norman seg, appearing at The Haig, and is doing piano scorings for Buddy Morris. . . . With the Clark Dennis platter of *Tenderly* now in release and the Harry James instrumental version on the way, Mercury will reissue Majestic's Dick Farney waxing.

Dick Peterson is arranging *Missin' Your Kissin'* awaiting lifting of the ban. Ditty was penned by Harry Siegel who owns the Malabar, where Peterson is batoning. . . . Dick Haymes will take a look-see at Broadway shows after concluding his theater tour before returning to the Coast. . . . Because his tune, *It's December Again*, had a late start for the Christmas sweepstakes, composer Abe Ostrow is personally handling the plugging. It's published by Art Stevens.

Joe Mooney quartet will make its first Coast appearance at Somerset House. . . . Score for *Lend an Ear*, Coast-born legit show which opens in Boston prior to its pre-Christmas debut at New York's National Theater, is being rushed into production and release. Penned by Charles Gaynor, score is one of the largest ever to be published from a single revue. It holds 22 songs.

Philadelphia:

Songwriters Billy Uhr, Duke Morgan, Len McCall, Elna Christy, Al Scottoline, Johnny Richards, Don Travaline and Dr. Louis Menaker have been elected directors of the newly organized Song Writers' Association of Philadelphia, headed by publisher-composer Frank Capano. . . . King Cole Trio is finally set to open January 10 at Frank Palumbo's Click.

Pee Wee Hunt, last time around here still with the Casa Loma band, makes his local band bow the December 20 week at Frank Palumbo's Click. . . . Maestro Buddy Williams adds a bongo player to his band. . . . The Shubert Theater interests, operating the four legitimate playhouses here, and Local 77, American Federation of Musicians (AFM), have reached an agreement, with contract effective for the next 21 months. Still being negotiated are new radio contracts for the tootlers at WFIL, WCAU and KYW—the three remaining stations in town with house bands.

PROMPT SERVICE ON PRESSING OF

RECORDS

10" VINYL AND SHELLAC

We are now pressing records for many of the largest firms in the record industry. We are in position to give especially prompt service on runs of 500 and up to any quantity. For samples, prices and other information write

PLASTIC-WARE, Inc. 238 William Street, New York 7, N. Y.
In New York, phone for a representative—BEekman 3-1182

MIRACLE
PARADE
OF
HITS

ALREADY TAGGED A "HIT"
"STRANGEST FEELING"

b/w
YOU ALONE
GLADYS PALMER—M-129
One of her best yet!

MIRACLE 500 E. 63RD ST.
RECORD COMPANY CHICAGO 37, ILL.

HEART RECORDS
(The Record With a Heart)

#1017
IN THE HEART OF THE CITY THAT HAS NO HEART

#1018
KEEP AWAY, LITTLE GIRL, KEEP AWAY
Vocal by JOAN MAYNO
Acc. by THE SOOTHERS

#1015
ANY OLD TIME AT ALL

#1016
IT'S ALL UP TO YOU, SWEETHEART
Vocal by ROBERT STEWART
Acc. by THE SOOTHERS

Free Platters To Dee Jays

HEART Records, INC.
1607 Broadway
New York 19, N. Y.
Ci. 6-5298

THANKS Bill Sawyer
K-W-55
PORTLAND, ORE.
From
AUSTIN, CATS, BONNIE, FLASH AND WHISTLER

Universal Records
80 NORTH WACKER, CHICAGO

KING OF DE LUXE RECORDS

TEARDROPS AND EMPTY ARMS
BACKED BY
YOU'VE BEEN CHEATING ON ME
TEXAS RUBY AND CURLY FOX
KING 746

KING RECORDS INC. DISTRIBUTORS OF
KING OF DE LUXE
1540 BREWSTER AVE. CINCINNATI 7, OHIO.

ATTRACTION DANCE ORCHESTRA
3 and 4 COLORS

Posters AND CARDS
AN IDEA FOR YOUR NEW CARD

113 reproductions of billing created by us for America's leading bands, including Kay Kyser, Wayne King, etc. — MAILED FREE — Positive proof we serve top-notchers. Get in this class by using CENTRAL art posters. Write NOW for date book, price list, samples.

CENTRAL SHOW PRINTING COMPANY
MASON CITY, IOWA

Reliability — Quality RECORD PRESSING
10" or 12"

RESEARCH CRAFT CO.
4912-14 SANTA MONICA BLVD.
LOS ANGELES 27, CALIF.

FOR SALE EXCELLENT RECORD AND RADIO STORE
Complete, \$35,000.00. Must sell on account of ill health. Available immediately so buyer can have Christmas 1948.

BOX D-107
The Billboard Cincinnati 22, O.

VOX JOX
A National Accounting of Disk Jockey Activities

GOTHAM GAB . . . John Bradford is running a *Clothesline for the Needy* campaign on his WINS show, with manufacturers and other listeners donating garments for distribution to Protestant, Catholic and Jewish charities. . . . Bea Wain and Andre Baruch celebrated their third anniversary on WMCA air last week. . . . Paul Brenner is having an on-the-air Christmas party for metropolitan high school kids on his WAAT *Requestfully Yours* show, Saturday (18), with a gift grab bag the highlight. . . . Bill Lazar is doing a cultural type show at WMCA. Titled *Sunday Salamagundi*, it features classical waxings and readings of poetry and short stories. . . . Gerald Griffin remotes from the Cermont Inn twice weekly over WHUC, Hudson. . . . Johnny Desmond and Ray McKinley cut transcribed interviews for WNJR's Johnny Clarke. . . . Charles Barclay features nitery news along with disks on his *Night Club in the Sky* show at WGYN-FM.

GIMMIX . . . Bill Borthwick pulled this switche on his studio audience at WBRC, Birmingham, recently: After announcing that he would play a certain selection and then ask all those who would contribute a five spot to the Community Chest to stand, he played the *Star-Spangled Banner*. Everyone stood, of course, and responding to the pressure good-humoredly, they all kicked in. . . . Gerald Polinsky, KXRJ, Russellville, Ark., picks up the sound of the five o'clock whistle at a local mill daily. His listeners get a kick out of the fact that it's actually a mill whistle and not just a sound effect. . . . Rudi Tokar, WIZE, Springfield, O., has a quiz seg titled *Wize Owl Club*, with participants asking him the questions. If he answers correctly, they donate a toy to a Christmas fund; if they stump him he plays their requests. . . . Jack Kenney, WDLB, Marshfield, Wis., does a remote from the town youth center, and to stimulate interest, has a local pilot take three kids up for an airplane flight every week. . . . Larry Wayne, WCOA, Pensacola, Fla., has incorporated short burlesqued soap operas into his *Matinee in Rhythm* routine, with such inspiring features as *Mr. District Garbage Collector*, *Road of Strife*, and *Sybil Suture, Girl Interne*, a drama of "warm love and cold compresses." . . . Ed Kreuzer, WERC, Erie, Pa., also gags up his segs, combining skits and dialects with the platters.

BOUQUETS . . . George Platis, KLIX, Twin Falls, Idaho, writes: "Servicing from all distributors is terrific. I have a suggestion for deejays: don't gripe—contact the distributors, artists' agents and the companies themselves. They want the plugs; you want the music." . . . From Jim Anderson, WIRK, West Palm Beach, Fla., comes "many thanks to Mercury for the Eddy Howard interview and to RCA Victor for their forthcoming Pickens interview. The small-city jocks can use more of 'em."

IMPORT-EXPORT . . . Bob Koerner, KQW, San Francisco, and Bill McColl, 2KY, Sydney, have a unique international program exchange. McColl airmails e.i.'s starring top Aussie performers to Koerner weekly. The American jock reciprocates by sending interviews with our stars for weekly release down under.

CONTEST CORNER . . . Fred Jackson, WVEZ, New Orleans, reports phenomenal response to his mystery voice contest based on the Commodore platter, *Wrapped Up in a Dream*. Majority of replies have the singer tabbed as Frankie Laine, but it's either Do, Ray or Me. . . . Paul Bartell, WFOX, Milwaukee, ran a popularity poll with the winners Jimmy

Labor Department Reported Asking Opinion on Wax Pact

WASHINGTON, Dec. 4.—With the Justice Department entering a fourth week of official silence on the request by an industry-music group for an advisory opinion on the legality of a projected new contract between diskeries and James C. Petrillo's American Federation of Musicians (AFM), an unconfirmed rumor was circulating here that a new request for an opinion had been submitted to the Justice Department—this time by way of the Department of Labor. Altho such a move may have been undertaken, a high-ranking Justice Department spokesman declared officially last night (3) that the attorney general's office has not received the request from the Labor Department.

According to the rumor, an AFM-diskery delegation headed by Milton Diamond, who led the original delegation to the Justice Department November 10, secretly conferred here Monday (29) with Labor Department officials who agreed to transmit the request to the Justice Department for an advisory opinion on the new contract. Under normal procedure, the Justice Department consents to render legal opinions on contractual documents only when the requests come from the President of the United States or one of his executive branches. With few rare exceptions, the Justice Department has stuck to

a policy of refusing to hand down advisory opinions on requests from non-government groups or individuals. Chief reason for the Justice Department's delay in acting on the original request by the Diamond group was that time was needed to determine whether departmental policy permits the attorney general or solicitor general to handle the matter.

The legal question to be settled—either by the Justice Department thru an advisory opinion or eventually thru the courts, if necessary, unless the Taft-Hartley Act is repealed—is whether the royalty-trust fund plan outlined in the diskery-AFM contract conforms to the T-H Act, which bans union welfare funds. A Labor Department spokesman said officially that the T-H Act has stripped the Department of jurisdiction in most cases relating to the T-H Act and that jurisdiction is under the National Labor Relations Board (NLRB). The latter board refused several months ago to issue an advisory opinion on the diskery contract and refused to turn the request over to the Justice Department, altho NLRB suggested that the diskery-union group submit the request directly to the Justice Department presumably on the chance that the attorney general might find an exceptional reason for handling the case. When the Diamond-led delegation submitted the

A TOWER-IFFIC THANKS TO
THAT RED HEAD GAL ROSEMARY WAYNE
FOR HELPING TO MAKE
"THAT RED HEAD GAL"
BY BENNY STRONG
ANOTHER TOWER-IFFIC HIT
YEP—ANOTHER "FIRST"
#1270 ORDER NOW #1270
TOWER, 540 N. MICHIGAN, CHICAGO

THANKS
STAN BURNS

STN. WINS (NYC)
for making your
"TOP PREDICTION OF THE WEEK"
IT'S LOVE AGAIN
sung by Bob Manning
(backed by the official Heart Fund song,
"Open Your Heart")
Apollo 1140

APOLLO RECORDS, INC.
457 W. 45 St. N. Y. 19, N. Y.

"Tomorrow's hit . . ."—Billboard

"JADE GREEN"

WEIRD - EXOTIC - WONDERFUL
as sung by TERRY ALLEN with
DAVID BROEKMAN and his Orchestra
on Atlantic Record No. 863

PLAZA HOTEL
DES MOINES, IA.
Conveniently located at
5th and Grand

RATES
\$7⁵⁰
to
\$3²⁵

WANTED SURPLUS RECORDS

POPS, SPANISH, LATIN AMERICAN
Send Details and List to
FIDELITY DISTRIBUTORS
1547 Crosby Ave. Bronx 61, N. Y.
UNderhill 3-5811

WANT

Girl Accordionist and Pianist; prefer those who sing. Immediate booking. Send photos and references. Entertaining Musical Combos and Acts, contact us.

T. A. TRAPAS AGENCY
63 S. Broadway AKRON 8, OHIO

request to the Justice Department last month, there were few words exchanged between the delegation and department officials. The formality was confined largely to depositing a copy of the projected contract on a Justice Department desk.

Dorsey, Peggy Lee and Perry Como. He's awarding albums of their disks to writers of the best letters explaining why the winners are their faves. . . . Dick Smith, WMTW, Portland, Me., has a teen-age competition, titled *Saturday Date*, with a boy and girl competing for disk prizes. Questions pertain to platters and platter personalities. . . . Sid Tear, WOPI, Bristol, Va., running a letter contest on *In My Dreams*. . . . Mel Stewart, WNAR, Norristown, Pa., thoroly confused his listeners in a mystery voice contest featuring London Records' Reggie Goff and Mercury's Ronnie Deauville. Some 2,000 letters came in insisting that the warblers were Vaughn Monroe and Frank Sinatra, respectively.

WESTERN WAXWHIRL . . . Robert Larsen, WKOW, Madison, Wis., doing disk reviews for a local sheet. . . . Slim Rodgers, WIBV, Belleville, Ill., doing a platter and chatter show titled *Kernel Korn and Korn Krib*, featuring what Slim is pleased to call "kornosophy." . . . Don Edwards, formerly with KSET, El Paso, has switched to KGGM, Albuquerque. . . . Jocks "Shorty" and Stew McDonnell, of WIMS, Michigan City, Ind., have begun a friendly feud, heckling each other on their respective programs. . . . Tommy Cornlea and Kenny Bjerke, KDEC, Decorah, Ia., recently ran a three-hour wax show to raise funds for a local family whose home burned down. They amassed \$1,500 from their 250-watt station in a town with only 5,300 inhabitants. . . . Russ Mulholland, WXYZ, Detroit, has put out an individual record album with his own private stock cover and a collection of top tunes to be used as a giveaway to sponsors and prospects. . . . Ed (Jack the Bellboy) Mackenzie, WJBK, Detroit, took advantage of the current Vaughn Monroe etching of *What's Wrong With Me?*, putting that very question to his audience. He gave away 1,200 of the disks to fans who wrote in to tell him. . . . Mickey Shore, WKMH, Dearborn, recently conducted a 15-minute long-distance interview with Dinah Washington, who was in Harrisburg, Pa., prior to her opening at the Paradise Theater in Detroit. . . . Andy Wilson, KOOL, Phoenix, is branching out with the Andy Wilson Productions, with shows on three other Phoenix stations.

TUNE TOUTING . . . Roger Nash, WEAR, Pensacola, says the current sleeper in his area is *I Want To Linger*, Pete Dailey and His Chicagoans on Capitol. "We predict it to be another *Twelfth Street Rag*," he writes. . . . Robin Turnbull, KAFY, Bakersfield, Calif., predicts that Sarah Vaughan's Musicraft platter *I'll Wait and Pray* will be "the biggest hit she ever made." . . . Louis Ross, WSSV, Petersburg, Va., says his current plug is Dizzy Gillespie's *Manteca*, on Victor. . . . Dale Van Hart, WIRA, Ft. Pierce, Fla., is "feeling kind of proud." "Six week ago," he writes, "I used *You Were Only Fooling* as my record of the week, with the statement it would make the top 10 in your survey. It did, and I'm happy." . . . Opines Douglas Smith, WPUV, Pulaski, Va., "Keep both eyes on *Brush Those Tears*. It's going to take up where *You Call Everybody Darling* left off." . . . George Carroll, WEEV, Reading, Pa., warns, "Watch *Forever and Ever*, by Gracie Fields on London. It'll sell like mad." . . . From George Hawley, WVOC, Birmingham: "Predict big things in store for the Stafford-MacRae *My Darling, My Darling*."

NEW ENGLAND NOTES . . . Russ Naughton, chief announcer at WDRG, Hartford, Conn., has done his 1,000th broadcast of *Music Off the Record*, aired 5-8:30 p.m. . . . Don John Ross, WDRG, is featuring old tunes exclusively on *Music Box*, new 7:30-8 a.m. daily show. . . . Ted Harris, managing director of State Theater, Hartford vaude-filmer, tied up with deejay Joe Girard of WCCC, Hartford, for a Stan Kenton essay contest in conjunction with Kenton's personal appearance at theater, offering theater ducats for letters on why listeners liked the various kinds of music.

Stork Pulls Switch In Cavallaro P.A.

MILWAUKEE, Dec. 4.—The stork changed the billing at George Devine's Million Dollar Ballroom here Sunday night (28). Four hours before he was skedded to go on, Carmen Cavallaro boarded a plane for Hollywood where his wife was giving birth to a Cavallaro heir.

Pop Devine hastily set up a p.-a. system in the ballroom lobby and announced that the Cavallaro band would play—as skedded, but with Tommy Sheridan, Local 88'er, at the piano in place of Cavallaro and at a tariff reduced from \$1.25 to 85 cents. Some 3,783 patrons were on hand.

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.

ROCKETT RECORDS PRESENTS
"I JUST CAN'T STOP LOVING YOU"
and
"YOU SWEEP ME OFF MY FEET"
Vocal by Warren Evans—FKX-1
MAJOR DIST. CO.
733 11th Ave., N. Y. C.

MUSIC DEALERS
Your chance to stock piano copies and Down Home record
"SLOWLY BUT SURELY"
a special get acquainted offer to you
ERNEST A. RORK & SON, Memphis 2, Tenn.

Musse Ankles Midwest Dept. Of Fredericks

CHICAGO, Dec. 4.—Joe Musse, for the past three and a half years chief of the Frederick Bros.' Midwest cocktail department, this week ankled that office to join Associated Booking Corporation in a similar capacity. Musse's exodus from Frederick Bros. again raises the question of the future of the Frederick Bros.' office, inasmuch as he was chief revenue-getter for FB during the past year (*The Billboard*, December 4). It is not definitely known how many cocktail units and singles Musse will bring along with him. It is known that a number of the approximately 65 units which Musse was scheduling were unsigned to any office.

Unless B. W. Frederick, president of the Midwest office, can come up with a new cocktail booker immediately, the office will again be placed in a rough position, in that with Musse's departure some of the cocktail units will be lost and the office's band stable is down to three leaders, George Winslow, Ray Pearl and Tommy Carlyn.

ENCORE MATERIAL . . .
ready Martin's Wonderful Victor Record . . .
On The Santa Claus Express
ENCORE Music Publication, 1674 B'way, New York, N. Y.

1948---Best Records---1949
original **SMASH HITS** by
JON and SONDRRA STEELE
"MY HAPPINESS"
"I WANT TO BE THE ONLY ONE"
"That's the Life for Me"
"Love Don't Get You Nothin' But the Blues"
plus
"Uncle Fud" "Dry Bones" "Covered Wagon"
and
"THE RASPA"
(as danced in Sun Valley)—No. D-11207
only on **DAMON RECORDS**
1221 BALTIMORE KANSAS CITY, MISSOURI

The Cardinal RECORD BAR
Model RB 3072-C—Three Table Unit
\$255.00 F. O. B. Canton, Ohio Crated.
Available for Immediate Delivery
Does the work of three booths in the space required for one, plus self-selection of hit-parade.
CAPACITY 450—10 in. Single Records.
200—10 or 12 in. Albums, Title Out.
We Manufacture a Complete Line of Record Store Fixtures
SEND FOR COMPLETE CATALOG
CARDINAL CORPORATION
Louisville, Ohio

DOWN TOWN Recording
THE COMPANY THAT SPECIALIZES IN THE BLUES
The Original
3 O'CLOCK BLUES—LOWELL FULSON
CHRISTMAS BLUES—ROY HAWKINS 4 JACKS
11 Other Numbers Released. Certain Territories Available for Distribution.

1511 CYPRESS STREET OAKLAND 7, CALIF.

— Our Current Number One Song —
"STOP THE MUSIC"
by Babe Russin & Jack Hoffman
THE VARSITY RECORD will be available on or about DECEMBER 15TH
GEORGE SIMON, INC., 1619 Broadway, New York

LATEST SMASH RECORD RELEASE
IN THE POLKA FIELD
SWEEPING THE MIDDLE WEST
★ "DANCE OF THE FLYING DUTCHMEN"
coupled with
★ "THE ROCKWOOD SCHOTTISCHE"
WHOLESALE, 49¢ • RETAIL, 79¢
Order Direct C. O. D.
SAX STEINER ENTERPRISES
R. F. D. 5 MANITOWOC, WIS.

PRESSINGS
10" Shellac
Quality Work • Fast Service
Rigid Inspection • Guaranteed
CRAFT RECORD
345 Bergen St. Brooklyn 17 N. Y.
ULster 6-4850

Recording?
demand
Universal
on top of the OPERA BUILDING
in chicago
PHONOGRAPH MASTERS • PROCESSING • PRESSING

MCA's New Cash Bond Policy

Will Sell No Acts Unless Dough Is Up

AGVA's Practice Supported

NEW YORK, Dec. 4.—The filing of cash bonds by cafes with the American Guild of Variety Artists (AGVA) got added impetus this week from Music Corporation of America (MCA), which decided that it will no longer sell acts to night clubs unless the money is up either at AGVA or with MCA.

The situation came to a head when a nitery paid off a name comic with a synthetic check. The club had a bond up with AGVA, which agreed to deduct the salary from the bond. But as a precaution, MCA promptly canceled other name acts already set for the spot.

Ops Resist

This question of cash bonds, say showbiz authorities, is likely to become more acute as cafes' biz fails to go up or they don't do enough business to pay off performers. The demand for cash bonds has always been resisted by ops, even tho the money is placed in an AGVA escrow deposit account.

Officially, agents and bookers have frequently argued that the ops were safe and reliable and that no bond was necessary. Unofficially, however, percenters have been for the bond because it meant their acts would get paid and commissions would come in.

An op running a club with short money sometimes doesn't pay off acts, figuring that the dough will come out of the bond. The rub starts when the next show is booked and AGVA makes a demand for enough cash to cover salaries. It is at that point that pressure is exerted.

Bookers who just got the spot figure the money is safe and either don't check or do try to prevent AGVA from demanding a bond. There have been times when bookers have deliberately underestimated a show budget to keep the bond as low as possible, on the theory that by doing this they'll keep the joint.

Indies Worst Offender

Oddly enough it is the indie, who needs the protection the most, who is the worst offender. The large offices, MCA, William Morris and General Artists Corporation, make it almost a rule not to let any of their acts into a club unless they know the money is protected.

But even the large offices occasionally fall down. This happens when a reputable spot which has been buying acts for some time is suddenly hit. It is this possibility that has led MCA to check every cafe that uses its acts, whether it has been in the business for years or is a newcomer.

Ritzy Copy?

NEW YORK, Dec. 4.—The Ritz Brothers are now making like columnists with a pillar called *Putting on the Ritz*. The scribbling is being handled by the Key Newspaper Service at a \$5 weekly base rate, dependent on the circulation of the paper.

N. Y. Latin Quarter Inks Rudy Vallee

NEW YORK, Dec. 4.—Rudy Vallee goes into the Latin Quarter January 6 for four weeks at \$7,500 per. The crooner will sing and emcee the show as a single in his first local date in almost 15 years. Vallee has got hot again as a result of his film work, and the show will be built around him. Charlie Yates, of Associated Booking, set the date. Dorothy Claire, another Yates property, will be included in the show.

A&C May Play Click, Cuffo

NEW YORK, Dec. 4.—Abbott and Costello may go into Palumbo's Click, Philadelphia, early in January or late this month if Lou Walters's Latin Casino, which has a prior commitment or the two lads, agrees.

The odd part of the dicker is that the boys would work gratis in exchange for dough to be received by Mike Williams, the Palumbo-managed lightweight champ who's fighting in California in January. Because all of Williams's part of the fight gate would go into the Abbott and Costello Foundation for Children, the boys would work at the Click for nothing.

Originally the comics were to open at the New York Latin Quarter about December 15, or right after Sophie Tucker closed. They want to spend Christmas with their families, so Walters agreed to push the date back. But meanwhile, a picture commitment came up and the date was again postponed. The offer of Palumbo to turn over his end of the purse in the Williams fight to the foundation, however, made the boys change their minds about coming East.

Tax Jam Halts Bow Of De Castros Into Montreal El Morocco

NEW YORK, Dec. 4.—A tax jam prevented the De Castro Sisters from opening last week at El Morocco, Montreal, and cost them two weeks work when the tax authorities stopped them at the Canadian border.

U. S. authorities checked their credentials closely because as foreigners (two sisters are Cuban; one American born) they need a re-entry permit to come back to the U. S. In the questioning, officials ruled that the De Castros owe about \$4,500 in back taxes and would not permit them to cross the border until either that amount was paid or a bond for twice that amount, \$9,000, was put up.

The General Artists Corporation (GAC) which books the act offered to put up the bond but withdrew it when it learned that back taxes could be collected from that bond if the act didn't pay up. Originally it was thought the bond was to guarantee their return to the U. S.

The El Morocco was, meanwhile, forced to use another act after it had spent a couple of hundred dollars in advertising the De Castros. It appealed to the American Guild of Variety Artists for a ruling and was told "it was an act of government." The club denied this, claiming it was due to the act's negligence. In any case, the club demanded that it have the right to play the girls in the future before they play any other Canadian spot.

"Lay Off," JCP Warns AGVA in Bid for Harmony

CINCINNATI, Dec. 4.—American Guild of Variety Artists (AGVA) received a warning Friday (3) from James C. Petrillo, president of the American Federation of Musicians, to "lay off our members." The edict, reportedly relayed to AGVA by Gus Van, newly elected president of the performers' union, followed a confab between Van and the AFM executive board which held its semi-annual meetings this week in the Netherland Plaza Hotel here.

Van, who is playing an engagement at the Latin Quarter, Newport, Ky., nitery, could not be reached Saturday for comment on the report.

The warning, the AFM chieftain said, was issued to help settle a jurisdictional dispute and maintain harmony between the unions. At the same time, he branded as "silly" a report carried in another theatrical trade paper this week that the AFM was attempting to absorb AGVA, piece by piece.

The warning is the outgrowth of a fight between the unions which started several weeks ago. During that time the toolers refused to play for AGVA performers in Wichita, Kan.; Kansas City, Mo.; Des Moines and Omaha.

The squabble centered around the status of Vera Claire McNary, an AFM marimba player, who appeared recently in a Kaycee nitery. It is charged that during her date there the local AGVA representative insisted that she hold a card of the performers' union.

One AFM exec, in commenting on the fracas, quoted Petrillo as follows: "Every musician who holds an AFM card is privileged to work without having to join another union, whether it be for theaters, radio or cafes. We want to live in peace and be left alone."

On the charge that the AFM was attempting a grab of AGVA, Petrillo was quoted as saying, "We have no thoughts of grabbing all or any part of unions of actors or performers. The AFM is strictly for musicians."

At the wind-up of the local confab, the AFM announced election of Harry Speeper as treasurer. He succeeds the veteran Thomas Gamble, who relinquished the job recently because of poor health. Speeper, an assistant to Petrillo, has maintained headquarters in New York. He formerly served 18 years as prexy of AFM Local 526, Jersey City, N. J. His new duties take him to Boston.

Directoire Shuts With 112G Loss

NEW YORK, Dec. 4.—The shuttered Le Directoire went under for an approximate \$112,000 after about a year of operation. Ops, Herbert Jacoby and Max Gordon, originally had an idea of converting the spot into a grind nitery, using a flock of cheap acts. But the losses sustained in the year's operation were too great to permit them to continue.

The club and the building, owned by Barney Josephson, of Cafe Society, will now be repossessed by him for nonpayment of rent to protect his chattel mortgage. The rent was \$1,500 monthly, and the chattel mortgage was for \$75,000, of which \$45,000 was paid off.

The club spent about \$60,000 for decorations and, according to reliable

Rose Gets Bid Of 5 Million at Brazil Fair

To Handle Showbiz Aspects

NEW YORK, Dec. 4.—A \$5,000,000 offer has been made to Billy Rose to take over the showbiz aspects of an industrial fair now in progress in Brazil. If Rose makes a deal, it will mean a lot of work for American acts and technicians over the next 10 years, the length of time the contract calls for.

The fair itself, tho run by the Eitley hotel interests which have hotels thruout South America, has the blessing of the Brazilian government, which has granted export and import licenses to all foreign participants. All 21 states of Brazil are now in the exhibit. The fair site is in the mountain resort town of Petropolis, about 60 miles from Rio De Janeiro. The Eitley people recently took over the shuttered Quito Danah Hotel in that town, said to be the most magnificent in the world. The town also has a couple of theaters and a large cafe, all of which will be incorporated into the fair.

Rose's deal calls for a 10-year term and gives him \$500,000 each year. Other details will be worked out when Rose arrives in Rio. He plans to leave New York with his wife on January 7.

NY AGVA Votes In New Board

NEW YORK, Dec. 4.—A new seven-man branch executive board was elected Wednesday (1) at the first general membership meeting in the American Guild of Variety Artists (AGVA) plan to increase rank and file participation in AGVA affairs.

The new board will sit as arbitrators in all matters affecting members of the New York branch. The board will be the first to rule on any disputes. If participants object to its decisions, an appeal may be taken to the national board.

The new seven-man panel will consist of Jackie Bright, Charlie Banks, Jimmy Hollywood, Bob Fitzgerald, Chick Darrow, Phil Irving and Jack Gilford.

But if the New York meeting was peaceful, it was hardly that in Boston. In that city Fred Dale, a Matt Shelvey appointee, still claims he is the AGVA rep and that Emil Lowe, a national AGVA appointee, has no standing. In following the constitution, Lowe sent out announcements of the meeting to be held at the Hotel Bradford.

Unlike New York, the Boston meeting was guarded by a uniformed guard and a Bruce Carter, an AGVA employee, who asked for dues cards before admitting anybody. Inasmuch as Dale still collects dues, as does Lowe, a conflict arose. Dale-stamped cards were not recognized; so holders were not permitted in.

The Boston situation, according to Jonas Silverstone, will be resolved in the immediate future in the New York Supreme Court. At present a suit is pending in that court which the plaintiffs, Dale and others, have not pressed for trial. Unless action is made to bring the matter to a trial, said Silverstone, AGVA will make an effort to force a trial.

sources, owes about \$20,000 in back taxes.

The room is now being sought by two interests, one in New York and the other on the West Coast, both of whom want to open a cafe.

Dance Teams Must Revamp Routines or Go Out of Biz

By Bill Smith

NEW YORK, Dec. 4.—Dance teams, hardest hit by the present showbiz lull, have been caught in the switches over which they have little or no control. Even while demand for the straight lift and whirl pairs has dwindled, an increased demand has arisen for dance teams whose routines aren't limited to straight ballroomology.

The kind of teams now getting attention are those capable of doing dances based on the modern idiom. These consist of ballet and taps with just a sprinkling of the conventional ballroom stuff, long the mainstay of the usual teams.

Much of this interest, say trade sources, comes from the education customers have received from watching the choreography in hit musicals by an Agnes De Mille, a Jerome Robbins or a Helen Tamaris. Transferring this kind of dancing to a cafe requires a knowledge of the ballet that few present dance teams possess. It also requires a freshness which cannot be substituted for by expensive gowns or ornate musical arrangements.

The outstanding exponents of this kind of dancing are the Champions, who recently closed at the Plaza Hotel. These kids are not only top performers but are unusual choreographers as well. They are responsible for the dance patterns in *Small Wonder* and are working on another musical, *Lend an Ear*. Other teams now in New York who have caught attention are Hoctor and Byrd at the Pierre and Graham and D'Arcy at the Latin Quarter.

While no two of these teams work the same, they all have a youthful zest and an imagination that has interested the bookers to the extent that agents are now telling their straight ballroom teams they had better do something about their acts if they want to keep working.

Unfortunately, comparatively few standard teams have the ability, the youth or the training to switch their acts completely. Here and there a team adds some comedy and gets a new start, but most of them who came into showbiz via dance contests don't know anything but their dances.

Many offices now say that dance teams that beef because they're not booked get their releases without any trouble. Others have to get along on about 15 weeks a year with 10 teams available for every job. With such a condition it is obvious that money has dropped way down. Teams which used to get \$750-\$1,000 now grab \$350 if it's offered.

Novelty teams, led by Jack Cole, are unaffected by this change in trend. Outfits like Cole, followed by Chandra Kaly, Copsy and Ayres and similar pairs or groups, have routines that veer from the spectacular to the exciting. The Oriental dance teams and exponents of the modern, however, have one thing in common—a precision that is flashy and eye-appealing.

It was first thought television

would be a new medium for dance teams. Camera limitations knocked that idea out. But TV shows do use interpretive folk and ballet teams or singles, particularly when routines can be done in a small area.

Trade sources don't know what will become of the straight ballroom teams. A lot of them, they say, will have to leave the business and those who stay will have to get along with odd dates they can pick up. Large offices admit the outlook is gloomy, but say they can't mold public tastes. They can only cater to it.

2 of Palumbo Niteries Sold

PHILADELPHIA, Dec. 4.—The Frank Palumbo interests are selling their holdings in two of their night clubs, holding on to four others.

Ciro's, a class lounge with a downstairs Rainbow Room, has been sold to a combine of five men. The first floor will be converted into stores and the new owners will operate the downstairs room.

The 20th Century Tavern will pass out of existence to make way for a bank that took over the building. The spot was one of the first musical bars in town.

The Palumbo-owned Cove Corporation will open an upstairs room in the space formerly occupied by the Cabin Eaterie. On the basement floor, the corporation operates the Club 13. Other niteries under the Palumbo banner here are the exclusive C. R. Club, Palumbo's Theater-Restaurant, and Frank Palumbo's Click, name band spot.

Agency in Philly Stages Benefits For Multiple Groups

PHILADELPHIA, Dec. 4.—A show-and-dance plan whereby the booker becomes the promoter of the club date, with small organizations and club groups deriving financial gain without any financial risk, has been launched locally for the first time by the Bernie Landis Agency. All the financial responsibility for the show, music, rental of ballrooms, printing of tickets and all other items that go into a sponsored club date, are assumed by the Landis office.

Tickets for the show and dance are printed up in blocks of 100, bearing the name of the organization. In that way, Landis is getting together six or eight or more small social and veteran groups thruout the city, none of which could afford to sponsor a big benefit show themselves, and each co-sponsors an evening's affair. Tickets are \$2 each, including the 50-cent tax, and the \$1.50 is split between the co-sponsoring club's treasury and the Landis Agency. All settlements for tickets are made a week before show night, giving the agency a chance to peddle ducats on its own in event the returns are slim.

Organizations going in on the benefit plan get a cut only from the tickets they sell. But with so many small clubs around town and the increasing costs of individual club promotions for benefit shows, Landis claims that this plan for mass co-ordination of benefit shows has been enthusiastically received by both large and small groups around town.

While the Landis Agency is the first to engage here in sponsored events where the booker underwrites the show, the attempt is being frowned upon by the Entertainment Managers' Association. A spokesman for the as-

VAUDEVILLE REVIEWS

Chicago, Chicago

(Friday, December 3)

Capacity, 4,200. Prices, 50 to 98 cents daily. Five shows weekdays; six on week-ends. House booker, Harry Levine. Show played by Louis Basli's house band.

Jerry Colonna proved a weak headliner in this otherwise okay variety bill, with the ex-Bob Hope foil showing uncertainty and nervousness all the way. Colonna, unfortunately, worked solo all the way, making it impossible for him to exercise the radio character of a stooge, noted for the pause and then the sarcastic topper to a Hope remark. Colonna found it difficult to work all the dialog and the uncertainty of his vaude act was mirrored often on his face and in fumbling for lines. His routine needs plenty refurbishing to make even good solo material. Tried hard to put across a short trombone solo, but introductory dialog to the solo was so bad that he was finished before he ever put the horn to his lips. His only efforts that drew attention were a trio of his fog-horn vocals that drew solid applause and some nifty chuckling.

New house ork leader, Louis Basil, is the best frontman the theater has had since the exodus of Lou Breese into booking ranks. Still a youngster, the former show maestro at Loew's State, New York, exaggerates all his conducting gestures to the point where they become top salesmanship. Led the band nicely thru a swell scoring of *Caravan* to open the show and handled cues masterfully. Basil's forte is smart introductions for each act.

The Chadwicks showed loads of class in a pair of ballroom routines, but a switch in their presentation would help. Instead of the long classic routine as an opener, they would do well to start with something novel and short, then swing into the *Thais* number, closing with another short, snappy bit. Man's slow handling of the gal is perfection all the way, with his one-hand lift into a whirl an outstanding finale.

Johnny Morgan has dropped his zany longhair conductor closer for some smart gagging about currently uncertain business conditions. The Mortimer Snerd-ish comic got good response all the way, especially in the closing number. His Puckish delivery even gets a solid response for some risqué stuff that might have fouled him up otherwise.

The Pied Pipers have come up with another stage novelty in *We Four*, a parody on chirp June Hutton romancing with the three boys in the harmony foursome. Bit has plenty of animation and good lyrics, and when coupled with their standard Herman parody, places them in the top bracket for vaude. Since last seen they've worked up a smooth chronological history of their success thru songs they've made popular. Pic, *An Innocent Affair*.

Johnny Stoppel.

sociation, which represents the club date bookers, said that such a plan represents "unfair competition" and is considered "unethical" in the light of trade practices established by the association. He added that official action will be taken against the Landis Agency at the next meeting of the association.

Olympia, Miami

(Wednesday, December 1)

Capacity, 1,200. Prices, 65 cents to \$1.80. Four shows daily, five on Saturday. House booker, Harry Levine. Show played by Freddie Carlone's house band.

Bobby Breen showed the Miami audience he still has all the charm and personality he possessed as boy soprano on Eddie Cantor's radio show a few years back. He won four call-backs and an unscheduled encore despite the fact that his voice is no longer exceptional.

His material consisted of standards and pops, topping his stint with the inevitable *Rainbow on the River*, which brought a ripple of applause. Breen's gimmick of selling auto-graphed records in the lobby between shows, this time for benefit of the local cancer clinic, went well the first day.

Barney Grant Scores

Barney Grant, billed as "Corn Off the Cob," was right on Breen's neck as an applause getter. Using guitar mostly as a prop, Grant delivered his admittedly rank routine to good effect, proving people will laugh at oldies if you warn them in advance. Grant used several blue stories which have been making the rounds of the clubs, but which are not used ordinarily in theaters. These, however, got the best laughs.

Cleverest acrobatic dance team to play here this summer was John and Eve Kemmy, who use the man's hat as a foil in doing their routine. Kemmy's attempts to keep the hat on his head added a unique touch to what would have been an ordinary act otherwise.

Juggling Turn

Kay and Karol, a juggling team, didn't do much real juggling but made a hit with an audience participation gag in which Kay balanced a glass of beer on a spinning hoop, then went into the audience to find someone to drink the beer. He followed this by bringing a volunteer on stage and knocking a cigar out of his mouth with an Indian club. His method of bringing Karol and his props on-stage in a small and apparently empty doghouse also got a big hand.

The Catron Brothers, one of whom emceed the show, did a slapstick routine which was only fairly successful. They began as piano-song act, but deserted the piano after half a number and clowned in front of the mike the rest of the time.

Freddie Carlone, new leader of the house band, played a rather weak show.

Pic, *Rachel and the Stranger*.

Dick Lowe.

SPOTLIGHT EXCLUSIVES!

TEXAS JIM ROBERTSON

Exclusive RCA Victor Recording Artist

CHUCK PALMER

and His Musical Rangers

THE MELODY RIDERS

DeLuxe Recording Artists

BILLY WILLIAMS

RCA Victor Recording Artist

PAULA CARROL

DeLuxe Recording Artist

For available dates, contact

SPOTLIGHT ATTRACTIONS, INC.

1697 Broadway New York, N. Y.

PLaza 7-7820

direct from Hollywood
"Are You Ready, Hezzie?"

IN PERSON

THE HOOSIER HOT SHOTS

STARS OF ★ STAGE ★ SCREEN ★ RADIO ★ RECORDS

Limited Personal Appearance Tour

A few choice dates available for December, 1948, and January, 1949

Write

Wire

Phone

JOLLY JOYCE

EARLE THEATER BLDG.
PHILADELPHIA 7, PA.

The
TUNE CRIERS
TOP COMEDY
PANTOMIME TRIO
Currently
CHINS
CLEVELAND, OHIO

Billboard Attractions

NIGHT CLUB REVIEWS

Terrace Room, Hotel New Yorker, New York

(Thursday, December 2)

Capacity, 450. Price policy, \$1 cover. Shows at 9 and 12. Publicity, Kurt Unkelbach. Operator, Frank L. Andrews. Estimated budget last show \$3,000. Estimated budget this show, the same.

The Ice Fancies of '49, cooked up by Donn Arden, has pace, variety, comedy, singing, unusual stunts and some of the most expert small area skating seen around. It all adds up to a fine show, full of sight and ear value.

The evening's strongest act is Florence and Bob Ballard, a boy and girl acro team who give a new polish to the usual lifts and spins. Acrobatics on ice have much more speed and interest than on the boards and take on a new luster. The unusually good looking duo have one sensational stunt, with the boy whirling the girl around a few feet off the ice while holding her by one leg. In addition, they are very adept at one hand and one foot lifts, and do well with a modified Apache dance as their second number.

Boff Solo Acts

The show uses several skaters for solos—all of whom perform masterfully. Alice Farrar, the first, resembles a human top with her rapid one-legged pirouettes; Chet Nelson does some taps, leaps and another speedy low pirouette, and Margie Lee terps on skates in a slow, sexy routine.

There are several novelty numbers, one of which might have been cut to shorten and tighten the show. The first, *From Them Thar Hills*, naturally has a hillbilly theme and features eccentric dancing by George Zak, Margie Lee and James Carter. The second number, *Couple of Swells*, tho a good idea was essentially repetitious of the first. However, Arden really conceived a smart routine with his *People Wear Hats* in which the skaters did take-offs on Ted Lewis (top hat), Maurice Chevalier (straw

hat) and Jimmy Durante (slouch hat) to the theme music of each artist.

Arthur Johnson gives the show a strong assist with his vocal backing. He has a good set of pipes and a pleasing stage manner. Mardi Bryant, who also handled some of the vocals, is equally strong. Gardner Benedict and his ork really cut a fine show behind the skaters. The costumes by Mme. Berthe are out of the top drawer. Donn Arden gives the room top ice show production all the way.

Leon Morse.

College Inn, Hotel Sherman, Chicago

(Friday, November 5)

Capacity, 550 seats. Shows at 8:30, 10 and 12. Price policy, \$2.50-\$3.50 minimum. Publicity, Howard Mayer. Estimated budget this show, \$5,500.

A unique departure from the average type of night club show, present bill of the College Inn, which reopens the room after a four-month shuttering, is something for the trade to watch. Judging by opening performance, a musical montage titled *Salute to Gershwin*, Ernie Byfield's new idea will go over with a smash. It warrants copying by other niteries which are looking for something new to hypo sick business. Show, as done for College Inn, is costly, but cheaper versions could be packaged.

New show, which blends Gershwin tunes by the Skitch Henderson ork; Honey Dreamers, vocal group; Nancy Reed, Andy Roberts and George Tozzi, solo vocalists, with narration by Jim Ameche and interpretative dancing by Kermit and Gloria, gives a dramatic and musical vignette of Gershwin's life. Sherman Marks, local stage and radio producer, wrote and directed the production and wove it into a smooth package which drew frequent hands. At the end of the hour-long show payers cheered all, with top honors to Kermit and Gloria.

According to Marks, the Gershwin show will be the first of many using the new technique which he calls "a miniature musical." Others will be based on lives and music of famed composers. In addition, there will be capsule versions of well-known musical stagershows and some originals as yet not clearly planned.

To fit the new College Inn to the type of show he is now presenting, Byfield did a complete remodeling job which now gives the room ultra modern architecture and lighting. Motif of room helps accent the entertainment impact of the new type bill.

Originally it was planned to present only the montage each evening. This week, however, it was decided to use a three-show-nightly policy—brief, regular shows at 8:30 and midnight, and the montage at 10.

Cy Wagner.

Coq Rouge, New York

(Tuesday, November 30)

Capacity, 167. Price policy, \$2 minimum. Shows at 9:30 and 12. Owners, Frank Bonacchini and Dante Marini. Booking, non-exclusive. Publicity, Dorothy W. King. Estimated budget this show (minus music) \$100.

The spot is definitely carriage trade, with the bar doing a fairish business. The new singer, Gigi Durston, who opened here on the night caught, apparently has a following to judge from her table hopping.

Miss Durston, ex-band canary and ex-Powers model, is a very pretty brunette who does an acceptable singing job for a room like the Coq Rouge. Her voice, tho pleasant, is too small to indicate any real commercial future. Some of this may have been due to preem night nervousness. She was all tightened up for her first two songs, loosening only towards the end. Basically the girl needs better routining and more listenable arrangements. A mixture of

Capitol Gets Godfrey Show

NEW YORK, Dec. 4.—The Arthur Godfrey show will go into the Capitol instead of the Roxy the end of January. The Roxy deal fell thru when money differences arose.

The show, to include Godfrey, a band and about nine acts, will get about \$25,000, with a possibility of a split similar to the one the Capitol gave *Stop the Music*. Both deals were set by Music Corporation of America.

The package, without Godfrey, is being submitted out of town for 10G.

Lyons Campaigning For Dave Fox's Job

NEW YORK, Dec. 4.—With the Dave Fox resignation all but accepted, Jimmy Lyons is making the pitch to get the job of Eastern director and New York head of the American Guild of Variety Artists (AGVA).

In his campaign to nail down the job, Lyons has written to every member of AGVA's national board and has contacted every member of AGVA's executive board, asking for support.

Lyons, who is vice-chairman of the union's membership committee and a topper on many other AGVA committees, also has a petition out to the general membership, which he says already has scores of names on it.

Vito Melfi is now filling Fox's job on an interim appointment basis.

Hal Braudis Opening Las Vegas Office

LAS VEGAS, Nev., Dec. 4.—Hal Braudis, manager of the Kathryn Duffy dance groups, is opening a booking office here to service clubs in Las Vegas, Reno and Elko, Neb., and Phoenix and Tucson, Ariz., with entertainment.

Braudis will continue to produce the productions at the Hotel Last Frontier here, where a Kathryn Duffy group is in its third season. Another group of Kathryn Duffy dancers is in its fifth season at Beverly Hills Country Club, Newport, Ky.

Braudis says two new Duffy lines are being set for Slapsy Maxie's, Los Angeles, and a San Francisco niterie.

Potpourri of Gimmicks Puts Dinah and Ravens Across

DETROIT, Dec. 4.—A whole string of promotional stunts was cooked up for the double bill debut of Dinah Washington and The Ravens at the Paradise Theater by p.a. Hal Halperin, working with Gil Richards, flack for the house. Opening day, 25 balloons with miniature ravens attached were let loose during the civic Thanksgiving Day parade, and the captors got ducats to the house.

The first 150 people at the box office bearing the name of Washington got in free. Another 100 records of the Ravens' *White Christmas* went to patrons whose social security numbers checked with stubs drawn in the house. Halperin also cooked up a pre-opening long-distance interview for Miss Washington with a local jockey.

pops and standards can be pleasant, but not when they're all in a slow tempo.

Dick Wilson's band, who has been here since we were last in the room about six years ago, is still here and still does a nice job with his society dance beats. His backing of Miss Durston was only so-so, tho part of it was probably due to the lack of good arrangements. Bill Smith.

Follow-Up Reviews

RALEIGH ROOM, WARWICK HOTEL, NEW YORK: In its hunt for talent or something that needn't be talent but has a draw, the spot has come up with Derry Faligant, a boy singer who works with a guitar.

Faligant is a newcomer in the East, having done some work on the West Coast. That he lacked experience was apparent, but what he didn't have in that department, he more than made up for with talent potentials. A slim, narrow faced lad, Faligant impressed with a self-effacing demeanor plus a singing voice that has a peculiar intimacy which should help carry him places. His routine is a mixture of folks songs, pops and standards that stack up quite favorably with an audience that wasn't too easy to please. On the show caught, the mike conked out, yet despite this handicap, the lad did six numbers and was called back for more. Bill Smith.

LE REUBAN BLEU, NEW YORK: In his debut here, Mike Brown, *Billboard* alumnus, impresses as a jazz pianist with plenty to offer but with plenty to learn. The youngster, who plays his own compositions exclusively, has an infectious jazz style that set the room rocking. His best were *I Loved You When*, with a cute situation lyric, and *The Navy Blues*, featuring a boogie arrangement that was stimulating. These were strong but some of the others weren't.

The pianist might add songs by different composers and sing more pops to give himself that all-important change of pace. Between numbers some clever patter would also hypo his act. At present, Brown has all the equipment needed to go places but he has to get the most out of it. Leon Morse.

COPACABANA, NEW YORK: The addition of Vic Damone and Dorothy Keller to that perennial comic powerhouse, Joe E. Lewis, gives to Copa a beautifully balanced, smartly paced entertainment package. His Copa bow represents a big date in young Damone's life, and caught at the very first show he was understandably nervous. His *Begin the Beguine*: opener, done with superb ease and style on many other occasions elsewhere, was somewhat tense and stiff. However, as he went thru a tender arrangement of the current hit, *My Darling, My Darling*, and worked his way to his Italian number finale, he loosened up item by item and walked off to a boff reception. The kid will have little trouble with the Copa crowd. His basically fine and feelingful songselling and ingratiating unspoiled personality will win 'em and hold 'em. He might drop tricky tunes like *I've Got the World on a String*, as they present obstacles to the smoothness of his delivery on less awkward numbers.

Miss Keller is a competent tapster with an extremely effervescent personality. On the straight toe-and-heeler with which she opened, she was just another dancer. Her jitterbug and samba routines, however, have nice touches of satirical humor and lift her above other turns in the category.

And while Bill Smith mentioned the tune in his original review of this show, we want to repeat that *Once Around the Moon* out of the show score sounds like a natural pop hit. Diskers ought to be making plans to record it. Joe Csida.

FROM DALLAS
BEA VERA
"THE LATIN IN SATIN"
WITH HER ORCHESTRA
currently
at the Exclusive
CIPANGO CLUB
Management
MCCONKEY MUSIC CORPORATION
KIRBY BLDG. DALLAS 1, TEXAS
PHONE: CENTRAL 3314

Cash In On His New
Columbia Picture
"LARAMIE"
and his best-selling Victor Records
ELTON BRITT
★ Direct from Hollywood ★
WITH SHORTY WARREN AND BAND
(7 Artists)
LIMITED TOUR STARTING DEC. 27
Write
Wire
Phone
WAlnut 2-4677
WAlnut 2-9451
JOLLY JOYCE
Earle Theater Bldg.
Philadelphia 7, Pa.

Trampoliningly Yours
PAUL & PAULETTE TRIO
Opening
LATIN QUARTER
New York City, Jan. 6, 1949
Thanks to LOU WALTERS,
RAY LYTE, MAY JOHNSON
Direction: LOU COHAN
203 N. Wabash Ave. Chicago, Ill.

Currently
BALINESE ROOM
Somerset Hotel, Boston
Lucille & Eddie ROBERTS
"THE MAGICAL MENTALISTS"
HARRY GREEN, Per. Rep., 1619 Broadway, N. Y. 19, N. Y.

Milwaukee Niteries Face License Hike; Several May Close

MILWAUKEE, Dec. 4.—Local niteries are facing a new financial headache—higher license fees. The common council's license committee has just recommended upping the tavern license fee from \$200 to \$400 a year and the night club license from its present \$50 a year music fee for live music to a \$500 a year night club license.

Dance hall licenses, including those for taverns, were raised from \$37.50 to \$50 a year. There are 165 stands in the city.

Alderman Charles Quirk told the committee that the hike would drive at least six of the city's 16 night clubs out of business.

"Musicians will be thrown out of work, too," he added.

However, the raise would be accompanied by an ordinance permitting niteries to continue entertainment until closing hours. For this reason, some of the clubs with the biggest name entertainment thought the change might be for the better. At present all entertainment stops at 1:30 a.m. on Saturday nights, 12:30 a.m. other nights, tho they are permitted to stay open Saturdays until 3:30 and weekdays until 2 a.m.

"If we can continue entertainment until closing," said one op, "the additional take would more than cover the additional \$500 fee—and would eliminate chiseling in spots where police look the other way and entertainment is continued past the legal closing hour."

A survey of local spots revealed that some are losing as much as \$2,500 a week. The talent nut alone in many is \$4,000 a week and more. So far the top spots all are still hanging on grimly. In an effort to hypo biz, ops have been buying names like Bob Eberle, Harry Cool, Patti Page, Mel Torme, Dizzy Gillespie, Herbie Fields, Johnny "Scat" Davis and others.

Wholesale liquor houses are tightening their credit requirements, and some are even beginning to chop off a few of their salesmen to hold up the commissions of others. Postdated checks are more and more frequent, and some are beginning to float for distressingly long periods.

New York:

Stem Cracks 475G; Cap 68, Roxy 148, Para 92, MH 122

NEW YORK, Dec. 4.—The over-all total for the vaude-pic houses zoomed up last week to \$475,000 from the previous week's \$334,000. Business got a big shot in the arm from upped holiday prices plus an extra day's gross at the Roxy. The Roxy also broke an attendance record for the Thanksgiving four-day week-end, the audience count being 89,204. The previous high was approximately 87,000.

Roxy (6,000 seats; average \$89,000) chalked up a terrific \$148,000 first week. Attraction is Mickey Rooney, Borrah Minevitch and His Gang, Rosario and Antonio and the Ice Show with Arnold Shoda and Joan Hyldoft. Pic, *When My Baby Smiles at Me*.

Radio City Music Hall (6,200 seats; average \$115,000) had a fair \$122,000

week the first stanza with the Theron Troupe, Hal LeRoy, Ben Beri and *The Hills of Home*.

Paramount (3,654 seats; average \$76,000) collected a solid \$92,000 the first week with Nellie Lutcher, Red Buttons, Raul and Eva Reyes, Stan Kenton and his ork and Miss Tatlock's Millions.

Capitol (4,627 seats; average \$66,000) did okay with a \$68,000 gross the second stanza with Jane Powell, Susan and Fred Barry, Joey Adams, Shep Fields and his ork and *The Kissing Bandit*. The first seven days was good for \$79,000.

Strand (2,700 seats; average \$40,000) was off to \$45,000 the second week as against a strong \$60,000 the first week. Bill is Tim Herbert, the Szonyis, Frankie Carle and his ork and *Fighter Pilot*.

AGVA-Phil. Peace; Jones Gets 13G

PHILADELPHIA, Dec. 4.—The Associated Actors and Artists of America (Four A's), the American Guild of Variety Artists (AGVA) and Local 6 of AGVA finally ended their battle this week, sat around a peace table and issued a joint statement by Hyman R. Faine, in behalf of the Four A's, AGVA committee; Dick Jones, local executive secretary; Jimmy Evans, president; Al H. Rea, vice-president, and board member John Taylor. Bringing the local union back into the AGVA fold as a branch, the statement read:

"Paramount among the objectives was the welfare of national AGVA and of its Philadelphia members. In line with the action taken by the AGVA membership in a national referendum to establish a branch system instead of a local system, the Philadelphia membership on date of October 15, 1948, voted to dissolve its local and move into the branch system. In harmony with this spirit, the Four A's and national AGVA have given the Philadelphia branch their blessings.

AGVA paid Jones \$13,000 in settlement of all claims against the national office.

He Won't Lie Down!

NEW YORK, Dec. 4.—Sol Tepper, indie, got a wire recently from the Coast asking him to check on a report that Joe E. Ross was dead.

Tepper, who had spoken with Ross on the phone, became alarmed and called Ross's hotel. Ross didn't answer, and the hotel management opened the door upon Tepper's insistence. The room was empty, and the bed looked unslept in.

Late in the afternoon Tepper got a phone call from Ross and demanded to know where he was and then told him of that wire. Ross started to stutter, then finally broke into laughter.

"Gee, Sol, I know what happened. I was working in New Orleans and laid a bomb. I spoke to the Coast and told a couple of guys I died there. They're not in showbiz, so they must have misunderstood."

has supported every form of entertainment from legit to ballet and reopened such theaters as the Theater Royal, Bristol, and the Arts Theater, Salisbury, but has ignored vaudeville.

"We feel that some of the public money the council spends should be devoted to our side of the entertainment industry, for music hall is a national institution," a VAF official said.

The demand for State aid to reopen theaters is not a step toward nationalization, but a move to give British vaude artists a break. The vaude industry has been on the decline for several years. The importation of more American acts and the VAF action are expected to give vaude the needed shot in the arm in 1949.

British Seeking Vaude Comeback

LONDON, Dec. 4.—The decline in the number of theaters playing straight vaudeville shows in England has brought a storm of protests from the Variety Artists Federation (VAF). The 6,000 VAF members are making representations to the Arts Council to reopen some of the theaters which have fallen into disuse.

The VAF says that the Arts Council

IN SHORT

New York:

Gene Marvey, who is supposed to have left the business and gone into real estate, hasn't. He's doing club dates. . . Marshall Brothers have broken up. Jerry is now doing a single and Danny has "retired." . . Ned Schuyler doing a terrific burn at his Miami Beachcomber at Murray Weinger. Reason? Because Weinger's Copa City will open same night as the Beachcomber.

One of the largest talent agencies has had checks bounce from a club where it has put some of its top attractions (not in New York). . . Jerry Rosen, who now makes a noise like a dog breeder (Afghans), has been asked to be a judge at a specialty dog show. . . Jean Carroll going into the Paramount either January 5 or 12. . . Matt Shelvey's trial in Atlanta starts next week.

Grace and Paul Hartman will break in their act (before the Waldorf) at Providence's Sheraton Biltmore. . . Bullets Durgom has added Jackie Gleason to his string.

AVAILABLE!

FOR NEW YEAR'S EVE WEEKEND FRI. SAT. SUN. Dec. 31 Jan. 1 Jan. 2

For THEATRE and AUDITORIUM DATES

11th Edition

'THE BEST IS YET TO COME'

AMERICA'S GREATEST TWO-HOUR STAGE SHOWS featuring NAME BANDS AND TO ALL-STAR HOLLYWOOD ACTS

WRITE WIRE PHONE

HOLLYWOOD PRODUCTIONS

KROGER BABB and JACK JOSSEY
Home Offices: WILMINGTON, OHIO

Fits Through the Buttonhole

It Then is Locked Securely

Can not be passed to another without destroying it. Assorted Colors. Sample and prices on request. Order Today!

WESTERN BADGE & NOVELTY CO.
462 N. Exchange St., St. Paul 2, Minn.

SELAN'S
World's Largest Creators of HAIR STYLED PIECES

Write for FREE CATALOG

Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces.

SELAN'S
HAIR GOODS CO.
32 N. State St.
Dept. T
Chicago 2, Illinois

Always - THE SHOWMAN'S FRIEND in Los Angeles

500 Modern Rooms with bath and radio

"Foremost on the Coast"

ALEXANDRIA HOTEL

Fifth at Spring • Los Angeles

FRANK WALKER, General Manager
Formerly at Olmsted, Cleveland, O.

FREE COMEDY MATERIAL!

Our PUNCH LINES No. 7 gagfile absolutely free. Other comedy material on sale: PUNCH LINES files 1 to 6—\$1 per file • Original monologs, 8 for \$13 • Original dialogs, 4 for \$12 • Comedy band bits, 4 for \$8 • Special introductory offer: any \$20 worth of material for \$8.

LAUGHS UNLIMITED

276 W. 43rd St., New York City. BRyant 9-0074

NOW! the EMCEE magazine.

Contains original material. Monologues, Parodies, Band Novelties, Skits, Dialogues, Songs, Patter, Gags, Jokes. Subscription, \$1.00. Add \$1.00 for 4 gagpacked back issues. EMCEE, Desk 11 1508 So. Homan Ave. Chicago 23, Ill.

COMEDY MATERIAL
for all branches of theatricals

FUN-MASTER
"The ORIGINAL Show-Biz Gag File"
Nos. 1 to 22 @ \$1.00 Ea.
(Order in sequence ONLY)

SPECIAL: The first 13 files for \$8.00!!!!
3 DIFFERENT BOOKS OF PARODIES (10 in each book), \$10 per book. Send 10¢ for lists of other comedy material, songs, parodies, minstrel patter, black outs, etc. No C. O. D.'s.

PAULA SMITH
200 W 54th St. NEW YORK 19

In Central Philadelphia
CLINTON HOTEL 10th BELOW SPRUCE

200 OUTSIDE ROOMS from \$2 DAILY

SPECIAL WEEKLY RATES
HOUSEKEEPING FACILITIES
Beautiful Air Conditioned
COCKTAIL LOUNGE
WALKING DISTANCE OF ALL THEATRES

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

Comedians—M. C.'s—All Acts!

Colossal Value! Professional INDEX CARDED Gag File & Monthly Service. (1) 2,000 Gags, Quips, Heckler Stoppers, Comedy Stunts, etc., on 3 by 5 inch INDEX CARDS. Classified 38 Subjects. (2) Portable File Cabinet. (3) Plastic TRANSPARENT Windowed Wallet holding 48 Gags VISIBLE for Quick Study on Trains, at Lunch, etc. OUTFIT as above, plus 3 Months' Service. Fresh Gags, etc. (LIMITED). \$10 postpaid. SAMPLE 800 Gags on Cards (August issue), \$4. "PATTER-DEX" GAG-DEX, BOX 2, WOODSIDE, N. Y.

Heilweil - Rose Set Up New Org For Off B'way

NEW YORK, Dec. 4.—Another producing group, styled on the pattern of New Stages (NS), moves into the Broadway scene when Contemporary Productions (CP) gets underway. This is expected to be as soon as David Heilweil and Norman Rose, former director of NS, have almost 50G of the \$100,000 needed. It is believed that the Rose-Heilweil combo will showcase their scripts at the International Theater.

From the point of view of investors, the money they put into the producing unit will give them a ride on three shows instead of the usual one. If the scripts are successful at the International, the stand there will be limited to from two to six weeks, and then the shows will be moved into other Broadway theaters. Other productions will follow at the International.

The producers figure the advantage of their operation is that shows have continuity of production, performance of staff and no out-of-town tryouts with consequent losses. They will have paid previews. They also claim that careful planning will eliminate production losses. Because of the nature of the project, Rose and Heilweil expect that theater talent—stars, directors and actors—will work for less than their normal price.

CP believed it might get concessions from the legit unions, but allowances were refused because the International is located so close to the Broadway area.

The first play skedded is the Andre Gide-Jean Louis Barrault dramatization of Franz Kafka's *The Trial*, with Joseph Schildkraut to star. Sean O'Casey's *Cock-a-Doodle Dandy* is next, but the script hasn't been selected.

Ducats will be priced from 50 cents to \$2.50 plus tax, much below the Stem scale. Rose and Heilweil claim they will be able to gross between \$16,000 and \$18,000 at capacity with a possible operation profit of from 4 to 7G.

New Haven Smashes Gross Record Twice

NEW HAVEN, Dec. 4.—House records at the Shubert Theater were broken on two successive recent weeks here for both legit shows and musicals, when Charles Boyer in *Red Gloves* hit an amazing \$21,000 for the split week, only to be followed by Arthur Lesser's *Along Fifth Avenue* with 22G for the same length of time. Both shows operated on a \$4.40 top.

The Boyer show, which was top money for any drama that played this house, both from the take and the toll, was virtually a sellout, with only the bow-in performance showing empty pews on the main floor. The gallery and first balcony went early. The Willie Howard-Nancy Walker-Carol Bruce musical was a complete sellout at least a full week before the curtain, with the s.r.o. sign out all the way thru.

Equity Pat on Absent Voting

NEW YORK, Dec. 4.—Actors' Equity has gone on record against any change in the present method of absentee balloting. Tammany Hall, challenging the election of George Frankenthaler for surrogate, has claimed in court that such balloting is handled improperly. Keeping in mind the needs of its members, many of whom are on the road, Equity sent Alfred Harding, assistant to the president, to state its viewpoint on the matter. The union was instrumental in getting the absentee ballot on the statutes of the State of New York.



BROADWAY SHOWLOG

Performances Thru December 4, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	421
Born Yesterday (Henry Miller)	2-4, '46	1,193
Bravo (Lyceum)	11-11, '48	28
Edward, My Son (Martin Beck)	9-29, '48	76
Goodbye, My Fancy (Morosco)	11-17, '48	81
Harvey (48th Street)	11-1, '44	1,726
Life With Mother (Empire)	10-28, '48	53
Light Up the Sky (Royale)	11-18, '48	20
Mister Roberts (Alvin)	2-13, '48	836
Play's the Thing, The... (Booth)	4-23, '48	293
Private Lives (Plymouth)	10-4, '48	72
Respectful Prostitute, Hope Is a Thing With Feathers (Cort)	8-16, '48	303
Summer and Smoke (Music Box)	10-6, '48	69

Musicals

Annie, Get Your Gun (Imperial)	5-16, '46	1,663
As the Girls Go (Winter Garden)	11-13, '48	25
High Button Shoes (Broadway)	10-9, '47	484
Inside U.S.A. (Majestic)	4-30, '48	251
Love Life (46th Street)	10-7, '48	68
Make Mine Manhattan (Broadhurst)	1-15, '48	374
My Romance (Adephi)	10-19, '48	55
Small Wonder (Coronet)	9-15, '48	95
Where's Charley (St. James)	10-11, '48	64

ICE SHOWS

Howdy, Mr. Ice (Center)	6-22, '48	168
-------------------------	-----------	-----

OPENED

Red Gloves (Mansfield)	12-4, '48
------------------------	-----------

COMING UP

Anne of a Thousand Days (Shubert)	12-7, '48
-----------------------------------	-----------

CLOSED

Magdalena (Ziegfeld)	9-20, '48	88
Saturday (4)		

Rome Will See 10 Yank Plays

ROME, Dec. 4.—In the coming three months Eugene O'Neill will be the most produced American playwright here. His latest Broadway work, *The Iceman Cometh*, his *Mourning Becomes Electra* and his one-act series, *S. S. Glencairn*, all are to be presented before March.

Among the newer dramas, Tennessee Williams's *Streetcar Named Desire* and Garson Kanin's *Born Yesterday* will soon be on the boards. John Van Druten's biggest hit, *The Voice of the Turtle*, and Paul Osborn's *On Borrowed Time* also are ready for unveiling.

Joseph Kesselring's *Arsenic and Old Lace*, Clifford Odets' *Golden Boy* and Thornton Wilder's *Our Town* among the older hits are others Rome theater-goers will see soon. This makes a total of 10 American plays that the more than 60 Italian companies will produce in the near future.

'Harvey' in Hartford Dec. 16

HARTFORD, Conn., Dec. 4.—*Harvey*, the Pulitzer prize play, starring Frank Fay, is booked for a three-day run at the Bushnell Memorial, Hartford, starting December 16. The show is slated to conclude a 12-week stay in Boston on December 11.

New Prospect For D. C. Legit

WASHINGTON, Dec. 4.—The Virginia Theater in near-by Alexandria, Va., is again studying a contract to run legit shows, and this time there is a strong prospect that the deal will be consummated. The board of directors of the Alexandria Amusement Corporation, which operates the theater as a movie house, is weighing a contract with a New York booking agency to run the Virginia as a legit playhouse for a 17-week trial period which if successful would be followed by a permanent legit policy at the theater. Unless an unforeseen hitch in negotiations develops, the contract is likely to be signed in time for an opening of a legit show at the Virginia early in 1949.

Thus for the second time within the year the Virginia becomes the leading prospect for restoring legit to the Washington area. Last summer the theater corporation's board turned down a proposal which presumably had failed to get encouragement from Actors' Equity, whose performers have been refusing to play at the National Theater here under that house's racial segregation policy. The National, which went dark as a legit show house for the first time in its history last July, has been operating as a movie house over the last two months.

Stage To Be Deepened

Originally designed to accommodate vaude shows in the event of a revival of vaude, the Virginia can accommodate straight plays without major remodeling. If the 17-week trial run of Broadway shows at the Virginia proves successful, the stage will be deepened and other changes made to accommodate full-scale musicals as well as dramas. The present stage is 45 by 30.

Valentine Smith, manager of the theater, said that contract negotiations are "still in a preliminary discussion stage." It is believed, however, that the deal could be closed fast if Actors' Equity gave a quick approval. Altho the union is refusing to play under Jim Crow policy in the nation's capital, it is felt in local theatrical circles that Equity might drop the issue in the case of the Virginia playhouse, since an old Virginia law decrees segregation in public places. Word received here from Actors' Equity in New York was that it is up to the union's council to decide the question of whether Equity performers can play the Virginia without violating the union's anti-Jim Crow policy in the capital area.

Meanwhile Marcus Heiman, president of the National Theater Corporation, has shown no inclination toward dropping Jim Crow policy so as to restore legit shows there. The National is doing fairly well with movies, it is explained. *The Red Shoes* has been playing on a two-a-day basis at roadshow prices (85 cents to \$2.40). This was the flicker with which the National began its screen policy, and expectations are that the movie will stay over the Christmas holidays.

Wing Preps Drive For 100G for Vets

NEW YORK, Dec. 4.—The American Theater Wing (ATW) will begin its drive Tuesday (7) to raise \$100,000 to continue feeding entertainment to wounded vets in hospitals. All entertainment mediums will be used to help get the dough, with the accent particularly on radio and legit.

The Hudson Theater will be the scene of a rally on that day, with a bronze plaque being given to the ATW by *The New York Times* to be put on the site of the Stage Door Canteen. At the rally the theater will be asked to open its pockets and shell out for the vets.

Broadway Opening

RED GLOVES

(Opened Saturday, December 4)

MANSFIELD THEATER

A drama by Jean-Paul Sartre. Adapted by Daniel Taradash. Settings by Stewart Chaney. Costumes by Emeline Roche. General manager, Harry Essex. Stage manager, Herman Shapiro. Press representative, Marian Graham. Presented by Jean Dalrymple.

Reich.....J. Anthony La Penna
 Johanna.....Anna Karen
 Loutec.....Guy Thomajan
 Munster.....Horace McMahon
 Hugo.....John Dall
 Jessica.....Joan Tetzel
 Marochek.....Jesse White
 Kirtz.....Martin Kingsley
 Hoederer.....Charles Boyer
 The Prince.....Francis Compton
 Karsky.....Royal Beal

Whatever the success potential of *Red Gloves* may be—and a reporter would tab it as being somewhat questionable—there is no question as to the auspiciousness of Charles Boyer's American stage debut.

He proves stagewise his right to be considered one of France's first actors. He brings to what could be a despicable role a personal charm and magnetism such as has been fluttering the hearts of fem pic customers over the years.

In *Gloves*, however, less gals are not going to see the romantic Boyer of the screen. Currently he is a hard-bitten revolutionary; smart, practical, ready to make any deal which will further his party's ends. The fact that he can win complete audience sympathy in such a part is a tribute to a rare stage personality. It will doubtless lure many customers to the Mansfield's b. o.

On the other hand, except for a stellar performance and sensitive direction on the part of Jed Harris, *Gloves* does not look to have lasting commercial appeal. What Sartre is driving at is open to several interpretations. It would seem to one peew-sitter that he is primarily concerned with the futility of one-track idealism versus practical—even if venal—thinking. Since his approach is political, *Gloves* is a talky, frequently static melo which must of necessity slow down while Sartre expounds his not too clearly defined notions. This may be due, of course, to Daniel Taradash's adaptation of the play. There are absorbing moments when Boyer takes over the proceedings, but there is a lack of clarity in subordinate motivations.

Sartre's premise concerns factional Communist strife in a European country during the last war. An idealistic young bourgeois convert volunteers to liquidate a party chief. Even when he believes that the man is a traitor to his idealistic concepts, he can't bring himself to kill in cold blood. It is only when he mistakes a clinch between the leader and his own wife for the real thing that he is able to shoot him down in the heat of anger. In an epilog—after two years in prison—he finds his party subscribing to the same devices for which he committed murder, and welcomes his own execution at its hands. As a study of communistic credo, *Gloves* may be admirable. But as commercial entertainment, it is heavy going.

John Dall, it may be presumed, gives what the script calls for as the vacillating, young Red, dedicated to murder. But it is far from a clear or reasonable portrait. Joan Tetzel as his confused young wife only comes really to life in a scene or two with Boyer. The rest are adequate in a purely background manner, except for another splendid character contribution from Francis Compton.

In sum, *Gloves'* selling chances are 90 per cent Boyer. Jean Dalrymple should be given a vote of thanks for luring him to a Stem appearance.

Bob Francis.

Magic

By Bill Sachs

LEON MANDRAKE has his magic unit in Alabama movie houses and plans to remain in the South thru the winter. . . . C. Thomas Magrum is heralding his mystery turn with an attractive new two-color mailing piece. . . . Virgil the Magician is trekking it across Indiana with his full-evening show, playing school auditoriums to satisfactory returns. . . . Clifford Guest, Australian vent, is winding up a two-weeker in the Blue Grass Room of the Brown Hotel, Louisville. Capt. Lee Allen Estes, Safety First Magician of the Kentucky State Police, describes Guest's routine as "distinctly different and far above the average voice-tosser in quality." . . . Dantini, still on club work around Baltimore, tells of catching Everett and Jane Lawson on a school date in Glen Burnie, Md., and says their performance is one of the best he has looked at in a long time. . . . Chand. and Princess Zeella, magic-mental combo, after several weeks around Norfolk and Portsmouth, Va., have hit out for Florida where they plan to put in most of the winter. . . . Darrell the Magician, piloted by J. C. Admire, winds up five weeks of theater and high school dates in Kentucky December 23. After a layoff for the holidays, show resumes January 2 in Arkansas. Unit totes five people. . . . There are several one-man magic tricks playing Kentucky, among them Preston the Magician, who is reportedly getting a good reception while playing to 50 cents and a buck. . . . Marion the Magician (Marion Halcomb) is set on school assembly and club dates in and around his native Hamilton, O., until next February, with Mrs. Halcomb assisting. They are skedded to do an hour's show for the Lima-Hamilton Corporation, Hamilton, December 24. . . . King and Zorita opened Friday (3) for a fortnight's stand in the Continental Room of the Jefferson Hotel, St. Louis. . . . Landrus the Magician, still playing to good returns in the Texas country, dips into Mexico for a few dates the first week in January and then begins a tour thru Alabama and Georgia that'll take him up to the finish of the regular school season.



SANTA CLAUS HEADQUARTERS
Costumes for all other occasions.
THE CUSTOMER
238 State St., Dept. 2
Schenectady 5, N. Y.

IMMEDIATE BOOKING

LONG RUN
Attractive Exotic Dancers and Strips.
Write or Wire
RIO CABANA
400 N. Wabash Ave. Chicago, Ill.

For Quick Sale—Bargain

ALL OR PART. 60 Sets Wardrobe, 6 to 8; 45 Sets Pictorial Scenery, Electrical and Black Light Props. Send for descriptive list.
AL DE CLERCQ
MAYFAIR THEATRE DAYTON, OHIO

WANTED
Exotic Dancers and Strips
For Theatre and Clubs from
MAINE to CALIFORNIA
BE A BOOSTER FOR
MILTON SCHUSTER
427 North Dearborn St. CHICAGO 2, ILL.

MAGICIANS!!

To introduce our superior quality magical supplies we will send you
OUR NEW VANISHING HANDKERCHIEF
Using NO elastic, thread, wire or cord. NO pull, hand box or hand bag, sleeves up to elbows, both hands empty back and front. Requires no skill or sleight of hand, fine for night clubs and all close work.
— THIS IS WHAT YOU GET —
Our regular 15 inch dollar silk handkerchief and complete apparatus, with full explicit instructions.
— ALL FOR ONE DOLLAR —
Satisfaction guaranteed or your money back.
EUREKA MAGIC CO.
P. O. BOX 245 SOMERVILLE, NEW JERSEY

**Sleepers' Camps Upset
Road Crix' Predictions**

NEW YORK, Dec. 4.—Broadway has had its share of the unexpected this season. Two sleepers—*The Silver Whistle* and *Goodbye My Fancy*—came in to win critical acclaim and reach the hit class; two shows—*As the Girls Go* and *Light Up the Sky*—which received bad initial out-of-town notices were revamped and made the grade with plenty to spare, and another, *Summer and Smoke*, which was tabbed as a sure click, is having stormy sailing, with theater parties its main audience at present.

Whistle was a sleeper in the true sense of the word. This is the first script its playwright, Robert E. McEnroe, has had on Stem boards. Produced in the late summer by the Theater Guild at Westport, the play did not look like a potential hit. However, with Ferrer's performance and with the benefit of several months' tune-up on the road, the play won the crix. *Whistle* has had the benefit of a resourceful producing job from the Guild. The Westport production cost between 10 and 20G, but with road losses the show came in for about \$30,000.

Goodbye My Fancy was turned down by several local managers, one of whom was Max Gordon. The script was produced for about \$55,000 after being initially budgeted at 65G. However, a very successful road tour actually made money for the producers. The play can and is grossing about \$24,000 and can break even at \$16,000. The investors should be in clover after about 10 weeks when they can start counting up their

profits. Mike Todd has actually pulled the greatest stunt of all. *As the Girls Go* was consigned to the ash heap after its Boston opening, but the producer threw away his book, gave the show to Bobby Clark, and the veteran comic gagged it up enough to make it a hit. Todd was so strapped for dough in Boston that he sent his company manager, Ben Stein, into New York where he tapped brokers for 40G, enough money to get the musical into Broadway.

"Sky" Pulls Thru

Light Up the Sky had two-thirds of the script rewritten before it preemed on the Stem. The advance word was bad, but the intensive rewrite saved the day. *Sky* was budgeted at \$75,000 but came in for 60G, after doing s. r. o. in Philadelphia. It can do 27G at capacity at the Royale Theater and breaks even at about \$17,000. Even if it doesn't sell out, the producers will have the investment back in about 10 weeks.

Coming in after a solid smash by *Streetcar Named Desire*, Tennessee Williams's *Summer and Smoke* was tabbed as a sure thing. The theater party brokers bought out from Tuesdays till Fridays for almost two months. *Smoke* received mixed critical notices but still is holding up at the b. o. However, once the theater parties go, the play may be in for trouble. The play cost 90G to produce and so far has paid back 20 per cent of its investment. It is grossing about \$20,000 each week and clearing a substantial profit.

**Satira in Tangle
On Earnings Deal;
Adds Boys to Act**

CHICAGO, Dec. 4.—Patricia (Satira) Schmidt, Balinese terper who was recently pardoned after a year's stay in a Cuban bastille on a murder charge, is in the midst of a hassle with Ross Miller, local strip spot manager, who claims she owes him 25 per cent of her earnings under an agreement she signed with him. Attempts to work out a settlement have failed and it's expected that Ted Raynor, attorney for Miller, will file suit.

Miss Schmidt, meanwhile, has taken over two of the boys who worked as the Three Sapphires, and is rehearsing them to work into her act. She goes into the Los Americas Theater, New York, December 10 for two weeks at a reported \$3,500 a week, holding the headline spot.

SEE NO DECISION

(Continued from page 3)
sidered certain that the subject will be introduced at an early meeting of the Senate Finance Committee and the House Ways and Means Committee after Congress organizes. Even if congressional committee hearings are staged, however, the hearings will go into executive session on any testimony involving individual taxpayers. This procedure is required by federal tax law.

BILLBOARD BACKSTAGE

(Continued from page 3)
president of MCA, who not only engineered MCA's part in the TC deal, but was a key figure in the Jack Benny switch-over from the National Broadcasting Company to CBS. Maybe the Benny deal was great for CBS, but there's no doubt it was for MCA. Ditto the TC maneuver and other major talent and show projects coming up. Wasserman won't like this plug, in view of MCA execs' penchant for anonymity, but we couldn't think of anyone better to start off a once-in-awhile bouquet department.

To *George Evans*. A press agent who gave up his most lucrative client, rather than let that client push around one of his (Evans's) employees unjustly. The client, of course, was Frank Sinatra. Sinatra talks (and we believe means it) an excellent tolerance routine. . . . in general terms. It would be nice if he practised it a little more with people who work for him. (Lest there be a misunderstanding, we're not talking about tolerance in the race or color sense).

To *Richard Himber*. The band-leader-magician-song logger, who has fascinated us thru many Backstage hours. This bouquet, however, to Himber, for keeping our scale right up there with the inflationary movement in all commodities these days. A few years back we wrote a rave review of the Joe Mooney quartet. Mooney's manager, George Moffett, promptly paid us off with a check for \$1.10 (one dollar and 10 cents). Himber came in last week and tossed us a Macy's merchandise bond (retail value, \$10—ten dollars), and urged us to buy our kids a little gift. A fine gesture, and one which forthwith lifts our "price" by about a thousand per cent. At this rate, in 20 or 30 years, somebody may come along and offer us a token for which we'll really write a good story.

To whoever wrote *Once Around the Moon*. We haven't had time to check and don't care, but this opening ditty in the current Copacabana (New York) show is a nice tune with hit potentials.

Burlesque

By UNO

MARY ANN EDWARDS is headlining in Freddie Fulton's mixed gang of stars. . . . Lou Starr, dance director of the Cap and Gown show in Pittsburgh, replaced ailing Jimmie Method as emcee-dancer at the Club Terris, Milwaukee, last week. . . . Harry Savoy, former straight man at the Gem, Chicago, was recalled to his hometown, Detroit, to manage the Alvin. . . . Morey and Eaton opened December 9 at the Capital, Washington, thru Milt Berger. . . . Bob Miller, assistant treasurer of the Hudson, Union City, and Angela Aragona (Pat Paige on stage), were wedding-partied after the ceremony November 26. . . . Lana Barri opened December 10 for four weeks at the Burbank, Los Angeles. . . . Nadine, Modern Lady Godiva, joined her original (Binder and Rosen) unit last week in St. Louis and is due at the Hudson, Union City, Christmas week. . . . Art Watts, comic in Dayton, O., prepared a turkey dinner with the help of the chorus for the cast on Thanksgiving Day. Attending the feast were Buddy O'Day, Walter Budd, Roberta Lee, Leo Wynn, Nadine; Al LeClerg, producer, and Scotty, house singer.

EVELYN TAYLOR headlined at the Troc, Philadelphia, the week of December 5. Next engagement, Empire, Newark, December 17. The tip of the index finger she had accidentally snipped off two months ago is back in place via a delicate stitching job. . . . Hirst unit at the Gayety, Washington, the week of December 5, comprised Vicki Wells, featured; Harry Conley, Walt Stanford, Jack Murray, Linda Leslie, Candy Parker, Billy and Anita Reed, Jimmie Cavanaugh and the Musical Johnsons. Producer Jack Montgomery has 22 girls in the chorus, the largest in any of the circuit's houses. . . . The new unit that opened November 29 in Columbus, O., included Herbie Barris, Harry Seymour, Walter Budd, Roberta Lee, Nat Mercy, Bunny Baer and Nadine, featured. . . . Loney Lewis has returned to burly with his own satire on *Gone With the Wind*, a hokumized wow in which he is straightened by Mariar. Wakefield on stage and Milt Hamilton out front. Between scenes Lewis continues at his other art of portraiture. . . . Felicia Shore, acro dancer, is spot-booked attraction in Hirst houses. . . . Jan Gage, strip principal with the Lewis-Barrie unit on the Hirst Circuit, is a burly first-timer. Last summer she subbed as Kay Norma in the Wine Bath show at Coney Island, N. Y., pending Tirza's recovery from burns suffered in an explosion, and last season she did strips for Mickey Owens at the 19th Hole nitery in Manhattan. . . . Margo, siar strip, is expected to recover from an overdose of sleeping pills and return to Club 26, Milwaukee. . . . Mary Miller and Wally Vernon at the Mayan, Los Angeles. . . . Bernie Ferber, manager of the Gayety, Washington, is also financially interested in the Chicken Hat eatery near by. . . . Comic Lou DeVine closed on the Eastern Circuit November 25 and opened at the Folly Theater, Kansas City, Mo., where he will work with Stanley Montfort, straight man.

STRIP COSTUMES
In stock and made to order . . . \$25.00
Oriental Strips 17.50
Rhinestone G-Strings 7.50
Bra 2.00
Not Panties, Bras, Hose, Etc.
Tel. Circle 6-4197
E. ROWE
P. O. Box 283
Radio City Station, N. Y. C. 10

**MANAGER
BURLESQUE THEATER**
Seats 1,000; booming Ohio city over 800,000; only burlesque in town. Lifetime opportunity for experienced promoter. Write:
BOX 864, THE BILLBOARD
1564 Broadway New York City 10

REP RIPPLES

LANAIR PLAYERS have been working to good returns in the Savannah, Ga., area playing one-day stands under auspices and using E. F. Hannan's *Return of Mr. Carter*. . . . Gitt's Family Show is in the Beatrice, Neb., region. . . . Dave (Honey) Waterson has put together a three-person trick to play Nevada, Washington and Oregon schools and halls. . . . Leon Tate, Flemington, N. J., asks that someone pass along the roster of the Adam Good Repertoire Company that traveled thru t' e East when Peter Murray was comedian on the org. Tate would also like to know who is in possession of the circus notes of the late Charles Bernard of Savannah, Ga. . . . A. S. Frick writes from Monterey, Minn., that his vaude-pic show has been going well for the past two months in that area. Frick has made a number of schools but halls have taken up most of the unit's time. He says he plans to head for a warmer climate soon, with Florida in mind. Frick adds that the Gale Family Show, a nifty three-person trick, has been playing the territory to good results.

'Fort McHenry' Short Marketed by Oriole

BALTIMORE, Dec. 4.—A new short subject called *Fort McHenry*, which shows the historical Baltimore fort, where Francis Scott Key wrote the *Star-Spangled Banner*, is being marketed by the Oriole Film Company of this city. The same company is also selling *Let's Write a Song* to 16mm. libraries. This film shows what scenes inspire the writing of a song and was well received by 35mm. audiences.

The Oriole company has been producing for New York distributors for the past 15 years but now sells direct to 16mm. libraries and schools, it was announced.

Jack W. Gordon Stages

Empire State Minstrels

HARTFORD, Conn., Dec. 4.—Jake W. Gordon, owner and general manager of Gordon's Entertainment Bureau, local booking office, produced and staged a minstrel show, entitled Empire State Minstrels, at the Bushnell Memorial Auditorium last Thursday night (25), with a cast of 75 people.

Among old-time minstrel men on hand was 81-year-old Billy Heins, who drew much applause with his singing and dancing presentations.

Harry Burt was associate producer. A capacity audience viewed the show, with all proceeds going to the Building Fund, Hartford Police Post No. 2849, Veterans of Foreign Wars.

HARTFORD, Conn., Dec. 4.—The E. M. Loews circuit has closed the Hartford Drive-In Theater, situated in suburban Newington, Conn., for the winter months.

ROADSHOWMEN!

NEW LOW PRICES—SUMMER SPECIALS

Westerns . . . \$5.00 per day; \$10.00 per week

Features . . . 7.50 per day; 12.50 per week

NEW PRINTS • SHORTS

Dependable Service.

Many Pictorials, Hoppys, Fuzzys.

A host of new attractions.

DISTRIBUTORS' GROUP, Inc.
756 W. Peachtree St. Atlanta, Ga.

BEAUTIFUL THEATRE CHAIRS

Rebuilt, Refinished \$3.95 UP

Send for Chair Bulletin, also 1949 Bargain Catalog on Motion Picture Projection and Production Equipment. World's Largest Mail Order House.

S. O. S. CINEMA SUPPLY CORP.
Dept. L, 602 West 52d St., New York 19, N. Y.

CHINELL'S vaude-pic show is playing Hastings, Neb., to fair turns. . . . Audrey Willett is in Erie, Pa., readying a small-cast flesh show to play that sector. . . . Birdall Players are a new unit operating around Pittsburgh. . . . Easton Players have been busy in New England, and Clayton Cobb has joined the unit to play juvenile parts. . . . Arthur Kinsley, who reports fair business in Northern New York, will move to Canada soon. He's featuring religious pix. . . . Dobb's Players are making sponsored dates around Detroit. . . . Herman Nile's Magic Show is playing school and hall dates in Amarillo, Tex. . . . Leonard Twombly will open his school and hall show at Napanee, Ont., late this month before moving West on one-day stands. . . . H. D. Daniel has his school and hall show clicking off good business in Central Nebraska. . . . Carlin's Players advise from Hittig, Ark., that business has been satisfactory but that traveling bills are high. They have switched from one-day to three-day stands since hitting that territory, but soon will go back to sponsored dates. Unit has played several school dates but officials have found that the trick is too large for this type of engagement. . . . C. D. Dale's vaude-pic show, playing Dodge City, Kans., reports good business. . . . Curiss-Nell Players are using E. F. Hannan's bill, *The Constant Mourners*, around Susquehanna, Pa., to satisfactory results. . . . G. L. Killroy, of Somerville, Mass., would like someone to list the titles of the songs sung by minstrel Reese Prosser. . . . Everett Players are in Northern New York. . . . Turgeon's Show has been in North Carolina recently after a trek West and reports biz off. . . . Willis D. Brooks is promoting amateur minstrel shows in Delaware. . . . Arthur Downes is trying to arrange a circuit of towns for flesh around Tacoma, Wash. . . . Strickland's Minstrels, a seven-person unit, are playing around Jacksonville, Fla. . . . Kinsey Waldron has a school and hall show in Cimmaron County, Oklahoma, where he's been playing to good business.

MYRON PLAYERS opened at Raleigh, N. C., November 29. . . . Nick Hyam is on his fourth amateur minstrel show promotion in Pennsylvania. . . . Leo Greenwood is promoting amateur shows around Springfield, Mo. . . . Berkshire Players entered their fourth week in Western Massachusetts November 27. . . . A. G. Norris has a vaude-pic trick in the Cottonwood, Idaho, sector, making schools and halls. He recently met Otto Harbinger, whose pic and museum show is doing okay in halls and schools. . . . H. K. (Bud) Miller reports his second amateur minstrel promotion in Vicksburg, Miss. He works with Negro organizations and is assisted by two professional performers who carry the ball for the rest of the show. Miller has built his org around an old-time show boat and is using E. F. Hannan's *Here Comes the Showboat*. He has two dates booked for Tampa in February. . . . Ralph Milliken, of the Milliken Family Show, writes from Hobbs, N. M., that he is playing schools and halls in that area and getting some biz. The trick consists of himself, his wife, and son Harold. They have flesh bills and some film, also religious pix which Milliken recently bought from Al Barker, of the Barker pic org which is having good biz in Arizona. Milliken says he lost a little money with his tent show last summer.

FRANKFORT, Ky., Dec. 4.—Assistant Attorney General M. B. Holifield has ruled that drive-in theaters need permits from the county judge to sell soft drinks.

Bisbee Winds Up Junket in Collierville

'49 Results Up to Par

COLLIERVILLE, Tenn., Dec. 4.—Bisbee's Comedians closed their 1948 tour here Saturday night (27) in a heavy rain, but business on the 34-week jaunt was good, officials said. Because of the final night's rain, the work crew was forced to remain here four days taking the outfit down. It was sent to quarters in Memphis.

Mr. and Mrs. J. C. Bisbee will leave soon for a vacation in Mexico. While en route they plan to visit the Allen show in Dallas and the Plunkett show in Corpus Christi, Tex. They will winter at their recently purchased home here. Rehearsals for the 1949 season will get under way here in March, with the show again bowing April 1.

Show's cast remained the same thruout the season. Boob Brasfield, after a short visit with his mother at Amory, Miss., will return to his Edinburg, Tex., orange grove for the winter. Leo and Maxine Lacey headed for Pittsburg, Kan., to spend the winter with their children.

Jess and Dorothy Sund left for Des Moines where they will play some winter dates. Jimmie Reynolds left for St. Louis; Ralph Blackwell headed for Topeka, Kan., to visit King and Hazel Felton; Jimmie, Eddy, Cillie and Kitty Farren left for their home in Bangs, Tex., where they will play winter dates.

Bob Fisher went to Wyzata, Minn., to join a dance band. Billy, Vera and Porky Choate will visit Bob Lathey in Texarkana, Tex., before going to their home in Wayne City, Ill. Virginia and Audra Hardesty plan to play schools around Fulton, Ky., during the winter. Sam and Lola Hudson will remain in quarters with Cliff and Mabel Malcolm and Roy Garrett to help overhaul equipment.

Elwood and Rose Turner will winter in Princeton, Ky., while Bobby Lee will winter at his home in Wynnewood, Okla. Two new tractors and two new light plants were added during the season.

Dahlor Players are operating around the Spokane area, while Al LaBarron, former repster, is busy with a one-man school and hall show in Central South Dakota.

ROADSHOWMEN—ATTENTION!

STILL \$9⁷⁵ ONLY WEEK

Yes . . . Film rentals are going UP, but here at I.C.S. you can STILL get a COMPLETE 16mm. sound program for only \$9.75 for a FULL WEEK. Hundreds of Roadshow Specials—Westerns—Action Films—Comedies to choose from. Roadshowmen and dealers everywhere use our service. Send for your FREE copy of the latest I.C.S. 1948-49 Film Rental Catalog just off the press. Drop us a penny postcard TODAY and state what make projector you have. Address Roadshow Division.

INSTITUTIONAL CINEMA SERVICE INC.
1560 BROADWAY NEW YORK, N. Y.

ROADSHOWMEN

Streamline Your Equipment

Secure the latest Ampro, R. C. A., Forway or Victor projector on our EASY RENTAL-PURCHASE PLAN. Your old projector is worth good money as a trade-in here at I.C.S. Hundreds of pleased roadmen will attest to the I.C.S. practical, dependable, and thrifty service to roadshowmen. Write today for full information. State type of projector you now have. (The I.C.S. 1948-49 Film Rental Catalog just off the press. Ask for your copy. It's FREE.) Write Dept. BB.

INSTITUTIONAL CINEMA SERVICE INC.
1560 BROADWAY NEW YORK, N. Y.

16mm. ROADSHOWMEN, ATTENTION:
Write now for new 1949 Catalog
BIGGEST AND LATEST ASSORTMENT
Westerns—Features—Roadshow
Attractions ever offered.

Southern Visual Film Co.
686 Shrine Bldg. MEMPHIS, TENN.
Tel.: 8-4870

35MM. BARGAIN SALE

Westerns and Features, complete, \$15.00 each and up. Programs rented, \$7.50. Pair Holmes Projectors with sound, complete, \$375.00. Gene Autry Musical Western, \$35.00. Shipping Cases, 2,000 ft. capacity, at \$4.00 each. Silent 35mm. Features and Shorts, cheap. Poster supply. Free lists.

SIMPSON FILMS

155 HIGH ST. DAYTON 3, OHIO

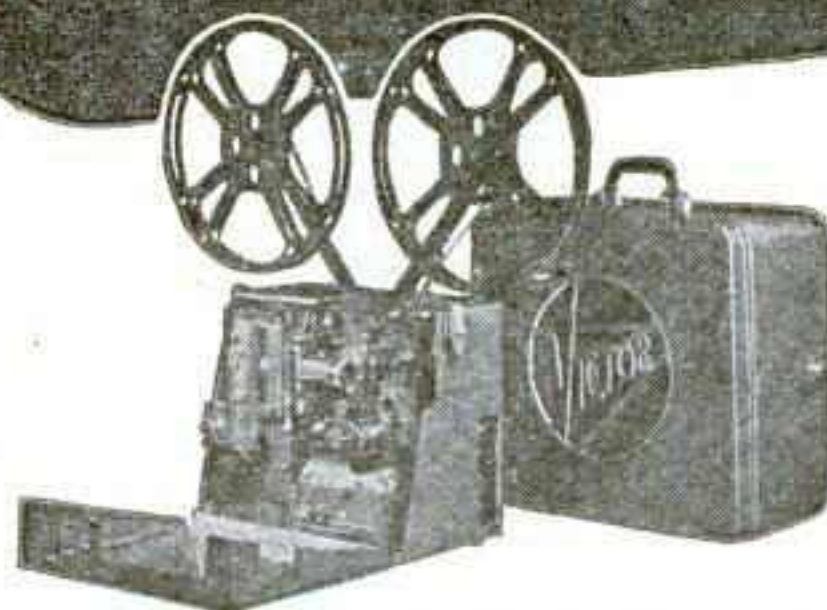
16MM FILMS RENTED

Over 400 Westerns to choose from at \$5.00 each; advertising loaned free. Write for catalog. Complete, new 35mm. drive-in theatre equipment, \$3174 installed. Construction and operating instructions furnished.

ACE CAMERA SUPPLY

150 N. Irby St. Tel.: 2487-J Florence, S. C.

FOR BETTER, MORE PROFITABLE SHOWS Professionally Perfect Sound Projection



New Model 60 Victor Animatophone 16mm Sound Projector

Improve your programs now with the great performance of the new Victor 60. Exceptionally easy to operate, compact, lightweight—with high fidelity sound, clutch-controlled rewind switch, patented safety film trip, and slow motion speed. No shifting of belts or reels—tamper-proof unit designed to eliminate mechanical interruptions.

Price Complete \$489.00, Terms if desired

Send for Latest Catalogue

Book your 16mm Sound Films now for the season. Select popular, crowd-drawing subjects from thousands of Hollywood features, Westerns, Comedies, Musicals, animated Cartoons, Sports, etc.

SWANK MOTION PICTURES, Inc. Ray Swank, Pres.
614 NORTH SKINKER BLVD.
SAINT LOUIS 3, MO.

TRADE SHOW BIZ TOPS 5 MIL.

Powwow Chatter:

Small Talk at Chicago's Outdoor Showmen's Convensh

By Leonard Traube, Guest Gossip

CHICAGO, Dec. 4.—No one present would own up to being here on a sales mission. They just came for the ride. Or to say hello. You know—good-will stuff. In other words, never admit that you're on a selling excursion until the contract is safe in your pocket. And even then don't be so vulgar as to make an announcement. Better keep everything a secret so that your competitors will knock themselves out and spend money in the bargain. There's no business like you know what.

Ralph Lockett, general agent of the J. J. Jones Expo, delighted at opportunity to introduce his charming bride to a swarm of visitors in the JJJ suite. . . . Jack Tavlin, new impresario of Cole Bros.' Circus, telling all and sundry of his threat to give away the biggest prize ever offered on a radio program. None other than an elephant. "Stop the Tavlin." . . . B. Ward Beam, operator of Beam's World Champion Dare-devils, sent word he was taking a well-earned vacation at Robert L. Young's swanky Greenbrier retreat in White Sulphur Springs. The towering showman was conspicuous by his absence, sure 'nough. . . . Easily the fanciest dancer at parkmen's pent-house parties was Mrs. Patty (Edythe) Conklin. Patty tried valiantly to keep up with the frau's dance floor dynamics. . . . And nominated as the cutest trick was Mrs. Harry Batt Jr., dotter-in-love of the gent who runs Pontchartrain Beach in New Orleans.

Inseparables

An inseparable twosome, Donald D. (Daddy) Simmons and Al McKee, of the heavy Eastern invasion troupes. . . . New England fairdom was solid—Charlie Nash, John Leahy, Arthur Porter, A. W. (Al) Lombard, Frank Kingman, George Bernert and Bob Trask, among others. . . . "Governor" Sam Lewis, of York (Pa.) Fair, holding court in the lobby and getting more eloquent by the minute. The well-tailored ex-lieutenant governor paid rent at Palmer House,

Whitey Newell Dies in K. C.

KANSAS CITY, Mo., Dec. 4.—Floyd (Whitey) Newell, circus, park and carnival press agent who had been with the Bush-Laube Concession Company here for the past year, died in a local hospital December 1 of a kidney ailment. Newell had been hospitalized for three days.

Altho only 41 years old, Newell had spent nearly 20 years in outdoor show business and from 1925 until 1930 was press agent for the Mighty Sheesley Midway. Last year he was associated with Celoron Park, Jamestown, N. Y., and in 1948 with Bush-Laube. Body was shipped to Beloit, Wis., where a sister resides. Arrangements were made by George Bush, of Bush-Laube, and the Showmen's League of America for burial in Beloit

where he could sleep peacefully, but spent his waking hours at Mrs. Sherman's boarding house. . . . Max Cohen, ACA guiding light, blandly announcing that not enough carnival operators showed up Tuesday morn to make a scheduled meeting possible. Come, come, Maxmilian, you know better than to book an a.m. gathering. . . . Nat (Coney Island) Faber copped the newspaper decision as the top rumba specialist. . . . Fritzi Brown steak-feasting at Gibby's with Mr. and Mrs. Sam (Lawrence Shows) Levy, Mr. and Mrs. Kinky Wolf, Pat Purcell and this writer. And at an adjoining table, Mr. and Mrs. Ralph Decker and family plus Tommy Carson. . . . Bob Parker astounding all hands by blossoming out with a cravat, probably to cover a missing platinum button, or possibly he was on his dignity after ascending to the prexyship of SLA.

One of the biggest laughs of the week was caused in a room of the Thearle-Duffield second-floor layout. Sam Levy, the Barnes-Carruthers mabout, was making with the jokes. Stepping in where angels never trod, Pat (Skating Vanities) Purcell, tried

(See Small Talk on page 51)

Close-Ups:

Hamid Hurdled Many Obstacles To Reach Top in Outdoor Field

By Jim McHugh

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

SHAKE up a desire for bigger and better things, the ambition to be a leader in his chosen field, the urge to create rather than ape, and add to these the enviable vitality of a man still in his prime and there emerges George A. Hamid, a key figure in outdoor show business. Hamid has come a long way from his native village of Brouman in Lebanon, and in a comparatively short period of time. In only 40 years Hamid, who came here as a boy member of an acrobatic troupe, has thru his own initiative, and in successive stages, become the manager of his act, an agent booking several groups, an international factor in the booking and staging of all kinds of outdoor entertainment, and the owner-operator of fairs, amusement piers, and amusement park and a circus.

While most folks who have climbed the ladder of success have had their ups and downs, few can equal the Roller Coaster route traveled by George.

Born Acrobat

"I had a humble beginning," George recalls. "I was a member of an acrobatic troupe working bazaars and that, by the way, is where the idea of free acts originated. Each community would display products for which it was best noted at these bazaars. The merchants, in turn, would feature the kind of entertainment for which his district was famed. Where I came from we excelled in acrobatic tumbling.

"The man we worked for sold figs, grapes, olives, etc. At the end of each day he gave us a little basket to take home. On rainy days we got the

(See Hamid Hurdled on page 52)

Sunday Opening Proves Hit; Registration at New High

Diversity of products big feature this year at annual exhibit—parkmen account for most of buying at annual NAAPPB show

By Maynard Reuter

CHICAGO, Dec. 4.—Judged from every angle, the 1948 trade show of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) held here at the Hotel Sherman Sunday thru Wednesday (November 28-December 1) was a whopping success. Attendance of park, carnival and fairmen doubled last year's 2,212 registrants. There were more booths manned by more exhibitors. More important, the exhibits displayed a wider variety of equipment than ever before. And of greatest importance, exhibitors reported business done topped last year.

Prior to opening this year's show there was some discussion among exhibitors as to whether the switch from a Monday to a Sunday opening would hurt attendance. Others also felt that moving up the banquet from the last day of the show to Tuesday night would hurt Wednesday attendance in the exhibit hall. Tho he felt the moves were logical and sound, Paul Huedepohl, executive secretary of the NAAPPB, stated before the convention opened that only actual attendance figures could prove their correctness.

Crowds that surprised exhibitors Sunday proved that Paul had bet on the right horse. Tuesday night the NAAPPB enjoyed its biggest banquet,

1949 Dates Set

CHICAGO, Dec. 4.—Dates for the 1949 convention and exhibit of the NAAPPB have been set Sunday thru Wednesday, November 27-30. Again in 1949 the exhibit hall will open Sunday,

and Wednesday wound up the last day of the exhibit with the largest crowd of the four days. Of course, (See Trade Show Biz on page 61)

It's in Again For Larry--This Time in Naples

NAPLES, Italy, Dec. 4. — Larry (Never-a-Dull-Moment) Sunbrock, whose rodeo-thrill show troupe was recently given a heave-ho out of Switzerland when one of the unit's performances at Geneva wound up in a good, old-fashioned clem between the cowhands and Geneva patrons and police, ran into another man-made cyclone here this week, with Sunbrock again making the jug, this time for alleged non-payment of board and room bills.

Meanwhile, his 26 cowboys and cowgals, stranded and broke, peered thru the bars from the outside, trusting that the boy wonder would come up with another miracle to relieve them of their woes.

Giordano Sacchi, an angel from Milan, came up with some 700,000 lire (about \$1,215) several weeks ago to bring the Sunbrock outfit to Italy, but before a performance could be given here a Naples hotel owner stuck a plaster on the troupe's equipment, including the cows and horses, to satisfy a 500,000 lire tab for rooms and board. Some of the livestock was sold by Sunbrock to satisfy claims but later the local fuzz seized the animals pending settlement of other claims, leaving the purchasers clamoring for return of the animals or their dough.

While the American Consulate in Naples is looking after the feeding of the troupers, Sunbrock reposes in the bastille until local police can investigate the claims or until he can come up with some mental gem that will melt the bars.



GEORGE A. HAMID

PENNY PITCH GAMES
 Size 46x46" Price \$42.50.
 Size 48x48" With 1 Jack Pot, \$50.00.
 With 6 Jack Pots, \$55.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price\$27.50

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 1949

Crystal Balls; Imported
 On hand in three sizes, 2 1/2, 3 inch; 8 9/16; 4 3/16. Write for prices.
 Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00
 4-p. Goldfish Pamphlet, 8 1/2 x 11. 12 Signs.
 Any Quantity. Each 1 1/2¢

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 p., 3x5. Contains all 12 Analyses. Very Well Written. \$5.00 per 100; Sample 10¢

FORECAST AND ANALYSIS, 10-p., Fancy Covers. Ea. 5¢
 Samples 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
 120 Dreams. Bound in Heavy Gold Paper
 Covers. Good Quality Paper. Sample 20¢

HOW TO WIN AT ANY KIND OF SPECULATION, 24 p., Well Bound, 8 1/2 x 11 25¢

PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions. Lucky Numbers, etc. 50¢
 Signs Cards. Illustrated. Pack of 38 15¢
 Graphology Charts, 9x17 Sam. 5¢, Per 100 \$7.50

MENTAL TELEPATHY, Booklet of 21 P. 25¢
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.
 19 West Jackson Blvd. CHICAGO 4, ILL.
 Send for Wholesale Prices

MIDWAY MARVEL
CANDY FLOSS MACHINE
\$275.00

Slightly higher West of Rockies.
 double spinnerhead
 rubber shock mounted
 ● 25 in. aluminum pan
 ● pilot light indicator
 ● shaft rotates on ball bearings
 ● dust cover
 ● fused to prevent overload
 ● accurate machining
 ● ball bearing motor.

CHUNK-E-NUT PRODUCTS CO.
 231 N. Second Street Philadelphia 6, Pa. 2908-14 Smallman St. Pittsburgh 1, Pa. 1261-63 E. Sixth St. Los Angeles 21, Calif.

HEADQUARTERS FOR
WORLD FAMOUS CONCESSION EQUIPMENT AND SUPPLIES
BLEVINS POPCORN CO.

Popcorn Village
 Nashville, Tenn.

Popcorn Square 650 Murphy Ave., Arcanum, Ohio S.W., Atlanta, Ga.

Attention, Mr. Showman
THANK YOU FOR THE BUSINESS YOU GAVE US LAST SEASON

We are still building and shipping to all points in the U. S. A. Concession Frames or Show Equipment built to your specifications.
 Ex-Showman and understand your needs.

W. H. "BILL" SARGENT
PROFILE WOODCRAFTERS
 22 ASH ST., NEWPORT, NEW HAMPSHIRE
 Phone: 177-W or R

KIDDY RIDE OPERATORS
 Build your own airplane and space ship—kiddy rides. We supply drop tanks with cut-out cockpits, blue prints and parts. Low prices. For photos write to
MURDOCK MFG. COMPANY
 4056 Del Rey Ave. Venice, California

Urges Parks Action To Cut U. S. Gate Tax

Write Congress, Sharpe Says

CHICAGO, Dec. 4.—The battle by the National Association of Amusement Parks, Pools and Beaches, thru its legislative committee, for a reduction and realignment in the 20 per cent federal admission tax, is going ahead but chances for victory are not too bright.

That is the opinion of C. Melvin Sharpe, Washington attorney, who has been retained by the NAAPPB to fight the battle. In his report to the NAAPPB convention in Hotel Sherman Monday, November 29, Sharpe had this to say regarding the tax cut:

"Possibly, the most important item on our agenda, the 20 per cent admission tax, has gotten nowhere, and I speak with truth and candor. This is not to be construed as due to lack of attention and effort by your committee, but rather to national and international conditions that loom so large and critically important to our lawmakers, that only courteous and scant attention is paid to matters of taxes that are today supporting our one-world position.

Cites Budget Figures

"When we consider President Truman's budget for the fiscal year of 1949, we find that he forecasts a billion and one half deficit by June, 1949. This budget has its source in individual taxes amounting to 43 cents of the budget dollar, corporation taxes amounting to 27 cents, customs, surplus property, 8 cents, from the treasury cash balance 4 cents and from excise taxes, 18 cents. On the outgo or expendable side of this budget we find that 29 cents will go for national defense; international disbursements demand 17 cents, veterans affairs 16 cents, national interest and refunds 19 cents, and housing, education, agriculture, transportation, natural resources, general industry, labor and general government costs will consume 14 cents. This leaves the remaining 5 cents of the budget expenditures proposed for social welfare, health and security

Amusement Tax Revision

"The contention and claims have been nationally stated, from responsible quarters, that the last Congress favored the high bracketed incomes in the set rates of reduction on income taxes, and this has taken lodgment in the minds of many. The present administration will, I presume, stand by its statements and do something about income taxes.

"If this is done, and excess income taxes are put back into operation, there may exist a good opportunity for revision of the present excise tax situation, which would include the present 20 per cent admission tax on amusements.

"At this time . . . I doubt if there is a person or group of persons in authority who can, with reasonable certainty or assurance, foretell or state what will be done in tax matters. We have a strange and perplexing situation to face in regard

Convention Stunts Net Cancer Fund Drive Around \$700

CHICAGO, Dec. 4.—The cancer fund drive will net something over \$700 from the outdoor convention, Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), announced Friday (3).

The Blevins Popcorn Company and Kenneth Crosbie, who won the popcorn machine on *Stop the Music* radio show, had the machine on hand at the trade show and sold boxes of popcorn at any price folks wanted to give, with all proceeds going to the fund. About \$500 was raised in this manner, Huedepohl said.

Probably the top price for a box of the popcorn was paid by Harry J. Batt, newly elected president of NAAPPB. Batt and Henry Bowen, of Whalom Park, Fitchburg, Mass., it seems, made a \$100 wager on something regarding the trade show. At the time the bet was made the two men agreed the winner would turn over the \$100 to the cancer fund. Batt won and promptly walked into the trade show, ordered one box of popcorn from Crosbie and dropped the C-note in the container used to hold the popcorn proceeds.

The Walky Koffee Company, Inc., of Wichita, Kan., served coffee at the show at no set price, telling folks they would accept any amount because all proceeds went to the cancer fund.

Mrs. Mabel Kilally, part owner of Euclid Beach Park, Cleveland, came up with a stunt in the penthouse the final night. As the men came thru the door Mrs. Kilally and some of her helpers grabbed the ties from their necks then sold them back to the owners at public auction. She raised around \$150, it was said.

to the 20 per cent admission tax. That is the lack, or absence of complaint, from the public which pays this tax. We, as operators of amusement parks, pools and beaches, sense and know, checkwise in attendance and by gross and net in dollars, what it is doing to us in our respective places of amusement. But the public is strangely silent and subdued in its opposition to their representatives in the national government.

Admission Rate Like

"In fact, there are those in the general and broad classification of amusements, who deliberately have increased admission rates and the public apparently has paid them in silent bad humor but without resort to remonstrance to the lawmakers. It might be assumed, if we look at the matter in an impersonal manner, that as a practical method of increasing national income, so vitally necessary to sustain our present commitments at home and abroad, a 20 per centum tax on a 50-cent admission represents a healthy increase over a former 20 per centum on 25 or 30 cents admission charge in the total national income from that source."

In trying to get across his point of the necessity of parkmen writing to their senators and representatives on the federal admission tax question, Sharpe said, "We do find a public resentment expressed regarding (See *Urges Parks Action* on page 56)

BIG ELI WHEELS STILL TOP THE MIDWAY AFTER 49 SEASONS

The 1948 season has just come to a close and once again the various amusement organizations have stored or soon will store their equipment for the winter. Once again the BIG ELI WHEEL has proven itself one of the top money getters among amusement rides. BIG ELI WHEELS have just completed their 49th season earning profits for owners and bringing joy to thousands all over the world. Ask any ride man who owns one or more BIG ELI WHEELS about its money earning ability and you will find it is the "Backbone" of the Midway.

ELI BRIDGE COMPANY
 Builders of Dependable Products
 800 Case Avenue Jacksonville, Illinois



- POP CORN TRAILERS
- ICE CREAM TRAILERS
- LUNCH TRAILERS
- JEWELRY TRAILERS
- ROOT BEER TRAILERS
- FRENCH FRY TRAILERS
- POP CORN MACHINES
- RESTAURANT EQUIPMENT

Write for Catalog.
KING AMUSEMENT CO.
 82 Orchard St. Mr. Clemens, Mich.

SNOWBALL CANDY APPLE SUPPLIES

"HIGHEST QUALITY AT LOWEST PRICES"
 WRITE FOR PRICES

KIRBY'S PRODUCTS
 15 Fike Avenue
 UNION, SOUTH CAROLINA



Mae Glashan AIR MACHINE GUN
 Army surplus gunnery trainer—never used!
 Cost government \$112.50—Our price, F. O. B. Kansas City \$24.95 only
 Every gun tested before shipment. Terms: Check with order. Money refunded if not satisfied.
MAIN SUPPLY STORE
 521 Main St. Kansas City, Mo



The White Chief

Also Available:
 Crystal Coach Sr. & Jr. Models.
 For Complete Information Write Dept. B
THE CALUMET COACH CO.
 11575 S. Wabash Ave. Chicago 28

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE
 CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

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 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, Size and Total. Must be Consecutively Numbered from 1 up or from your Last Number

CALIOPE RECORDS
 Ideal for Midway and Merry-Go-Rounds. All records on non-breakable plastic. Will fit and work on all changers.
 Write for Free Listings.
CALIO RECORDS
 ELMHURST, ILL.

Urges Rigid 30-Day Test Of New Rides

Gooding Gives Suggestions

CHICAGO, Dec. 4.—A rigorous 30-day test under conditions approximating peak operation should be given any ride of a new type developed before it is shipped by a manufacturer. This was the advice of Floyd E. Gooding, veteran ride operator, here this week at the annual convention of the American Recreational Equipment Association.

Such a test, he emphasized, should conform as nearly as possible to peak operational conditions. The ride, he said, should be overloaded by 50 per cent during the test runs, and these runs should be continuous thru a full day, with stops and starts as frequent as that of peak operations.

Gooding conceded that such intensive testing would be expensive, but he maintained that such expense would be more than offset by the results. It would lessen breakdowns, once a ride was on the road, because it might reveal weaknesses and these could be corrected readily and inexpensively at the manufacturer's plant.

Warns Against Breakdowns

"It is infinitely better to subject a ride to almost abuse conditions, using sandbags, before it is first introduced to the public, than to risk accidents to patrons and costly road breakdowns," Gooding pointed out.

Speaking on *How Ride Manufacturers Can Best Serve the Amusement Industry*, Gooding paid tribute to ride engineers but added "Proven operation is the best gauge of a ride's safety and durability."

Gooding urged manufacturers not to build any ride with arms or sweeps suspended from the center unless they are supported by at least two cables or rods. Anything less than that support is insufficient, he maintained.

He also recommended that rides which revolve at high speed, particularly those rides which operate with wide circumferences, should be equipped with a ratchet or some similar safety device which would operate in the event that the ride should lock. Such auxiliary device would serve to avoid abrupt stops which otherwise might occur.

Gooding suggested that no ride be built unless it has a capacity of 20 adults or 30 children, or an average of 25 persons. "Better still," he said, "rides should have a capacity of 30 adults or 40 children, or an average of 35 persons." He recommended that every consideration be given to the development of rides for both children and adults, pointing out that the small fry comprise approximately 50 per cent of ride patronage.

He stressed the need not only for large capacity but for quick loading. "In a normal week there are perhaps only five hours of peak operation. Then speedy loading can mean grossing an additional \$500," the veteran operator declared.

Deflated Biz

NEWARK, N. J., Dec. 4.—Thanksgiving Day was chalked up as a definite dud by local peddlers of balloons who had hoped to clean up along the line of march of the annual holiday parade put on by the Bamberger department store last Thursday (25). Practically every moppet along the parade route had been provided gratis with flashy ad-bearing balloons.

Small Talk at Chicago's Outdoor Showmen's Convensh

(Continued from page 49)

to top him. America's foremost red-head (with a bow to never-a-dull-moment Larry Sunbrock) never had a chance. Jack and Frank Duffield, Art Briese, Doug Baldwin, Levy and a few of the other boys beat a well-executed hasty retreat to the exit before Pat could unfurl the first adjective. Pat laughed louder than anyone else at this affront to his dignity. It couldn't have happened to a nicer guy.

Lew Dufour on Hand

Lew Dufour talking up his beauty-and-health civic show. . . . Clem Schmitz, the suave insurance man, hosting at his famous annual pre-league banquet cocktail party in the Airport Room. . . . Post-midnight diners in one group at the Ashland building eatery were Ross Manning, Oscar Buck, Dave Endy and Willie Glick. . . . Winkley and wife watching Rog Littleford working up a mad because his eggs weren't fried on both sides. . . . In addition to everything else, George Hamid proved himself a master prop man by conveying several chairs, thru confusion and pandemonium, for his guests at the penthouse, Elwood and Peg Hughes among them. . . . Jimmy Strates fracturing hands with his vise-like handshake. . . . Roy B. Jones chatting animatedly with Bill Green. . . . Frank Bergen beating Bill Jones and Benny Weiss, the bingo magnates, out of a heavily papered poker pot as Sam Prell blew his top. . . . Floyd Gooding talking up football, his favorite subject. . . . Art Swenson still the champ bow tie wearer of them all, with possible exception of Art Briese. Raymond Lee in there pitching, too.

Install Parker As SLA Prexy

CHICAGO, Dec. 4.—Robert K. (Bob) Parker was installed as president of the Showmen's League of America Thursday night (2) following the regular League meeting, with Sam J. Levy, past president, conducting the ceremony.

Also inducted into office were newly elected Morris Lipsky, first vice-president; Noble C. Fairly, second vice-president, and Oscar C. Buck, third vice-president; Walter F. Driver, treasurer, and Joseph L. Streibich, secretary, both of whom were re-elected.

Sam J. Levy was elected to a five-year term as trustee in the League election Monday, November 29.

Elected to the board of governors were Oscar Bloom, Max B. Brantman, Arthur F. Briese, Elmer Byrnes, James Campbell, William Cowan, John M. Duffield, David B. Endy, George B. Flint, Edward Gamble, Max Goodman, Sam Gordon, Harry W. Hennies, Ben Hyman, S. T. Jessop, William Kaplan, Louis Keller, Edward Levinson, Ernest (Rube) Liebman, Roger S. Littleford Jr., Dave Malcolm, Bernie Mendelson, Arthur Morse, Edward Murphy and Maurice (Lefty) Ohren.

Charles Owens, Harold (Buddy) Paddock, Pat Purcell, Denny Pugh, John Quinn, Jack Ruback, Robert Seery, Albert J. Sweeney, James P. Sullivan, J. C. (Tommy) Thomas, Ned E. Torti, Al Wagner, G. L. (Mike) Wright, Ben (Lefty) Block, Fitzie Brown, Eddie N. Coe, Jack Gilbert, Morris A. Haft, Jack Hawthorne, John Lempart, Andy Markham, Harry Modele, Harry Schreiber, Edward Sopenar and Ben Weiss.

Max Goodman singing the praises of his Tamiami Hotel as son relegates himself to listening, an unusual situation. . . . Frank Conklin refusing to talk anything but hoss breeding. . . . Eddie Elkins quiet and wistful in a corner of the lobby, another unusual situation. . . . East meets West: Jack (Palisades) Rosenthal meeting up with George (San Francisco) Whitney. . . . Bligh Dodds saying New York State Fair at Syracuse will be one of the nation's finest. . . . R. H. (Dick) McIntosh putting up paper for Alabama-made products, doing what comes naturally. . . . William V. (Jake) Ward expounding on Illinois politics. . . . Harry L. Fitton looking forward to a bit of traveling. . . . Norman Alexander, with mock anger, trying to get a photog to scrap some shots taken at NAAPPB nightly soirees. And was that "Darv" (MCA) Barton stepping in as pacifier or was it two other peace-makers?

That old bed will look mighty good after this week.

Records Seen At New Orleans

Crowds expected to hurdle 100,000 mark for Shrine show

NEW ORLEANS, Dec. 4.—The third annual Shrine Circus here is exceeding all records on a 10-day stand and should pass the 100,000 mark, Producer-Director Tom Packs said. Figures for the first six days in Municipal Auditorium (the show opened November 26) indicated attendance was up 28 per cent over last year.

Better than 52,000 had gone thru the gate up to Wednesday night (1). Attendance has been good despite the fact that the show definitely is hampered by low ceilings in the auditorium. Miss Rieta, who usually goes up to 155 feet in her sway-pole act, was kept at 85 feet, and even at that height her feet scraped the ceiling.

Packs said he is studying the possibility of presenting the Shrine affair outdoors in a city park next year. He and local Shrine officials were busy this week gathering weather data for the last 30 years to determine what would be the best time for an outdoor show. They are considering holding it, Packs said, the week of July 4, and including a fireworks display.

Packs show here is a smoothly operated affair. Costumes, altho not as elaborate as those used in previous showings here, make up for that in freshness.

The line-up:
Display 1—Capt. Roman Proske, wild animals. Display 2—The Aerial Snyders, Aerial Anchor Girls and Wallyettes. Display 3—Bob Stevens's baby elephants and Will Hill's baby elephants. Display 4—The Karrells, ladders; Phil and Binnoe and the Davisos, perch pole. Display 5—Will Hill's dogs and ponies, Malt-to's dogs and Welde's bears. Display 6—The La Rose Duo, the Egonys, Eddie Zacchini and the Aerial Snyders. Display 7—The Wallendas, high wire. Display 8—Bozo Harrell, clown balance; Manuel Barraganard, the Great Ernesto. Display 9—La Louise and Troupe, aerial ballet. Display 10—The Zacchins and the Flying Hartzells. Display 11—Bob Stevens's elephants. Display 12—The Ortans Troupe, teeterboard. Display 13—Les Mimrt, airplane aerial; Miss Rleta, sway pole, and the Christians, bareback riders. Display 14—Peejay Ringen's bicycle jump.

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 O. O. D. Orders.
Size: Single Tkt. 1x2".

The three ages of man are: school tablet, aspirin tablet and stone tablet.
We manufacture
TICKETS
of every description
THE TOLEDO TICKET COMPANY
114-116 Erie, Toledo (Ticket City) 2, O.

SPECIAL PRINTED
Cash With Order, Prices:
2,000 . . . \$ 6.80
4,000 . . . 7.85
6,000 . . . 8.50
8,000 . . . 9.35
10,000 . . . 10.20
30,000 . . . 14.80
50,000 . . . 19.00
100,000 . . . 30.00
500,000 . . . 118.00
1,000,000 . . . 228.00
Double Coupons, Double Prices.

AMERICA'S FINEST
SHOW PRINTING
STOCK DESIGNS FOR ALL OCCASIONS
CIRCUS - CARNIVAL
RACE - THRILL SHOWS
POSTERS - DATES - CARDS - BANNERS
WRITE FOR DATE BOOK AND PRICE LIST. OUR 35th YEAR
CENTRAL
SHOW PRINTING CO. - MASON CITY, IOWA

BOOMERANG.
1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1947

WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
HARRY WITT
298 Junius St., Brooklyn, N. Y.


100 LBS. NET
WHEN PACKED
Reynolds
SOUTH AMERICAN POPCORN
REYNOLDS POPCORN CO.
08000, IND.
COMPLETE POPPERS SUPPLIES
READY-TO-EAT
POPCORN PRODUCTS
Excel Poppers

WHEELS OF ALL KINDS
PADDLES—LAYDOWNS
FAIR AND CARNIVAL SUPPLIES & EQUIPMENT
● ALUMINUM MILK BOTTLES
● CANDY RACE TRACK
● COUNTRY STORE WHEELS
● CHUCK CAGES
● DEVIL'S BOWLING ALLEY
● HIGH STRIKER
● HOOP-LA BOXES
● JUMBO DICE WHEELS
● ROLL DOWNS
● SEVEN-ELEVEN BALL GAME
● SKILLOS
● THUNDERBOLT BUMP RACER
● WATCH-LA BLACKS
Write for Catalog
H. C. EVANS & CO.
1528 W. Adams St. Chicago 7, Illinois

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.



FLORIDA BOUND?
INSURE THAT CAR AND TRAILER!

Over 1,000 people lost their driving rights in Florida last year for failure to comply with the Florida Financial Responsibility Law . . . Don't wait until you have an accident! Penalty rates would then apply.

BE SURE! INSURE NOW!

CHAS. A. LENZ

THE SHOWMAN'S INSURANCE MAN
1728 First St., N.
St. Petersburg, Florida
Phone 5914

A1338 Insurance Exchange
Chicago, Illinois



Hamid Hurdled Many Obstacles To Reach Top in Outdoor Field

(Continued from page 49)

biggest baskets. I didn't know why then but I certainly do now. We used to pray for rain then—not to do the merchant any harm, but because it meant more food for us. I'd hate to think of anyone praying for rain now when one of my shows is playing a fair or other outdoor event."

Hamid had his beginning in agricultural surroundings and his interest today is largely centered in furthering the agricultural fair. His particular line of endeavor, while it has earned him a fortune, also has made it possible for the continued operation of many annuals, and helped others to improve their presentations. He owns, and has done much to improve the New Jersey State Fair, and has an active interest in both the Rocky Mount and Greensboro, N. C., annuals.

Fair for Charlotte

Also he was instrumental in giving Charlotte, N. C., a fair after a lapse of several years and at a time when it seemed that one of the South's most thriving cities, a trading center for a vast area, was doomed to be without a show place for agricultural products. When the annual was well established he sold his share to resident interests.

Hamid knew only that the horizon was bright when a scout for Buffalo Bill, who happened to be from his home town and an uncle to boot, thought he was a pretty good tumbler and convinced Hamid's parents that their son's future lay in the new world. His uncle, Ameen Ben Hamid, was champion understander of the world, and it was with his troupe that George made his debut as a top-mounter with Buffalo Bill's Wild West Show in the old Madison Square Garden, New York, in 1907.

In 1909, when only 13 years old, George won a tumbling contest between top performers with the Barnum & Bailey, Buffalo Bill and Ringling Bros.' circuses. As a result his pay was jumped from \$5 a month and keep to \$10 per month plus board. He had started at 25 cents per week.

Equestrian Director

Even in the usually giddy days of youth George projected himself into the managerial end of the business. He spent his spare time around the Buffalo Bill show, where he took part in dozens of acts, learning the executive end of the business. His top achievement was becoming equestrian director of the Bill show.

In 1913, despite his youth, George was prevailed upon to manage the act of which he was a member when his uncle took ill. He did this so successfully that within a year he was managing nine other tumbling acts which he organized.

It was the golden age of vaudeville, but getting to the top with his famed International Nine was far from easy. Once, when a chance to get on the famed William Morris Circuit presented itself, George took the best tumblers available in several troupes so as to make an impression.

"We were so darn good the agents thought we were lousy," George says. "All of the boys were top performers with the result that no one stood out and the routine looked simple to the audience."

Irish Arabs

A short time later, when given another chance, George whipped another act together. The troupe practiced right up to opening day when one of the members took sick and couldn't go on. The absence of one man in an act so timed and routined resulted in disaster. Hamid and the other members of the act, including the usual proportion of Irishmen who passed as Arabs, took to the stage

and worked as individuals, instead of as a group.

"We flew every which way," George says. "There were bodies everywhere, including the orchestra pit and aisles. It was awful and we were all afraid that we would be run out of town. Because the routine had been destroyed there was nothing for me to do but yell 'stop' when I felt everyone had enough. We went to the dressing room and I told the boys to pack their bags, that we would never last another show."

"But, unbelievably, the manager came rushing backstage and told us we were terrific. We told him not to rub it in, that we would leave peacefully, but he convinced us that he was serious and that he wanted the act to continue that way."

Dockstader's Minstrels

The success of the tumbling act led to an engagement with Lew Dockstader's Minstrels, a famous show of the day. The Dockstader tour lasted for about a year and included much of Canada.

George had never seen a minstrel show and so he and the other members of the troupe were greatly surprised when they discovered that they were expected to appear in blackface. This they did after much beefing on the part of some of the members.

"The house almost came down when the curtain went up," George recalls. "Everyone in our troupe had blackened their face but had left circles around their eyes, nose and mouth and left their ears white. The regular minstrels fell out of their chairs laughing and the curtain had to be rung down until the make-up was fixed and the house quieted down."

Launches Own Circus

His experience in 1908 in burlesque with Phil Sheridan and in 1909 with Howard Thurston the magician, led to an act with Eva Tanguay. After more appearances booked by Alexander Pantages, famed impresario, and a trek with Howe's Great London Circus, George decided to form his own circus to "show Jerry Mugivan how to run a Sunday school show and still be successful." He tagged the enterprise Hamid's Oriental Circus, Wild West and Far East Shows Combined.

Mrs. Hamid, the former Elizabeth M. Raab whom he married in 1915, summed up the failure of that venture rather neatly.

"With a top-heavy name like that it was doomed to fold," she said.

George recalls that even the services of Frank A. Robbins as general agent, and Harry Thurston as Side Show manager didn't help.

The year of his marriage George had a taste of the carnival business with Leon Washburn's Mighty Midway Shows. He produced *Streets of Cairo* for Sam W. Gumpertz at Coney Island, and the *Oriental Midway*, also at Coney. He also produced *Streets of Cairo* at the San Francisco World's Fair in 1915.

Prospects for Oil

George's career took a notable nosedive in 1918 when he decided that drilling for oil was a better and faster way of making a buck. Altogether all around his property were producing black gold, his drillings brought in nothing but salt water for a \$19,000 loss.

"I was never one to fight destiny," George says. "I knew then that the oil business wasn't for me and that I would only be sinking good money, if I had it, after bad."

George successfully toured with his indoor circus in the West and played parks and fairs during the summer for the next three years. In 1921 Pantages, owner of the largest circuit of independent houses in the country,

ALLAN HERSHELL

Park and Carnival Amusement Devices

Makers of THE LOOPER, CATERPILLAR, MOON ROCKET, KIDDIE AUTO RIDE, CARROUSELS and other famous riding devices. Order now for early delivery. Free catalog sent on request.

ALLAN HERSHELL COMPANY, Inc., N. Tonawanda, N. Y.
World's largest manufacturers of amusement rides

Portable ELECTRIC POWER PLANTS

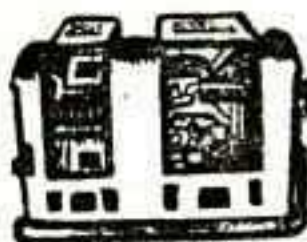
FOR Carnival and Show Use

Just Received
4 unused
25 kw. 3 phase
Generators
\$1,500

All types of
Trailers and
Trucks

Made by Hobart or
Merritt & O'Keefe.
3 KVA, single or 3
phase, 4 cylinder
gas engines. Com-
plete with control
panel.

NEW \$325
USED-IN GOOD
CONDITION
\$275



Write for Catalog of Unused War Surplus Bargains
REX TRAILER COMPANY, INC.
1127 E. GEORGIA ST. INDIANAPOLIS, IND.
MARKET 4575

The TILT-A-WHIRL Ride

POPULAR ON ALL MIDWAYS

Flashy—Reliable—Money Getter

Write, Wire or Phone for Particulars

SELLNER MFG. CO. Faribault, Minnesota

C-CRUISE... A Re-Ride Bonanza

- * Super-Safe
- * No Experienced Help Needed
- * Fun For All Ages
- * Indoor or Outdoor
- * Self Loading
- * Self Unloading

EASY TO FILL UP... OPERATE... SET UP AND TRANSPORT!

C-Cruise can be set up to suit your customers
Write for details



CC-101

C-CRUISE CORP. Seventh and Murlark Avenue, West Salem, Oregon

New ELECTRIC RACING GAME

All the thrills of a real horse race and proven the game sensation of the year. Portable and stationary models available. Time payments arranged.

Write for Photos and Complete Information
KING AMUSEMENT CO.
82 ORCHARD ST.
MT. CLEMENS, MICH.

PROFIT BUILDERS FOR WISE CONCESSIONAIRES

Popcorn Kettles—A popcorn popper for every need. Super kettle with 35-quart capacity sells for only \$37.50; 12-quart Saratoga kettle, \$20.00. Eight-quart lifetime popper, ideal for auxiliary use, \$12. **Waffle Molds**—The original six-sided round or scalloped molds, complete with handles at \$2.50 each.

Floss Machines—Concession Model 120 Floss Machine is the finest on the market. All latest improvements make it the last word in fast, easy operation. A real buy at \$275.00
All ready for immediate shipment—25% with order. Balance on delivery—F. O. B. Toledo.

CONCESSION SUPPLY COMPANY — 3916 Secor Rd., Toledo 6, Ohio

offered him the job of general booking manager with offices in New York. George was thrilled and decided to accept, but was persuaded by friends to enter the booking business on his own. His partners were Herman Blumenfeld, who is now his office manager, and Frank Wirth, who also operates a booking agency.

George picked up many agency angles while working for Gorman, Felix Rich, Henry Meyerhoff, Harry Allen, Frank Melville, Ethel Robinson, E. F. Carruthers when he had the United Fair Booking Office, F. M. Barnes, Western Vaudeville Booking Association and John G. Jaeckel.

Failures Cost Million

George scraped the bottom of the barrel several times to keep going. Once when he bought Wirth out in 1930 and again when he and some of his associates sunk \$330,000 in the Queensboro Theater, Elmhurst, L. I., in 1927. This and other miss-fires in showbiz ventures cost George an estimated \$1,000,000, altho most folks see his career and current success only thru rose-colored glasses. George had no time for failures. When he recognized a venture as a flop he stopped right there.

In 1927 George purchased White City Park, Worcester, Mass. The following year he refurbished it to turn it into a winning proposition under the resident management of his brother, Sam.

In 1933, following a prosperous 10 years with his booking business, George became lessee of the North Carolina State Fair, Raleigh, and turned this skidding annual into the most prosperous in the South before relinquishing its management to the State.

The following year, 1934, George became the lessee operator of the Greensboro and Rocky Mount, N. C., fairs, and in 1936 of the New Jersey State Fair, Trenton. He continues to operate all three.

In 1935 George was named officially the American agent for Ringling Bros. and Barnum & Bailey Circus.

George moved into Atlantic City in 1938 when he acquired a 14-year

lease on the famed Million-Dollar Pier. The lease, reported to have involved a million dollars, was relinquished this year so that Hamid and his son, George Jr., could direct all of their energies toward managing the Steel Pier which he acquired in an outright sale just a few years ago. More than a million dollars was paid for the Steel Pier.

George's efforts and accomplishments have earned him many laurels. One of the most significant occurred this year when he was awarded a plaque by the American Schools and Colleges Association as a result of a nationwide poll. The poll, involving such well-known Americans as Bernard Baruch, also a winner, and Cardinal Spellman, gave concrete evidence of George's fame outside the realm of show business.

The inscription on the plaque, awarded on the basis of an Horatio-Alger rise to success, reads: "George A. Hamid who is entitled to an enduring place in the history of American business symbolizing the American tradition of overcoming handicaps and achieving success thru industry, sacrifice and ethics."

Credits Aids

George is generous in commending others for the part they have played in his success. His friends, deceased pals like Max Linderman, Lucky Teter and Ralph Hankinson, and a host of living ones have all played a part in his success. He regards his staff as the finest in the business. Herman Blumenfeld has been with him for 27 years; Dorothy Packtman for 23 years, including 15 as secretary; Joseph H. Hughes and Dave Solti have each been with the firm for 20 years and Leo Grund is rounding out 22 years. Frank Cervone has handled the Pittsburgh office for 15 years, and Jacy Collier has been in Boston for 15 years. He has been associated with Bob Morton in circus ventures for 12 years.

George says he has been really fortunate in having the help and understanding of his wife, Bess. Her interest in the business has always been a real one, and she traveled with him for 20 years "to make the hardships and pitfalls more palatable—and her advice has always been pretty doggone good."

George is spending much time these days in grooming his son, George Jr., an ex-Princeton man and a lieutenant commander in the Naval Reserve, for an increasingly important part in the operation of his vast interests. His relaxing hours, and they are few, are spent with his grandson, the offspring of his daughter, Zyne, and her husband, Juan Caloca.

Caters to Small Ones

George's success hinges on the fact that he will today, notwithstanding multiple responsibilities, give as much time and consideration to the customer with a \$500 contract as he will to the very important person with a \$50,000 contract.

His experience as a performer and manager made him well acquainted with any and all problems talent is likely to encounter and this, he says, results in understanding and amiable relations. Accordingly, he never asks for the impossible, he says.

Talent and agents have a responsibility to do everything possible to aid in the success of fairs since, he points out, most annuals are faced with only five or six days of operation in any one year.

George recalls that he has helped organize fairs, launch thrill shows, streamline the circus and import every conceivable kind of act, all the while trying to help his many carnival friends to progress.

With never a thought of retiring since he is only in his early 50's and could pass for 40, George nevertheless hopes that many youths will turn to the outdoor amusement field.

"There is opportunity—just as much as there ever was," he says. "We are entering a new age and it will take young fellows to take advantage of it."

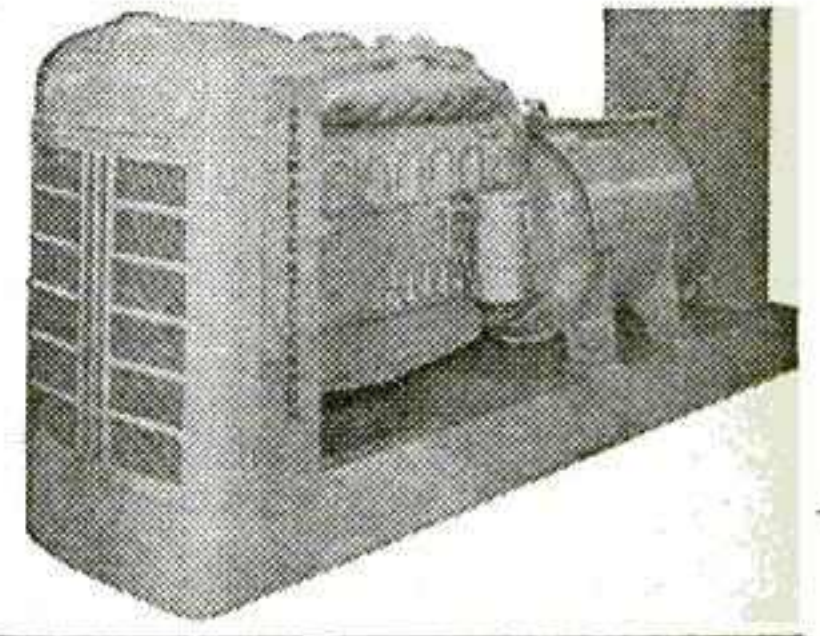
WE PUT THE "SEE" IN SHOWS



Your "girlie" shows, rides, and games of chance draw better crowds when you have plenty of dependable light.

Dependable light is our business. We manufacture a complete line of factory-built and engineered power plants for carnival and show use.

These plants combine neat appearance with convenience, dependability, long-life and low cost operation. Stewart & Stevenson lighting plants are being used by many of the largest shows in the country.



Phone, write or wire us today for a prompt quotation on power plants to fit your requirements.

STEWART & STEVENSON SERVICES, Inc.

4516 HARRISBURG BLVD • HOUSTON 11, TEXAS • PHONE W. 6-9691

Used Everywhere for Over 30 Years

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

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK

"Tents With That New Look."

Individually designed by Jimmy Morrissey. Beautiful lustrous colors. Write—Wire—Phone

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST.

(Phone: Harrison 6867)

KANSAS CITY, MO.

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

ANYTHING IN CANVAS

Tents—Concessions, Gypsy, Camping, flashy trimmings Tents of all sizes, Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.

TENTCO CANVAS, INC.

130 GREENE STREET

Phone: Worth 4-0013

NEW YORK 12, N. Y.

THE MAKERS OF...



Flameproofed Canvas in All Colors

Guaranteed to pass all Underwriters' Laboratories, Inc., tests.

Show, Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications.

Arthur E. Campfield, Inc.

145 W. 54th STREET NEW YORK 19, N. Y. Phone: Plaza 7-8039

WILLIAM MITCHELL-ARTHUR E. CAMPFIELD-HENRY HEIL Vice Pres. Gen. Mgr. President Secretary-Treasurer

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" NOW

is the time to place your orders for the 1949 season for

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

SHOW TENTS

CENTRAL Canvas Company

NEW ADDRESS 518 E. 18th St. Kansas City 8, Mo. HARRY SOMMERVILLE

FOR SALE

210-Foot Pole Apparatus

of the late **AUGUST JANSLEY**

Complete—Perfect Condition **MRS. A. FISCHER** Clifford Hotel DETROIT, MICH.

NEW IMPROVED

CHAIR PLANE SWINGS

16 and 24 Seats. 16-18-22 Foot Towers Le Roi Power Units.

RIDE HI MFG. CO. MURPHYSBORO, ILL.

BERMAN

**TRAILERS
GENERATORS
TRUCKS**
carry the load!

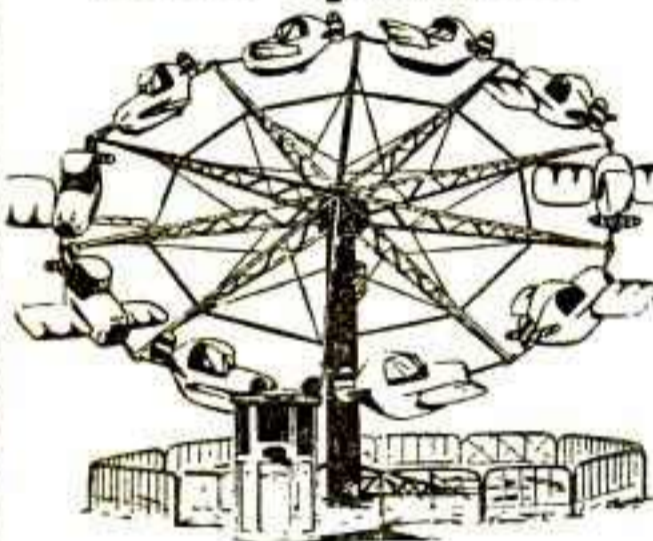
**Available**

Now for immediate delivery—
a full and complete line of
New and Used Trucks and
Trailers. We can arrange
convenient payment terms for
you.

BERMAN Sales Co.

PHONE 521

PENNSBURG, PA.

1948 Spitfire**Ride & Fly**

- SELF-CONTROLLED CARS
- THRILLING
- DEPENDABLE

FRANK HRUBETZ & CO.

SALEM, OREGON

POP CORN!

There is no substitute for

**Hoosier Pride
White Hulless
and Hybrid
Yellow Bulk Pop Corn**

- We do not make any high-sounding impossible expansion claims for our products. We do, however

GUARANTEE

complete satisfaction with the poppability and delicious flavor of Hoosier Pride pop corn.

- Your order for Hybrid Pop Corn is now on the cob, in vermin-proof cribs. This is your guarantee of freshly processed corn. Ask us for a sample that will be identical of order.

**THE INDIANA POP CORN CO.
MUNCIE, IND.**

POPCORN SUPPLIES

New crop Popcorn now ready for shipment. All Purdue Hybrid #31, pops 30 to 1 volume, a premium popcorn at a new low price.
Write for current price list on Popcorn Supplies. You get better products for less money from Gold Medal.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD STREET

CINCINNATI 2, OHIO

Talent Topics

Dukie Anderson, of Polack Bros. Western Unit, has signed to return to the Jimmie Lynch Death Dodgers for 1949.

Ray Brison is working at kiddie parties around Reading, Pa., with a new show. He recently bought new puppets, magic numbers and drapes. He is planning to play schools after Christmas over his old route in the South. . . . Frazier Troupe is at home in Macks Creek, Mo., after playing 22 weeks with DeWaldo Attractions and a few winter dates with Kathryn Ayers and Davics org. . . . Dean Ruth, clown, had to cancel his Santa Claus engagement and entered Paris Hospital, Paris, Ill., November 29 for surgery.

Closing a successful indoor season as aerial features with the Hamid-Morton Shrine Circus, Atlanta, November 17, the Aerial Royals and Flying Romas, owned and operated by Roy G. Valentine, will vacation for several weeks at their home in San Antonio before embarking upon a hunting and fishing trip. Both acts will return to the Hamid-Morton fold in 1949. . . . Speedy Babbs is in Canfield, O., recovering from injuries sustained in his Motordrome Labor Day. He recently returned from a trip to New York where he visited the Diacoff's, English bicycle act. Babbs says he hopes to be able to drive his car and trailer to Moultrie, Ga., in a few weeks.

Arizona Jack Campbell, well known in rodeo circles, is in Veterans' Hospital, Jefferson Barracks, Mo., being treated for old head injuries sustained while a member of the 1st Division, 18th Infantry Regiment in World War I. He'd like to read letters from friends. . . . Pat Miller, formerly of the Valentinos, casting act, of which George, Bob, Pete and Lee Miller were members, is recovering from pneumonia at his home in Cleveland. . . . Cowboy and Mary King have returned to San Antonio from a brief visit in Mexico City. They will remain in San Antonio until the stock show gets under way in Denver in January. . . . Harry W. (Duchess) Mason, clown, visited the Moslah Temple Shrine Circus, Fort Worth, after closing at Kansas City, Mo., November 14. At Fort Worth, Mason renewed acquaintances with Albert White, Happy Kellems, Snell brothers, Van Wells, Jo Jo Lewis and John L. Andrews. Mason opened at the Palestine, Tex., Christmas Parade and Circus November 26.

Jimmy Karro, trick and fancy roper, formerly with Cole Bros.' Circus, is now a ranch foreman. . . . The Therons, cyclists, who recently concluded several fair dates, are currently appearing at Radio City Music Hall, in New York. Adrina and Charlie, trampoline, are on the same program there.

The Aerial Snyders head for Miami, where they'll winter, after closing at the New Orleans Shrine Circus. During that engagement, one of the gals took over one of the boy's tricks, and this, according to Eugene Snyder, vastly improved the act. Eugene, incidentally, purchased a new Vagabond trailer in New Orleans.

Capt. E. F. Frakes will bring out Helen Howe, the Dynamite Girl, in '49 in a new thrill act, in which she will remain in a frame building while it is bombed by a 14-foot, 8-inch in

diameter, self-propelled rocket. The act, Frakes announced at the Chicago convention, will be offered to fairs thru Barnes-Carruthers Theatrical Enterprises, Chicago. Frakes disclosed that six newsreel companies have arranged to take pictures of the stunt soon in Miami.

**LA Auxiliary
Installs Heads**

CHICAGO, Dec. 4.—Mrs. Robert H. Her was installed as president of the Showmen's League of America L. lies' Auxiliary at the 30th annual installation dinner in Hotel Sherman Tuesday night, November 30. Mrs. Margaret Hock, past president, was mistress of ceremonies, and Phoebe Carsky, installing officer.

Other officers installed were Mrs. A. L. Filigrasso, first vice-president; Mrs. Ralph Glock, second vice-president; Mrs. Al Wagner, third vice-president; Mrs. Carmelita Horan, secretary, and Viola Blake Parker, treasurer.

Entertainment was by the Jean Trio and Harry Smith.

Lillian Glick, chairman of the banquet, (See SLA Aux. Installs on page 79)

**Cole Bros.' Calliope
For Inaugural Parade**

WASHINGTON, Dec. 4.—Cole Bros.' Circus steam calliope will have a prominent position in the mammoth inaugural parade here January 20, Melvin Hildreth, committee chairman, said this week.

Hildreth said that Zack Terrell will ship the calliope here from Louisville.

**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.)

American Midway: Raymondville, Tex.
Blue & White: Bloomington, Tex.; Port O'Connor 13-18.
Bohn & Sons: Smackover, Ark.
Borderland: Asherton, Tex., 7-19.
Clark Expo.: Montezuma, Ga.
Cotton State: Mobile, Ala.; Foley 13-18.
E. & J. Am.: Rosedale, La.
Florida Am. Co.: Immokalee, Fla.
Krystone Expo.: Oldsmar, Fla.; season ends.
Lottridge, Harry: (Franklin Stadium) New Orleans, La., 6-19.
Majestic Greater: Daytona Beach, Fla.
Orange State: Melbourne, Fla.
Palmetto Expo.: Greenville, S. C.
Peppers All-State: Breaux Bridge, La.
Pine State: Daytona Beach, Fla.
Tri-State: Edgard, La., 6-12.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Gould, Jay: Princeton, Ill., 7; Sycamore 8;
Dixon 9; Pontiac 10; Rockford 11; Chicago Heights 13; Watseka 14; El Paso 15; Fairbury 16; Marselles 17; Rochelle 18.
Polack Bros. (Western): (Auditorium) Charleston, W. Va., 6-12.
Spartan Bros.: Hahira, Ga., 6; Morven 7; Lenox 8; Enigma 9; Brookfield 10; Omega 11.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Hencie, Sonja: Hollywood Ice Revue (The Arena) St. Louis, Mo., 8-19.
Herbers & Ragan Exhibit: Lake City, Fla., 8-9; Gainesville 10-12; Tampa 13-25.
Miller's, Irvin C., Brown-Skin Models: (Roosevelt) Pittsburgh, Pa., 8-9; (Palace) Dayton, O., 16-18.
Plunkett's Stage Show: Corpus Christi, Tex., 6-8; season ends.
Skating Vanities of 1949 (Auditorium) Kansas City, Mo., 8-12; (The Forum) Wichita, Kan., 14-19.

**SLA Banquet
Clicks; Lohmar,
Parker Honored**

CHICAGO, Dec. 4.—With attendance eclipsing by a large margin the more than 1,300 revelers who turned out last year, the Showmen's League of America 36th annual banquet and ball in the Grand Ballroom of the Sherman Hotel here Wednesday (1) was declared one of the most successful in SLA history. Adhering to its popular streamlined format instituted last year, there were no speeches, with Toastmaster Lloyd Cunningham confining his remarks to brief introductory passages and laudatory messages for departing prexy, R. L. (Bob) Lohmar, and president-elect R. K. (Bob) Parker.

Guests were tendered a surprise package in the appearance of Olsen and Johnson, who thru divers slapstickery efforts, dissolved a pseudo-Russian general's criticism of American entertainment. Turn was brief, but highly effective.

In addition to Toastmaster Cunningham, 1948 SLA officers on the dias were Lohmar and Parker and Louis Keller, second vice-president; Morris Lipsky, third vice-president; Walter F. Driver, treasurer; Joseph L. Streibich, secretary; H. A. Lehrter, tyler; Louis Herman, Canadian counsel; Dr. Max Thorek, American Hospital; Dr. John C. Havlik, Alexian Bros.' Hospital; Arthur Morse, counsel, and Rev. Marcel La Voy, Chaplain.

Guests of honor included Bligh A. Dodds, New York State Fair, Syracuse; Michael J. Doolan, Pacific Coast Showmen's Association; James E. Strates, National Showmen's Association; Harry Stahl, Michigan Showmen's Association; Carl J. Sedlmayr Sr., Miami Showmen's Association; Earl Bunting, International Association of Showmen; C. J. Sedlmayr Jr., Greater Tampa Showmen's Association; Bernie Mendelson, commander, ASP American Legion; Edward L. Schott, National Association of Parks, Pools and Beaches; Max Cohen, American Carnival Association; E. Harold Elliott, Heart of America Showmen's Club; Major Lenox R. Lohr, Chicago Railroad Fair; Noble C. Fairly, SLA second vice-president elect, and Oscar C. Buck, SLA third vice-president elect.

Using a miniature circus marquee for scenic effects, the stage for the acts was built on the balcony of the ballroom. Frank Payne emceed the show which included The Four Yachtsmen, Al Verdi and Dolores, Bob Hall, George Gobel and The Pitchmen. Arthur F. Briese and Al Sweeney co-chaired the banquet and ball.

**Cunningham Elected
1949 IMCA President**

CHICAGO, Dec. 4.—Lloyd B. Cunningham, secretary of the Iowa State Fair, Des Moines, was elected president of the International Motor Contest Association here November 29 at the Hotel Sherman. He replaces Ray A. Lee, secretary of the Minnesota State Fair, St. Paul, who declined re-election after serving several years.

S. M. Hutchinson, Kansas State Fair, Hutchinson, was elected vice-president, and Frank Harris, secretary of the Mississippi Valley Fair, Davenport, Ia., was renamed secretary-treasurer.

Directors chosen were W. R. Hirsch, Louisiana State Fair, Shreveport; Maurice W. Jencks, Kansas Free Fair, Topeka, and Pete Baker, Oklahoma State Fair, Oklahoma City.

Emory Collins was officially designated as the 1948 championship driver and Deb Snyder as the runner-up for that distinction.

Out in the Open

CHICAGO NOTES: Ward (Flash) Williams, partner of the late Ed Schooley in their fair booking enterprise, will retain the office but plans to reactivate his iron lung operation. . . . The cousin of Bernie Mendelson, O. Henry Tent & Awning Company, passed away Sunday (28), less than two hours before Mendelson conducted the Showmen's League annual memorial services. . . . Bill Powell, the gent who spends most of his time in foreign lands scouting for talent and animals, attended the meetings this year and announced that he is off again later this month. Sails from San Francisco on a jaunt that will take him around the world. . . . E. Lawrence Phillips, who sold the Johnny J. Jones Exposition to Paddock and Lipsky last year, attended the meetings strictly as a spectator. Says he would have an announcement to make to the trade later this winter. . . . Lew Dufour is planning to operate a Health Show under local sponsorship next summer. Dufour for the last few years has been in the St. Louis office of RKO. He was a Sherman guest all week. . . . Leonard Traube, the public relations expert and former editor of *The Billboard*, attended the meetings and did business with the IAFE, the J. J. Jones Show and a couple of parks. . . . The Atwell Luncheon Club played to SRO all week, with genial President Harry A. Atwell presiding as usual. . . . Club now meets at Gibby's near the Sherman. . . . The former carnival and hotel operator, William E. Glick, came in from Baltimore to observe and "keep in touch." . . . Ray Marsh (Barrimore) Brydon left for Indianapolis to visit his mother.

Having returned to San Francisco after a month's stay in Southern California, Art Craner will attend the opening session of the 1949 Legislature in Sacramento, January 3. Craner, who has served as an official of the State Senate intermittently for 42 years, began his service at the State Capitol in 1907.

Harold G. Hoffmah, member of the board of governors of the NSA, former governor of New Jersey and a witty after-dinner speaker, has written, in conjunction with Howard Shiebler and F. Darius Benham, the book and lyrics for a revue titled

60% Refund Given Underwriters of Oregon City Fete

OREGON CITY, Ore., Dec. 4.—Merchants of this city and surrounding communities who contributed funds to underwrite the Oregon Centennial last August are due to get 60 per cent of their contributions back.

Celebration Manager Clint Mansfield said that gross receipts of the four-day celebration were \$40,293.51, including underwriters' contributions. Disbursements totaled \$36,003.51, of which \$5,000.13 went for payment of federal admissions taxes. The remaining \$4,290 is being refunded to the underwriters, who provided a total of \$7,150 in \$100 and \$50 subscriptions.

Gov't Booking Agency Set Up in Poland

WARSAW, Dec. 4.—Under the sponsorship and direction of the Polish government, a booking agency, the Central of Spectacles and Attractions, has been created, with its main office in Lodz.

The newly organized agency, of which J. Piatkowski is director in chief, will handle the booking of all types of acts, including circus, park, menagerie and vaude talent.

Saints and Sinners, which the Shuberts will produce next spring. The embryo authors are all members of the Circus Saints and Sinners Club, which provided the basis for the book and title of the revue.

The wedding of Elsie Janet Basile, daughter of band leader Joe Basile, and Carl H. Sonitz, advance man of the Hamid-Morton Circus, at the Basile home in East Orange, N. J., on November 28, was followed by a dinner and reception at the Robert Treat Hotel, Newark, N. J. Among show-folks at the reception were W. R. Tumber, Miami; Mr. and Mrs. George A. Hamid, Dorothy Packtman, Joseph Hughes; Mr. and Mrs. Herman Blumenfeld, of the Hamid office; Mr. and Mrs. A. Hymes, and the entire personnel of Basile's band. Music for the wedding was provided by organist Jack Glickman and the string ensemble of Michael Blasi. Dance music by orks directed by Clement and Charles Basile and vocal selections by Bubbles Ricardo and Joseph O'Toole livened the reception.

Hans Oberhammer, designer and consultant in the outdoor amusement field, and Alfred W. Blendow, well-known figure in the production end of amusement park and arcade equipment, are constructing a test model shooting gallery of advanced design, under an arrangement with the Sporting Arms and Ammunition Manufacturers' Institute. New gallery will be installed at one of the leading summer funspots for a test workout.

Dave Irwin's Eskimo Village is being featured as a toyland attraction in Macy's, New York department store. The 14-cent admission includes a ride on a sled pulled by huskies. . . . Visitors at the outdoor convention in Chicago last week were Gene Haerlin, of the city engineer's office, Dayton, O., who is well known to outdoor showfolks and a member of the Dayton Shrine Circus committee, and Marshall Johnson, Selma, Ala., who was part owner of the Sparks Circus in 1946.

Mrs. Bob Seery Caravans Prez

CHICAGO, Dec. 4.—Mrs. Bob Seery was inducted as 1949 president of Caravans, Inc., at the annual installation ceremonies in the Hotel Sherman November 29. Other officers installed were Billie Lou Foreman, first vice-president; Mae Oakes, second vice-president; Isabelle Brantman, third vice-president; Irene Coffey, financial secretary, and Claire Sopenar, treasurer.

Ann Roth was mistress of ceremonies. Usherettes were Marianna Pope, Kathryn Robertson and Violet Watson. Amby Clinton acted as mascot in the absence of Yvonne Bailey. Veronica Poterza sang the national anthem and Bessie Mossman gave the invocation.

Introduced were Pearl McGlynn, Jeanette Wall, Edna Stenson and Lucille Hirsch, all past presidents; members of the board of directors, and Mollie Foster, hostess at the open house.

Flowers were received from Bob Seery, Edward E. Sturch, Sen. William J. Connors, David Loftus, Jerome Florists and from show women's clubs in Kansas City, Mo.; Miami, Michigan, Missouri, New York and the Ladies' Auxiliary of the Showmen's League of America.

A corsage of silver dollars was presented the retiring president, Lucille Hirsch. Ann Roth made a \$50 donation to the new president, the presentation being made by Jeanette Wall. Bob Seery donated \$50 to the (See Mrs. Seery Elected on page 79)

Carl Hagenbeck Dies in Hamburg

HAMBURG, Dec. 4.—Carl Lorenz Hagenbeck, 40, head of the renowned Carl Hagenbeck Tiergarten (zoo-circus) at Stellingen-Hamburg, died at his home here November 27.

The Hamburg zoo was founded just a century ago by Carl Gottfried Claus Hagenbeck and became the world's leading mart for the sale of zoological specimens and performing wild animals. It was at their zoo in Stellingen that the first attempt was made to present wild animals in natural surroundings instead of in cages.

The Hagenbecks were associates, for a short time, in the Hagenbeck-Wallace Circus in America, and Carlo Lorenz Hagenbeck later (1934) visited America to consider the advisability of bringing over the Carl Hagenbeck Circus for a tour.

The Hagenbecks established zoos in various cities of Europe as features of expositions and fairs, some of which were acquired by the municipalities and maintained as public zoos. A small zoo was operated by the Hagenbecks for several months as an attraction at Luna Park, Paris, and Carlo Lorenz Hagenbeck for a time was in charge of this project.

During the war Carlo was able to ship some 70 performing animals from his circus to Sweden, where they were farmed out to Swedish circuses. Unfortunately for the Hagenbecks, the animals were taken over by the Swedish government at the end of the war as alien property and sold at auction, several groups being acquired by the Ringling Bros. and Barnum & Bailey Circus.

Under the supervision of Carlo Lorenz Hagenbeck the Hamburg zoo-circus, which had suffered severely thru bombing and fire, was gradually restored and restocked with animals and staged a much-publicized centennial jubilee this past summer which was given the official blessing

of the German government and the municipality of Hamburg.

The death of Carlo Lorenz Hagenbeck leaves the family with only one direct male descendant, Carl Heinrich Hagenbeck Jr., who has been assisting his brother in the operation of the Hagenbeck enterprises.

3000 BINGO

Yo. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4
Yo 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, 50¢; Wood
calling Numbers, \$1; Printed Tally Card, 15¢.
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 10¢ 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. Per 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, 50¢.
Ping-Pong Balls, printed 2 sides . . . \$30.00
Replacements, Numbered Balls, Ea.58
3,000 Jack Pot Slips (strips of 7 num-
bers) 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
4-5.1.50
4,000 Featherweight Bingo Sheets, large
size, 5 1/2 x 8; 5 colors; loose, no pads. M
Adv. Display Posters, size 24x36. Each
Jardboard 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; 1/4 the
size \$2.00 M
All above prices are transportation extra. Catalog
and sample cards free. No personal checks
accepted. Immediate delivery.

19 W. JACKSON BLVD., Chicago 4, Illinois
J. M. SIMMONS & CO.

MAKE \$100.00 A DAY ON CANDY FLOSS

This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send your order NOW. FREE parts given with each machine. We maintain an up-to-date service department.

Electric Candy Floss Machine Co.
202 Twelfth Ave., So. Nashville 4, Tenn.



NOTICE: TO ALL SHOWMEN, PARKS, CARNIVALS



If you have not bought, don't till you see or get prices and information on new one-piece, all metal folding tank for Water Boat Rides, Choo-Choo Trains, Kiddie Wheel, all electric, patented. Reasons why they outsold other rides at Chicago, lowest prices, biggest capacity, less up-keep, quickest to set up, less space, lightest to transport, and we can make delivery when you want them. Write, wire or phone:

SUNSHINE MFG. CO.
2105 E. Chelsea St., Tampa, Florida
Member Tampa Chamber of Commerce.

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1949 Streamlined Cars

EIGHT CAR STATIONARY & NEW JET
PORTABLE RIDE • ELEVATED • KIDDIE RIDE
PARK RIDE

BISCH-ROCCO AMUSEMENT COMPANY

5441 S. COTTAGE GROVE CHICAGO 15, ILL.

SMITH & SMITH

RIDES FOR CARNIVALS AND PARKS

Makers of Chairplane, Kiddie Airplane Swing, Kiddie Chairplane, Ocean Wave
Write, wire, phone for catalogue, price, delivery date.

SMITH & SMITH, Springville, N. Y.

TICKETS PRINTED TO YOUR ORDER 100,000—\$26.55

ROLL—FOLDED—CASH WITH ORDER—SAVE

Minimum Order Each Wording, Price of Color 10,000 Tickets.
10,000 Each Additional 10,000. \$9.00
Same Order 1.95
Price Change 3.00
Color Change .60
DALY TICKET CO. COLLINSVILLE, ILL.

Terperies', Parks' Joint Strategy

Co-Op Effort Planned on Music Posers

20% Tax First on Agenda

(Continued from page 16)

but both emphasized that if a member of either NAAPPB or NBOA is contacted during the current taxation switch by a rep of his sector's tax department, that member should immediately contact either Paul Heudepohl, secretary of NAAPPB, or Otto Weber, NBOA secretary, who would in turn confer with either Roberts or Sharpe as to the next move.

The NBOA board of directors held their meeting in conjunction with the NAAPPB convention because approximately 100 members of the park org are ballroom operators and already many are members, too, of NBOA. It's expected that the NBOA board will hold a meeting in conjunction with the outdoor meet in the future.

Park and ballroom-ops talked over the mutual problem of music licensing agencies, with Broadcast Music, Inc. (BMI) getting most of the spotlight. Henry G. Bowen, operator of Whalom Park, Fitchburg, Mass., chairman of NAAPPB's music committee, told parkmen that the org has decided that ops will have to individually deal with BMI, concerning its proposed all-in-one license for fair and park operations (*The Billboard*, December 4). Under the BMI proposal, licensed wired music played over p.-a. systems and music incidental to rides and shows in a park would be included under a flat yearly fee. BMI had not charged for these categories previously. Park ops and ballroom men were urged to watch closely for bulletins from their respective orgs, informing them of the groups' decisions in handling music licensing matters.

Ready Test Case

Roberts told the park convention that the NBOA has one op who is already paying the 20 per cent cabaret tax and as soon as his first quarter's payments are made, NBOA intends to test the case again by demanding a refund. In another instance, Roberts said an op had attempted to pass on the 20 per cent tax to a patron, with the result that his concession business dropped 50 per cent. Both Sharpe and Roberts agreed that a corrective amendment to Section 1700-(E) of the code would be the only absolute solution to the impending cabaret tax threat. Both NAAPPB and NBOA are working toward some such revision to be placed before the 81st Congress. Sharpe pointed out that the situation also could be clarified thru an appeal to the U. S. Court of Tax Appeals in Washington or entered as a suit in a circuit court. Roberts said application of the cabaret tax would hurt ballroom biz, for dancery ops feel that the cabaret stigma would keep out strait-laced persons, in that the word connotes liquor sale. Joe Malec, op of Peony Park, Omaha, made the motion that may later lead to a meeting between park and ballroom execs.

Ballroom Forum

At a ballroom forum for park and ballroom men, Don Dazey, op of Le-Sourdesville Lake, Middletown, O.,



THE A. W. KETCHUM AWARD for the most meritorious exhibit of equipment or supplies at the annual trade show, sponsored by the National Association of Amusement Parks, Pools and Beaches, went to the Blevins Popcorn Company this year. Blevins was awarded the plaque for displaying the popcorn machine, recently won by Kenneth Crosbie, left, as part of his \$30,000 jackpot on Stop the Music. Crosbie, Bluffton, Ind., and Blevins brought the machine to the convention and sold the popcorn for the benefit of the Damon Runyon Cancer Fund. Edward L. Schott, right, retiring president of the NAAPPB, is shown presenting the plaque to Blevins.

Well-Equipped Kiddieland Said Good Insurance Against Decline in Gross Business

Santa Cruz Op Praises New Trend in Biz

CHICAGO, Dec. 4.—If park operators thruout the country needed any prodding about starting a Kiddieland in their parks, or proof that such a project would be profitable, they received that prodding and proof Wednesday (1) at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention. Harry A. Illions, Celoron Park, Jamestown, N. Y., was chairman of the Kiddieland and Kiddie Park Forum, assisted by John S. Reynolds, Santa Cruz Beach, Santa Cruz, Calif., and Carl E. Henninger, Kennywood Park, Pittsburgh. The last named was unable to be present for the session but his paper was read by Reynolds.

Illions said, by way of opening his remarks, "Kiddielands are big business, make no mistake." He told of what has been done and what will be done at his park to attract the small fry. He reported that his Kiddieland had helped boost adult grosses in his park.

In his opening remarks, John Reynolds said, "Probably no phase of the outdoor amusement business has shown such phenomenal growth and development during the past few years than the ever increasingly popular kiddie rides and Kiddielands. Particularly since the end of the war from coast to coast, one park after another has turned its attention more and more to the small fry. The result has been that practically every park owner or operator either has made substantial additions to, or installed new devices to attract the attention and patronage of the little tots."

related the problems of a typical small park ballroom. Charles Platt, manager of Moqnlight Gardens, Coney Island, Cincinnati, said that a survey by park authorities revealed that the ballroom pulls the best type of clientele. The Gardens account for 17 per cent of the park's total patronage and bring the best repeater patron. In addition, the survey showed that dance patrons contribute 50 per cent more business than the average customer, in that they buy more and concessions in a ballroom are able to charge more. Attendents have clocked dances and found that during the three nightly intermissions, 50 per cent of the dancers left the ballroom to spend money on rides, shows and food during the time-out periods. Platt pointed out that a ballroom benefits park prestige, thru bringing local publicity when name bands are used and national promotion if a network radio remote wire can be obtained. Platt emphasized that the style of bands should be varied during the season to acquaint the new patrons, who are encouraged to attend by switching bands, with the park.

Masters Gives Hints

Orkster Frankie Masters pointed out hints which he had found would stimulate business and better band relations. Masters pointed out the (See Co-Op Efforts on page 79)

War Years Responsible

"Many different factors undoubtedly are responsible for this trend," Reynolds continued, "but I believe its foundation was laid during the war years when patronage of amusement parks generally reached record highs. With higher prevailing wages than ever before and the scarcity of consumer goods, more and more families sought the amusement park (See KID FUNSPOTS on opp. page)

Top Business On NBOA File Gets Airing

Asks Action on Dance Week

(Continued from page 16)

He has not heard from BMI since making the suggestion, he added.

The board agreed to take definite action soon in activating the suggestion of Howard Sinnott, General Artists' New York one-night booker, to stimulate dance interest thru a "national dance week." Board had tentatively decided to stage the dance-week promotion some time in October or November next year. It intends to invest numerous segments of industry, which play some part in terp activity, behind the promotion. Ops will attempt to secure an official theme song for the week.

It was further agreed that NBOA take a more active part in trying to remedy "unethical practices on the part of band bookers and personal managers." While no particular instances will be studied immediately, the board will attempt some simplification in the current band contract and methods thru which contracts will be returned to ballroom ops more promptly.

All matters will probably get more airing some time next spring when NBOA's board of directors intends to hold another palaver.

Urges Parks Action To Cut U. S. Gate Tax

Write Congress, Sharpe Says

(Continued from page 50)

transportation taxes and those placed on cosmetics, jewelry and leather goods. I suggest that if the NAAPPB could devise ways and means of informing the public of the onerous character of the amusement tax, as it affects our parks, pools and beaches, it would tend to impress Congress, especially in the new administration."

Other Tax Fights

Sharpe said he knew there would be strong efforts made at the coming session of Congress for a reduction in transportation taxes, particularly by the air lines, which have engaged, he said, competent and high grade representatives to push the matter to a hoped for reduction. "I know," Sharpe declared, "that similar efforts are in the making by other groups affected by present excise taxes peculiar to their industries. Whether our association will pursue the same course is a matter for decision of your officers and the membership at this convention."

Following Sharpe's talk, George Schmidt, president and general manager of Riverview Park, Chicago, urged every member of NAAPPB to write their congressmen urging a cut in the admission tax. "And get your families and your friends to write, too," Schmidt urged.

Wanted for NEW LIBERTY PARK

Buffalo, N. Y.

Will book Merry-Go-Round, Skooter, Whip, Ferris Wheel and any other rides that do not conflict with what I have. This will be a permanent park, comprising 12 acres. . . . The only park in Buffalo now.

Will consider booking Game Concessions that are up and up for permanent place. No grift allowed. Some Food and Drink stands open. Write or wire

HARRY A. ILLIONS

Box 664 Jamestown, N. Y.

100 PER CENT LOCATION

For Kiddie Land. 5 acres at the entrance of Pike Drive-In Theatre on No. 5 highway on Berlin Turnpike, 6 miles from the capitol of Hartford, Conn. Half million people within 12 miles. Located in center of population. Second drive-in theatre within one mile of location. Capacity of both theatres, 1500 cars. For the last 2 years had Pony Ride, Steam Train and Miniature Golf Course; leases expire this year. Will rent or book percentage for Kiddie Rides; must be reliable. Opportunity to build Kiddie Land with long lease. Other opportunities. Only those interested write

ROBERT GLOTH

P. O. Box 66 Hartford, Conn.

CONNECTICUT'S NEWLY MADE BATHING BEACH

SAVIN ROCK, WEST HAVEN

For Lease—Large building and pier, 9,000 square feet extending over new beach. Suitable as bathing pavilion for 1500 lockers, movie theater, or arcade and concessions.

Write or phone:

BENJ. F. GOLDMAN

129 Church St., New Haven, Conn.
Phone: 7-2236

WANT TO BE LOCATED

Have new Corn-King Popcorn Machines. Will install and operate on percentage basis or flat fee. Will also build concession booths if necessary.

ALBERT RICH

1016 Broadway GARY, INDIANA

WANTED

BAT 'EMS—DOUBLE OR SINGLE COURT

For 1949 Season, May through October, at large Outdoor Recreational Park in Washington, D. C. area. Concession basis or will buy.

Paul B. Smith

1445 Ogden St., N. W., Washington, D. C.

MINIATURE RAILROADS

Order now for spring delivery. Deluxe custom-built trains at mass production prices. 18" to 24" gauge. Steam, Diesel or electric types (all gas driven). Up to 200 passenger cap. Catalog with large photos. \$1.00 bill. Also light rail for sale.

IRON HORSE LINES

144 High St., Wareham, Mass.

**GIVE TO THE
RUNYON CANCER FUND**

Kid Funspots Fine Insurance, Says Reynolds

(Continued from opposite page)

to escape the stress and strain of the times. These two factors—No. 1, more money to spend, and No. 2, fewer things to buy—enable the amusement parks to provide mother and dad an excellent outlet where junior and little sister could have a good time, and started a trend that bids fair to continue for years to come. Too, the development of new rides and other devices by the manufacturers recently have given far-sighted operators a chance, not only to expand, but also to experiment with this phase of their operation."

Replacements Made

Reynolds pointed out the results obtained at Santa Cruz as proof of the growing popularity and appeal of Kiddielands.

"In 1947 our income from kiddie rides showed a gain of 30 per cent over that for 1946," he said. "Last year we added a new kiddie auto ride and replaced our kiddie airplane swing. These represented the first replacements or additions to Kiddieland since pre-war days.

"What happened in 1948? While total ride income declined approximately 9 per cent, our kiddie ride gross income showed an increase of 150 per cent. This increase occurred despite the fact we reduced our price of admission from 10 cents, plus 2 cents federal tax, to 9 cents, on which, of course, no tax was due.

"Further, by rearrangement of our rides, we actually were able to effect a small decrease in operating costs. During the five years prior to 1948, our kiddie rides accounted, on the average, for approximately 3.3 per cent of total ride income. In 1948, our kiddie rides accounted, on the average, for approximately 3.3 per cent of total ride income. In 1948, our kiddie ride gross was equal to 7½ per cent of the total ride income.

"I should like to point out, however, that, commencing as early as 1943, with one exception, our income from kiddie rides increased progressively, and this, I believe, is further proof of the trend so amply demonstrated by results in 1947 and 1948."

Warns Ops

Reynolds warned park operators about the number of exclusive independent Kiddieland operators that are springing up from coast to coast, intimating that the owner of an adult park should be, if he is not already, aware of the competition being offered.

"These operators are located particularly in or immediately adjacent to the largest metropolitan areas," he declared. "We also have learned of several municipalities which recently have established, or contemplate shortly to establish, similar operations in public parks and playgrounds.

"Since we must acknowledge the competitive nature of these developments, they will of necessity keep us on our toes and we must provide bigger and better opportunities for the youngsters to enjoy themselves when they visit us. It cannot be too strongly emphasized that what we have to offer must not only be as good as the other with which they are familiar but must be far better. If we can accomplish this, the scattered individual operators can be the best advertisement we possibly can secure."

Winding up his talk, Reynolds closed with this strong statement:

"Should the amusement park business, in the next few years, experience some decline in gross business, we know of no other phase of operation that offers better insurance against such eventuality than a well-equipped, well-run and inviting Kiddieland, established in as prominent a place in our parks as possible."



Winner of the

N.S.ALEXANDER AWARD

For the Most Meritorious Device or
Ride Exhibit at the Annual

N. A. A. P. P. B. Show and Convention

Now manufacturing and delivering 4 outstanding
rides for amusement parks and carnivals

1. ROCK-O-PLANE
2. OCTOPUS
3. ROLL-O-PLANE
4. FLY-O-PLANE

WRITE FOR CIRCULARS DESCRIBING IN DETAIL THE MANY MONEY-MAKING FEATURES OF THESE FOUR DEPENDABLE RIDES BUILT BY A FIRM WITH 17 YEARS' EXPERIENCE IN MANUFACTURING RIDES.

EYERLY AIRCRAFT CO.

SALEM, OREGON

World's Largest Designer, Builder and Manufacturer

of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels and the famous Century Flyer Miniature Train—operating now in more than 100 leading amusement parks in the United States with gratifying revenue results.

Rails and equipment on hand

Write for information to:

NATIONAL AMUSEMENT DEVICE CO.—Dayton 7, Ohio

WE QUOTE WITH PRIDE

★ "The fifteen new Dodgem Cars we purchased from you this year have more than taken care of themselves in newness and change in the attraction . . . the new cars increased our business at least forty per cent."

★

WALDAMEER BEACH, PA.

DODGEM

LAWRENCE, MASSACHUSETTS

Y
O
U
R
B
E
S
T
B
U
Y

NAME PATRONS KNOW

FOR SALE

AMUSEMENT PARK & SUMMER RESORT

Located in Northern Pennsylvania. Includes large Roller Rink equipped with Electric Hammond Organ which operates twelve months, swimming pool, dance pavilion, restaurant, merry-go-round, picnic grove, concession buildings and cottages. Large acreage, stream running through property. \$30,000.00 will handle.

BOX D-108, c/o BILLBOARD PUBLISHING CO.

2180 Patterson St. Cincinnati 22, Ohio

FOR SALE

ONE PRE-FLIGHT TRAINER

Good condition. Contact

R. RICHARDS

Spring Recreation Park, Lancaster, S. C.

WANTED

ONE SECOND-HAND BABY FERRIS WHEEL

Approximately 15 or 20 ft. high. Must be in good condition. Contact

R. RICHARDS

SPRINGS RECREATION PARK
Lancaster, South Carolina

BATT NAMED NAAPPB PREZ

'48 Conclave Breaks Marks

Registration almost double that of a year ago—Firestone wins promosh award

By Hank Hurley

CHICAGO, Dec. 4.—Harry J. Batt, owner of Ponchartrain Beach, New Orleans, was elected president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at the 30th annual convention in Hotel Sherman, November 29-December 1. He succeeds Edward L. Schott, president-general manager of Coney Island, Cincinnati.

Following his election, Batt made the following statement:

"As your president for 1949 I pledge—and may I urge everyone connected with the industry to make a similar pledge—to dedicate my efforts to build and maintain for the people of our country greater and finer park and beach entertainment, entertainment which has continued to remain wholesome thru the years. Our type of mass entertainment for the millions truly is democracy at work.

"It will be my endeavor to see that our association accomplishes for its membership a great service in this noble cause and I hereby dedicate myself to that end during the coming year."

Other officers named were John L. Coleman, Riverside Park, Indianapolis, first vice-president; Elmer E. Foehl, manager of Willow Grove Park, Willow Grove, Pa.; W. H. Hitzelberger, executive vice-president and general manager of State Fair Park, Dallas, third vice-president; Paul H. Huedepohl, executive secretary, and A. L. Filograsso, treasurer.

Directors elected for a three-year period were Edward S. Sheck, Summit Beach Park, Akron; William W. Muar, Roseland Park, Canandaigua, N. Y.; George K. Whitney, Whitney's Playland at the Beach, San Francisco; Edward J. Carroll, Riverside Park, Agawam, Mass.; Don Dazey, Le-sourdsville Lake Park, Middletown, O., and Irving Rosenthal, Palisades Park, Palisade, N. J.

Firestone Wins

The Harry J. Batt Award, given for the first time this year to the person or park judged to have chalked up the best promotion of the year, went to Dr. Louis H. Firestone, president of Flint Park, Flint, Mich. Dr. Firestone's winning promotion was the bringing of President Truman to his park for a major Labor Day political talk, which garnered the park plenty of nationwide publicity, in addition to drawing the largest crowd in the history of Flint Park.

Other service awards went to Paul H. Huedepohl, NAAPPB executive secretary, who won the Andrew S. McSwigan Award, given to the person giving the most outstanding service to the park industry for the year; William H. Hitzelberger, Dallas, who won the D. S. Humphrey Award for the finest appearance on the subject dealing with amusement parks or piers, and Chauncey Hyatt, Chicago, who won the A. R. Hodge Award for the finest program appearance on a subject dealing with pools and beaches.

The convention incorporated into its minutes official recognition of the outstanding job done by Henry G. Bowen, Whalom Park, Fitchburg, Mass., as program chairman, and (See Batt Heads Parkmen on page 79)

Strolling Thru the Sherman:

Many Familiar Faces Missing At Annual NAAPPB Convention

While the National Association of Amusement Parks, Pools and Beaches 30th annual convention this year broke all previous attendance records, still there were some familiar faces missing. Not on hand, for one reason or another, were such well-known names as Henry Guenther, Ed Carroll, Harry Storin, Leonard Schloss, Charlie Rose and Joe Drambour, to mention just a few.

The stop-and-go light, used at the convention a year ago so speakers wouldn't go overtime, was sorely missed this year. Plans were to have it again this year but a slip-up at the last minute canceled those plans. Many NAAPPB'ers thought it should be brought back next year, because, as one park operator put it, "when those guys know somebody is clocking them on the length of their talk it makes a difference."

Henry Bowen, program chairman, received plenty of compliments about the program he arranged this year. And he deserved every one of them. Veteran parkmen went on record time and again during the meetings as saying this year's program was the best ever. Bowen, and Paul H. Huedepohl, NAAPPB executive secretary, who gave Bowen and his committee plenty of co-operation, had almost everything connected with the park industry included on the program. . . . Probably there was no more surprised person in the Louis XVI Room, Hotel Sherman, where the convention meetings were held, than Huedepohl when it was announced he had won the Andrew S. McSwigan Award for the most outstanding service to the park industry during 1948.

Joe Geist, Rockaway's Playland, Rockaway Beach, N. Y., it is reported, purchased several new kiddie rides for his Kiddieland which will open next spring. In that connection, ride exhibitors at the trade show reported parkmen "outpurchased" the carnival men this year in the ride department. That in itself is out of the ordinary, because it's usually the carnival owners who top the list.

Harry Stahl, of Eastwood and Jefferson Beach, Detroit, and also president of the Michigan Showmen's Association, recently purchased a new 32-foot Spartan trailer. He, with his family, will leave shortly after January 1 for a Florida vacation. . . . Al McKee, well known in ride building circles and formerly connected with Old Orchard Beach in Maine, may announce a new connection shortly. . . . Mickey Doolan, Charlie Paige and George Lauerman all took off for California right after the close of the convention.

Two West Coast operators on hand for the first time in quite a few years were Pop Ludwig, Virginia Beach, Long Beach, Calif., and George K. Whitney, Playland at the Beach, San Francisco. . . . A. M. Brown, Buckeye Lake Park, O., who underwent a serious operation in October, was on hand for the meetings and reported feeling "pretty good."

Harry J. Batt, newly elected president of NAAPPB and owner of Ponchartrain Beach, New Orleans, will build a Kiddieland and kiddie zoo in New Orleans City Park. . . . Arnold Gurler and his two sons, John and Bud, Ellitch Gardens owners, were in attendance. Arnold left after the convention for New York to meet his wife and "see a few shows," as he put it. His sons, however, returned to Denver.

George A. Hamid, chairman of the banquet and ball committee, received plenty of congratulations on the fine floorshow he was instrumental in getting. Most park men figured it was the best show in the history of NAAPPB and that's saying something because last year's show was a good one.

G. D. Kincaid, president of Joyland Park, Lexington, Ky., who has his park up for sale, was on hand passing out literature on his funspot. . . . Reports were that Dr. David Mones and Dr. Sarah Mossew purchased Bronx Beach and Pool, New York, and will make many improvements and additions. Name will be changed to Bronx Beach Park and Pool.

A Bit of Advice:

Cater to the Entire Family, Small Park Owners Are Told

CHICAGO, Dec. 4.—Owners and operators of the so-called small park should build his funspot to fit the desires of his community and cater to the entire family, young and old.

That was the advice given members of the National Association of Amusement Parks, Pools and Beaches Wednesday (1) at the 30th annual NAAPPB convention in Hotel Sherman by William W. Muar, Roseland Park, Canandaigua, N. Y., speaking at the forum on *Small Parks and Their Problems*.

Others appearing on the program were G. D. Kincaid, Joyland Park, Lexington, Ky., who acted as chairman, and H. J. (Chief) Terrill, Silver Beach, St. Joseph, Mich.

"When I started Roseland Park 24 years ago I knew very little about the park business, but I had big ideas," Muar said. "I thought I

should have everything the big park had. But as I grew older, both in years and wisdom, I realized I couldn't afford everything and that I didn't need everything connected with a big park. You know as well as I do, for instance, that a ride or game that does not have repeat appeal has no place in a small park.

"Today, I think, every park owner, especially the small park owner, should build to fit the desire of his community, because what is liked in one community is not liked in another. Without the good will of your community you will not go far. We in the smaller communities are limited in our drawing power. I suggest you diversify your attractions so that you cater to the entire family, young and old.

"It is hard to get old people to patronize most rides. In our park

Parkmen See Great Show At Banquet

GAC Presents Program

CHICAGO, Dec. 4.—Highlighted by an outstanding floorshow, presented thru the courtesy of the General Artists Corporation (GAC), the annual banquet of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) was held in the Grand Ballroom of Hotel Sherman Tuesday night, November 30.

Paul H. Huedepohl, executive secretary of the NAAPPB, reported attendance this year was the largest ever, topping last year's record-breaking crowd. Many members of the International Association of Fairs and Expositions (IAFE) helped swell the crowd.

With Gay Claridge and his orchestra furnishing the dinner music, the parkmen and their guests sat down to a steak dinner and all the trimmings and then watched an outstanding floorshow, one that gave a variety of entertainment and moved at a fast pace.

As is always the case with NAAPPB banquets, speeches were conspicuous by their absence. Huedepohl presented Harry J. Batt, newly elected president of the NAAPPB, who in turn presented George A. Hamid, who acted as toastmaster.

Dick Gordon handled the emcee duties for the floorshow, assisted in a few acts by Bruce Nelson. Line-up included the Dorothy Dorben Dancers; the Nelson Sisters, trapeze; Ray and Nardo, impressionists; the Commanders, with Dorothy Johnson, soloist; the Sylvia Trio, dancers; Gracie Barrie, singer; Harvey Stone, comic, and the Paul and Paulette Trio, trampoline.

Johnny King and Russ Facchine handled the floorshow arrangements for GAC.

As is the case each year, parkmen took over the Sherman penthouse nightly during the convention.

Conn. State Parks Draw Big

BRIDGEPORT, Conn., Dec. 4.—A near record attendance at the State parks this year was reported by the Connecticut State Park and Forest Commission. The total of 2,365,352 visitors was 186,305 under the record set in 1941. The excessive rain this year held down the total, officials said.

we get a large percentage of our receipts from games for older people. In fact, we have very few games that cater to children. I think some parks neglect their game concessions by leasing them out and also not giving the public the proper percentage of merchandise. We give between 40 and 50 per cent to the customers in merchandise. We operate eight games ourselves and lease out such things as scales, guess-your-age and palmistry. Our per capita income is about \$1.10 per person. Our game operations produce 30 cents of this amount.

"I think the honeymoon is over and it's time to check ourselves. Let's not over-expand in physical things.

"Here is a slogan for the small park operator, and sometimes I think it a good one for the 'big shots':

"Not a bigger and bigger park, but a better and better park, in service and comfort to our patrons."

IAFE Elects Dodds Prexy; Votes for Aux.

State Secs. Urge New Set-Up

CHICAGO, Dec. 4.—The International Association of Fairs and Expositions at its annual convention here this week decided to establish a Ladies' Auxiliary and to hold a dinner instead of a buffet reception for fair men and their wives at the 1949 convention.

Bligh A. Dodds, secretary of the New York State Fair, Syracuse, was elected president, and Sheldon R. Brewster, secretary of the Utah State Fair, Salt Lake City, was named vice-president. Frank H. Kingman, of the Brockton (Mass.) Fair, was re-elected secretary.

J. S. Dorton, North Carolina State Fair, Raleigh; Glenn Boyd, Ozark Empire District Fair, Springfield, Mo., and Leon Harms, New Mexico State Fair, Albuquerque, were elected to two-year terms as members of the board of directors.

The board of directors took no action on a resolution adopted at a meeting of the secretaries of State associations of county fairs that they be organized into a formal body to be known as the National Association of State Associations of County Fairs. The resolution pointed out that such an organization would serve as a part of the parent IAFE.

Secretaries Elect Hunter

At their meeting the secretaries of the State associations elected C. C. Hunter, Taylorville, Ill., representing Illinois, as president. Rollo E. Singleton, Jefferson City, Mo., representing Missouri, was elected vice-president, and Robert Trask, Boston, was elected secretary. It was the contention of those in attendance that the county fairs, thru their State secretaries, should have greater representation at the IAFE convention and some urged that one day be set aside for a program aimed at county fair execs.

The idea behind the IAFE's board of directors in voting to establish a Ladies' Auxiliary and to elaborate on the buffet reception was said to be to add to the appeal of the convention to those of the distaff side.

Dodds presided at the convention sessions, substituting for Roy Rupard, 1948 president, who was reported ill at his Mesquite, Tex., home. Rupard's prepared address, which was read by Dodds, emphasized the growing importance of fairs and pointed out trends he sees in the fair movement.

Rupard Points to Trends

"I believe we should seek formation of circuits not only those for amusements but for other type exhibits . . . that we should straighten out conflicting dates as much as humanly possible in order that worthwhile shows and exhibits may be used in as many fairs over the country as possible," Rupard stated.

"The trend is in this direction and rightly so.

"The trend also is toward not necessarily bigger grounds but more beautiful grounds and more permanent buildings. The fairs of tomorrow will be well-landscaped beauty spots.

"The trend also is toward greater year-round use of the facilities at our fairs. Amusement parks for spring and summer crowds are becoming the order of the day and will continue to increase in popularity and in attendance. The year-round use of our fairgrounds brings in needed revenues without adversely affecting the fair season itself. In fact, popularizing fairs, I believe, will mean bigger crowds at the fair itself."



BLIGH A. DODDS

All-Iowa Adds Day To '49 Exposition

CEDAR RAPIDS, Ia., Dec. 4.—All-Iowa Fair will be extended to eight days next year with the additional day permitting an increased number of features and attractions at the event. Dates are August 14-21.

The fair board will establish a draft horse show at the 1949 annual, which will be staged in addition to the State dairy and 4-H Club shows.



Meetings of Fair Assns.

Iowa Fair Managers' Association, Hotel Fort Des Moines, Des Moines, December 6-7. E. W. Williams, Manchester, secretary.

Western Fairs Association, Annual Meeting and Second Annual Fairman's Fair, Municipal Auditorium, San Jose, Calif., December 6-10.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 3-4. William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 5-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs, Brown Hotel, Louisville, January 6-7. L. (Doc) Cassidy, Louisville, acting secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 11-12. R. M. Sawhill, Glasco, secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 11-12. Henry W. Beaudoin, Memphis, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 12-13. Mrs. Don. A. Derick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, January 13-14. Missouri Hotel, Jefferson City. Rollo E. Singleton, secretary.

Minnesota Federation of Fairs, January 13-15. Lowry Hotel, St. Paul. Allen Dorn, Grand Rapids, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Richmond Hotel, Augusta, Ga., January 17. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 17-19. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

South Carolina Association of Fairs, Hotel Columbia, Columbia, January 19. Tom Craig, Spartanburg, secretary.

Potent Role of Industry In State Fairs Stressed

CHICAGO, Dec. 4.—The potent role industry can play in the success of a State fair was outlined by R. H. McIntosh, manager of the Alabama State Fair, Birmingham, here this week at the annual convention of the International Association of Fairs and Expositions. "Any State fair would do well to tie in its State's industrial group," McIntosh asserted after detailing the success which greeted the introduction this year of a "Made-in-Alabama" show at the Birmingham annual. Represented were 20 different classes of industries, ranging from coal, iron and steel, thru paper-making and textiles, to ceramics, chemistry and railroads.

In some instances, McIntosh said, manufacture joined in developing industry-wide exhibits. Coal, iron and steel, as an example, had 29 exhibitors in that section, lumber had 19, paint 6 and paper 3, he pointed out.

"Included among the exhibits were some that stressed motion and color—and they were by far the most popular," McIntosh said. "A bolt-threading machine in the steel section, textile machines weaving cloth of varied kinds and colors, miniature trains showing railroad car construction, and flashing signal lights taught a lesson that will be generally followed in next year's presentation.

"The demonstration of the State's industrial might created almost as much sensation as the Royal American midway. From a public relations point of view, I have never seen any State Fair attraction that overwhelmed the people more completely. I really believe that most of the 214,000 persons (who saw it) had no idea that the many products exhibited were made in Alabama."

The advance publicity, according to McIntosh, played a major part in the increased attendance. Many of the participating companies assisted greatly in building attendance.

The show, McIntosh reported, was sponsored and developed by the Associated Industries of Alabama after its execs were sold on the idea by the fair officials. It was staged in a new fair building, 325 by 125 feet, constructed of a government-owned, brick-and-steel fabricated structure which the fair had purchased from the War Assets Administration.

In the contract with the Associated Industries, space was rented at \$1.25 a square foot for actual exhibit space. One dollar was returned to the fair as actual rental and the remaining 25 cents was retained by Associated Industries to cover the cost of selling and creating the exhibit unit.

The floor plan itself was unusual, McIntosh pointed out. Designed by the engineering department of the Alabama Polytechnic Institute, it was not unlike that used in modern fun-houses. "It had but one entrance and one exit—and inside it was a veritable maze of corridors, with exhibits grouped by industrial classification—from which there was no escape until it had been seen in its entirety," he said.

Participating industries were more than pleased with the results of the show, according to McIntosh, who reported that they had spent \$150,000 to prepare the exhibits. "These industrialists are not clamoring about the cost, but are clamoring for more space," McIntosh declared. To meet the requests already made would demand twice as much space as is available in the new building, he added.

McIntosh said that fairs which seek to present similar shows "should divorce, in so far as possible, the fair manager from active participation in such a show, for it is a big job and should be done primarily by industrial people themselves. By so doing, it gives them an interest in the State fair that would not otherwise be possible."

"For the record," he said, "the fair manager signed all contracts after they were made by the Associated Industries and ran the accounting thru the fair books. The fair management did everything possible to keep the exhibitors happy, but the prime responsibility rested with their own association."

Secretaries of State associations are urged to send in their convention dates.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, N. D., January 21-22. Dr. G. A. Ottinger, Jamestown, secretary.

Massachusetts Agricultural Fairs Association, Parker House, Boston, January 23-24. Robert P. Trask, Boston, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. C. C. Hunter, Taylorville, secretary-treasurer.

Rocky Mountain Association of Fairs, January 23-25, Northern Hotel, Billings, Mont. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 24-25. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-25. H. C. McClellan, secretary, Arlington, Neb.

Nebraska State Board of Agriculture, Cornhusker Hotel, Lincoln, January 24-26. Edwin Schultz, Lincoln, secretary.

Pennsylvania State Association of County Fairs, January 26-28, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Expositions and Rodeos, Baker Hotel, Dallas, January 27-29.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 31-February 2. Clyde E. Byrd, secretary, Little Rock.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 7-8. James A. Carey, State Office Building, Albany, secretary.

North Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 21. Dr. A. H. Fleming, Louisburg, secretary.

Tell and Sell WITH POSTERS!

THE MOST EFFECTIVE SILENT SALESMEN!

FOR RESULTS CONTACT **Posters INCORPORATED** PROMPT & IMMEDIATE SERVICE

Specialist
FAIRS-CARNIVALS
PARKS-ORCHESTRAS
SPORTING EVENTS
TRAVELING SHOWS

835 CHERRY ST. PHILA. 7, PA.
PHONE Lombard 3-2000

"BIG BEN" WORLD'S BIGGEST PIG



Arranging now for
1949 INDOOR AND OUTDOOR DATES
Only interested in the "Biggest of the Big" Fairs, Expositions, Etc.

AL RANDALL
Independent Showman
1 Irvington St. BOSTON, MASS.

FRANK COOK

Finest Comedy HIGH WIRE ACT

BOOKING FOR WINTER
NORTH or SOUTH AMERICA
Parks, Fairs and Celebrations in the New England Area, contact:

AL MARTIN AGENCY
HOTEL BRADFORD, BOSTON, MASS.
For an Outstanding Act in 1949

All reply to:
FRANK COOK
c/o THE BILLBOARD, CINCINNATI 22, O.

FAIR SECRETARIES CELEBRATION COMMITTEES
ARRANGE FOR

FIREWORKS

- WRITE FOR SPECIAL DISPLAY PROGRAMS
- JOBBERS, ATTENTION ALL KINDS IMPORTED AND DOMESTIC FIREWORKS
- WRITE FOR DISCOUNTS

RICH BROS. FIREWORKS CO.
Write Dept. 8, Box 514, Sioux Falls, S. D.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

CY RITER'S
DILAPIDATED TAILSPIN CAR
Peppy 40 year old motor
AND FLAME THROWER, CLOWNING

THEY SAID "It Stole the Show"
Courtesy to Agents
10048 Walnut Bellflower, Calif.

MONTE BROOKS ATTRACTIONS
BOOKING ONLY THE BEST
in
MUSIC . . . ENTERTAINMENT
Specializing
in
A Package Show for your Fair

MORGAN BLDG., PORTLAND 5, ORE.

Pros and Cons:

Ray Lee Ag'in, Elwood Hughes For Name Talent Before IAFE

CHICAGO, Dec. 4.—Pros and cons of name talent versus the traditional revue plus circus acts for grandstand entertainment were aired at the annual convention of the International Association of Fairs and Expositions here this week.

Raymond A. Lee, secretary of Minnesota State Fair, St. Paul, stated the case in behalf of the traditional format, with Elwood A. Hughes, manager of Canadian National Exhibition (CNE), Toronto, detailing the success obtained at the CNE since introduction of its name-talent policy.

Lee pointed out that at St. Paul the long-followed pattern has been to name its own show the Minnesota State Fair Revue, thus shunning such titles as *The Belles of Liberty*, *Show of a Century*, etc., which other fairs choose to put on the packaged revues with circus acts.

Show Merit Stressed

"From this title our patrons have thru the years learned to know that they will see a show which, in its individual acts and in its entirety, will be one of outstanding merit," Lee explained.

"We feel that few if any name attractions can by themselves carry an outdoor show in front of a grandstand," he said. "In the first place the show must run from two to two and a half hours. And most name attractions would not be able to extend their acts to cover more than 15 or 30 minutes at most.

"Secondly, the intimate type of entertainment, which is notably successful in theaters and night clubs, where the audience sits within a few feet of the entertainer, loses most of its effect in front of a grandstand like the one at Minnesota, where the audience is spread over a length of 700 feet to a depth of 150 to 200 feet."

Debates Additional Expense

Putting the question, "Will the capacity of your stand warrant the additional expense (of name talent), aside from the fact that those in the far reaches of the stand would not be able to properly see and enjoy it?" Lee followed by pointing out that he had been offered various radio stars or shows at prices from \$15,000 a week to \$100,000 for a 10-day run. In addition to that talent cost, he pointed out, it would be necessary to pay for special scenery and lighting and necessary supporting acts.

Lee reported that on four nights at St. Paul the revue plus acts played to capacity and on the remaining six nights there were bald spots at only the extreme ends of the bleacher sections. "Thus," Lee said, "the only benefit from a higher priced production and special numbers that we could expect would be to fill those vacant seats. Reduced to dollars, such a gain in our receipts would amount to only about \$2,500."

Stresses Ups and Downs

Lee also stressed the "difficulty of securing a uniform standard of name attractions year after year, owing to the uncertainty of movie and radio commitments. Under fortuitous circumstances you might be able in a particular year to secure an outstanding performer at a reasonable cost, thereby establishing a very high

standard for your grandstand show, and then the following year you might discover that for your dates there would be available only a mediocre performer," he declared. "This would result, by way of contrast, in great ups and downs in quality over a period of years. And after one year's poor showing it would take a long time to rebuild the public's confidence in your grandstand program.

"There is also the question whether a name attraction can sustain its drawing power over a 10-night period such as we have. It is true that many top-flight stars who make personal appearances draw from 10,000 to 15,000 persons for a one-night stand in an auditorium in St. Paul or Minneapolis. But would they continue to draw crowds of that size for 10 nights in succession?"

Personal Appearances

"I understand," Lee continued, "that some radio and movie artists feel that in order to maintain their popularity they should establish a closer contact with their public by making personal appearances. If that is the case there comes to mind the question, 'Would it not be to their advantage to woo a contract at a fair instead of setting their fees so high as to preclude the possibility of a fair hiring them?'"

Dwelling on the family-type trade of fairs, Lee said the patrons "like to see all kinds of acts—acrobatic exhibitions, dancing, singing and fireworks." All of this, he indicated, was offered by the revue plus circus-type act presentation.

Hughes, in briefly sketching CNE's success with name talent, said, "We have never had a flop with them since the policy was introduced in 1933. Rudy Vallee was the first name star contracted. That was in the midst of the depression, yet Vallee did business which far exceeded our expectations."

Hughes credited Vallee with pushing the introduction of Coliseum matinees and with demonstrating that they could be successful.

CNE Policy Success

Since the '33 success the CNE has continued to expand its name-talent policy until now it features name bands and name attractions in both the grandstand and Coliseum.

Hughes emphasized the huge success scored this year by Olsen and Johnson in front of the new 22,000-capacity grandstand. On the first night of the 14-night run the show played to 14,000 persons and every night thereafter it played to capacity, on some occasions to overflow crowds, Hughes reported.

"Only the names Olsen and Johnson sold the show. The show sold itself," Hughes asserted, adding that "there is no question that they will be back at the CNE in '49."

Court Order Nixes Switch in Annual's Tax Responsibility

SPRINGFIELD, Mass., Dec. 4.—A temporary injunction restraining the Eastern States Exposition from bringing any action against the Springfield Hockey Association, Inc., to collect the amount of real estate taxes assessed against the exposition Coliseum by the town of West Springfield has been issued by Judge Daniel D. O'Brien in Superior Court.

Hearing on the action, brought by Eddie Shore as administrative head of the hockey club, was held last week, with the judge reserving his decision until November 26.

O. Commission Puts New Location Grief At Door of Lausche

COLUMBUS, O., Dec. 4.—Proposed purchase of a new site for Ohio State Fairgrounds in the Upper Arlington residential district near here remained muddled this week as Former Governor Myers Y. Cooper, chairman of the Ohio State Fairgrounds commission, announced that his group would meet with Governor-Elect Lausche soon to acquaint the incoming governor with details of the commission's work to date.

A \$500,000 legislative appropriation for purchase of a new location expires December 31 and "it will unquestionably lapse" before the commission completes purchase, Cooper said. Purchase of the site for \$425,319 has been temporarily halted by two taxpayers' suits.

Attorney General Hugh S. Jenkins, a member of the board that must pass on the proposal, has said he will not act until the suits are settled. Another member, Auditor Joseph T. Ferguson, will not approve release of purchase funds. A four-man majority is necessary before the board may approve purchase.

Cooper said the State should not pass up the site chosen, "even though there is some delay in development of the property," pointing out that the possibility of a public works project to provide work may be desirable within a few years.

Franklin County Dates Set

HAMPTON, Ia., Dec. 4.—Franklin County Fair Association has set August 22-25 as the dates for its 1949 fair. Ira M. Miller and Glenn D. Craighton have been re-elected president and secretary, respectively.

ACTS WANTED
Am Now Contracting
FEATURE ACTS
FOR MY
INDOOR CIRCUS DATES
AND
1949 FAIRS
ERNE YOUNG
155 N. Clark St. Chicago, Ill.

Swing & Sway the "Orton Way"

THE Sensational ORTONS
CRISS-CROSS SWAYING POLE THRILLERS
With their own original creation
A FLIRTATION IN THE SKY
Represented by
AL MARTIN AGENCY
Hotel Bradford, Boston

WESTERN ILLINOIS FAIR
Pike County
Griggsville, Ill.
Our Dates For '49
JULY 4-5-6-7-8
J. R. SKINNER, Sec.

Trade Show Biz Tops 5 Mil.; Sunday Opening Proves a Hit

(Continued from page 49)

the official turnstile tabulation could not show how many times the same people went in and out, but the final reading showed 11,242 had clicked thru during the four days. Two foreign showmen were on hand this year—one from Copenhagen, Denmark, and the other from Ecuador.

Many Products Shown

Outstanding note among the exhibits themselves was the diversity of products shown. For the first time since the war, the concession equipment people stepped out with colorful exhibits geared to a strong selling pitch. Of the 76 exhibitors, 24 were on the floor for the first time, and most of these displayed equipment and supplies for either food or game concessions. As usual, all of the major ride manufacturers were on hand with the latest innovations in the "whirl and spin" field. Most of these were accenting Kiddieland equipment in their displays and reported that most of the orders booked were for kiddie rides.

Eyerly had its new Rock-o-Plane car on hand, with its new automatic safety belt. Firm was booking orders for ride that bowed during the 1948 season. Jack Eyerly stated that firm was now offering the safety belt for older rides made by the firm. Also in the new ride department was Bisch-Rocco's Flying Disc. Allan Hershell Company and National Amusement Device both reported good sales of kiddie equipment, especially in the kiddie coasters.

Display New Car

R. E. Chambers showed the new turtle car for their Tumble-Bug ride that debuted at Kennywood Park in

Calgary Stampede Hits Flack Goal in Champ Grid Tie-Up

TORONTO, Dec. 4.—The Calgary Stampede and Exhibition cashed in heavily, publicity-wise, on its events with a powerful tie-up with the Canadian national championship football game between Ottawa and the Calgary Stampeders here November 27.

A quick recap of newspaper space given over to the Stampede itself in the midst of all the hubbub about the grid game shows that the Calgary event snared white space which would have cost \$100,000.

The Calgary football team, tho bearing the name of the Calgary Stampeders, is not a direct interest of the Stampede itself. However, enthusiasm in Calgary, joined in by the Stampede management, ran so high that the Stampede figured prominently in chartering a special train from Calgary to this city for the title game.

The Stampede went even further. It underwrote the cost and handled the details of sending chuck wagon teams, glamour horses and some of Calgary's most colorful characters here on the same train. And these participated in many publicity stunts, including the frying of ham and eggs from the chuck wagons spotted in the most densely trafficked spots in the city. The result was more than gratifying to Stampede execs who made the trip.

From here, Charlie Yule, Stampede manager, and Jim Cross, Stampede director, went to Chicago to attend the outdoor conventions. Yule reported that the exhibition plans to augment its seating capacity for grandstand events by the erection of permanent bleachers which will seat more than 6,000. The bleachers, he said, will be ready for the '49 Stampede.

Pittsburgh this year. Firm figures it can make units for six to seven rides for the 1949 season and was booking orders for 1950 delivery.

The reporting that total business booked was below last year, the Miniature Train exhibitors said deliveries were still some behind orders. The various accessories such as signal lights and crossing gates, displayed by Miniature Train, got a reception which indicates that the accessory field will prove an ever-expanding market.

Biz Tops \$5,000,000

Buying was reported by most exhibitors as "better than last year," tho many stated it was impossible to tell exactly the amount of convention orders until a month or two after the conclave is over. Many prospects end up on the sales ledger or are forgotten, it was pointed out.

Paul Huedepohl said total business done by exhibitors would be "way ahead" of the \$5,000,000 done last year.

One definite note at this year's show was that parkmen accounted for most of the ride buying in contrast to the past two years when the carnival owner was the one signing on the dotted line. Last year, for instance, the carnival men were reported to have accounted for 80 per cent of the orders written. This year it looked like the percentage would be about 60-40 in favor of the parkmen. Two reasons were advanced for this turn of events. One is that the parkmen are not prone to buy untested equipment. At the previous two post-war shows some of the products shown had not been proved in actual operation and parkmen refused to gamble. This year much of the equipment had been location tested during the '48 season and parkmen knew what they could expect from it. A second reason advanced was that this time last year there was much talk of a '48 recession as compared with this year's newspaper stories featuring rising income and increased production yarns. Whatever the reason, the parks were buying this year and the exhibitors were cheerful as a result. The number of food and games concessionaires who flocked thru the exhibit hall this year made the exhibiting firms investment worth while. Practically all those contacted stated they intend to return for the '49 show.

Only bugaboo in the whole exhibit picture was the frank admission by many manufacturers that their future depends entirely on the availability and price of steel during the next year. Few were to be found who admitted they had enough on hand to meet even a part of their '49 needs. All stated their ability to hold prices to the 1948 level would depend almost entirely on what they would have to shell out for steel.

Winners of the American Equip-

St. John Board Mulls Plans For Restoration of Annual

ST. JOHN, N. B., Dec. 4.—St. John Exhibition Association at a recent meeting here, mulled plans to restore the local fair to one of a week's duration. Restoration involves the naming of a special committee to pick out a site on which a new plant will be constructed.

Fair was last held in September, 1938, after which the grounds were absorbed by the Canadian army. While in army use all main buildings were gutted by fire in 1941. The army retains control of the grounds, and the committee is looking over several prospective locations inside and outside the city.

ment Association awards this year were:

Allan Hershell Company, of North Tonawanda, N. Y., the John R. Davies Award for "the most meritorious exhibit of a device or equipment or supplies." Honorable mention went to Miniature Train, Messmore-Damon Company and Thrifty Novelty Company.

Blevins Popcorn Company, Inc., of Nashville, the A. W. Ketchum Award for second straight year for the "most meritorious exhibit of equipment or supplies." Honorable mention went to Exhibit Supply Company and Manley, Inc.

Eyerly Aircraft Company, Salem, Ore., the N. S. Alexander Award for the "most meritorious device or ride exhibit," for the firm's new Rock-o-Plane. Honorable mention went to Bisch-Rocco for Flying Disc; to M. A. Schiff for Kiddie Delight hand car and to Bushwell Armstrong Company for Bulgy.

Sparkler Manufacturing Company, of Mundelein, Ill., the A. B. Schloss Award for the "most meritorious exhibit dealing with pool and beach equipment."

R. Spangler was chairman of the award committee. Members of the committee were Mrs. Minette Dixon, Dr. L. H. Firestone, W. H. Hitzberger and J. R. Singhiser.

action thrills

Selden

THE STRATOSPHERE

Performing his daring action on a high swaying pole—The World's Highest Aerial Act, Feats that bring gasps to the fans who pack the grandstand to see this "Wonder of the Amusement World."

c/o The Billboard Cincinnati 22, Ohio

CAPT. FRAKES

With

HELEN HOWE

"America's Most Daring Stunt Team"

Announce

their new hair-raising thriller

THE V-II FLYING ROCKET PROJECTILE

See this self-propelled rocket zoom thru the air and destroy a full-size house with Capt. Frakes and Helen Howe inside.

It's New! **It's Different!**

★ ★ ★

IN THE NEWSREELS

Fair Secretaries—Call your local theater or newsreel exchange for the date the newsreel of this stunt will play your town. It's being released near Feb. 1.

HERE'S the attraction you need for your 1949 Grandstand Show!

Booked by

BARNES-CARRUTHERS

159 N. DEARBORN ST. CHICAGO, ILL.

— WANTED —

FLYING, AERIAL AND ANIMAL ACTS

★ FOR THE COMING SEASON ★

AT

WEST VIEW PARK PITTSBURGH, PA.

CONTACT

Geo. M. Harton Booking Agency • Pittsburgh 29, Inc.

Now Arranging 1949 Indoor and Outdoor Dates

JIMMY VICTOR'S SHOW BAND

Engaged for St. Louis Police Circus

FOR OPEN TIME AND TERMS ADDRESS

316 WEST 75TH STREET JIMMY VICTOR NEW YORK 23, N. Y.

Davenport Verifies Sales Rumor

Meeting With Hammill Set

Dailey Bros. owner says he is asking 250G, minus bulls—Houston men interested

CHICAGO, Dec. 4.—Negotiations for the sale of Dailey Bros. (*The Billboard*, Nov. 27) are continuing and there is a chance the sale may come about next week, Ben Davenport, owner of the Dailey show, told *The Billboard* Friday (3) via long distance telephone from the org's winter quarters in Gonzales, Tex.

Word from Davenport was the first officially on sale of the show, altho the Dailey owner admitted that the story, as printed in *The Billboard*, for all practical purposes, was correct.

Two Interested Parties

"There are two separate parties interested in buying the show," Davenport said. "One is Harry Hammill, Austin, Tex., and the other party is a duo from Houston, who prefer to remain anonymous for the present.

"I will meet Hammill next week in Uvalde, Tex., and the deal may be completed at that time, altho there is nothing definite about that. I mean it may just wind up to be a talk and that's all. I have met previously with the two gentlemen from Houston and will meet again with them in a week or so. Whether we will be able to make a deal is something I can't say at this time," Davenport said.

The Dailey owner substantiated the story in *The Billboard*, which said he had put an asking price of \$250,000 on the show. He added, however, that in his previous talks about selling the show he had asked 250G, excluding the elephant act.

Davenport said, "Something came up today which may forestall my selling." He said he had a phone call from his wife, Eva, a co-owner of the Dailey org, from her hospital bed in Lockport, N. Y., reporting she would be discharged from the hospital in about two weeks.

Eva May Balk

"That's good news, of course," Ben said, "but she intimated that she is not too anxious to sell the show now. When she arrives home she may talk me out of it. However, I am going thru with my appointments to talk about selling and may have an official announcement one way or the other in the very near future."

Hammill is no stranger to circus business. In 1945 he had a 10-car circus called Austin Bros., which, incidentally, the Davenports helped him frame.

Circus sales have been numerous the last few months. First came the sale of the James M. Cole show to H. J. Rumbaugh, then sale of Cole Bros., by Zack Terrell to Jack (Abie) Tavlin, then the announcement by Floyd King that he had pu' his King Bros.' Circus on a bu' and now the verification by Davenport that he is considering the selling of his show.

King wired *The Billboard* Friday that there are no new developments with his show. He still is anxious to sell but has not made any deals as yet.

A. Lee Hinckley will have the band on Harold J. Rumbaugh's Pawling Circus next season. The Hinckleys are on a farm out of Cleveland, Okla. Chester and Cylvia Gregory and Eddie Hendricks recently visited them en route home from King Bros.' Circus.

Shavings From the Sherman:

Show Officials, Fans Gather At Convention and Talk Sales

While circus business doesn't have organized meetings during the outdoor convention, which closed Wednesday (1) in Chicago, there were plenty of circus officials and fans on hand... Too, there was much talk among the folks about the wholesale changes in circus ownership the last few months, including the probable sale of Dailey Bros., the sale of Cole Bros., by Zack Terrell to Jack (Abie) Tavlin, the sale of the James M. Cole show to H. J. Rumbaugh and Floyd King's offer to sell King Bros.

Rumor had it that Ralph Clawson, for a while with Ray Marsh Brydon this season, would announce a circus connection shortly. Clawson was a convention visitor but had no comment on the report. Leo Hamilton, perennial equestrian director of the 'Arnes Bros.' Circus when it plays the Chicago Stadium, accompanied by his wife, Ethel D'Acry, aerialist, was seen on the Sherman's lobby carpet.

Polack Bros. was well represented, even if for only a short time. I. J. Polack, Mickey Blue and Willis Alley came in from Peoria, Ill., where the Polack Eastern unit was appearing; Harry LeBreque was in from Springfield, where the Western unit closed November 28, and Sam Ward and Justus Edwards came in from Terre Haute, Ind., where the Western unit opened Thursday (2). With T. Dwight Pepple, Polack's general agent, they attended the president's party of the Showmen's League of America.

Other visitors noted included Frank F. Ellis, whose org, the A. E. Concession Company, had the concessions with Bailey Bros. for three seasons; Charlie and Johanna Webb, with the Polack org; Jean Allen, concessionaire with Dailey Bros.; Vernon McReavy, who came in from his Minnesota home and who leaves soon for Memphis to handle the Hamid-Morton Shrine date; Jack Mills, owner of Mills Bros.; Jack Leontini, manager of the Wallendas; Arnold and Esman Maley, with Arnold, for many years with circuses but last year with Cavalcade of Amusements, working in the Showmen's League booth in the lobby; Paul Lewis, former owner of Lewis Bros.; Hi-Brown Bobby Burns, contracting press agent this season with Cole Bros.

J. C. (Tommy) Thomas, Babe Bou-

Topeka, Kan., Okay For Clyde Bros.; Salina Not So Hot

TOPEKA, Kan., Dec. 4. — Clyde Bros. did excellent business on a three-day stand here, but a three-dayer in Salina proved not so hot.

For the first time in indoor circus history in Topeka, the Clyde org drew a full one opening night. Second night was even better, with an overflow on hand. Fina' day the matinee was near capacity and it was an overflow at night. Shrine officials reported more than 10,000 attended during the three days, a record crowd for indoor circuses here.

At Salina, crowds were on the slim side all three days. Weather hurt opening day and also the final day. Clyde org was sponsored in Salina by the police department.

dinot and Nat Green, of the Ringling-Barnum show, were much in evidence. . . . Thomas arrived Tuesday following close of the Big One in Sarasota Sunday, November 28. Boudinot is here for the billposters' annual meeting. . . . Harold Barnes dropped in for a day from the Polack unit. Barnes goes into Radio City Music Hall, New York, during the holidays; and says he will have worked 52 straight weeks in 1948. . . . Allen J. Lester, contracting press on the Dailey show, arrived in time for the SLA banquet—then didn't attend. . . . Raymond B. Dean, last year with Cole, was around and about. . . . Also Clint Finney and Frank (Doc) Stewart, both retired.

Polack Draws 53,000 Persons At Springfield

SPRINGFIELD, Ill., Dec. 4.—An estimated 53,000 persons attended the week long second annual Ansar Shrine-Polack Bros. Western Unit circus here. Capacity or near capacity crowds attended daily, with the exception of two matinees.

The contract for the Polack org to play here again next year, a week prior to the week of Thanksgiving, was signed November 30.

Shrine officials figured considerable attendance was lost this year because of the fact the Polack Eastern Unit was active in promoting its date in Decatur, 40 miles east of Springfield, which opened Friday (3) and closes Sunday night (5).

The fact that the Decatur show was sponsored by the Elks Club of that city, which also is Ansar Shrine territory, called for a clause in the 1949 contract here, prohibiting the Polack units from playing towns within Ansar jurisdiction within 90 days prior to or after the week of the Springfield date.

Wichita's Shrine Show Tops '47 Biz

WICHITA, Kan., Dec. 4.—Tenth annual Midian Shrine Circus, produced by Orrin Davenport, closed its run here November 28 with business a third better than last year. The Hannefords drew plenty of favorable comment in local papers during the stand. They are well known locally, having wintered here on a number of occasions.

Hans and Rossita Claire attended thru the help of Al Bernard. Rossita still is on crutches but recovering from injuries sustained in an auto accident in May. Visitors included Leonard Woodruff and Mr. and Mrs. Obert Miller who stopped off en route to Smith Center, Kan.

Raymond Duke's balloon gag clicked, while Carl Marx did a good job at the come-in. Colonel Thomas and his mother and Dorrie Miller, co-owner of Miller Bros.' Circus, visited the Forest Hills Stables to see Col. A. E. Howse's blooded stallions. Fred K. Leonard manages the stables.

Dr. and Mrs. Cooper entertained some of the personnel, as did Mr. and Mrs. Al Bernard. Bette Leonard and husband shared their Thanksgiving

Jean Evans Hurt in Fall

Harriet Beatty's sister may have skull fracture—condition said improved

SAN BERNARDINO, Calif., Dec. 4.—Jean Evans, well-known circus performer and sister of Harriet Beatty, was reported in serious condition, suffering from shock and possible skull fracture after having apparently fallen from a train near Ontario, Calif., Thursday (2).

Attendants at the San Bernardino County Hospital said her condition had improved since she was admitted and that she would be removed to a Los Angeles hospital when further improvement permitted.

Miss Evans is reported to have made her way to a ranch home, following the accident, in an almost delirious state, muttering something about having fallen from an automobile. Ontario police told *The Billboard* that, so far, the exact spot from which she fell from the train was undetermined. A heel of one of her shoes was found on the railroad tracks, the police said.

Reported en route from Houston, Miss Evans was due to arrive at the Clyde Beatty winter quarters in El Monte, near Los Angeles, Thursday (2).

Clyde Beatty, Miss Evans's brother-in-law, said he had received several long distance phone calls but that he knew "nothing about it."

Sock Bill Featured By Ft. Worth Shrine

FORT WORTH, Dec. 4.—A strong bill of acts was featured by the annual Moslah Temple Shrine Circus which closed a 10-day run in Will Rogers Memorial Coliseum here November 28.

The show was produced by John L. Andrew with I. Cervone as musical director; Happy Kelloms, producing clown, and Bill Nippo, in charge of properties.

Talent included the Moslah band; the Marvin and Lang troupes, teeterboard; Terrell Jacobs and his wild animals; Joe Siegrist duo, John Gibson duo and the Downies, aerialists; Mme. Loyal's French poodles; Learmont's animals; Armstrong's and Patterson's Fords; Capt. William Buschbom, Palomino Liberty horses; Frank Cook, high wire; Fritz and Betty Huber, high wire, and the Three D's, Johnson and Owen, and the Downies, bar acts;

The Herzogs, Marvin and Langs, trapeze; Elly Ardely, Jean Evans, Eva Lewis, Miss Downie and George Downie, aerialists; Le Brac and Bernice; George Valentine and Elden Day troupes, flying acts; Poodles Hanneford Family, riding act; John Tiebor's seals; Learmont's Hollywood chimpanzees, and Aida, aerialist, presented by A. Walkmir.

The show was staged and a 130-page program issued under the direction of H. W. Collier, potentate, and Morgan Townsen, general chairman of the circus. Costumes were secured thru the Lanquay Costume Company, Chicago.

dinner with Dorrie and Isla Miller and Mr. and Mrs. Thorn. The Millers have their elephant, Liberty horse act and trick ponies with the show.

Brownie Goudal sang with the band as an added concert attraction. Jack Harrison returned home from King Bros.' Circus, as did Charlie Brunk, who was on the advance with the show. Franklin and Virginia Noel returned here from Mills Bros.' Circus, bringing with them two lions and two bears.

DODSON TO TOUR IMPERIAL

30-Car Org Set for Rails In '49; Ward Undecided on Future; 3 Flats to Strates

Few Changes in Fair Routes Result From Chicago Meet

By Herb Dotten

CHICAGO, Dec. 4.—John R. Ward Shows, a railroad aggregation, will not be operated in 1949, but Mel Dodson will head the former Imperial Exposition Shows, which will come out retitled as Dodson's Imperial Shows and move on 30 cars, five more than its predecessor. These were the chief developments here this week during the annual outdoor showmen's convention which was distinguished by a lack of upsets in the contracting of fairs for next year. Few changes in fair routes were made and these were not of major proportions. Here with his wife and daughter, Jeffie Jean, Ward said he plans to return to his Baton Rouge, La., home for a rest and is undecided about his future plans. Not a little of the Ward equipment will be sold by Dodson, who had an interest in it, and some will be used with Dodson's Imperial Shows. Three of the Ward flatcars were purchased during the meeting by James E. Strates, of the shows bearing his name.

Shortly before the convention it was announced that Dodson and O. J. (Whitey) Weiss, until recently concession manager for Cavalcade of Amusements, had obtained an interest in the Imperial Exposition and with the Amusement Corporation of America, headed by J. C. McCaffery, would operate that show. Such interest which Martin Arthur had held was acquired in that deal.

During the convention negotiations were rehashed and it was reported that Dodson and the Amusement Corporation of America each hold a 50 per cent interest in the shows. It also was announced that Weiss would not be associated with the shows.

Dodson, who had been inactive in the carnival field for about three (See DODSON TO TOUR, page 67)

Strates Pacts Orlando Fair; Preps Bow Date

CHICAGO, Dec. 4. — James E. Strates, owner-general manager of the shows bearing his name, announced during the outdoor meetings here this week that his org has been contracted to provide the midway attractions at the Orlando, Fla., Fair the week of January 24. Royal American Shows held the midway contract for more than 10 years, it was reported.

Strates also announced the purchase of the Albany, N. Y., circus grounds for an undisclosed figure. Grounds are located between Albany, Troy and Watervleit, N. Y.

Strates Show are wintering at the fairgrounds in Largo, Fla., and preparations already are under way for their stand as midway attraction at Pinellas County Fair there the week of January 25, which marks the shows' 1949 opener. A number of fair dates in the South are in the negotiation stage, officials of the shows said.

Dick O'Brien, for the past 12 years manager of the shows, again has been contracted in that capacity for the 1949 tour, while Starr DeBelle, press representative, has been re-engaged for the season.



MEL DODSON, pictured at the Chicago convention, is returning to the carnival field with a 30-car show under the title of Dodson's Imperial Shows.

SLA's Prexy Party Jammed With Talent

Most Lavish in History

CHICAGO, Dec. 4.—There was entertainment galore at the Showmen's League of America's president's party here Sunday night, November 28, in the ballroom of the Hotel Sherman.

There were no less than 33 acts, and the stagershow which followed the dinner lasted five and a half hours.

High spot of the program was the presentation to Bob Lohmar, the league's retiring president, of the league's traditional gift. The gift, two pieces of luggage, was presented to him in the league's behalf by J. W. (Patty) Conklin, a past president of the organization.

The evening's program and dinner was far and away the most lavish of any previous president's party. Co-Chairmen Bill Carsky and Lefty Ohren were responsible for the introduction of a full-scale dinner as a replacement for the buffet supper which previously prevailed.

Judy Canova, screen and radio star, and Burt Lancaster, flicker star, were included among the many acts. Among others were: The Marion Cole Dancers, an eight-gal line; Estelle Cole, Spanish dancer; Johnny O'Brien, harmonica humorist; Harrison, Carroll and Ross, comedy song and dance; the Parkers, comedy hand-to-hand; the Martins, vocal duo; Satira, character dancer; Wilkie and Dare, comedy dance duo; George and Mickey Winters, dancers; Emil and Evelyn, teeterboard; Paul Beckley, water-color artist, and Bill Finch, baton twirler.

Also Julie Wilson, vocalist; Jack Shea, "the mad auctioneer"; the Balletines, harmonica wizards; the Skating Berrys, roller skaters; White and Blue, hand-to-hand balancing; Skeets Minton, ventriloquist; Rita and Bett, Carroll, acrobatic dancers; Joan and Daddy Allen, acrobatic novelty; Judy Kelly, control acrobatics; Pro- (See SLA Prexy Party on page 67)

Ray Dean, 40, Dies Of Heart Attack Six Days After Wedding

CHICAGO, Dec. 4.—Funeral services for Ray Dean, 40, Side Show talker and sports show and circus announcer, this year with the Royal American Shows, were held here Tuesday, November 30, with interment following in Showmen's Rest, Woodlawn Cemetery. He died suddenly November 24, six days after he married Kurt Orban, dancer with the Sally Rand show on the Royal American Shows.

His death was attributed to a heart attack. He complained of feeling ill 20 minutes before he died and succumbed before a doctor arrived at the Wells Roberts Hotel, Oklahoma City, where he had been stricken.

This year Dean was the talker on the Royal American Shows' Midget Show. Previously he had served as announcer for various indoor sportsmen's shows and for Polack Bros.' and Cole Bros.' circuses.

He was a member of the Greater Tampa Showmen's Association.

Plush Annuals Give Prell Lucrative 36-Week Trek

ORLANDO, FLA., Dec. 4.—Prell's Broadway Shows closed a highly successful season with its appearance at the Veteran's Fair here last week. The lengthy 36-week trek was termed one of the most successful in the history of the org by Owner Sam Prell. All equipment was moved into winter quarters on the Army Air Base at Kissimmee City, Fla.

The bulk of the show's revenue was garnered at fairs after a rocky still-date season which began in Charleston, S. C., last March 18. Rain principally washed out early-season crowds and grosses.

Three former railroad spots, Rocky Mount, N. C.; Greenwood and Greenville, S. C., were played during the season and are again contracted for 1949.

Butler Up 25%

The gross at annuals in Butler, Carlisle and Ebensburg, Pa., topped the 1947 take in each instance. The gross at Butler, played last year by a railroad org, was reported up 25 per cent. A 10 per cent increase was reported at fairs in Covington and South Boston, Va., while the maiden Tappahannock (Va.) Fair was reported good.

Henderson, N. C.; Greenwood, Greenville and Bishopville, S. C., were all reported ahead of 1947. The Savannah (Ga.) Fair, another maiden spot, was good.

Winter quarters building plans include three new show fronts. Abe Prell will again be in charge of quarters, with Charlie Guttermutt taking

charge of the mechanical work. Al Reisinger will winter in Charleston, S. C., where some equipment is stored in the old quarters.

Personnel Plans

Agnes and Joe Grosso, who recently purchased a new tractor-trailer, will winter in Miami, as will Dottie Miller, Patty Finnerty and Mr. and Mrs. Abe Gross. Johnnie and Ted Barro have returned to Paterson, N. J. Professor Vadalía will play winter theater dates. Dottie Shoemaker is back in Florence, S. C. Marge Stevens will remain in quarters for a few weeks. Mr. and Mrs. Jake Aughtman will winter again in Gibsonton, Fla.

Joe Prell will make his headquarters in New York and attend all Eastern meetings, as will Allan A. Travers, general representative.

Merle Beam Elected Prexy, Ralph Decker First Veepee of ACA

CHICAGO, Dec. 4.—Merle Beam, of Beam's Attractions, was elected president of the American Carnival Association at the annual convention of that group here this week.

Other officers elected were Ralph Decker, J. J. Kirkwood Shows, first vice-president; Richard Coleman, Coleman Bros.' Shows, second vice- (See Merle Beam Elected, opp. page)

Conklins Get Canadian Go-Ahead, Purchase Rides, Other Equipment

CHICAGO, Dec. 4. — Given the go-ahead by Canadian authorities to purchase a total of seven major rides and six kiddie rides in the United States, the Conklins, Patty and Frank, did considerable buying during the confab. They bought two Allan Herschell Kiddie Roller Coasters and two Herschell kiddie boat rides; a Rocco-Plane from Eyerly Aircraft Company, Salem, Ore., and a Flying Disc from Bisch-Rocco Amusement Company, Chicago.

Two of the kiddie rides will go into

Belmont Park, Montreal; the other two into Crystal Beach, Ont.

In addition to the rides the Conklins bought 15 Lusse Auto Scooter cars and completed arrangements with the National Amusement Device Company, Dayton, for shipment shortly after January 1 to Toronto of equipment for a new Roller Coaster, which the Conklins will erect at the Canadian National Exhibition.

The Conklins also closed with Bob Parker to place his Caterpillar ride at the CNE and also at the Western Fair, London, Ont.

Show Folks Ball Hits New Peak; Club Debt Free

SAN FRANCISCO, Dec. 4.—Two great events were marked here this week by the San Francisco chapter, Show Folks of America. First, the annual banquet and ball attendance this year was the greatest in history of the org, and second, President M. (Whitey) Monette announced the club had paid off the \$7,000 mortgage on the cemetery plot at Mount Olivet Cemetery.

Past President Harry Seber, in making his official report on the cemetery fund, reported the club had paid nearly \$30,000 for 300 graves, with perpetual care, and had taken an option on 200 more. "Not 5 cents was taken from the general fund for this. All the money was raised by shows within a show," Seber said.

The banquet and ball was held in the Gold Room of the Palace Hotel here and brought the three days' activities, which included a memorial service at Mount Olivet Cemetery, the president's party, the big meeting of the year, a cocktail party and the banquet and ball, to a close.

Joe Olgardt and Dick Washburn shared toastmaster duties at the banquet. Guest of honor was Mayor Elmer E. Robinson of San Francisco. Guests at the speakers' table were Lou Merrill, director of the Western Fairs Association; Sam and Louise Jarrett, Mr. and Mrs. J. Wanok Walsh, George and Helen Daniels, Eddie and Marie Burke, Harry and Francis Seber, Council and Edna Raiford, Fred Weidmann and Everett and Betty Coe. Guests from the Pacific Coast Showmen's Association and Regular Associated Troupers included Tony Defabro, Hap Young, Lucille King, Spot Raglin, Elmer and Vera Downie, Elmer and Estelle Hanscom, Rely Burglon, Eva Gillis, Arthur Hockwald, Jeanette Riegal, Tillie Palmatier, C. H. and Olney Allton, Mr. and Mrs. Spec Parsons, Charlie and Edith Walpert and Sammy and Lucille Dolman.

Acts included Hoyt Youngblood, emcee; the Sing Ling Troupe, Beth Andley, Cherrie and Louis, Ma and Pa Hagan, Francis Dainty and Company, Warner and Leigh, Tiny Dolita, Vern Martelle, and Edison and Louise. The entertainment was a contribution of Eddie Burke, chairman of the banquet and ball.

The annual memorial service was held Sunday afternoon, November 28, at Mount Olivet Cemetery.

Art Frazier, until recently concession manager of the Johnny J. Jones Exposition, has shifted to the World of Today Shows in a similar capacity. He and Curly Reynolds completed negotiations during the meeting. Buddy Paddock, co-owner of the JJJ org, will take on the additional duties of concession manager in '49.



BOB LOHMAR, retiring president of the Showmen's League of America, and Patty Conklin, a past president, are shown at the league's president party November 29 in the Hotel Sherman, Chicago, with Conklin holding a gift from the league to Lohmar.

"King Carnival" Top Feature of IAFE Confabs

CHICAGO, Dec. 4.—*King of the Carnival*, two-reel technicolor short on the Royal American Shows, proved one of the top features at the annual convention of the International Association of Fairs and Expositions here this week.

Maurice Jencks, secretary of Kansas Free Fair, Topeka, where the picture had been taken, in introductory remarks hailed it "as a boon to fairs as well as to the carnival industry." Other fair execs joined in voicing similar expressions to Carl Sedlmayr Sr., RAS owner, at the convention.

Other highlights of the convention included a talk on *The Future of Television at Fairs*, made by Reinald Werrenrath, of NBC television, who traced the development of video and suggested possible future uses of it as a medium for fairs.

Other speakers and their subjects included: Charles D. Scott, supervisor of exhibits, General Electric Company, Schenectady, N. Y., *Regional Fairs as an Advertising Medium*; Pat W. Kerr, Tennessee Valley Fair, *Amusement Parks at Fair*; Jack Reynolds, Wisconsin State Fair, *We Wanted To Be Different*; V. Ben Williams, Pacific National Exhibition, *Our Year-Round Operation*; Ralph Ammon and L. R. Huckstead, Heart of Illinois Exposition, *Building a New Fair*; Robert B. Trask, chief, division of fairs, Massachusetts Department of Agriculture, *Co-Operative Exhibits*; J. C. McLean, Pacific National Exhibition, *Hobby Shows Produce Added Revenue*; Maurice Jencks, Kansas Free Fair, *Something New in Exhibit Buildings*.

One afternoon was devoted to at-

tractions, special features and covered stages. The program included Jack Reynolds, on midget auto races; Joe Monsour, Louisiana State Fair, on motorcycle races, and Harry B. Correll, of Bloomsburg (Pa.) Fair, on harness races.

Edwin B. Bath, Ohio State Fair; Orval C. Pratt, Indiana State Fair; William V. Ward, Illinois State Fair, and Emery Boucher, Exposition Provinciale, each dwelt on *Features That Produce Results*.

Boucher also spoke on *Skating Vanities, Our No. 1 Attraction*, and on *Luring Crowds With Attendance Awards*, a subject on which Williams, of Pacific National Exhibition, also spoke. Sheldon R. Brewster, Utah State Fair, discussed *Industrial Exhibits Sponsored by Junior Chamber of Commerce* and *All Food and Refreshments Handled by One Organization*.

(Space limitations in this issue preclude running a summary of all convention speeches, but those of particular note, not already carried, will be summarized in the next issue of *The Billboard*.)

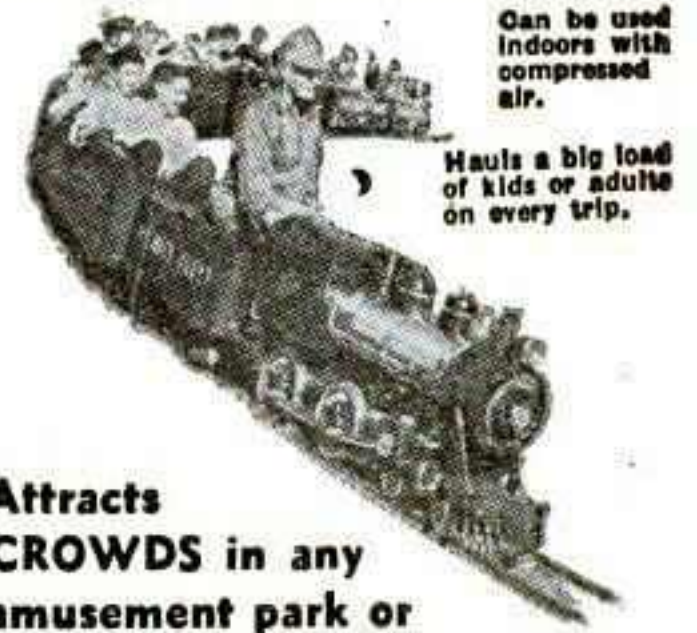
MERLE BEAM ELECTED

(Continued from opposite page)

president; Al Wagner, Cavalcade of Amusements, associate secretary, and Floyd E. Gooding, associate treasurer. Max Cohen, Rochester, N. Y., was re-elected secretary-treasurer and general counsel. Elected members of the board of directors were Frank Bergen, World of Mirth; Ted Woodward, Midwestern Exposition; Jack Perry, J. J. Perry Shows; Sam Levy, Lawrence Shows, and Curtis Bockus, James E. Strates Shows.

Frank Bertelli has sold his Mark Hellinger bullet-proof automobile to Frank Platten, West Coast showman. Platten plans to show the car in the Southern California area.

STEAM TRAIN BURNS COAL



Attracts CROWDS in any amusement park or civic recreation center

You need a steam train to make real money. These trains are grossing \$2,500 to \$12,000 a season; you can do it too in any town over 10,000. Many park officials give rent-free concession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY

Mrs. Steam Trains and Kiddie Auto Rides
224 W. Douglas Wichita 2, Kansas

MINIATURE STEAM TRAIN FOR SALE

12 Gauge
CONSISTS OF: Locomotive and Tender, 13 ft. long; 3 Cars and 3,000 ft. of Track and Ties. Carries 40 adults or 60 children. Newly painted, in very good condition.

\$6,000.00 or make offer
Photo available for \$1.00
DON R. GALLI
3948 W. CHICAGO AVE., CHICAGO 51, ILL.
Phone: Dickens 2-8777

WANT PARTNER With \$12,000

I have office in large Eastern City. 1 Major Ride, Marquee, large Bingo, Concessions and Shows. Have several dates in '49 within 100 miles. Need man to handle same and cash for Rides. Write
BOX D-106

The Billboard Cincinnati 22, O.

FOR SALE

One K5 1947 International Tractor, one 24-ft. Fruehauf Van Trailer with side door, one Sunshine Choo-Choo (used 6 months). If interested write

BOX 385
or call 70-349, Sarasota, Florida

RIDES WANTED

#5 ELI WHEEL AND ANY MAJOR RIDE
No junk. With or without transportation.

BIGGERS
6559 Orange Ave. Long Beach 5, Calif.

E-Z WAY FROZEN CUSTARD MACHINE

Made by General Equipment Co., Indianapolis. Used less than one season on permanent location. Looks and operates like brand new machine. Will sacrifice for \$1,500.00.

LAMBERT BROTHERS
2761 Lyons Avenue Houston, Texas

Now Booking for 1949

Rides, Shows and Concessions
HAPPYLAND SHOWS
3633 Seyburn Detroit 14, Mich.
Phone: WALnut 1-7924

WANTED

Twenty-Four Horse Merry-Go-Round, Smith & Smith Chairplane and Comet Ride. Condition and price important.

MA-ROH SHOWS
Box 232, Billboard, 155 N. Clark St., Chicago 1, Ill.

OHIO VALLEY SHOWS

WANT TO BOOK FOR '49 SEASON
Tilt or Octopus or any Feature Ride — with or without transportation.

ROXIE HARRIS
P. O. Box 142 Findlay, Ohio

FOR SALE
1948 HI-BALL RIDE
New this year. Used 1 season. Excellent condition. Built on special factory-built Trailer. Can be used on Truck or Railroad Show. Will sacrifice for quick sale.

MOTORDROME EQUIPMENT
15 Motorcycles (A-1 mechanical condition). Plenty Extra Parts. Sound Equipment, Etc.

Ride and Equipment in Hot Springs, Ark. Above Ride and Equipment used on Hennies Bros.' Shows during 1948 season.

A. (DUTCH) WILSON
c/o Marquette Hotel Hot Springs, Ark.

NOTICE
REWARD—\$100.00 CASH
For definite information of the divorce of Louise Piper from Bob Conn. Anyone who can give any details of the above—contact at once

FATHER MARRIO
218 Alexander St., Chicago, or phone Victory 2-2251

NOW DELIVERING!

NEW Apex 4 Star Carnival Wheels



Apex 5 Star BINGO BLOWERS



Heavy Duty Mounted BINGO CARDS In Various Colors

Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

MORRIS MANDELL, INC. 26 East 13th St. (Dept. B) New York 3, N. Y. Phone ORegon 3-5912

MIDWAY CONFAB

L. T. Knight, advance man with Prell's Broadway Shows the past season, letters from Greenville, S. C., that he will not be with the Prell org next season. He will spend the winter in Greenville building two shows which he will take out.

Bidding 45 per cent for a fair should inspire even the dullest agent.

After closing a successful season on the Capitol City Shows with their Wild Life Show, M. Blanton and E. H. Loury have taken over the Jungleground walkway at Rainbow Springs near Ocala, Fla., where they have the concessions on tropical fish and birds, Monkey Jungle, wild beasts and alligators.

Science has estimated that 15 fair meetings are all an agent can stand without driving him to lay off of drink.

John Riddick, who closed the season with his Minstrel Show on the Central Amusement Company, is at Raleigh, N. C. . . . Mr. and Mrs. Ken Davis spent Thanksgiving Day with Ken's mother and brother at Hope, Ark., then went to Chicago for the outdoor conventions, and from there went to Florida to spend the holidays.

Managers who announced that their shows were getting too big may take heart from other managers who don't see it that way.

Dave White, of the Ross Manning Shows, is recuperating from a hernia operation in Columbus Hospital, New York City. . . . Having closed with

the Hoth Exposition Shows, Mr. and Mrs. J. C. Glassburn returned to their home at Parsons, Kan. After receiving delivery on a new 20-foot Glider house trailer, the Glassburns have moved to Wichita, Kan., where they are employed.

To the uneasy novice agent the most reassuring feature of a fair convention is that it is opened on Sunday morning with a prayer.

Mr. and Mrs. Charles Gross are wintering in Tampa at the Trailer Village. Gross was in the hospital for several days. He cut off a thumb while using a rip saw in building a concession. He recently presented his wife with a new Sparonette Trailer on her birthday. . . . Lou Pease closed a profitable season with two girl shows on C. A. Stephens Shows at Harleyville, S. C., and is wintering in Charleston, W. Va.

Agent or manager who overbid to get a plum date think they're entitled to look down their noses at the 99 per cent that were too smart to.

Having closed a successful season with their popcorn concession on the Smith Amusement Company at Hearne, Tex., Mr. and Mrs. Lawrence Smith are at their home in Thornburg, Ark. . . . Emmett Barfield is in Bay Pines Hospital, St. Petersburg, Fla., for an eye operation and general check-up. . . . It is reported that Mrs. Grace McCarthy has been very ill at her home in Altoona, Pa., since her husband (Mac's) death. . . . J. Lee Buck Smiles, who was with the

Cavalcade of Amusements, will soon leave for Tampa.

General agents' pranks at fair meetings aren't what they were in the dull old days when all they knew was to souze up a competitor and keep him locked in a room.

Mr. and Mrs. Phillipino Jimmie are wintering in Hot Springs after closing with the Gulf Springs Shows, where they had the Girl and Snake shows. They reported a swell season. They have purchased a new truck and house trailer. . . . Georgia Amusement Company has contracted the Twiggs County Colored Fair for next season. . . . Bob and Anna Moore and Belle Evans, all of the Big Show Shows, motored to Matamoros, Mex., Thanksgiving Day, for a wild game dinner and en route home visited the Harlingen (Tex.) Fair.

FOR SALE

DUE TO NON-RELIABLE HELP

Cookhouse Fly-o-Plane C-Cruise Roll-o-Plane

With transportation. Booked for season 1949. Best route in Northwest. Opportunity for capable operators.

MEEKER'S SHOW

830 Rust Bldg. Tacoma 2, Wash.



SHRUNKEN HEADS As jungle cannibals prepare them. Female Heads, long hair, prepaid, \$8.00; Male Heads, pp., \$6.00; Devil's Child, 2 ft. long, pp., \$20.00; Wolf Boy, pp., \$15.00; Ape Boy, pp., \$15.00, about 18 in. long; Girl, about 18 in., pp., \$15.00. We manufacture any attraction you want. Best manufactured attractions in the world. Send all orders to

TATE'S CURIOSITY SHOP 5240 E. VAN BUREN, PHOENIX, ARIZ.

FOR EXPORT Popcorn Machines & Concession Equipment & Supplies BEVINS POPCORN CO. NASHVILLE TENN

HUBERT'S MUSEUM 328 W. 42nd St. New York, N. Y. Open all year round Want Freaks and Novelty Acts. State salary and all particulars in first letter.

FOR SALE COMPLETE CARNIVAL Consisting of No. 5 Eli, Parker 36-Ft. Merry-Go-Round, 24-Seat Chairplane, 10-Car Baby Ride, 20x30 Bingo, 15 other Concessions, some Stock, Light Plant, Cable and Switch Boxes. Everything ready to go. Have 6 good Trucks and Trailers. Will sell with or without Trucks. Sickness reason for selling. See or Call Raines Amusement Co. MENA, ARK. PHONE 274

BINGO FOR SALE 20'x40' white pine frame with extra heavy hardware, 14 oz. khaki Anchor top with 5 ft. awnings all around, made all one piece, with 128 ft. side wall, triple shelf display stands with covering, play counters and jacks, 72 stools with leatherette covers, blower and return marker board, flasher and switch board. All in excellent condition, complete in every detail. \$1500 cash. My affiliation with Biller Bros.' Circus reason for selling. C. EMERSON, Biller Bros.' Circus P. O. Box 1398 Mobile, Alabama

FOR SALE Smith & Smith 24-seat Chairplane with LeRoi motor in good condition, \$1,100.00. Also Evans Red and Black Wheel, used very little, with case and charts, \$135.00. HENRY BUSHAY American House Fitchburg, Mass.

NOTICE—TO SHOW OWNERS All kinds of organs repaired and rebuilt Reference furnished. Write BOX 542 Baton Rouge, La.

LESLIE'S TRAILER PARTS AND ACCESSORIES Complete line of Trailer Parts and Accessories available all times. Mail orders and specialty shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 STEWART AVE., S.W., ATLANTA 3 GA Fairfax 2626.

Ray Oakes Scores Again Ray S. Oakes & Sons BROOKFIELD, ILL. 48 Image showing a man standing next to a display of carnival rides and equipment.

SEND FOR OUR NEW 38-PAGE CATALOG RAY OAKES & SONS BOX 106, BROOKFIELD, ILLINOIS

POPCORN • PEANUTS • SUPPLIES TOP-POP Hybrid Popcorn Is Backed by a Money Back Guarantee! 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 Flick Machines—all-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 800 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. SERVING YOU FROM COAST TO COAST CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa. HANK THEODOR 2908-14 Smallman St. Pittsburgh 1, Pa. ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.

WORLD OF PLEASURE SHOWS Now contracting for 1949 season Rides—Shows—Concessions Open in April—vicinity of Detroit JOHN QUINN, Manager 3550 Cass Ave. Detroit 1, Mich.

WANTED 2 Abreast Merry-Go-Round Will pay cash. For Sale—One dull look Ticket Box and Fence. BOX 1017 Crystal River, Fla.

WANTED MERRY-GO-ROUND Want to buy Merry-Go-Round. Write, stating location, price wanted and condition of ride. GEORGE W. NELSON SHOWS RFD 4 on 40 Hiway, Independence, Mo.

FOR SALE Merry-Go-Round, 36'; #5 Eli Wheel, V-belt drive; Caterpillar, Chair Plane, 24' Tower, 60 Kw. GM Light Plant, Cable, Junction Boxes, Trucks, Tractors and Trailers, Cookhouse, Punk Rack and Milk Bottle Outfit, also Mule Outfit. Answer ad to F. J. DOWLAND 60 W. Arndt St. Fond du Lac, Wis.

BLUE GRASS SHOWS Now Booking SHOWS — RIDES CONCESSIONS For 1949 Season ADDRESS: BOX 821, OWENSBORO, KY.

THOS. A. JONES SHOWS Now Booking for 1949 Season Rides — Shows — Concessions THOS. A. JONES 914 Ossington Ave. Toronto, Can.

BOOKING RIDES For Lions' Club Carnival AUGUST, 1949, MT. AIRY, MD. Want 3 or 4 good Rides for full week in Wildwood Park.

250 Honor Deceased At SLA Bal Tabarin Memorial Services

CHICAGO, Dec. 4. — A near-capacity crowd of 250 members and guests attended the annual Showmen's League of America memorial service in the Bal Tabarin of the Hotel Sherman Sunday (28). Services were again under the direction of Bernie Mendelson and Charles Hall, co-chairmen. Following the two-hour service autos and busses took members to Showmen's Rest in Woodlawn Cemetery for the annual official visit to the SLA-sponsored burial plot.

The Bal Tabarin program consisted of an organ prelude by Gerald Gros-saint, the Oxford Quartet singing *There Is No Death*, the invocation by Rev. Marcel LaVoy, the Oxford Quartet again presenting *There Is a Land*, an address by Rev. LaVoy, and then the presentation of colors by the Al Sopenar Showmen's League of America Post, American Legion. Taps was sounded by buglers from the Harold Tucker Post, American Legion, and an address was delivered by Thomas J. O'Keefe, past commander of Federal Post 437. The remainder of program consisted of songs by the Oxford Quartet.

Members of the SLA who died during the past year and who were honored at Sunday's services are Ben Levine, Ben Kaplan, A. L. Miller, H. D. Wilson, John R. Castle, Pete Kling, Mayburn L. Miller, A. J. Sugarman, Edgar I. Schooley, James Patterson, Lawrence W. O'Keefe, William C. Fleming, Melvin H. Vaught, Albert Latto, Meyer Pellman, Frank D. Shean, Phil C. Travis, Joseph Pisara, Edward L. Brems, Patsy Potenza, Hyla F. Maynes, Lloyd H. Bell, Jack Little and George Nash. Kaplan, Miller, Latto, Shean and Bell are buried at Showmen's Rest.

Dodson To Tour 30 Cars in 1949

(Continued from page 64) years, said he plans to staff the show with many of his former associates. Carl Hanson, this year office secretary of Imperial Exposition, will continue in that capacity.

McCaffery, who handles the genera' agenting, announced the shows have been signed to play fairs at Chippewa Falls, Wis.; Austin, Minn.; Fargo, N. D., and Huron, S. D. Austin is a newcomer to show's route.

McCaffery, who also is general agent for Hennies Bros.' Shows, said that that org again had been contracted to play the Iowa State Fair, Des Moines; Nebraska State Fair, Lincoln, and Clay County Fair, Spencer, Ia.

Cavalcade of Amusements closed for one new fair, Tupelo, Miss., a date last year filled by Hennies. Also signed by the Cavalcade were the fairs at La Porte, Ind., and Nashville and Jackson, Tenn., all repeats.

Johnny J. Jones Exposition picked up the Knoxville, Tenn., fair contract. It also was rumored to have closed to play the Sedalia, Mo., Fair, but shows' co-owners, Morris Lipsky and Buddy Paddock, declined to comment.

RAS Repeats

For the Royal American Shows the convention again yielded all of its '48 fairs, with St. Paul, Birmingham, Shreveport, La.; Oklahoma City and Topeka, Kan., signing. Previously owner Carl J. Sedlmayr Sr., had announced the re-signing of Mississippi State Fair, Jackson, and the contracting of Tulsa State Fair, Tulsa, as a replacement for the Fort Smith, Ark., Livestock Show.

James E. Strates Shows again closed to play the three North Carolina fairs either operated or managed by J. S. Dorton and again signed the Danville, Va., Fair. Strates announced the Dorton fairs are those at Shelby, Charlotte and the North Carolina State Fair, Raleigh.

Cetlin & Wilson Shows again signed the Ionia, Mich., Free Fair. Endy Bros. reported no new contracts. Bobby Kline, last year general agent of the Ward Shows, was named new general agent of the Endy org on the eve of the convention here.

Bergen Ill

Frank E. Bergen, owner of the World of Mirth Shows, was a visitor to the convention but was confined to the Palmer House with illness thru most of the proceedings. Upon his arrival he said he did not expect to do any contracting at this meeting.

Hillsdale to Gooding

Floyd E. Gooding, of the Gooding Amusement Company, disclosed that his organization had been contracted to supply the Midway attractions at Hillsdale, Mich., Fair for the 52d consecutive year and at the Saginaw, Mich., Fair for the 11th straight year. He also disclosed that he again had been signed by Mid-South Fair, Memphis, but that the stand will be for 10 days instead of eight as heretofore. Reason for the extended run is that the two-day Negro fair, usually held several days after the regular fair, will begin immediately after the regular fair. Gooding also announced that he had again been signed by the Little Rock, Ark., Fair.

SLA PREXY PARTY

(Continued from page 64)

fessor Cheer, music-comedy novelty; the Beaucaires, dance duo; the Styl-ists, vocal mimics; Benn Sharps' Cav-aliers, orchestra, with Dick Ware and Jack Normen as emcee.

The production was handled by L. N. Fleckles and Dave Malcolm. Light-ing was by Hollywood Stage Light-ing, of Chicago. Stage effects were heightened by a 8-12 foot blow-up of a Billboard front cover with Bob Lohmar's picture.

ANCHOR TENTS
CARNIVAL TENTS SHIPPED WITHIN
5 DAYS
AFTER ORDER RECEIVED!
SLIGHTLY MORE TIME
REQUIRED
FOR SHOW TENTS
WIDE SELECTION OF MATERIALS
AND TRIM
ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

NOTICE—SHOW MANAGERS—NOTICE

MISTAKE IN OUR AD IN THE CAVALCADE OF FAIRS EDITION

Thru an error we stated that we wanted to Place Various Shows. WE DO NOT WISH TO BOOK ANY SHOWS AS WE OWN OUR OWN EQUIPMENT. WE WANT CAPABLE MANAGERS AND OPERATORS FOR THE FOLLOWING: FUNHOUSE, GORILLA SHOW, SNAKE SHOW, MICKEY MOUSE SHOWS, LAW and OUT-LAW SHOW, MINSTREL SHOW, and GIRL REVIEW.

CAPELL BROS.' SHOWS

"AMERICA'S CLEANEST MIDWAY"

H. N. (Doc) Capell, Mgr., Box 725, McAlester, Okla. (Phone: 1984)

MERRY-GO-ROUND HORSES

FOR SALE—20 Outside Spillman Horses, stored for number of years. Horses are beautiful with ornamental jewels on blankets, glass eyes, and had original factory paint, all wood and better than new; all joints tight and cannot be located, positively guarantee no putty or fill-in any part of horse; all expertly refinished and definitely cannot be told from new; will fit 36-ft. Spillman or Herschell machines or others. Also 20 Spillman Middle Horses, not quite as good as above, still a very good horse, all tight joints and now in paint shop; will fit either Spillman or Herschell machines and many others. Four Chariots in very fine shape; will fit any make machine. One Artizan Organ with seven or eight rolls of marches, electric motor to operate same; organ in very good order with bass and snare drums; just plug in. 24 Cornice Shields or Monkey Heads for slanted outside scenery or straight, six light sockets in each; definitely brand new. One Universal Motor, suitable for Merry-Go-Round; perfect shape. One Eli Bridge Motor with V belt if desired. Nothing misrepresented; take the trouble to come and look if interested. Winter Quarters open from 8 a.m. to 5 p.m., Pelham, N. H.

Contact R. CHAMPAGNE, Continental Shows

3 COURTNEY LANE Phone: Lowell 36584 LOWELL, MASS.

OUTSTANDING FREAK TO FEATURE

Strong Annex Attraction (no Sex), Working Acts that Pitch, Colored Runts for Bally, or good Bally Acts, girls for Illusions, Talker, Grinders, useful Side Show People. Long season on West Coast with

A. J. BUDD

1815 POWELL STREET

SAN FRANCISCO 11, CALIF.

MURRAY AMUSEMENT CO.

WE HAVE 8 OFFICE OWNED RIDES AND 5 SHOWS
Opening in Peoria the middle of April and playing the Best in the Mid-West.

WANT FOR 1949 SEASON WANT

CONCESSIONS—Cook House, Mug Outfit, P.C. Operators who have Stock Stores, Arcade. Stock Stores all open at \$20.50 privilege.
RIDES: Flying Scooter, Spitfire and Caterpillar, with or without transportation. Will lease or rent another Ferris Wheel, as we will carry two.
SHOWS: 10-in-1, Drome, Animal Show, Mechanical Show, or any other Shows of Merit. Will furnish transportation if necessary.
HELP: For Whip, Roll-o-Plane, Octopus, Tilt, Merry-Go-Round, Twin Wheels and Kiddie Rides. Need Electrician with Concessions.
Write: KEN MURRAY, Box 264, Bloomington, Ill.

CLARK EXPOSITION SHOWS Want

Hanky Panks, sixteen dollars; Bingo, Penny Arcade, Popcorn, Candy Apples.
Out all winter. Walter Lankford no longer with this show.

F. (DEAFFY) CLARK
MONTEZUMA, GEORGIA

WILL BOOK OR BUY SET OF RIDES

Fraternal and church bazaars. Downtown locations. Season of 15 weeks. Open early May. Will also buy old Rump Baltimore Wheels. Can use experienced Lot Superintendent.

ALLIED PREMIUM SUPPLY CO.

7 MARTHA STREET

BINGHAMTON, N. Y.

FOR SALE

1948 SUPER ROLLOPLANE—\$4,000.00

Ride in perfect condition. With transportation, International Tractor and 30-Ft. Trailer, \$5,500.00.

M. J. O'NEIL

311 N. CENTRAL AVE.

CHICAGO, ILL.

COMPLETE CARNIVAL FOR SALE

Consisting of Merry-Go-Round, Ferris Wheel, Tilt, Chairplane and two Kiddie Rides. 100 Kw. Transformer mounted on Truck, Office Truck, 110 Ft. Side Show, Girl Show, two Light Towers, Marquee, six Semi Trailers, six Tractors, three straight jobs. Extra parts for Rides. Plenty of Cable and Junction Boxes. Everything complete and in A-1 shape, ready for the road. Will take \$35,000.00 cash.

BOX 95, c/o BILLBOARD, 390 ARCADE BLDG., ST. LOUIS 1, MO.

W. G. WADE SHOWS
Now Contracting for 1949 Season
RIDES—SHOWS—CONCESSIONS
CAN PLACE FOR ENTIRE SEASON
Starting Detroit in Early April
Clean, Well-Lighted
OCTOPUS RIDE
C. P. O. Box 1488
Detroit 31, Michigan

FLORIDA AMUSEMENT CO.
Wants
Slum Concessions all kinds, fifteen per week. Yes, we have our Florida Fairs and will stay out until they open if one of our good friends will keep their fingers hidden. Yes, we have Fort Pierce again, Jan. 17th is our date there. We know what we have for sure. Answer immediately, now.
T. J. McMANUS or HOWARD INGRAM

GEO. BRODOWSKI AND JORDAN
Phone me. Quick action.
T. L. DEDRICK
Slidell, La.

FOR SALE
One Kiddie Merry-Go-Round, 22 ft. diameter, 20 Horses, 2 Chariots, International Engine, \$1,600.00; one Grab Outfit, mounted in four-wheel Trailer with Root Beer Barrel and Carborator, \$350.00 complete, or \$125.00 for Root Beer Barrel alone; one High Striker, 25 ft., \$50.00; one 8 ft. x 10 ft. Clg. Shooting Gallery, complete with guns and stock, \$95.00.
All answers: **JOHNNY'S UNITED SHOWS**
Box 503, Athens, Alabama

FOR SALE, REASONABLE
8-Car Flat Ride, in perfect condition. Fast and thrilling. Money maker. Was in operation this season. Ill health. Write
WM. V. BURTON
8727 Fuller Ave. Kansas City 3, Mo.

Does a Trade Group Help Rink Owners? The Idea's Standing Trial Before Me

By Carl C. Johnson, Owner, Skateland, Denver

(Written in Co-Operation With Mike Schrieber, Skateland Advertising Agent and Sports Writer)

WITHIN the last few years, my enthusiasm for the Roller Skating Rink Operators' Association of the United States has cooled. This cooling process has been slow. No one thing has caused it. My coolness is the result of an accumulation of things for which I criticize RSROA leaders and their appointed board of control. But mostly, my coolness is due to a great lack of things done, rather than criticism of acts. But, as I sit here, tapping out these words which I sincerely hope will be read by most of the rink operators in America, I frankly don't care if my public expression of thoughts gets me kicked out of the association. Ten years ago, I would have dreaded such an eventuality.

But you can bet your life that as long as the editor of *The Billboard* will let me continue to use his unbiased columns to express my opinions, I intend doing so, for my coolness has not yet turned to coldness and I am deeply conscious of the great value which the RSROA could be to me and to all rink operators. I will not give up until I am convinced that we haven't enough guts in the roller rink business to form a democratic business organization and free ourselves from monopolistic dictatorship which has ruled the roost for 12 years. Until I have reached this conclusion, I intend making a very frank series of recommendations to members of the RSROA.

Others Encourage

I have gathered courage to write these recommendations by discussing them with many rink operators with whom I have come in contact during the last six months.

Denver is not an isolated Western city. It is one of the country's principal resort centers, and this past season I have been visited by a small convention of operators from practically every State in the Union. Many of these visitors have come to see me as the result of my recent series of articles in *The Billboard*

which dealt with various phases of rink management. These articles have also opened a wide correspondence with rink men who share my ideas. These contacts have been augmented by two country-wide tours of my own and further confirmed by a close friend and skater whose work keeps him on the road almost continually and in rinks. To a man, rink operators to whom I have expressed my opinions agree with me and will back up my recommendations.

My friend and fellow RSROA member here in Denver, Irving Jacobs, owner of Mammoth Gardens, feels as I do. Irving and I don't see eye-to-eye on every detail of rink promotion and management, but that's one of the things which makes our relationship interesting. We had lunch together soon after we both returned from Oakland, Calif. I asked Irving what he had gained by attending the meetings of operators. He said, "Nothing at all. What did you get?" I agreed that the meetings had been worthless. Both Jacobs and myself operate pretty fair-sized establishments and something is obviously very wrong with the management of the RSROA when neither he nor I consider the operator meetings (See Trade Association, opp. page)

Rehashing of Past Grievances Won't Fatten Till -- Von Hagen

CINCINNATI, Dec. 4. — "I just cannot help but be disgusted with some of the weak arguments as to why roller operators cannot all be affiliated with a 100 per cent business organization having one paramount objective—the advancement of the roller skating business—and leave the amateur competitive skater to affiliate himself or herself in the American way to an amateur organization of his or her personal choice," writes Edward J. Von Hagen, operator of

N. Y. Derby Opens With TV a Feature

NEW YORK, Dec. 4.—The Roller Derby opened November 27 at the 165th Regiment Armory here. Nightly sessions are slated thru December 14.

The November 29 performance was the first of four to be televised, starting at 9 p.m., over WCBS-TV. Also televised that night was an intermission show (9:20 to 9:40) by Queens Figure and Dance Club of Elmhurst, L. I. Completely in costume, it presented World Roller Skating Congress champion Patricia Carroll, four-year-old Dianne Zimmerman, the Lanigan-DeSabato juvenile pairs team, a 32-skater precision group and Queens professionals Cliff and Mildred Wilkins in an adagio act. Rink operator Nat Steinberg and organist Nick Monte emceed and provided music, respectively.

All derby contests will feature Brooklyn vs. New York. Metropolitan rinks are co-operating by distributing rebate tickets to skaters.

Brooks Recreation Center Opens in Raleigh, N. C.

RALEIGH, N. C., Dec. 4.—Brooks Recreation Center, 712 Tucker Street, has formally opened its skating rink. It will accommodate 1,400 skaters. Floor space is 19,400 square feet.

A group of 37 skaters from Riverside Roller Club, Washington, entertained with a floorshow November 20.

In addition to the skating rink, the center features 24 bowling alleys, a soda fountain and grill and a sport shop. The latter will sell skates and accessories.

Norwood (O.) Roller Rink and past president of the United Rink Operators.

"There has been too much argument as to who shall govern the competitive skater," Von Hagen said, "and in so doing, the rink operator has overlooked the fact that 95 per cent of his business, and I mean cash over the barrelhead, are skaters who skate for fun and recreation.

"It seems to me that some people who today do not even own, operate or manage a rink are the ones criticizing and telling active, down-to-earth operators how to run their businesses and how impossible it is to have peace and harmony due to past personal circumstances and events. We can't live in the past, and the sooner the operator who owns and operates his own rink business takes a hand in doing something constructive for future business, the sooner the roller skating business will thrive and be recognized as a clean operation.

"It's important to get in back of the Roller Skating Institute of America, to lend a hand, to help so they have a chance to do their job successfully. It is to the advantage of the rink operator, no matter how large or small, to obtain thru the RSIA, deserved newspaper, magazine, radio and television publicity for roller skating. National recognition by the public helps local sales.

"This calls for united effort and support because, after all, each operator is interested in cash that comes thru the box office from the masses.

"Hashing and rehashing past 'What you did; what you didn't do; who did this; who did that' should rest in a graveyard where it rightfully belongs.

"I sincerely hope that all us operators will forget the past and look to the future so that this national educational program can be a success and a boon to the skating industry as a whole."

Spotlight Given Hockey at N. Y. RSROA Meeting

NEW YORK, Dec. 4.—Amateur hockey, television shows and methods of improving business were the main topics discussed at a meeting of the metropolitan chapter of the Roller Skating Rink Operators' Association (RSROA), held recently at the Park Central Hotel.

Hockey came in for the lion's share of attention.

Emil Lence, of Eastern Parkway Rink, Brooklyn, where an amateur league is in the formative stage, gave an enthusiastic report. He said, for one thing, that 47 teams (29 more than he could use) had filed to play at his rink; also, that he was willing to give up his private league if the other operators would start inter-rink competition immediately.

Vic Brown, of New Dreamland, and Louis J. Brecker, of Gay Blades, spoke in favor of forming an inter-rink league. Several other operators said that Lence's success had converted them from negative to open-minded attitudes—and that they probably would go along if a league was started.

On the subject of television, Brown reported that the series of WCBS-TV shows, during Roller Derby intermissions, had been cut from six to four and that it would be necessary to eliminate one rink's show and the planned grand finale. Lots were drawn, with the Park Circle Club of Brooklyn losing its night to perform.

The remaining shows, as originally announced, will be of 20 minutes duration. Two have already been staged. The remaining schedule: Bay Ridge, December 10, and Wal-Cliffe, December 13.

Chairman Joseph Seifert, of Bay Ridge Rink, Brooklyn, and several other operators spoke on methods of improving business: (1) by better advertising copy, and (2) by giving patrons more interesting skating programs so that a greater percentage will develop into rink regulars.

Irwin Rosee, head of the Roller Skating Institute of America, addressed the group briefly on major publicity deals now in the making.

Present were Joseph Seifert, Bay Ridge Rink, Brooklyn; Lou Brecker, Gay Blades, Manhattan; Frank Gallagher, Fordham Palace, the Bronx; Bill Kaster, Wal-Cliffe, Elmont, L. I.; Ben Glass and Nat Steinberg, Queens Rink, Elmhurst, L. I.; Vic Brown, New Dreamland, Newark, N. J.; Frank Negri, Hillside Rollerdom, Richmond Hill, L. I.; Emil Lence, Eastern Parkway Rink, Brooklyn; Irwin Rosee and Jerry Nagler, RSIA; Bill McGaw, former Philadelphia newspaperman, and Bill Love, of *The New York Journal-American*, who represented *The Billboard*.

NEW YORK, Dec. 4.—Bill Love, *New York Journal-American* skating editor whose 48-page 1949 *Roller Skating Annual* went on sale Tuesday (16), will send a free copy to any operator who writes to him at *The Journal-American*, 220 South Street, New York.

"Action Counts" 1949 CALENDARS NOW ON THE PRESS



Your Imprint
HERE

There will be no second
run this year

**ORDER YOURS
NOW**

with your imprint

\$ 7.00 for 50 Calendars
12.00 " 100 "
28.00 " 250 "

You can't afford to be
without this Beautiful 4-
Color Year 'Round Plugger

You Will Get Action
With

"CHICAGO"

ROLLER SKATE CO.

4427 W. LAKE ST. CHICAGO 24

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

Trade Association Idea Stands Trial Before Me

(Continued from opposite page)
of any value. Before our luncheon was over, however, Irving Jacobs made a statement which is significant. He said, "I could have got more information of value during a five-minute conversation with Fred Martin over the phone than by attending all of the RSROA meetings held during the convention." I thoroly agreed.

During April of the year we held our convention in Oakland, I met one of the large rink operators of Los Angeles while visiting that city. This man is a successful and capable brass tack business man. I enjoyed talking with him very much. I met this man again at the convention in Oakland. It was on Thursday, and he was on his way back to Los Angeles, disgusted. He told me he had hopes of learning something of rink operation from the meetings and that nothing important had come up so far. This was his first attendance at an operators' meeting. He had just joined the RSROA. It will require a radical change in the convention policy of the RSROA to induce this new member to travel any distance to attend future meetings.

A Catastrophe?

To me, it spells catastrophe when I hear such opinions expressed at every hand. Unless rink operators are big enough and business-like enough to get together for the serious interchange of business ideas which will make their meetings worthwhile, then we are unfit to boast of a national association. Better business methods, more resourcefulness and co-operation in the exchange of ideas will pull the rink business out of its present slump. My contacts in the rink business report volume off from 15 to 40 per cent. What will stop this decline? To me, there is just one thing that's going to stop it, and that is individual business sagacity plus the spread of business-stimulating methods thrashed out and perfected thru strong shoulder-to-shoulder organization activity.

The proof of this premise is found in the fact that certain establishments like Sefferino's Rollerodrome, Cincinnati, are ahead of last year in volume. Why? It is because of the shrewd but somewhat unorthodox methods of business building used by the Sefferino brothers. In strong associated activity the methods of those who are able to show gains should be studied and made available to all.

My father was a keen businessman. He overcame the difficulties of depression days by adroit tactics and bold, resourceful ideas. He started one of the first roller rink businesses in Colorado from scratch with no capital and a series of discouragements that most of us would wilt under today. I've seen him lease a building for \$300 a month, not take in that much in 30 days, and then turn around and pull a promotional stunt that put him on his feet. He was up and down and up again, and every time he was down he came back with a plan or an idea that worked. We can't all possess his natural business acumen, but if we pull together and exchange ideas that work, it's a pretty fair substitute.

My father gave me a good start. His death in 1935 left me a well-established small rink. I coasted in ease until 1938 when I faced big rink competition (Mammoth Gardens) and really had to go to work. Right now, we are all faced with the need to go to work and we can do the job better together than we can alone.

Put Brains to Work

But what do we do? We bring the best brains in the rink business together once or twice a year and listen unattentively to the plans cooked up in advance by our directorate.

There are enormous problems facing rink operators which must be met

before the present downward dollar volume trend can be stopped. We are not going to meet these problems by getting together once a year for a social gathering and to watch our hot-shot skaters perform. Not by a long shot! We can expect a hearty crop of business failures in the immediate years ahead unless we recognize our problems and meet them together.

I recommend an open vote for all members of the RSROA on every matter of importance. Our officers and board of control should be elected by open vote, not set in office by the dictators. In the November 27 issue of *The Billboard*, nine operators voted on the proposed merger of the RSROA with the URO. Such lack of interest or fear is a disgrace and is deeply discouraging me in making these recommendations. I excuse the small response to the fact that there never has been anything tackled by the rink operator association to jar operators from their lethargy. We have never had a national organization which did more than ask donations for the cause of amateurism. We never have had an organization which was free from the dictates of a few who have on occasions used the RSROA as a battle ground to settle their own personal feuds. We never have tackled a single problem that would make membership in the RSROA worth a yearly cash outlay to any operator, except possibly to the dictators themselves. True, we've picked away at group insurance rates and spanked ASCAP, but what are these matters compared with the fact that every day in the year there are roller skates being sold by cut-price sporting goods stores and department stores which give buyers a sour opinion of the sport.

Wants Martin a Commissioner

Fred Martin once said to me that "cheap labor is of no value." This remark of his has always stuck with me. No busy rink man who is appointed to office in the RSROA and works for nothing and pays his own expenses has the time or incentive to properly attack a problem such as this. Unless we pay to have such a job done and done well, it just won't get done. That is why I recommend that the RSROA appoint a full-time paid commissioner, just as Judge Landis was appointed.

I recommend that before Fred A. Martin gets himself well set in the operation of another roller rink (which he is sure to do soon) that we offer him a high salary to be commissioner of the roller sport. Heaven knows, we need such a man, and Providence seems to have placed the man, who in my opinion is best fitted for the job, in a position to accept. Fred Martin should be freed from any obligation except this sport and be guaranteed enough money so that he does not have a solitary personal problem nor favor to ask of anyone. He should be perfectly free to organize a strong association of businessmen and carry thru a program which will benefit every member of the RSROA.

Maybe a fair and free vote of the association would not show that Fred Martin is the man to be chosen. But I recommend him because he is good-hearted, he is not a radical and is most assuredly a diplomat. I remember during the war, when I hardly knew Fred, I asked him to help locate a skate grinder. He came thru. He has always come thru and been willing to put himself out to help a fellow operator, and that is the kind of a full-time employee we need at headquarters. He should be on instant call for any operator who is in trouble.

I am not proposing Fred Martin to carry his personal favor. I do not need anyone's personal favor nor

anyone's defense.

There is so very much that a commissioner, whoever he is, could do that cannot be accomplished in any other way. For example, this matter of the sale of cheap skates thru cut-rate stores. To parents who buy these skates, a white pair of shoe skates is a white pair of shoe skates, regardless. But we all know such is far from the case. Cheap shoes blister feet and discourage skaters. Clerks in these cut-rate stores do not understand fitting skates and almost always sell a pair that are either too big or too small. The commissioner could locate the suppliers of these cheap outfits and inform them that unless they cleaned up the situation by applying good shoes to skates that didn't fall apart and supervise the sale of these outfits to insure fit, that the rink operators of the country would blackball the manufacturer and set the whole professional staff and employees of these rinks loose on an effort to kill their sale.

Our commissioner could start a lobby movement in Washington to attack our outrageous amusement tax. The commissioner can negotiate a long-needed merger between the RSROA and the URO and make certain that the back seats which William Schmitz and Earl Van Horn have pledged themselves to take are genuine. He can impose a back seat upon any troublemaker at any time and free us from the disgrace of personal feuds. It all gets back to the same thing. If the RSROA was a really strong association of businessmen (which perhaps it can be), no personal feud could disorganize it. There would be no URO nor a "split" if membership in the RSROA was so valuable that it would be a sacrifice to lose it. Lay down a strong program of business building for the RSROA, invite those in the URO to forget their personal squabble and rejoin the association, and impose a back seat on Schmitz, Van Horn, Freeman, Brown and any other operator who can't get along with his neighbor. That's the formula which will work, if any will.

Cites Institute

But the sort of thing that makes me keep my fingers crossed in respect to rink operators ever getting together and doing anything besides buying each other drinks and starting petty quarrels was received in a recent mail. It was an urgent appeal from Fred Martin to "get on the band wagon" and help get together the \$10,000 which the members voted for publicity in the 1948 convention. As of November 16, 1948, the whole membership of the RSROA had only contributed \$4,285. The great metropolitan chapter of New York had only sent in \$1,000—only 10 times the amount Irving Jacobs and I each sent from Denver, Ohio, with all those big rinks, had contributed only \$400.

I'll match anybody with the shake of a coin for \$100, but I hate to be a sucker. When I see figures as published in Martin's report of the 16th it makes me discouraged. It makes me feel regretful that I have spent thousands toting hot-shot skaters to and from national championships. Response like this makes me feel that it is solely up to us as individuals to save ourselves in the present emergency and to depend alone on our own independent business resourcefulness to make progress. The futility of organization work strikes me full in the face. But my hope comes feebly back with the thought that maybe the reason for all this complacency is the fact that nobody has ever yet rolled up his sleeves and, regardless of consequences, recommended the sort of a program which would rally interest. It seems to me that if the dry cleaners, the bowling alley proprietors, the professional golfers, the hardware merchants and the rink breeders can get together and solve their common problems, that the rink men should. Maybe we can. We'll see what reaction I get from this proposal.

(Continued next week)

MAPLE FLOORING

Ready for Immediate Delivery

GILASH SHOES

SKATING COSTUMES

Wholesale Rink Supplies

WARNOCO AMUSEMENTS

1403-47 Second Greeley, Colo.

FOR SALE

—BEAUTIFUL NEW SKATING RINK—

Location: LEESBURG, CENTRAL FLORIDA
43 miles from Orlando. Building, 60x125; skating floor, 58x110; plenty skates, 35 watt P. A. System. Nicely furnished six-room apartment over front end. Opened new Feb. 1, 1948. Illness in family reason sacrifice lower than actual cost. Contact:

E. S. BAIDEN

BOX 233, LEESBURG, FLORIDA

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 \$39.60 Doz. Sample \$3.30.

L & L PRODUCTS
7018 Glenwood St. Chicago 26, Ill.
Distributors of Nelsor Products, Midwest and Skating Rhythm Records, Champ Skate Skates, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.

Write for Price List

We BUY AND SELL

New and Used Rink Roller Skates

Advise Make, Sizes, Condition and Quantity. Also Best Price

JOHNNY JONES JR.

51 Chatham St. PITTSBURGH, PA.

FOR SALE

Lake Blue Water Roller Rink and Park, located one mile east of Montpelier, Indiana, consisting of 107.28 acres. Rink building 58x81 ft.; concession room, 10x30 ft.; 3 cabins; orchestra pit, 10x30 ft.; 4 room house. Anybody interested in this place, can tell you more in letter. All equipment goes with this.

CHESTER BLACKFORD

215 S. Baldwin St., Bluffton, Indiana
Telephone 1125-M

WE MANUFACTURE

COMPLETE PORTABLE RINKS

SECTIONAL FLOORS

BILT-RITE FLOORS AND RINKS

Office: 1317 S. Wall, Tyler, Texas. Phone 6033-J.

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write PERRY B. GILES, Pres. Curvecrest, Inc., Muskegon, Mich. Originator and Sole Distributor

FOR SALE

Complete Skating Equipment for Roller Rink.

JOHN DWYER

Sugarcreek Road, Star Route, Franklin, Pa.
Phone Franklin 2047X

SKATING RINK FOR SALE

Rare opportunity and bargain. Maple floor, 40x100, excellent condition. Flameproof tent with skates and necessary equipment. Ready for quick action.

J. D. METZ
308 Liberty Bldg., Waco, Texas. Phone 5500.

FOR SALE

Portable Roller Rink complete, size 40x80. Brand new Tent, Bell Amplifier, Record Changer, Microphone, 2 permanent Magnet Speakers, all new last year. Hardwood Maple Floor, complete understructure, used 4 seasons. 85 pair Chicago Rink Skates and Coca-Cola Cooler. Will ship in 30-ft. Trailer. Must sell by January 1st. Price, \$5,400.00 cash. Write: WOODROW GRIST, R. R. 2, Greenfield, Indiana.

WANT REGISTERED PROFESSIONAL

Must be a S. R. S. T. A. Pro, teaching in a R. S. R. O. A. rink; steady position. References required. Also experienced skate man.

RIALTO SKATING RINK

82 Walnut St., Springfield, Mass.

Your customers write us for

RAWSON'S SKATING BOOKS

We'd rather you sold them. Discounts up to 40%.

RAWSON ASSOCIATES

Box 310, Asbury Park, N. J.

Colorful SHAG RUGS

\$1.00 ea.

(Packed 50 to Carton)

SAMPLES, \$1.50 EA.

Postpaid

Packed Assorted Colors: Blue, Wine, Flamingo Red, Grey, Green, Dusty Rose, Gold. Size 18"x30".

OTHER SIZES:

24" x 36" \$2.00 EA.

24" x 48" 3.00 EA.

Same packing and colors as above.

Add 50¢ each for samples postpaid.

Terms: 25% with order, balance C. O. D. F. O. B. Rome.

Beauti-Craft Chenilles, Inc.

Manufacturers

P. O. Box 951

Rome, Ga.

WHIRLWIND VALUE! Handsome, Hefty, He-Man WRIST WATCH



Only **\$3.50** ea. in lots of 6

What a value! Here's a real man's watch that really rings the bell. Radium dial and hands, chrome case, red sweep second hand, expansion band... all for only \$3.50 each in lots of 6. Sample, \$4.50. Quantity limited. Rush your order.

Terrific Ladies' Watch Value Too!

Beautiful! Exquisite! Accurate! Women love them. Dainty, petite. Keeps perfect time. Complete with expansion band. Sample, in lots of 6 \$5.50. Same watch with rhinestone dial, \$1.50 extra.

Order right away. Send 10% with order, balance C. O. D.

BURTON SALES

Dept. G-2, 809 W. Madison, Chicago 7, Ill.

Sensational JEWELRY VALUES

NEWEST FAST SELLING STYLES

- ENGRAVING JEWELRY • RINGS
- IDENTIFICATION BRACELETS

Write for Catalog Now

(State Your Business)

HARRY PAKULA & CO.

5 No. Wabash Avenue, Chicago 2, Illinois

Send for New Ring Catalog GENUINE WHITE ZIRCONS

Sterling Silver, Gold Filled and 10 & 14K Gold.

\$2.00 to \$13.50

Wholesale only.

State your business.



Harry Mahren Ring Co.

303 Fifth Ave.

New York 16

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.

SUPERIOR RINGS

FOR FAST PROFITS

DR-25: 1/30 14K, Whitestone and Teardrop Rubies 3670: 1/20 12K, 3 Whitestones or With "Ruby" Center \$20.00 dozen

3670: \$19.50 dozen

FR-5: 1/30 12K, 2 Ct. Center, 3 "Rubies" Each Side \$23.00 dozen

DR-22: 1/20 12K, All Whitestones or "Ruby" Center \$24.00 dozen

DR-26: Same as DR-25, in Sterling \$18 Doz.

NEW 1949 CATALOG FREE!
Please State Your Business

SUPERIOR JEWELRY CO.
740 Sansom St., Phila. 6, Pa.

SANTA CLAUS MASKS FOR CHRISTMAS

IMMEDIATE DELIVERY!

- MADE OF FLEXIBLE RUBBER—COVERS ENTIRE HEAD
- Whiskers, Mustache, Eyebrows, etc., of pure white Australian sheep wool. A rapid selling DeLuxe Quality Mask for the Holiday Season.
- DEALER'S COST..... \$30.00 per doz. Sample.... \$3.00 each
- Suggested Retail Price. Each.. \$4.95
- Other Masks from \$18.00 doz. up Samples \$2.00 each.

Jobbers—Write

EDWARD O. DRANE & COMPANY
2453 N. HALSTED ST. CHICAGO 14, ILL.
America's Largest Wholesale Selection. Magic Tricks and Jokers' Novelties.
Write for our Price List—

DIRECT FROM MANUFACTURER

HAND POLISHED AND PLATED DOUBLE LINK FLAT HEAVY CURB CHAIN

IDENTIFICATION BRACELET

\$54.00 PER GROSS—SAMPLE DOZEN, \$5.00

25% With Order, Balance C. O. D.

Carded Filed Chain Necklaces with Two Hooks for Dog Tags also available at \$48.00 per gross.

PENN NOVELTY JEWELRY MFG. CO.
711-713 Foreland Street Pittsburgh 13, Pa.

RINGS SELL ON SIGHT

Styled to Sell—Priced for Profit

Beautiful 1/20 12K E. F. man's ring. "Diamond" like center stone with your choice of two red, white or blue, smaller stones on either side. \$17.90 per dozen.

This is one of the fastest sellers on the market. 1/20 12K E. F. ladies ring. Beautiful, synthetic birthstone surrounded by "diamond" like stones. It's a real beauty, only \$11.00 per dozen.

This ring is fast moving. Three big, beautiful "diamond" like stones, 1/20 12K E. F. with a look of distinction, only \$22.50 per dozen.

Write today for our big new 1949 catalog filled with these fine values and many, many more on all types of jewelry and accessories. Be sure you write today.

WRITE: Dept. B.B.

Cel-Max WHOLESALE JEWELERS
182 S. Main St. • Memphis, Tenn.

GIVE TO THE DAMON RUNYON CANCER FUND

EXTRA VALUES

Nickel Plated, Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold.

No. 775BB.....\$1.70 Each

Same as above, but has luminous hands and numerals.

No. 776BB.....\$2.35 Each

Plated in beautiful color of natural gold. Exclusive New Haven compensating hair spring makes it keep better time under extremes of hot and cold.

No. 777BB.....\$2.96 Each

ROHDE-SPENCER CO.
223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

ANNOUNCING

OUR NEW CATALOG WRITE FOR COPY

WHEN REQUESTING CATALOG STATE YOUR BUSINESS

YES!! We have OAK RUBBER'S SQUAWKY FOOTBALL DOLL. \$2.85 Doz., \$35.00 Cr. Can furnish with school initial imprinted. Give quantity and write for prices. We also have "Strip Tease Betty." She really takes them off. \$1.20 Doz. Cards, \$12.00 Cr.

CELEBRATION GOODS

Adults' Paper Hats, Cr. \$ 6.00
12 in. Fringed Horns, Cr. 10.50
12 in. Horns, Cr. 7.50
Assorted Balloons, Cr. 1.90
Serpentine Confetti, Ass'd. Colors. 3.50
800 Streamers for 6.25
Bulk Confetti, 50 Lb. Bag 3.85
Packaged Confetti, 100 Pkgs. for

Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

Free CATALOG

1,000 Bargains in Our New, Beautifully Illustrated Catalog. Write for Your FREE COPY!

LAKEVIEW SALES CO.
1012 W. Belmont Ave. Chicago 13, Ill.

LEADING SELLERS IN FUR COATS

LOW JACKETS PRICES CHOKERS • SCARFS

ALL GENUINE FURS
Our new 1949 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-B W. 28th St., New York 1

BIG PROFITS

Own your own business stamping key checks, name plates, social security tags. Sample with name and address 25¢

HART MFG. CO.
311 Degraw St. Brooklyn, New York

SANTA CLAUS BALLOONS

No. 11-round (red, blue, green), \$6.00 gross—\$57 for 10 gross.

25% deposit, balance COD—FOB Topeka

WRIGHT MERCHANDISE CO.
601 QUINCY ST. TOPEKA, KAN.

BLINKING EYES!
Plug Into Regular Outlet and
Display Works Automatically



**ELECTRIC
EYE
SANTA
CLAUS**

#409—27" tall, dressed in traditional
Santa fashion, and with Mohair beard.
Eyes light off and on. Individually
boxed and ready to plug in.

\$60.00 Doz. Sample \$5.75.

#409X—Same without Electric Eyes.
\$45.00 Doz. Sample \$4.25.

25% Deposit, Balance C. O. D.
Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$3.50

1 Bundle or 1600 1 1/2" Crackers 4.35

BALLOONS

Latex Rubber

NO. K10—PER GROSS..... 1.25

NO. K20—PER GROSS..... 2.50

Cash With Order

**United Fireworks Mfg.
Company, Inc.**

DAYTON 7, OHIO



**FIREWORKS
and NOVELTIES!**

- Housewares • Cutlery
 - Kitchenware • Toys
 - Wheel goods • Noveltyes
- Send for Catalog
Order Now • Lowest Prices

ACME SALES CO.
P. O. Box No. 1141. Atlanta. Ga.

**HAND DIPPED
CHOCOLATES**

Large cedar wood chests, with
1 Lb. chocolates. Ea. \$1.60

Small size chest, with
11 Oz. chocolates. Ea.80

Large leatherette vanity, with
1 Lb. chocolates. Ea. 1.60
(Above packed 12s)

1 Lb. Picture boxes, asst. choco-
lates, packed 24s. Ea.60
(Case lots only)

Buy direct from a manufacturer.
PAUL X. BERGIN COMPANY
1908 Central St. Evanston, Ill.

PERSONALS

DAN WRISK, KNOWN AS HARRY WHITE IN
the show business. Please write to 463 So. 14th
St., Terre Haute, Ind., as all mail was returned un-
claimed. R. Orman.

LITTLE BOY, WHY WASN'T YOU THERE?
Let me hear from you, I still love you. Little
Rabbit.

SAVE NYLON HOSIERY—"LIQUID STITCH"
stops runs instantly. Repairs snags, prevents runs
at stocking sole and welt, where garter fastens, etc.
Flexible, washable; two bottles per box, one for
dresser, one for purse. Postpaid \$1.00. Six boxes,
\$5.00. Ideal gifts. Need agents everywhere.
Porter Mfg. & Supply Co., 2500 West Sixth St.,
Los Angeles 5, Calif.

**PHOTO SUPPLIES
DEVELOPING-PRINTING**

ATTENTION, DIRECT POSITIVE OPERATORS
—Authorized Eastman distributors. Write for
1948 catalog announcing medium-priced metal and
glass frames, folders, chemicals, hand-painted
backgrounds, comic foregrounds, paper and Double
Unit Photo Machine. Hanley Photo Supply Co.,
1414 McGee, Kansas City, Mo. de11

COLOR PRINTS BY "CHINACOLOR" ARE FIN-
ished like fine porcelain. Made from your Koda-
chromes, Ektachromes, Anscochrome. Trial order 4x5,
\$1. 8x10, \$3.50. Box 4203, Washington 12,
D. C. de11

COMPLETE LINE OF DIRECT POSITIVE SUP-
plies. Write for price list. Marks & Fuller, Inc.,
70 Scio St., Rochester 4, N. Y. de25

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. de25

DIRECT POSITIVE PHOTOGRAPHERS — WE
supply everything you need. Reasonable prices.
Eastman D.P. Paper, Chemicals, Frames, Back-
grounds, Comic Foregrounds, Cameras for indoors or
outdoors, complete Photo Booths, etc. Free informa-
tion and prices. We are old and reliable since 1903.
P. D. Q. Camera Co., 1161 N. Cleveland Ave.,
Chicago 10, Ill. ja1

FEATURE FILMS — BRAND NEW OPTICAL
Reduction 16mm. Sound Prints, Rin Tin Tin's,
\$100; Tom Tyler, Bob Custer, Jack Perrin West-
erns, \$85; Dick Talmage Actions, \$100. Trades
accepted. Ask for lists. Morull's, 68 W. 48th St.,
N.Y. 19, N.Y.

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.
437 Whitehall St., S. W., Dept. B.
Atlanta 2, Ga.

The **NATION'S** newest-greatest **FUN-MAKER**
Here's **SMOKY!**

EVERY BUFF RINGER

NOW EVERYBODY CAN BLOW SMOKE RINGS
"Smoky" is the life of every party. Spontaneous, Ex-
hilarating Fun! **GREATEST NOVELTY EVER OFFERED**. Each
unit in cellophane bag with instructions. Nothing Ever Like It!
Get It While It's Hot! A clean-up for Wagon Jobbers—A natural
for Pitchmen. Jobbers—Write for Prices.

Dealers: Card of 12, \$1.20. Lots of 12 Cards, \$1.10 Per Card.
Bulk Pack, \$9.00 Per 100. Retail 15¢ Each. No Free Samples.

Write, Wire
or Phone **SMOKY COMPANY WAUSEON, OHIO** Cash With Order
or C. O. D.

Sensation
of the Year!
A Fast Seller!

**BUCK
ROGERS
SONIC RAY GUN!**

A 25th Century Signal Flashlight... Generates a Powerful Beam of
Light and High Frequency Buzz That You Can See, Hear and Feel!
Every girl and boy wants one... This highly
publicized "Sonic Ray" is elaborately made.
Includes Morse and Secret Buck Rogers Code
for Signaling.

LIST \$2.50 EACH
24 in a carton, \$18 doz.
Minimum order, doz. lots, \$20.

25% with order—balance C. O. D.; cash with order; we pay postage

ROBERT SCOTT CO. 916 W. BELMONT AVE.
CHICAGO 14, ILL.

LATEST MODEL—STREAMLINED, COMBINA-
tion. Direct Positive and Black Back, Street
Cameras Glassick Mfg. Co., 544 Monson St.,
East Peoria, Ill.

THE "MILLMAN" 30, THE ELECTRIC DRIVE
Direct Positive Camera, and the "Devel-O-
Matic" patented developing unit. Herman Mill-
man, 1094 Flatbush Ave., Brooklyn, N. Y.

PRINTING

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS
and 6 1/2 Envelopes. Hammermill Bond, four lines
copy. \$2 postpaid. Sample. Dickover Printing,
6233 Cleveland, Kansas City 4, Mo. fe12

BUSINESS CARDS, 1,000 FOR \$5—LETTER-
heads, Envelopes, etc. Circular free. Diehl, 112
Alice St. Sunbury, Pa. de11

SHOWY EMBOSSED LETTERHEADS!—SPARK-
ling! Dynamic! Flashy colors. Distinctive illustra-
tions: Midways, concessions, acts, shows, orchestras,
magicians, rinks, bookers. Standout designs. Samples
10c. Solldays Colorprint, Knox, Ind.

SHOW PRINTING—BUSINESS CARDS, PASSES,
Letterheads, Envelopes, Contracts. Write for
samples and prices. Century Advertising Service,
1022 N. Olive, Oklahoma City 8, Okla. de25

3 LINE RUBBER STAMP AND PAD—\$1 POST
paid. Stampit Co., 189 Jefferson, Memphis, Tenn.

50 8 1/2 x 11 HAMMERMILL LETTERHEADS
and 50 envelopes. \$1.00 postpaid. Bennerville
Printing, Box 1931, Pittsburgh 30, Pa.

SALESMEN WANTED

ALUMINUM GEARED POPPING KETTLES.
All electric Popping Units, Peanut Roasters, Cop-
per Caramel, Candy Kettles, Display Cases. North-
side Co., Indianola, Iowa. de18

BIG MONEY—QUICKLY AND EASILY, TAK-
ing orders for complete line Personalized Initialed
Buckles, Belts, Cap Badges; 2,000 emblems. Fast
repeats. Write today. Hook-Fast Co., Box 480-BB,
Roanoke, Va. np de25

"YOU'LL BE RICHER WITH A RAND LINE"
— Real profits for all sincere salespeople. You
start right away! For everything write Rand Sales,
Box 363, Willmar, Minn. de11

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS—
Positively no disappointment. Nieman Studios,
1236 S. Halsted St., Chicago 7, Ill. CA 6-2544.
de18

TATTOOING SUPPLIES

TATTOOING MACHINES, DESIGNS, COLORS,
Needles, Outfits. Free catalog. Fast service.
Owen Jensen, 120 W. 83d St., Los Angeles 3 de11

TATTOOER!—5,000 USED CELLULOSE STEN-
cils. Large, medium and small. 10c each. Order
one or 1,000. Zeis, 728 Lesley, Rockford, Ill. de25

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MA-
chines, all other coin equipment. Mac Postel,
6416 N. Newgard Ave., Chicago. ja8

WANTED TO BUY — PHOTO CELLS FOR
Bally Defender Ray Gun. Salt City Amuse-
ment, Hutchinson, Kan.

KING TUT
THE MYSTIC MUMMY COMES TO LIFE!
The new **SENSATIONAL & mystifying** trick

WARNING
The manufacturer of the original
KING TUT MUMMY is going to
prosecute to the full extent of the
law all imitators and infringers on
this item. Be on the safe side, buy
the original in the blue and orange
box called KING TUT, THE MAGIO
MUMMY.

Send for **FREE** Illustrated Catalog of 1000
Hot Items!

FRANCO-AMERICAN NOVELTY CO.
1209 Broadway New York, N. Y.

BY POPULAR DEMAND
We Are Re-Running This Special!

FILIGREE BALL PEN
It's Hot—Lowest Price Yet

Studded with colored imported rhinestones
and simulated gems — Highly gold plated
finish — Each in cellophane bag, with dis-
play card. Brass beaded key chain attached.

\$3.00 doz. in 5 gross lots
\$3.25 doz. in gross lots. No less sold.
REFILLS FOR ABOVE PEN. DOZ. ... \$1.80

25% Deposit With All C. O. D. Orders.

PARKER PROD. CORP.
3 East 19th St., New York 3, N. Y.

SELL NYLONS
GUARANTEED RUNS!
AGAINST

The ONLY nylon hose in the whole world actually
guaranteed against runs, snags or excessive wear.
REGARDLESS OF CAUSE! Yes, no matter what the
cause, whether use or abuse, KenDEX nylons are
replaced FREE if they run, snag or become unfit
for wear within guarantee period — a period up
to three whole months! Not sold in stores. Extra
sheer 15 denier, sheer 30 denier and service 60
denier. Latest colors. Lengths 28 to 35 inches. Both
seamed and seamless. Also complete line men's
fine hosiery guaranteed for ONE FULL YEAR or
replaced FREE! No money or experience needed
to earn big, steady income writing orders in spare
or full time. We deliver and collect. Just say
"Guaranteed Against Everything" and the sale is
made. Advance cash plus huge bonus. Complete
money-making sales outfit FREE and prepaid. No
obligation. Nothing to pay now or later. Simply
rush your name and address on a postcard and
you'll be making money next week.

KENDEX COMPANY, BABYLON 152 N. Y.

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 or beaded stock • Beaded
band wire • Plain findings such as crosses
• anchors • bowknot pins • springrings •
jumpings • swivels • chains • plain and
twisted hoops • earwires • earcrows, etc.
• Hoop earrings • earrings for pierced and
unpierced ears • Hand-made adjustable ban-
dle bracelets • Wire knot rings of rolled gold
plate • Pearl plates of snail 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

Culi-Kee Chain Telescopes

Gorgeous Hollywood Models in Full Color
NEWEST, HOTTEST SELLING NOVELTY IN AMERICA

IMMEDIATE DELIVERY

\$8.40
 FOR BOX OF 2 DOZ.
 AND DISPLAY CARD

Sorry, No C. O. D.'s.
 Net 10 days to rated firms, F. O. B. Chicago, Ill.

Banner Merchandise Co.
 145 S. Wells St. Chicago, Ill.
 Phone: Franklin 2-7011
JOBBER: Write for Special Quantity Prices.

Pipes for Pitchmen

By Bill Baker

HAROLD NEWMAN . . . and Johnny Palmer are doing okay with toys on a downtown Chicago parking lot. Also among the Windy City workers is Art Fredette, getting his share with the big dolls.

TOM McCLUSKEY . . . Haysee, to you, is working white mice to good biz in Chi department stores. Other mousers in the city are Lennie Meeks, Glenn Baggerly and Bob Roach.

EDDIE E. GILLESPIE . . . that's Eddie E., boys and gals, writes from Chi, where he is working combs and mice to healthy takes, that he is still being confused with another pitch gent with a name similar to his and asks that his communications be addressed as above. E. E. continues: "Happy Campbell and Carl Mays, local pitch tycoons, have their big parking lot in the Loop loaded with Christmas goods—pokes, scarves and pens—with a home-made top built out of odd lumber and canvas that's guaranteed to blow down in a 10-

mile-an-hour gale. That old-timer and top worker, Larry Friedman, is working the lot and getting his usual good takes with glass cutters. Would like to read pipes from Fred McFadden, Paul Dayton, Lou Via and Art Cox."

C. L. JOHNSON . . . pens from the Longhorn State that he has seen several of the fraternity down Texas way, among them Jerry Trigg and Glen Hosburg, working rug braiders and gadgets, respectively, at the Mid Winter Fair in Harlingen. Other reports from Johnson spot Mrs. Sollie Fields and her punch needles at Leonard's Department Store, Fort Worth, and McPherson, with rug braiders, holding down Everybody's store there to good returns. "I am returning to St. Louis until after the holidays, but will strike out for Florida just as soon as the snowballs start flying around my head. How about old-timers like E. Siebold, Ernest Kapunni, H. Newman, Carl Knowles, Sam Levy, Bob Posey and John Brennan shooting a pipe to the column?"

REPORTS . . . from Milwaukee indicate that Bob Beaudry is planning to sell his candy company there in order to realize a cherished ambition to hang out a shingle on his own law office in the Cream City. He plans to spring his Christmas stand soon at a downtown location and will bring out a health gadget in the spring. Bob would like to read pipes here from Charlie Kasher.

DAVE ROSE . . . comes thru with some dope on the New Orleans pitch set-up per the following: "Now that the fair season has ended and the boys and girls head for winter quarters, I would like to direct a word toward anyone contemplating spending the winter in New Orleans. You formerly could get fixed to work and make enough moo to carry you thru" (See PIPES on opposite page)

OAK-HYTEX BALLOONS

DOCTOR QUACK



• Novelty toss-up balloon whose hat, cane and wings are gummed paper parts. Packed, with cardboard feet, in colorful envelope. See your jobber.

The **OAK RUBBER CO.**
 RAVENNA, OHIO.

ENGRAVERS!

with it since 1907!
Originators of the ALL-ALUMINUM IDENT.
 #1927 AA, \$3 Doz., \$35 Gr.
 Ident. Bracelets for Store-Workers
 Guaranteed Not To Tarnish
NO BEEFS, NO SQUAWKS, NO COMEBACKS!
 Have worked stores with jewelry joints myself for years and know your needs
HIGHEST QUALITY and LOWEST PRICES AVAILABLE
 SEND FOR SAMPLES AND CATALOG
MILLER CREATIONS MFR.
 6628 Kenwood Ave. Chicago 37, Ill.

ATTENTION, WHOLESALE GROCERY & WAGON JOBBER

Styrene Clip Pocket Combs, packed 4 assorted colors to a beautiful display card of 12, @ \$2.75 per gross. 15-20-30 Amps Fuse Plugs, Pyrex. 24 to a nice display card, @ 85c per card. Burkhead Hemstitched 15x18 Handkerchief, 24 to a display card, \$2.00 per card. Patching Rubber Kits, 3x6, rubber, 4 bawls and cement, @ a can. Terms: Net 10 days to rated firms; all others cash with order. All merchandise F. O. B. Winston-Salem, N. C. Sold to wholesale jobbers only.

INDUSTRIES FOR THE BLIND
 1010-12 N. Liberty St., Winston-Salem 4, N. C.

"BELLA"

MIRROR-TINSEL DECORATED FRAMES
 Horseshoe Frame illustrated in 6"x8". Retail 49¢ ea., your price \$2.40 doz. Heavy concentration on other popular numbers allows 33 1/3% reduction. Sample free. Write or telegraph orders to:
BELLA PRODUCTS CO.
 Established 1935
 41 Union Sq., New York City

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 PHARMACEUTISTS** established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
 137 E. SPRING ST., Dept. X COLUMBUS 5, OHIO

Glamorous, Gorgeous Models

BIG AS LIFE

and just as NATURAL

ON FULL COLOR ANSCO FILM
 with 3 DIMENSIONAL EFFECT



ASSORTED
 POSES BY
 HOLLYWOOD
 LOVELIES

HIGH
 POWERED
 MAGNIFYING
 LENS

ABSOLUTELY
 DUST PROOF



Hollywood
**"PEEK
 A
 BOO"**
 KEY CHAIN

SPECIAL INTRODUCTORY DEAL

48 PEEK-A-BOOS
\$14.40
 In Attractive Display Box

FOR YOUR POT OF GOLD
 IN QUICK PROFITS...
MAIL YOUR ORDER TODAY

2 SAMPLES
 for \$1.00
 Sent Postpaid—
 cash with order

FULL ADVANCE PAYMENT REQUIRED ON INTRODUCTORY DEAL — NO C. O. D.'s
 Prepaid Shipment — Jobbing Prices to Established Firms Only.
 BRILLIANT FOUR-COLOR BROCHURE FURNISHED TO JOBBERS AT COST.
 BE FIRST WITH THIS RED-HOT OPPORTUNITY FOR QUICK PROFITS.

WALLACE NOVELTY COMPANY 626 S. ALVARADO, LOS ANGELES, CALIF.

CHRISTMAS JEWELRY

COMPLETE ASSORTMENT OF HOLIDAY GOODS

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES

JEWELRY—That's Our Business

We have everything for

- JEWELERS • ENGRAVERS
- DEMONSTRATORS

WRITE FOR
FREE
 NEW 86 PAGE
 JEWELRY
 CATALOG
 State your business

All Orders Shipped Same
 Day Received
 All Phones: CE 6-7966

BIELER-LEVINE

5 NO. WABASH AVE.
 CHICAGO, ILL.



FAST DELIVERIES! FAST PROFITS!

On Al Capp's Lovable
 Plastic Novelty "VEGANIMAL"

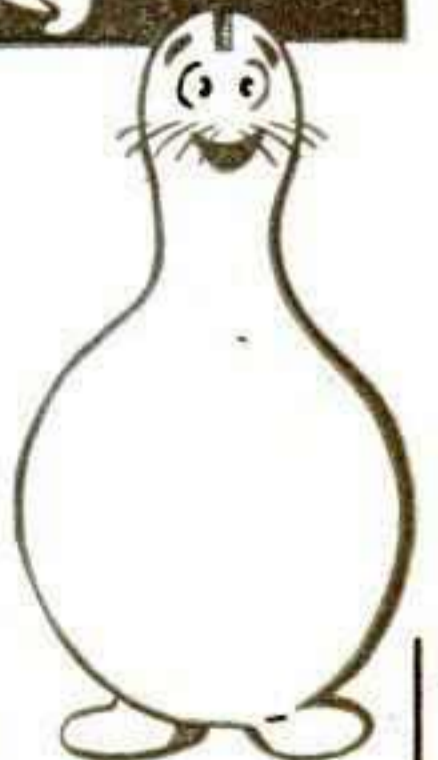
SHMOO BANK

"You Can Bank the Profits"

25% With Order **\$4.75** DOZ.
 Balance C. O. D. Sample, \$1.00 Postpaid

S. HORVITZ

2039 5th Avenue Atlantic 9980 Pittsburgh, Pa.
 (Jobbers: Write—Wire—Phone)



GIVE TO THE DAMON RUNYON CANCER FUND

SALESBOARD SIDELIGHTS

Sam Feldman, Harlich Manufacturing Company (Chicago) sales manager, is sold on the new Baby Book board featured by the firm. It's a 1,000 hole pocket-size item that may be "custom prized"; that is, the operator may fill in his own play price in space provided.

Guy E. Noel, head of Gay Games, Inc., Muncie, Ind., reports that his recent contacts with major ticket manufacturers shows that they are all bending every effort to create new products which will have new uses and be of more value to the present day markets than they ever have in their past history.

Charles Leedy, sales manager of Gardner & Company, Chicago, returned November 29 from his Western jaunt and left almost immediately

for a three-weeker covering the Southern region. Gardner is continuing to hit the sales bull's eye on its line of Charley Boards. Consisting of the Grand, Double and Triple Prize types, the boards are available in "thin or thick with 1,000 to 2,000 holes."

Walter McNamara, production chief at the McNamara Company, Chicago, just returned from a business trip down East, during which he covered five States. Brothers Bill and Philip continue to trod the highroads for the sales department, both boys reporting operator interest in their illuminated pellet board line.

Pioneer Manufacturing Company's (Chicago) vice-president, Harold Boex, took off November 29 on a two-week trip during which he will cover Pennsylvania. Irwin Secore, Secore & Secore, Chicago, was another boardman to hie off on a trip last week for a four-day roll thru Southern Illinois.

PIPES

(Continued from opposite page) the winter till you headed for the Northern industrial cities, but pitching is just about a thing of the past here now. With the defeat of the old Democratic administration, headed by Major Robert S. Maestri (who was always with it and for it), this city has clamped on the lid.

DAISY TIMM . . . former shampoo worker, is assistant manager at W. T. Grant store's fountain, Milwaukee.

FRANK MATHESON . . . continues to pitch candy and novelties at the Empress Theater, Milwaukee.

RED KELSO . . . last week moved into the W. T. Grant downtown Milwaukee store with a cookie press demonstration for the holidays.

SOLLY FIELDS . . . with a leather goods engraving layout, is reported holding forth at H. L. Green's five-and-diner in Fort Worth. Green company's Dallas store is the present habitat of Fred Hudspeth, with jewelry; Collins, with an ink stick deal, and Phil Kraft, cake decorator.

PITCHEROOS . . . from all over the country are reported to have rambled into Detroit November 23 to be on hand for the big Santa Claus parade held Thanksgiving Day. Among them were Ernie Newman, Barney Kaplan, Ed March, Ed Bennett and Al Kramer.

Marks, formerly an agent for Red Lux, who is a big operator now, with a number of big trucks, lots of stock and plenty of agents. One of the agents is reported to be Bill Weiss. Latest reports, according to Newman's source of information, is that they are doing okay.

THE LOBARSKYS . . . Joe and Louis, are working Santa Claus dolls on Wisconsin Avenue, Milwaukee. The boys recently made the fair at Hales Corner, Wis.

CO-OP EFFORTS (Continued from page 56) need for more advance promotion, especially for local groups. The bandstand's appearance has been overlooked often in renovating ballrooms, he said, while actually this structure is the focal point, psychologically and acoustically.

Vic Schroeder, Omaha booker, spoke on dance promotions.

BATT HEADS PARKMEN (Continued from page 58) George A. Hamid, Atlantic City, as chairman of the banquet and ball. Hamid also received recognition from the association for being one of five persons in the United States receiving the Horatio Alger Award after a nationwide poll.

Registration Doubled That this was the biggest and best convention in the 30-year history of the NAAPPB goes almost without argument. Figures show the official registration was almost double that of last year, more exhibitors occupied space at the trade show this year than ever before, more people attended the annual banquet and ball, and attendance at daily meetings far ahead of any previous year.

MRS. SEERY ELECTED

(Continued from page 55)

burial fund. A certificate of achievement was presented Lucille Hirsch by Bessie Mossman. Mrs. Hirsch presented gifts to her officers and the chairmen of her various committees.

Past presidents of the SLA auxiliary present included Edith Streibich, Phoebe Carsky and Ann Doolan.

Entertainment Program

Grace Lynn, chairman, emceed. Acts included Catherine Ansolmo, teen-age pianist; Frances Stuart, former Ziegfeld Follies girl; Dorothee Bates, who gave a monolog. Miss Lynn sang several songs and also led the Caravans in the theme song.

Members and guests attending the banquet were:

- Ann Roth, Marianna Pope, Violet Watson, Irene Coffey, Billie Lou Bunyard Foreman, Pat Seery, Mae Oakes, Isabelle Brantman, Clare Sopenar, Kathryn Robertson, Bessie Mossman, Amby Clinton, Ann Young, Minnie Simmonds, Dorothee Bates, Veronica Potenza, Mae Taylor, Lillian Lawrence, Rosemary Wegner, Josephine Gilckman, Agnes Barnes, Molly Foster, Betty O'Keefe, Helen Wetsour, Harriett Pawlak, Dorothy Gols, Lucille Hirsch, Ann Doolan, Ann Sleyster, Jeanette Wall, Kate Owens, Pearl McGlynn, Edna Stenson, Marie Broughton.

SLA AUX. INSTALLS

(Continued from page 54)

zaar committee, reported the event a big success. In the drawing on the books, Mrs. Isabel Brantman won first prize, a radio, and Jane Bunting, St. Louis, won second prize, a linen tablecloth.

Mrs. Sam Gluskin, retiring president, presented her officers and committee chairman with gifts.

Members and guests present in addition to the officers and others named above included:

- Mrs. Nan Rankine, Mrs. L. M. Brumbleve, Evelyn Hock, Marie Brown, Blanche Latto, Deigarian Hoffman, Cora Yeldam, Anna Bel-den, Frances Keller, Ida Chase, Edith Streibich, Ann Doolan, Louise Rollo, Viola Fairly, Ada Cowan, Frances Lauther, Bertha (Gyp) McDaniels, Nellie Young, Callie Baker, Nella Mae Stokes, Charlotte Wright, Bea Tennyson, Hattie Latto, Ann Sleyster, Jeannette Wall, Lillian Lawrence, Bessie Mossman, Lucille Hirsch, Louise R. Donahue, Mae G. Taylor, Marie Broughton, Billie Lou Foreman, Phyllis Chase, Marge Frels, Alice Craig, Alice Hill, Esther Meyers, Isabel Brantman, Pat Seery, Bobby Cherniak, Helen Stewart.

SPECIAL TICKETS AND COUPONS

Combinations for all kinds of drawings and money raising campaigns, raffles, etc. All kinds intricate and special printing manufactured to order on short notice. (Established 1919.)

FERGUSON MFG. CO.

322 N. Senate Ave. Indianapolis 2, Indiana

More for your Dough! QUALITY FLASH PROFITS Finest in SALESBOARDS. SEND FOR Catalogue EMPIRE PRESS PRICED RIGHT 637 South Dearborn St. CHICAGO 5, ILLINOIS

SALESBOARDS - All ORDERS Shipped Same Day Received. Holes Play Description Profit Price. Includes table with product details and contact info for MICHIGAN CITY NOVELTY CO.

SALESBOARDS FREE! Write "NEW WHOLESALE 'NET' PRICE BULLETIN" for NEW LOW PRICES - GIGANTIC ASSORTMENT - FASTEST SELLERS. LEGALSHARE SALES P. O. BOX 86-E HUNTINGTON BEACH, CALIF.

Original UNIVERSAL JAR-O-DO PRODUCTS

BINGO TICKETS
1000 Size .90 | 1200 Size \$1.10
1200 Size .95 | 1300 Size 1.20
1600 Size \$1.35
RWB Tickets, 1380 \$.75
RWB Tickets, 2170, Singles 1.95
RWB Tickets, 2170, 5/1 1.90
RWB Tickets, 2170, 5-1, Stapled 2.10
Lucky Seven, 2220, Singles 2.10
Lucky Seven, 2220, 5/1, Stapled 2.10
Grabafin Pad, 1000 Size, 5/25¢ 1.85
Grabafin Pad, 1200 Size, 5/25¢ 2.40
Grabafin Pad, 1200 Size, 5/25¢ 2.40
Grabafin Pad, 1200 Size, 5/25¢ 2.40
Grabafin Pad Deal, Size 1200, 5/50¢ 2.40
Grab Twenty, Size 1200, 5/51.00 2.24
Grab a Seal, Size 1000, 5/25¢ 3.15
Football Bingo, Size 1600, 5/25¢ 1.75
Pok-a-Tik Pad, Size 720, 5/25¢ 1.70
Forward Pass Pad, Size 660, 5¢ 2.00
Rose Bowl Box Deal, 1280 Size, 5¢ 2.00
Big Bingo Box Deal, 1200 Size, 5¢ 2.00
Grabafin Box Deal, 1000 Size, 5/25¢ 2.00
Nu-Play Bingo, 1000 Size, 5¢ 1.00
Bingo Jackpot Cards, 50 Seal, Per Doz. 9.28
Bingo Jackpot Cards, 72 Seal, Per Doz. 9.28
Football Bingo Cards, 48 Seal, Per Doz. 9.08
Plain Bingo Cards, Per Doz. .85
One Seal Winna Prize (10¢ Size). 2.30
Per Doz. .30

SPECIAL JAR-O-DO CLOSEOUTS
Combination Tickets
1836 Size \$1.00 | 2280 Size \$1.30
2052 Size 1.15 | 2520 Size 1.45
Numeral Tickets
1000 Size .55 | 1080 Size .85
1020 Size .80 | 1200 Size .70
1260 Size .75
Terms: One-Third Deposit With Order. Minimum Order \$20.00. Orders Amounting to \$100.00 or Over Shipped Prepaid. Large Quantity Buyers, Write for Prices, Stating in First Letter What You Are Interested in Buying.

RAKE COIN MACHINE EXCHANGE
409 SPRING GARDEN ST. PHILA. 23 PA.
Lombard 3-2676

SALESBOARDS

Closing Out
5,000 Cash Boards at
Less Than One-Half
Jobbers' Prices

All late numbers, 12 assorted 5c, 10c, 25c, 6 for 25c boards to a case. All sold at one price, \$25.00 per dozen.
1/3 deposit with order
SPECIALTY SALES CO.
278 Sexton Bldg.
MINNEAPOLIS, MINN.

PUSH CARDS
All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.
FREE CATALOG—Write
W. H. BRADY CO. MFRS.
CHIPPEWA FALLS, WISC.

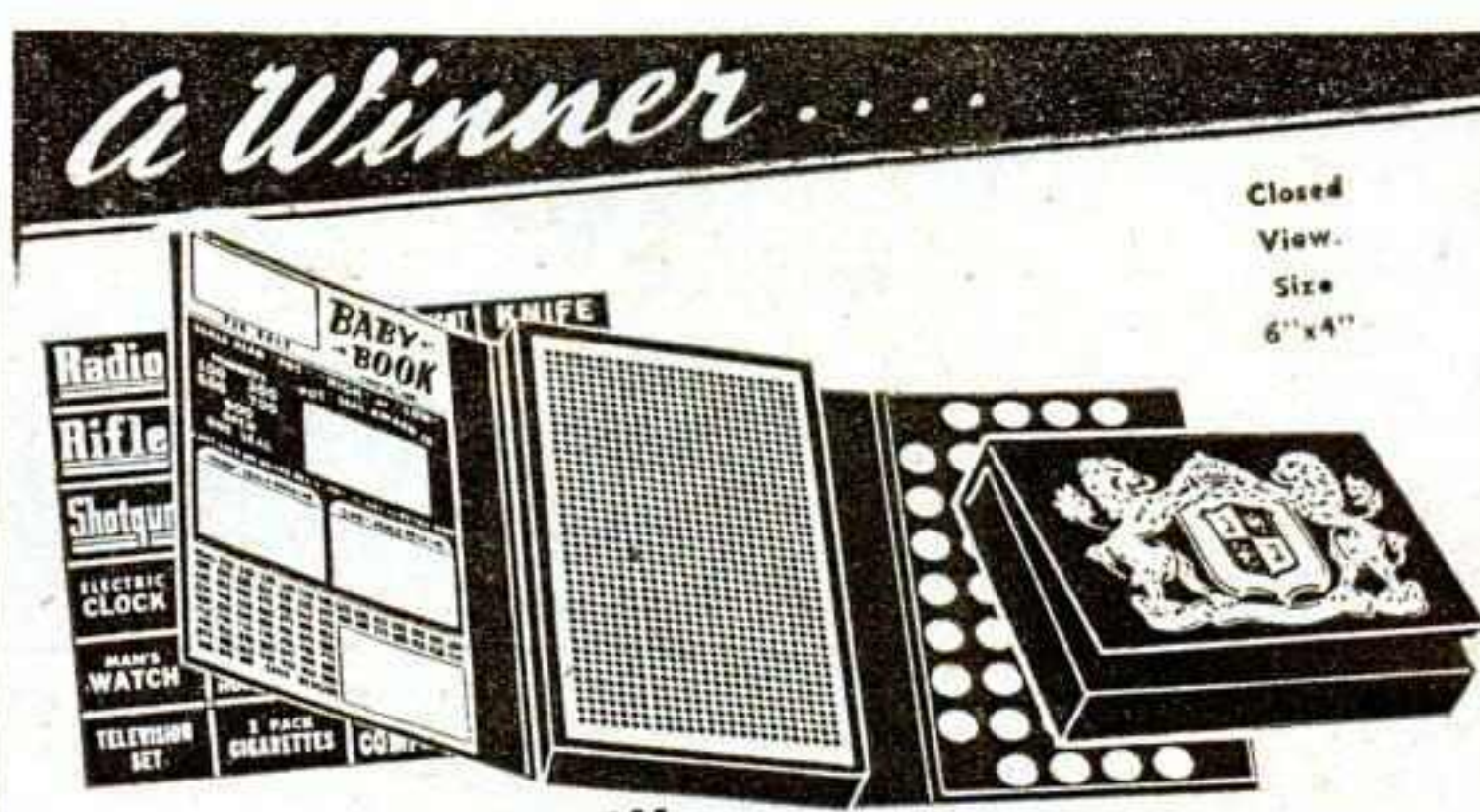
SALESBOARDS AT SLASHED PRICES
Notes Name Profit Price
300 25¢ Fin & Sawbuck A. 533.15 \$2.25
420 25¢ Double Sawbuck A. 43.98 2.50
1000 25¢ JP Charley, X. Tk. A. 61.98 .80
1000 25¢ JP Charley, X. Tk. Pro. A. 61.98 1.10
1200 25¢ Tex. Charley, X. Tk. A. 102.28 1.45
1000 1¢ or 5¢ Cigarette Boards .60
1000 Plain Boards .85
1000 or more 5¢ Assorted Girl Boards, Double Jackpot with 25¢ Top A. 30.00 2.25
1000 Bingos on Sticks .80
1280 Bingos on Sticks .75
1800 Bingos on Sticks 1.05
74 Seal Jackpot Card for Bingo .39
100 Hole Punchboard Top for Bingo .60
Special Offer in Lots of 100 or More
1280 Bingo and 74 Seal Card 1.08
1280 Bingo and 100 Hole Punchboard Top 1.30
We carry a complete line of jar tickets and pad deals. Quantity buyers, write for special prices on such items as you use not listed above.
T. & C. SALES COMPANY
207 North Sandy Street Jacksonville, Illinois

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.
RATE—12c a Word . . . Minimum \$2
Remittance in full must accompany all ads for publication in this column . . . No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postal. 6416 N. Newgard Ave., Chicago. ja8
A FEW LIKE NEW COIN OPERATED 10c AND 5c Hot Popcorn Vendors. Salesmen's Demonstrators. Offered as used at \$67.50 each. 100 bag capacity. Write Cecco, Dept. E. S. A., Peoria, Ill. de25
ADVANCE NORTHWESTERN COLUMBUS OR Silver King, with 5 lbs. Peanuts or 1,000 balls gum, \$10. Booklet: "Dollars From Pennies," free. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de11
CHROME FORD BALL GUM MACHINES LIKE new, \$11.75 each; 3 for \$35, 9 for \$99. Old style Columbus, \$5. 25 lbs. Gum, \$7.50. Used machines lists free. Graeff, 1232 Broadway, Toledo 9, O. de25
COIN OPERATED SHOE SHINE MACHINES in Oklahoma City. 8 machines on location, netting \$15 daily. 15 machines, all like new. Will sell one or more at \$200 per machine. This is far below new cost. Knappton Business Brokers, 226 Oklahoma Natural Building, Oklahoma City, Okla.
DIGGERS WANTED—IRON CLAWS, MUTOSCOPES, Buckleys, old Erics, Electro Holista, Merchantmen, Rotary Merchandisers. We pick up. J. W. Landl, 323 Sanford, Upper Darby, Pa.
EIGHT VICTORY SPECIALS—20 PRE-WAR Free Play one-balls, three Q.T.'s, three Vest Pockets, 25 Daryl Free Plays, several Mills, Jennings, Pace and Watling Slots. Want to unload the lot or will sell any part. Knox & Howey, 529 Military, Baxter Springs, Kan.
FOR SALE OR WILL TRADE—50 SKEE BALL Alleys, all makes and sizes. Also 50 Seeburg Ray Guns with Mother-In-Law conversions. Priced very low for immediate disposal. Write immediately as we need the room. Reliable Skee Ball Co., 2512 Irving Park Rd., Chicago 18, Ill.
FOR SALE—NAME YOUR OWN PRICE. 11 Popcorn Sez Vendors, 19 Hawkeys Popcorn Vendors. A-1 condition, less than one year old; complete lot only. Nathan Sutton, 10 Carlile Ave., Utica, N. Y.
FOR SALE—ELECTROMATON ROL-A-SCORES, \$75.00 each; Bang-a-Fifty Skee Balls, \$125.00 each; Flash Bowlers, like new, \$200.00 each; Wur-litzers, \$75.00 each; Premier Barrel Rolls, \$75.00 each; Ten Grands, \$125.00 each. All sizes. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. de18
FOR SALE—FOUR 1947 MILLS 3 BELLS CON-soles, like new. Make offer. Camera Bros., 598 Hayes, Hazelton, Penna.
IRON CLAW DIGGERS, MERCHANTMEN, Buckleys, Mutoscopes, Electro Holista, Exhibit Rotary Merchandisers, Mutoscope Magic Fingers. National 4243 Sanson, Philadelphia, Pa.
LIKE NEW—A. B. T. CHALLENGERS, NEVER on location, excellent condition, \$25; used A.B.T. Challengers, thoroughly reconditioned, \$16.50; Exhibit Card Machines, \$11, Standard Scales Co., 4333 Duncan Ave., St. Louis 10, Mo. de18
MILLS MACHINES—BROWN AND BLUE Fronts, 5c, \$75; 10c and 25c, \$85, crated. The Canteen, Little Falls, Minn.
MUST SACRIFICE FOR QUICK SALE—30 like new 5 lb. Hawkeys 1c Peanut Vendors, \$4.50 each; 5 for \$20. Kraus, 314 West Gurley, Prescott, Ariz.

ONE MILL'S AND ONE HAMILTON 1c SCALES, almost new, on good locations, \$100. Leo Flowers, 9243 Meyers, Detroit, Mich.
PITCHER & BATEM, \$235; PEERLESS Grandma, \$70; Radio Rifle, \$25; 1 Sportsman, \$25; 2 Luccanera, \$50; 1 Esso Arrow, \$25; 4 Skill Itels, \$80; 1 Scientific Basketball, \$25; 1 Scientific Baseball, \$25; Mutoscope Iron Horses, \$35. Also have Poker Tables and Skee Ball Alleys of every description. FOB, NYC Playland Enterprises, 2956 W. 22nd St., Brooklyn 24, N.Y. ESplanade 3-6790.
REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed, priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. de25
SLIGHTLY USED ADVANCE BALL GUM MACHINES with 1,000 Balls Gum, \$9 each. John Horn, 2965 Hickory, Abilene, Tex. de25
STANDARD SIZE STAMP MACHINE FOLDERS as low as 24c per 1,000. Write for free samples and prices. Flatto, 17 W. 60 St., N. Y. C.
STRIKES 'N SPARES FOR SALE—EXCEL-lent condition, with latest type head, \$125 each. Curtis Coin Machine Co., 3033 Hamilton, Detroit 1, Mich. de11
TWO LATE MODEL VOICE-O-GRAPHS—WILL trade for Wurlitzer Phonographs; also 10 Pin Ball Tables, \$15 each. The Barbe-Lene Co., P. O. Box 614, Holly Ridge, N. C.
WANTED—GOOD USED PREWAR ROWE AND Uneda Pak Cigarette Machines. Smokes, 3817 N. E. Second Ave., Miami, Fla. de11
WANTED TO BUY—CIGARETTE AND CANDY Machines, Also Counter Games. Get on our mailing list for new and used Vending Machines and parts. Devices Novelty Sales Company, 467 N. Milwaukee Ave., Chicago 10, Ill. MOntroe 6-7533. ja1
WE BUY ALL ARCADE EQUIPMENT—WANT Mutoscope, Photomats, Recorders, National Skee Ball Alleys, any quantity, (Chicken Sams, etc. Playland Enterprises, 2956 W. 22nd St., Brook-lyn 24, N.Y. ESplanade 3-6790.
WELL ESTABLISHED BULK VENDING AND scale business in San Antonio and vicinity. In-cludes new three bedroom furnished home. Will pay out home and business in 5 years. \$25,000 total with same terms. Address Vending, 859 Edison Drive, San Antonio, Tex.
100 ADVANCE MODEL "D" 1c BALL GUM machines. Good condition. Only \$6.50 each or \$550.00 for entire lot. Devices Novelty Sales Co., 467 N. Milwaukee Ave., Chicago 10, Ill. MOntroe 6-7533. de11
110 JERGENS LOTION 1c VENDING MA-chines. Like new. Original cost \$16.50. Will sacrifice \$10 each or \$1,000 for entire lot. Devices Novelty Sales Co., 467 N. Milwaukee Ave., Chi-cago 10, Ill. MOntroe 6-7533. de11
10 WATLING FORTUNE-TELLING SCALES, excellent condition. \$125 each—1/3 deposit. Birmingham Vending Company, 2117 No. 3d Avenue, Birmingham, Ala. de11
20 LIKE NEW HART CHROME PLATED BALL Gun Machines, \$240. 5/8 Ball Gum, 25 lb. carton, \$7.50. 25% cash, balance C.O.D. Paul Bowers, Route 2, Claypool, Ind. de11
20 TARGET KING BALL GUM VENDORS—Best offer taken. William Hoffman, 1116 4th N. E., Canton, O.



"BABY BOOK"
A small pocket sized board suitable for closed territories. Board is a 1,000-hole baby midget. Fill in your own price per sale and your own awards, either cash or merchandise, by using the gummed stickers that come with each board. Cover is beautifully embossed in gold on leatherette.
1000 B. M. HOLES, THIN, FORM NO. 11955
50 SEALS—5 ARE TAKEN
72 CONSOLATION PRIZES
HARLICH MFG. CO.
1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

To Serve You Better We Have Moved to Larger Quarters
WE MANUFACTURE A COMPLETE LINE OF TICKETS, SPINDLE PAD, COMBINATION AND R.W.B. PRICE LIST WILL BE MAILED ON REQUEST.
AL DECKER, Gen. Mgr.
MISSOURI NOVELTY MFG. CO.
2625 LUCAS AVE. Phone: FRanklin 3620 ST. LOUIS 8, MO.

GARDNER for 40 years THE LEADING PUNCHBOARD MANUFACTURER QUALITY IDEAS SERVICE THE MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED. WRITE FOR CATALOG GARDNER & CO. 2222 S. MICH. AVE. CHICAGO, 16, ILL.

IF? You Want Fast Delivery Beautiful Salesboards Full Count Jar Deals FAIR PRICES Write GALENTINE NOVELTY CO. 322 E. Colfax Ave., South Bend 24, Ind.

SALESBOARDS JAR-O-DO TICKETS WHOLESALE PRICES TO ALL BEE JAY SALESBOARDS JAR DEALS - BOX DEALS BINGO TICKETS - RED WHITE BLUE LUCKY 7 - SPINDLES - REFILLS We carry a complete stock on hand for immediate delivery. All orders shipped same day as received. WRITE FOR CIRCULAR CAROL SALES COMPANY 312 E. Market St. Elmira, N. Y.

Sales Agents Salesboard Operators Wanted on exclusive territories for hot radio line. Exclusive National Distributor J & J SALES P. O. Box 208 Lubbock, Texas

NO OTHER BOARD CAN MAKE THIS STATEMENT MORE OPERATORS and JOBBERS USE PROFIT BOARDS THAN ALL OTHERS COMBINED IT'S A FACT! PROFIT MFG. CO. 50-11 40th St. L. I. C. 4, N. Y. 64 Pg. CATALOG FREE!

Communications to 155 No. Clark St., Chicago 1, Ill.

ARCADE BUSINESS ROLLING

Calendar for Coinmen

December 12-15—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Palmer House, Chicago.

December 13-15—National Association of Popcorn Manufacturers (NAPM), meeting and exposition, Hotel Sherman, Chicago.

January 17-19—Coin Machine Institute, Inc. (CMI), annual convention and exposition, Hotel Sherman, Chicago.

January 18—Music Operators of America (MOA), annual meeting, Hotel Sherman, Chicago.

Three Major Exhibit Areas For CMI Show Are Sold Out As 12 Firms Set Contracts

1,200 Visitors Registered; Hotel Space Going Fast

CHICAGO, Dec. 4.—Altho the Coin Machine Institute's (CMI) 1949 Coin Machine Show is still a month and a half away, the three largest exhibit areas in the Hotel Sherman have been sold out, it was announced this week by Herbert B. Jones, show committee chairman. With some manufacturers still holding unsigned contracts for space, the committee will probably open up additional space adjacent to the exhibit hall, Jones said. The exhibition hall, mezzanine and grand ball room contain a total of 172 booths.

According to the committee, the latest additions to the exhibitor ranks for the 1949 show include the following 12 firms: Ambassador, Inc., St. Louis; Associated Industries, Inc., Milwaukee; Automatic Specialty Company, Ludlow, Ky.; Beacon Manufacturing Company, Inc., Roseville, Mich.; Bell-o-Matic Corporation, Chicago; Better Shoe Shine Company, St. Louis; Lynco Coin Machine Manufacturing Company, Detroit; Pace Manufacturing Company, Inc., Chicago; Scientific Machine Corporation, Brooklyn; Shipman Manufacturing Company, Los Angeles; Verbal-Ad Manufacturing Company, Ludlow, Ky., and Wax-o-Matic, Inc., Marietta, Ga.

In addition to the companies which have returned their signed contracts for the show, said Jones, a number of others have made inquiries regarding exhibit space. "We are extremely pleased with the enthusiasm

From Near and Far

CHICAGO, Dec. 4. — The record for long distance travel to the Coin Machine Institute (CMI) Show here January 17-19, probably will be set by J. F. Vale, of Amsterdam, Holland. Vale wrote to Earl R. Benedict, convention manager of the Hotel Sherman, for reservations, and stated he would arrive here by January 16.

Also included in the more than 1,200 registrations already recorded by the hotel for the show are those from 50 Canadian coinmen who will attend the 1949 convention.

shown by exhibitors, both members and non-members. They are looking forward to a very successful show and are planning to display some immensely interesting equipment."

More than 1,200 coinmen from the United States, Canada and other parts of the world have made reservations at the Hotel Sherman for the show dates, it was announced this week by Earl R. Benedict, convention manager of the hostelry.

L. A. COINMEN LOOK TO '49

Amend Wash. Arcade Ops License Fee

Begin New Regulations

WASHINGTON, Dec. 4.—The new licensing law for pinball machines has been amended so that the maximum fee for arcade operators is \$100. Originally \$12 had been charged for each machine.

The regulation prohibiting children under 16 from playing between the hours of 8 a.m. and 3 p.m. actually went into effect November 1. No attempt was made to enforce the ruling until December 1, however, since the licenses were not ready until that date.

District Licensing Superintendent Chatham T. Nottingham said approximately 1,000 licenses have been issued. He foresees no difficulty in enforcing the new law. Operators generally feel it has helped their relations with the authorities.

Coinmen in the area say they have noticed no appreciable decrease in revenue because of the prohibition, but are experiencing the usual decline in business between Thanksgiving and Christmas.

13 Coin Firms, Five Vender Suppliers at Outdoor Show

Optimism keynotes four-day event — operators' brisk buying indicates all concerned expect big season in '49 — five firms win awards

CHICAGO, Dec. 4.—Growing optimism for 1949 by all 13 coin machine and five supplier firms exhibiting at the Hotel Sherman here this week marked the 30th annual convention and outdoor amusement exposition sponsored by the National Association of Amusement Parks, Pools and Beaches (NAAPPB). This is in sharp refutation of the belief of some that the trade as a whole was going thru a minor slump which would probably continue before any leveling off took place. The optimism was supported by statements of booth holders that consistent order taking was in evidence during the four-day conclave.

Altho no one reason was advanced for the pick-up in sales during the convention, most exhibitors agreed that their gain was attributed to a general feeling by customers that all business is due for stepped-up activity, that outmoded equipment had to be replaced now to meet competition, that there is no apparent recession around the corner. Since the NAAPPB show was the forerunner of the National Automatic Merchandising As-

sociation (NAMA) convention and exhibit at the Palmer House December 12-15, and the Coin Machine Institute (CMI) show, Hotel Sherman, January 17-19, there is every reason to believe that both of these annual coin machine events will also meet with success.

10 Manufacturers Show

The coin concerns holding booth space at the outdoor show included 10 manufacturers, three distributors and five suppliers to the vending machine industry. Following is a list of coin machine firm's holding booth space, together with some of the products they had on display, and representatives manning the booths.

Blendow and Meyers, New York, showed the Dale 1949 automatic pistol (see separate story elsewhere in this section); Pokerino, Speedway Amusement's Bowl-a-Ray. Firm was represented by Al Blendow and Al Meyers.

Coinometer Corporation, Chicago, showed its newly completed coin changer. A. Frost demonstrated the (See 13 Coin Firms on page 107)

Dale '49 Pistol Range Seen at Outdoor Show

CHICAGO, Dec. 4.—Dale Engineering Company, Long Beach, Calif., debuted its 1949 electric automatic pistol shooting gallery at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention at the Hotel Sherman here this week.

When in operation, the pistol (Mauser) gallery gives the patron the sensation of shooting on a 50-foot target range—altho the new product measures only 17 by 30 by 64 inches and weighs 127 pounds. Targets are four lifelike animals which actually fall when contacted. After firing, the pistol gets the same type of recoil as that of the regulation Mauser, firing live ammunition. The Dale product operates on 110 volt-60 cycle a. c. or on 24 volt-6 volt transformer.

Nickel operated, player gets 15 shots. If at the end of the 15 shots, patron has not missed he may shoot again. If this next shot also hits target, player gets 15 more shots and actually keeps shooting until he misses or the time cycle runs out.

Elden Dale, firm head, and Bill Robin were in charge of the Dale booth which consisted of seven of the pistol galleries. Two distributing firms, Blendow & Meyers, and the Mike Munves Corporation, also displayed the Dale product in their NAAPPB booths.

Biz Leveling Off From War Time Grosses

Shuffleboards Big Factor

By Dean Owen

LOS ANGELES, Dec. 4.—The many facets of the local coin machine picture reflect a variety of viewpoints, ranging from blackest pessimism to constructive optimism. Those who look on the dark side are, in most cases, the operators who purchased routes at war prices and loaded up on new equipment. As a result, this group is in no present financial position to do business with the distributor and this condition, of course, is reflected in the over-all coin machine picture.

Of all the areas in the country, Los Angeles has probably been the hardest hit, due to adverse legislation that has eliminated all types of automatic machines, pin games and roll-downs. However, some Skee-Ball games are operating, but whether they can continue to do so remains a moot question.

While it is the games that have been legislated against, music ma-

(See L. A. Coinmen on page 94)

Ice Cream Vender Interest Soars

Over 50 Pct. Increase in Mfg. Firms

Price Range, \$395 to \$1,450

By Fred Amann

CHICAGO, Dec. 4.—Ice cream venders, breaking the ice of operator and manufacturer indifference during the past year especially, are now on the high road to general operator, location and customer acceptance on a national scale, with the first big year looked for during 1949. Currently, there are 13 manufacturing firms in the field in various stages of production or near-production, against six in the early summer this year (*The Billboard*, July 17). Actually, there are now 11 firms in full or limited production.

Compared to the July prices (ranging from a low of \$400 to a high of \$700) ice cream venders are now pegged on a broader range, starting at \$395 and rising to \$1,450. Average price remains at the \$585 level, however.

A trend has been noted toward two-flavor, selective machines, but the multiple-column, single flavor vender still holds the production spotlight. Emphasis also continues to be placed on the bar-type ice cream item (stick type predominating), with cup, wafer-sandwich and roll type following in that general order.

Capacity of individual machines ranges from 72 to 252 bars. Consensus (*See Ice Cream Vender on page 84*)

Sip 'n' Chew

CHICAGO, Dec. 4.—The Blevins Popcorn Company, Inc., concluded a highly successful showing at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) exhibit this week by winning an award for its display. The company then announced that it was sending five gallons of assorted soft drink sirups and 50 pounds of unpopped corn to the Angel Guardian Orphanage here as a Christmas present. Now the youngsters there will be able to sip soft drinks and eat popcorn balls Christmas just like the more fortunate youngsters in the city.

Alkuno Debuts Cracker, Candy Vending Machs.

NEW YORK, Dec. 4.—Alkuno & Company will debut a new cracker vender at the National Automatic Merchandising Association (NAMA) show in Chicago December 12-15, it was announced this week by Kuno E. Hamann, president.

The four-column vender, designed to merchandise Austin crackers, lists at \$69.50. Thru use of auxiliary columns, obtainable at the operator's option, hard candy as well can be dispensed by the units. Basic design and dimensions are similar to Alkuno's four-column hard candy unit.

With a capacity of 100 packages, (*See Alkuno Bows on page 85*)

Service, Vending Equipment Featured at NAAPPB Exhibit

CHICAGO, Dec. 4.—Coin-operated service and vending equipment played an important part in the 1948 exhibit at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at the Hotel Sherman here this week (November 28 to December 1). While no food, candy or drink venders were displayed, non-coin, attendant-type dispensers were featured. Coin-operated ticket venders, turnstiles, and coin changers, however, drew major interest of the convention visitors.

Ticket venders and a Vendo coin changer were featured in the General Register Corporation, Long Island City, N. Y., exhibit. Robert Way, special representative, was on hand to explain the workings of the new coin-operated transit line type ticket unit, known as Automaticket. Used by the New York subway since July 1, the vender contains National Rejector coin mechanism, with the exception of the exclusive coin-sorting device. Latter, which separates pennies and nickels, was developed by General Register. Unit vends one to five tickets on insertion of proper coins. A second ticket vender, designated as a counter model, vends a larger, cafeteria-type food check. Upon insertion of a coin (dime, quarter, etc.) ticket is dispensed to patron with his initial (or minimum) dime or quarter purchase already punched. To purchase additional food, ticket is punched in conventional manner. Both types of ticket venders are now in production, Way said, and orders are being filled.

Two new, all-electric, multiple-price ticket venders will be intro-

duced next week, Way declared. One unit is specially designed to handle the variety (in price and destination) of ticket sales offered by railroads.

Appointed recently by the Vendo Company to distribute the Vendo coin changer in metropolitan New York, General Register will also distribute the changer on a national scale to theater supply houses.

Mike Munves Corporation, New York, featured four vending and service units in its display. A new shoeshine machine, using neutral polish to accommodate black or brown shoes, was described by Joe Munves as a product of the firm. Called Electric Shine, unit was said (*See NAAPPB Exhibit on page 89*)

To Test Coffee, Shoeshine Mch. In N. Y. Subway

NEW YORK, Dec. 4.—Coin-operated coffee venders and shoeshine machines may soon be installed in subway stations here, it was indicated by the board of transportation this week. Each of the seven operating firms now testing cup venders under board supervision will be permitted to replace one soft drink machine with a coffee unit under terms of their experimental contracts which expire January 31 (*The Billboard*, December 4), according to a board spokesman.

Before the coffee venders are installed, however, operators will have to submit them for examination by board engineers and health department inspectors for a check of safety and sanitary requirements. No standards have yet been set under which permanent contracts will be let for subway coffee operation.

Automatic shiners seem next on the already extensive list of coin equipment operated below city streets. While permission for their installation has not yet been granted, it was indicated by the board that the two firms now holding franchises for penny machines would be allowed to place the shiners soon. The companies, Interborough News and New York Subways Advertising, also have rights to maintain bootblack stands under provisions of their omnibus operating contracts, it was pointed out.

Master Chef Sets Up Sales Policies; Will Open KC Ex. Offices

DALLAS, Dec. 4.—Master Chef, tooling for production early next year on its hot liquid merchandising machine, will shortly open executive offices in Kansas City, Mo., Frank Q. Doyle, executive vice-president, said this week. Master Chef is currently making its headquarters at 3612 Cedar Springs in Dallas.

Doyle said his company decided on Kansas City as a centrally located city. Earlier, the company had considered Chicago but rejected the Windy City for offices which will be opened in the Commerce Bank Building, Tenth and Walnut, Kansas City.

Master Chef will show its re-designed and re-engineered merchandising unit during the National Auto- (*See Master Chef on page 89*)

DuGrenier Intros Cig Line

1949 Models Are Electric & Mechanical

First Deliveries in January

HAVERHILL, Mass., Dec. 4.—Arthur H. DuGrenier, Inc., announced a new electric and a new mechanical cigarette vender this week, with initial deliveries on the latter to begin in January and on the electric model in early spring. Miss Blanche Bouchard and Frank DuGrenier, company heads, stated that the mechanical unit, available in a seven-column size only, will be offered at a low price but did not give a definite figure. The electric model will be built in both a seven and nine-column size, with alternate models of each size offering "split columns," increasing the brand selection in each instance. With initial production being concentrated on the nine-column electric and seven-column mechanical models, output of the entire five model line will not be under way until at least the spring of 1949.

The new mechanical vender, designated as Model A, stresses simplicity. It is being furnished with either (*See DuGrenier Intros on page 84*)

List 13 New NAMA Exhibitors; '48 Meet To Hi-Light Fun, Biz

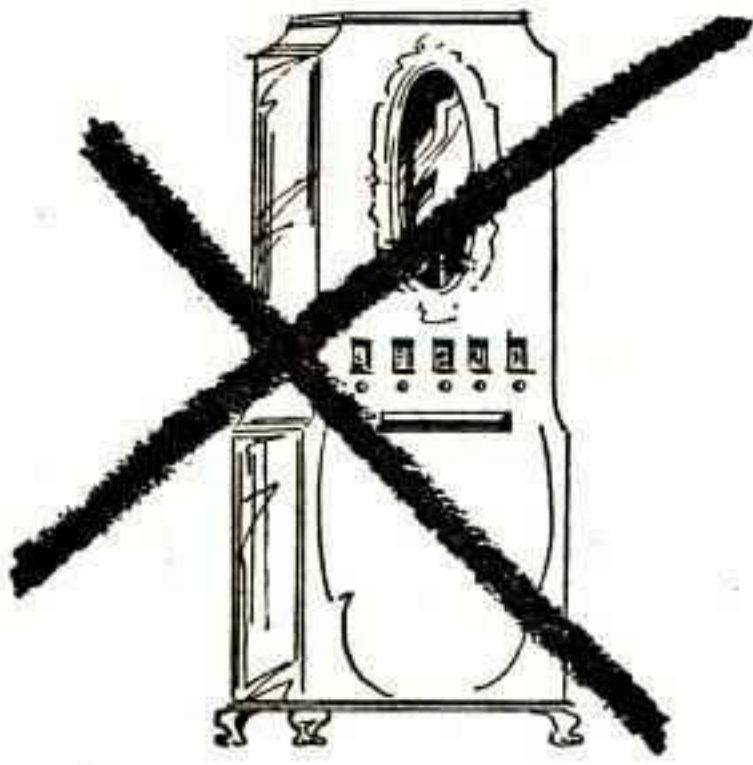
CHICAGO, Dec. 4.—National Automatic Merchandising Association (NAMA), announced that with the addition this week of 13 new firms as exhibitors at the 1948 convention, December 12-15, at the Palmer House here, the total number of firms displaying their products on the two show floors has reached 121.

Newest companies to join the NAMA exhibitor line-up are: Artkraft Manufacturing Corporation, Lima, O. (vending machines); Acme Sales Company, New York (shoeshiner); Ajax Distributing Company, Newark, N. J. (hot nut vender); Cadbury-Fry, Inc., New York (packaged candies, nuts); Deutsch Lock Company, Inc., Hammond, Ind. (padlocks and cylinder locks for coin machines); Frosti-Server Corporation, San Diego (ice cream bar vender); Planters Nut & Chocolate Company, Wilkes-Barre, Pa. (confections); also G & P Engineering Company, Dallas (premix cup venders); Searles Welding & Manufacturing Company, Cicero, Ill. (Kalva bottle vender); Serv-a-Shine, Inc., Milwaukee (shoeshiner); Silent Sales Company, Minneapolis (vender mirrors); Switzer's Licorice Company, St. Louis (confections); and Ven-Dures, Inc., Seattle (aspirin vender).

CHICAGO, Dec. 4.—The 1948 National Automatic Merchandising Association (NAMA) convention at the Palmer House December 12-15 will offer a happy medium of entertainment and business, George M. Seedman, general chairman, announced this week. There will be an equal amount of both, as the program schedule provides plenty of time for each, he said.

All convention sessions are scheduled for the mornings, and daily exhibit hours have been set to permit a maximum of free time for all visitors. Second day of the meet, Monday (13), will not have any programmed activity for the evening, so that visitors may be free to attend local entertainment attractions.

Following the entertainment program, two special events will highlight the convention. A corned beef party will be given by Universal Match Company for all registered guests, to start at 10 p.m. Tuesday (14) in the Red Lacquer Room. Second event will be the annual banquet, during which Diamond Match Company will present a gala 1½ hour floor show.



**NO CLUMSY BULKINESS! THIS
STREAMLINED, COMPACT CONSOLE
DESERVES AND GETS THE BEST LOCATIONS!**

Electro **WORLD'S FINEST
CIGARETTE MACHINE**

S. H. Lynch and Company is the new distributor of these precision machines in the Southwest. Our first order was for two carloads .. and we already have two more solid carloads on the way .. a striking indication of the tremendous popularity of the remarkable **Electro Machines**. Their smart design and baked-on wood grain finish fits in perfectly with modern furniture in finer locations .. and **Electro** always gets the up-front spots!



★ **Up front in better restaurants**

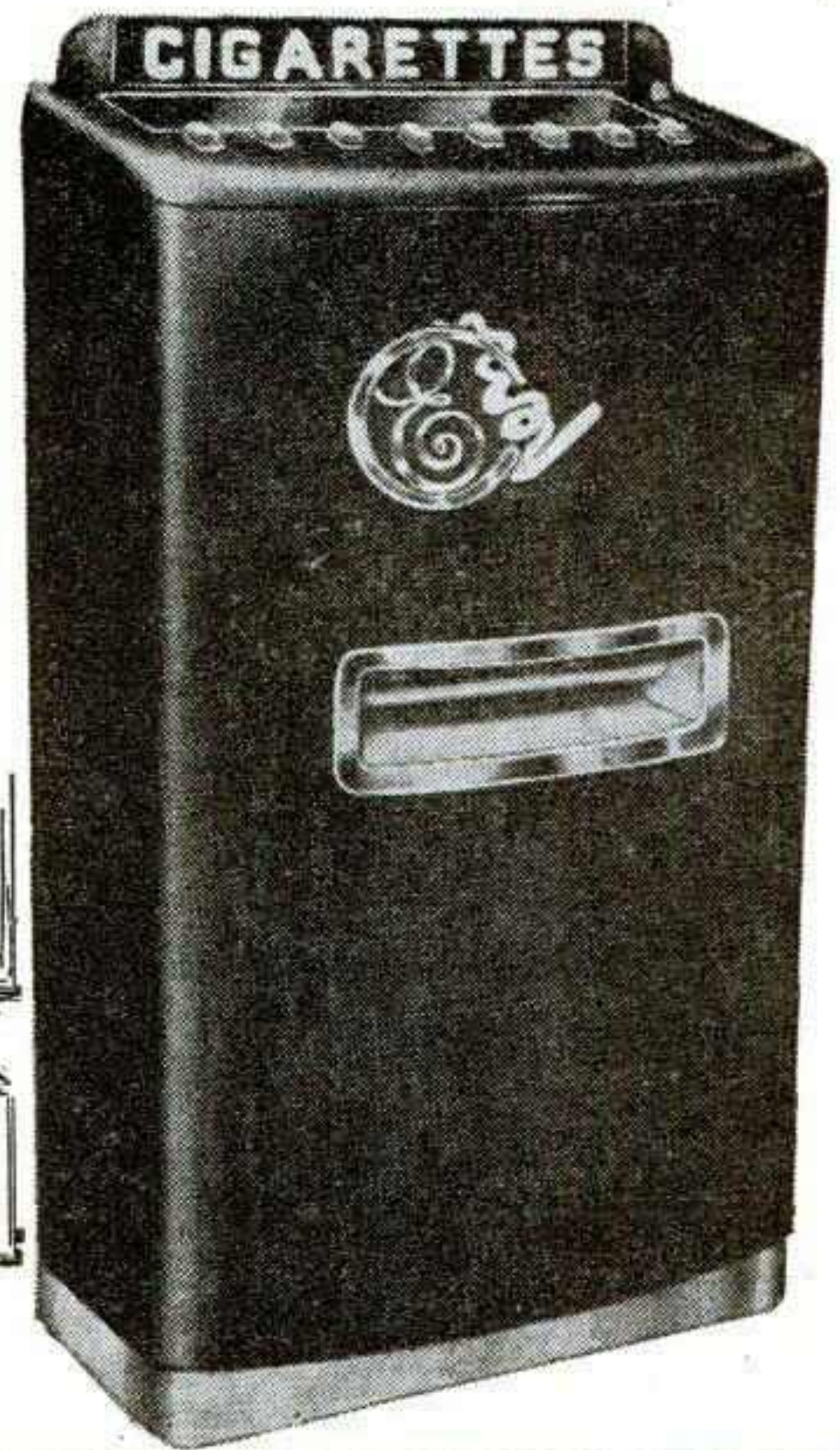
*First manufactured by C-8 Laboratories nearly 3 years ago, **Electro** was the first all-electric cigarette machine. Its mechanical perfection has been proven over and over.*

*No model changes necessary .. **Electro** is perfect as it is.*

Magic touch delivers cigarettes to customer.

Simple price adjustment mechanism. Available for standard nickel and dime operation, for 20 cents, 25c or 30 cents .. or for silver quarter operation.

Small, compact .. just 44 inches high!



★ **In better Cocktail Lounges and Taverns**



★ **Fits in beautifully like a piece of furniture**

S. H. LYNCH & CO.
Exclusive Southwest Distributors

- Dallas, Pacific at Olive
- San Antonio, 241 Broadway
- Houston, 910 Calhoun
- Memphis, 1049 Union Avenue
- New Orleans, 832 Baronne
- Oklahoma City, 900 N. Western

DuGrenier Intros Cig Line; Models Electric, Mechanical

(Continued from page 82)

a 20-cent or a quarter coin mechanism, to conform with the price setups of various operators. Capacity of the seven columns is 325 packs. It is 68 inches high, and occupies floor space 23 by 12½ inches. The vending mechanism in the new Model A follows the pattern of the DuGrenier Model S, with the improved, simpler coin unit. Bottom of the coin mechanism is so constructed that in the case of change in cigarette prices from a quarter to 20-cent or vice-versa, only a different coin selector and coin insert would be necessary.

Electric Models

The electric models, first of this type of equipment offered by the firm, are designated as the Model E series, and offer as optional equipment automatic change making units which have a reserve capacity of 350 nickels. Features include a coin mechanism that is removable by release of a thumb screw and two Jones plugs, and is interchangeable. Vending price can be set at any two combinations up to 35-cents. All coins over the "high" price will be rejected; with power shut off, all coins are rejected.

The seven-column machine is the same size as the mechanical vender, and stocks 332 packs. The nine-

column machine is of the same dimensions in the smaller model, with exception of increased width to 28 inches. All electric feature chassis that slide out on tracks, making for easier loading. The nine-column model also accommodates king size cigarettes as well as standard size, and has four dual shift columns for higher capacity, 429 packs. It also has inside fluorescent lighting.

Split Columns

Both electric models are offered in "split column" types at the purchaser's option. This increases brand selectivity by two, but reduces overall capacity to 325 (seven column) and 420 packs (nine column). The split column permits sales thru nine and 11 columns, for the regular seven and nine-column machines, and stocks packs edgewise. Idea is to allow vending of low-demand brands thru the smaller capacity split columns.

Miss Bouchard stated that the merchandising plan under which the new venders will be sold will parallel that used by the firm before the war. This means that both distributors and direct sales representatives will be used, depending upon the territory.

All models of the new venders will be displayed at the firm's exhibit at the NAMA meet this month.

Ice Cream Vender Interest Soars; Mfg. Firms Up 50%

(Continued from page 82)

of many operators is that the ideal capacity is between 125 and 170 bars, as a minimum sale of 80 to 100 bars per day is needed to make the machine a profit-earning item. The dime price, for each type of ice cream item offered thru the vender, continues to be the single peg for all machines. But that sales can and are being made in a profitable volume thru venders at this price is a confirmed fact, further supported because 18 to 20 per cent of all bulk ice cream sales have been found to be in bar form.

The approximate 5,000 ice cream venders on location thruout the country at this time will be considerably increased within the next year, if indicated output by the various firms materializes. That the ice cream vender is a proven and accepted part of automatic merchandising is now true without reservations, and its growth within the next year will be a long step toward placing it on a par with candy and soft drink machines, the ultimate goal of its manufacturers and operators.

Mfr. Round-Up

An up-to-date report on ice cream machine producers, their plans, prices and models, compared with those earlier this year, follow:

American Fitting Company, Escondido, Calif., which formerly made the Vendi-Freeze machine for that corporation, is now in limited production on its own single flavor bar type vender, Model 2000, priced at \$395. Firm states that it is currently producing 350 machines for use in Southern California (plant capacity 200 units per month) and that to date no machines have been placed outside of the State. Vender features a "quick change" dispensing unit that may be removed and replaced "in less than 10 seconds." The vender, which has a capacity of 150 bars, wrapped in paper, and 120 when boxed, has been tested on location for the last five months.

Arctic Vend-O-Mat, Inc., Chicago, making a three-flavor unit of the same name, priced at \$585, expects to produce 150 units per month, starting this month. Improvements are a pull-out delivery handle check which prevents bars being jammed by a too quick return of the handle, and a fully enclosed metal "pocket" for each bar. Capacity, 108 bars in three tiers of 36 each. Storage compartment for an additional 72 bars. Machine is a redesigned Vendi-Freeze unit.

Ice Cream Major Item

Arctic Vender Sales Company, Appleton, Wis., a single flavor machine priced at \$585 (was \$550 in July), is being produced at an average of 40 units per week. Firm has worked with Empire Biscuit Company to produce an ice cream, wafer-type sandwich which can also be vended thru its machine. Major item of sale, however, remains the ice cream bar. Firms has "several hundred" machines in the field.

Berco Manufacturing Company, Chicago, makes the Hilco Bar, single flavor vender, priced at \$595 (was \$575 in July). Contemplated production is said to be 100 units per month, but there has been no activity as yet. Firm states it is working on a new, two-flavor model with a capacity of 240 bars (present unit contains 100 bars), giving machine a total capacity of 720 bars. Estimated price of this machine is \$995.

Col-Snac Corporation, Chicago, is working on a bar type vender that is still in the development stage. No information as to vender construction, production plans or prices was obtainable.

Craig Vending Machine Company,

Danvers, Mass., is in production on its new single flavor model 250, priced at \$1,450, at an unstated rate. Initial deliveries are said to be slated for early January. With coin changer standard equipment, capacity of the machine is 252 bars (former model carried 144) in six columns of 42 bars each. Firm states it is now setting up a national distributor organization. Machine is fabricated by the Ace Cabinet Corporation, New Bedford, Mass., for Craig.

Eastern Engineering & Sales, Inc., Philadelphia, builds a single-flavor vender, priced at \$595, of 140 bar capacity. Called the Kenro, unit includes a coin changer; firm expects to produce approximately 5,000 machines during 1949.

Frosted Food - O - Mat, Oakland, Calif., is completing tooling for its six-flavor ice cream vender, Ice Cream-O-Mat, to be priced at \$695, and expects to be in actual production shortly. Machine, which is said to be able to vend any ice cream package from a cup or bar to a pint, features National coin mechanism and coin changer, enabling any price to be set up to \$1.

Frosti - Server Corporation, San Diego, making the two-flavor machine of the same name, priced at \$450 (was \$400 in July), is now producing 25 venders per day, with total chine has a capacity of 72 bars, 36 in each of two columns. The 1949 models now being delivered are said to incorporate refinements developed from studies of the pilot run of 100 machines which have been in operation during 1948. Vender is evolved from the original model first put out by the H&M Company, Los Angeles, in 1932.

Six-Flavor Package

National Servitors, Inc., Little Falls, N. J., has announced development of a six flavor, bar or novelty package, vender called Choicemaster; price not stated. Announced last May, machine has not yet been placed in full production. Capacity was reported to be 120 bars, with each of the six columns displaying merchandise under glass in vend-position.

Powell Pressed Steel Company, Hubbard, O., is reported to be readying an ice cream vender, but details are not available. Machine, however, is to be manufactured from tools and dies of the Vendi-Freeze machine, which firm formerly turned out on contract basis.

Revco, Inc., Deerfield, Mich., is in production on its one and two-flavor Mono-Mat and Duo-Mat cup type venders. Firm, which is setting up a distributor system which will be in full function in early 1949, is the largest producer of ice cream machines, having several thousand units in the field. The two-flavor machine has a capacity of 226 cups and spoons, while the single flavor unit holds 121 cups and spoons. Both venders have odd-penny refunders as regular equipment, serving to make odd-cent prices feasible.

Smith Enterprises, Peoria, Ill., has reported that it has a number of pilot models of its vender, which is designed to dispense ice cream rolls. Price, construction, operating and production information was not available.

Tobacco Price Up

WASHINGTON, Dec. 4.—Tobacco prices at the farm level averaged 2.8 cents per pound higher November 15 than on the same date in 1947, the Agriculture Department has announced. Average price was 42.8 cents per pound as compared with an even 40 cents on November 15, 1947. The average tobacco price during the years 1935-'39 was 16.8 cents per pound, according to agency statistics.

"SILVER KINGS"

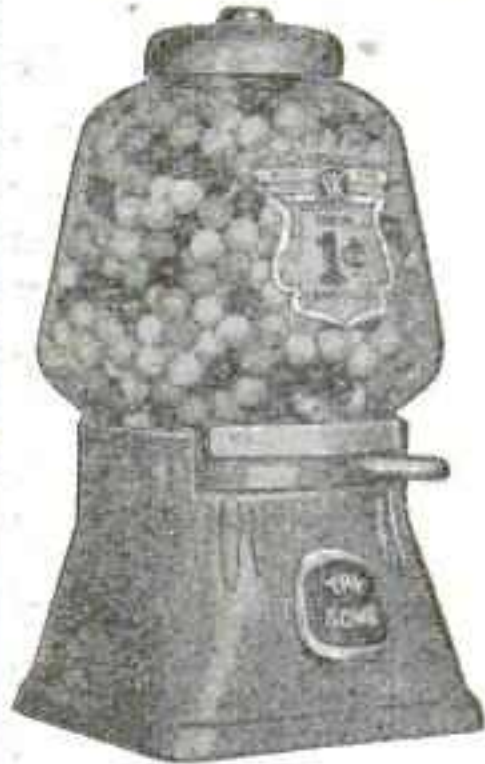
New Angle — Gets the Money With Custom Built

"TARGET KING"
NEW 1c BALL GUM VENDOR
GREATEST BALL GUM PROFIT MAKER
EVER BUILT

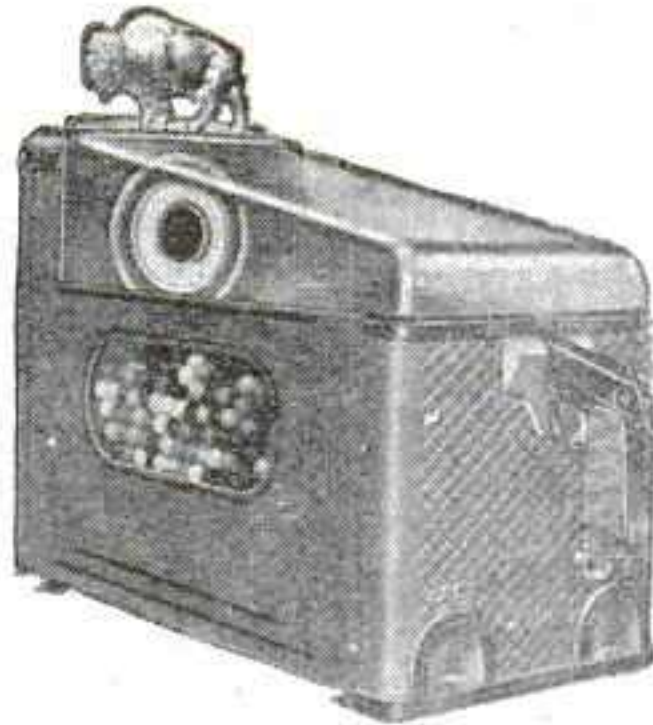
It's a whirlwind sharoshooter that no one can resist playing. If the player hits the target back comes his penny. If he misses, he gets gum anyway—from the 2000 ball gum magazine. A game of skill and an attractive vender—all rolled into one. Strong, sturdy, finished in red and gray.

OPERATORS' SPECIAL PRICE
\$45.00

F. O. B. Aurora, Ill.
½ Down Payment. Balance C. O. D.



Mechanically perfect. Never misses. Handles 140, 170 210 count gum—no breakage and positive delivery. If you want the best trouble-free vender, try the new Improved "Silver King"



1c-5c VENDORS—2 FOR 1c

BALL GUM VENDORS
"HOT NUT" VENDORS

\$29.95

OTHERS LOW AS \$10.55
IN QUANTITIES

Nut and Ball Gum Vendors. 1c-5c

U. S. and Foreign Coins

At All the Best Dealers—or Write

SILVER-KING CORP.

622 DIVERSEY PARKWAY CHICAGO, ILL.

CIGARETTE AND CANDY MACHINES

• NEW OR USED • BOUGHT • SOLD • EXCHANGED

What have you?

SUPER SPECIALS

Following machines are available for either 20¢ or silver quarter operation (at no extra charge); state choice when ordering.

Unedapak Model 500, 9 Col., 350 Pack Capacity	\$ 95.00
Unedapak Model A, 8 Col., 240 Pack Capacity	75.00
Rowe President, 8 Col.	125.00

We are distributors for "EASTERN ELECTRIC (C-8) Cigarette Machines" and carry a complete stock of genuine factory parts with a factory trained mechanic at your service. All makes and models of manual and electric machines rebuilt, overhauled and serviced, using genuine factory parts. Parts, mirrors and 25¢ changeover parts for all makes available from stock at factory prices.

ALL MACHINES UNCONDITIONALLY GUARANTEED

Get on our mailing list today!

VENDING MACHINE REPAIR SERVICE

822 ATLANTIC AVE. DAVE OROWITZ TRIANGLE 5-0835 BROOKLYN, N. Y.
Leading Distributor of All Types of Vending Machines

C-Eight Readies New Large Capacity Cigarette Vender

NEW YORK, Dec. 4. — A new, large-capacity model of C-Eight Laboratories' Electro Cigarette Vender will be ready for delivery to operators shortly after the first of the year, Lew Jaffa, vice-president and sales manager of Eastern Electric Vending Machine Corporation, announced this week.

The new vender, with a capacity of 400 packs, houses 10 columns, compared with the eight-column electro which has been the company's standard model since production began almost three years ago. Scheduled to be shown to the trade for the first time at the National Automatic Merchandising Association Show in Chicago, December 12-15, the 10-column unit will sell for about \$50 more than the standard model.

Jaffa emphasized that the 400-pack-vender portends no change in the company policy of not introducing equipment which would obsolete units already delivered. Mechanical and electrical features of the larger machine are the same as in current

models and no change in basic design is anticipated in the foreseeable future, he said. Purpose of the new model is to "meet the needs of those locations which find large capacity machines desirable."

Tools and dies for the 10-column electro are being rushed to completion at C-Eight's plant in New Bedford, Mass., according to Mario Caruso, the firm's president. The new unit will be slightly wider than the eight-column electro, it was reported, but other outside dimensions will remain the same.

McDowell Mfg. In Production On Relax-A-Tor

CHICAGO, Dec. 4.—McDowell Manufacturing Company, 50-year old manufacturers of metal stampings, introduced its nickel-operated Relax-a-Tor, a foot stimulator machine, at the National Association of Amusement Parks, Pools and Beaches convention at the Hotel Sherman here this week.

Designed for transportation terminals, institutions, golf clubs, bath houses and similar transient locations, the new product gives one minute of foot stimulation or can be adjusted to give longer or shorter treatments. It lists at \$225. Stimulation is given by an oscillation motion.

Patrons of the McDowell machine may take their treatments by placing one foot on the oscillator at a time from a standing position or by sitting in a chair and placing both feet on the oscillator. Same mechanism that activates oscillator can be used with a belt placed around the patrons' waists to stimulate circulation in the hip area.

Firm was represented at the show by Mrs. I. M. Danner, who for 27 years has been with McDowell as controller and secretary. The company's president is Birger Engstrom and W. R. Schuchman is vice-president. During its half century of manufacturing, the company has designed and built irrigation tubing and couplings, Aero-Safety airplane starters, professional oscillators, automatic newspaper venders, patented thread protectors, the Dilver kitchen utensil and steel barrel flanges.

Mrs. Danner disclosed that the firm has many of its newspaper venders on location in several Eastern and Southern cities. The vender was designed and placed in production a few years ago but production was halted during the war when key materials became short. Present plans call for the newspaper merchandiser to resume production in the near future. Among the major users of the McDowell newspaper machine is The Louisville Courier.

Alkuno Bows Candy, Cracker Venders

(Continued from page 82) the new Alkuno product may be used as a complementary vender to cup and other drink machines. Only 28 inches high and 18 inches wide, it can easily be attached to larger beverage units, thus providing a source for additional sales. Deliveries to operators are scheduled to begin before February.

Alkuno will also introduce its Model 500 hard candy vender at the NAMA show. Main features of the new model are the four windows on the front panel thru which merchandise can be displayed. The cracker vender can also be obtained with display windows.

Schedule Hearing for Pa. Soft Drink Taxes

HARRISBURG, Pa., Dec. 4.—A hearing on the constitutionality of Pennsylvania's 1947 soft drink tax law has been scheduled in Dauphin County Court here for December 14.

A number of lawsuits contesting the levy have been filed with the tribunal, alleging the levy is discriminatory and unconstitutional.

Soft drinks in the State are taxed at the rate of 1 cent on each 12 ounces of bottled drink and ½ cent on each ounce of sirup used in the soda fountain mixing of drinks.

POP N' HOT

HOT POP CORN VENDING MACHINE
NEW 1949 MODEL
COIN OPERATED



VENDS 120 TEN CENT BAGS FROM EACH FILLING

TAKES IN.....\$12.00
COST OF CORN. 3.00

Empties 2 to 3 times a week in the average type of location. The better spots sell 4 to 6 fillings per week — It's the sweetest operating deal in the business. Write for colored circular and price. "Pop N' Hot" is the latest advancement in vending machines. Jobbers, Dealers, Salesmen — write for territory.

JACK NELSON & CO.
NATIONAL DISTRIBUTOR OF COIN MACHINE PRODUCTS
2320-22 Milwaukee Ave. Chicago 47, Ill.

PAYS
50% to 200%
PROFIT

THE GREATEST MONEY
MAKING SCALE ON
THE MARKET, AND
100 PER CENT
AUTOMATIC
NO KNOBS OR HANDLES
TO TURN—THE COIN
DOES ALL THE
WORK

Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.
3206 Grace St., N. W. Washington 7, D. C.
Cable Address: "AMSCA"

BEFORE YOU INVEST
INVESTIGATE!

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

USED MACHINES—UNCONDITIONALLY GUARANTEED
YOUR MONEY BACK IF NOT SATISFIED

NORTHWESTERN DELUXE GLASS GLOBE	\$19.95
NORTHWESTERN DELUXE PLASTIC GLOBE	21.95
NORTHWESTERN MODEL #33 BALL GUM (3 1/2 Lb. Globe)	7.95
NORTHWESTERN MODEL #33 PEANUT (6 Lb. Globe)	7.95
NORTHWESTERN MODEL #39 ALL-PURPOSE (4 1/2 or 6 Lb.)	9.95
NORTHWESTERN MODEL #40 ALL-PURPOSE (4 1/2 or 6 Lb.)	7.95
NORTHWESTERN STANDARDS, 1¢ and 5¢ (5 Lb. Globe) ..	11.95
MASTERS 1¢ MERCHANDISE WHEEL	8.95
MASTERS 1¢ TWO-FOR-A-PENNY BALL GUM	9.95
PEERLESS HOT NUT, 5¢ (6 Lb. Globe)	14.95
COLUMBUS (Like New), 5¢	8.95

WE CARRY ALL TYPES OF MERCHANDISE
WRITE FOR PRICE LIST

PARTS, GLOBES, GLASS AND PLASTIC, BRACKETS, STANDS, EVERYTHING FOR THE OPERATOR

1/2 cash with order, balance C. O. D., or full cash with order. All prices F. O. B. shipping point. All prices subject to change without notice.

NORTHWESTERN SALES & SERVICE COMPANY
AUTHORIZED NORTHWESTERN DISTRIBUTOR
4105 16TH AVENUE, BROOKLYN 4, N. Y. GEDNEY 8-3600

Northwestern's New
DUAL VENDOR
Now in Stock.
Immediate Delivery.

FLASH!!! FLASH!!!

BRAND NEW 1c
'49 "CHARM KING"
BALL GUM VENDORS

\$13.95 ea.
1/3 Dep.,
Bal. C. O. D.
Write for
Quantity Prices.

"Charm King" will handle all sizes of Charms and Ball Gum, no adjustments, no missing. Positive delivery. Capacity—5 1/4 lbs. Ball Gum.

BE FIRST IN YOUR TERRITORY—ORDER TODAY!
CAMEO VENDING SERVICE 432 WEST 42nd ST.
NEW YORK 19, N. Y.



VICTOR'S SENSATIONAL CUSTOM-BUILT DE LUXE UNIVERSAL 1c or 5c Play

Featuring Greater Capacity. Vends a combination of ball gum and charms . . . and all bulk merchandise.

CONTACT YOUR VICTOR DISTRIBUTOR OR WRITE DIRECT TO

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Ill.

LUMINOUS CHARMS, SKULLS and RINGS that Glow in the Dark!

Non-toxic, Sanitary and Harmless

Table listing Luminous Glow Charms, Series #1, #2, Luminous Glow Skulls, and Luminous Glow Rings with prices per M.

METAL PLATED CHARMS

In bright gold and silver finish

Table listing Metal Plated Charms, Plastic Charms, Metal Plated Skulls, and Metal Plated Rings with prices per M.

Write us so we can place your name on our mailing list to advise you of our newest vending items.

SAMUEL EPPY & CO., INC. WORLD'S LARGEST CHARM MANUFACTURER

Manufacturer of HIGHEST QUALITY CHEWING GUM BALL GUM BUBBLE GUM BUBBLE BASE

SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

BARKER BRANDS, Inc. SEA BRIGHT, N. J.

NAMA Region VII Meeting In St. Paul; Re-Elects Execs

ST. PAUL, Dec. 4.—A warning that vending machine operators must be alert to attempts by State and local governments to add to the tax load of their businesses was voiced here November 30 at the joint annual meeting of the Minnesota State Association of Vending Operators and Region VII of the National Automatic Merchandising Association (NAMA).

Speaking at the dinner meeting, held in Esslinger's Cafe in St. Paul, Fred Brandstrader, of Chicago, NAMA regional counsel, told the operators that numerous State legislatures will convene in 1949 and that practically all States are faced with a need for more money.

"That may lead to imposition of higher taxes in our industry," he said, "and for that reason you must be on your toes and alert to the situation."

Pa. Community Sets New Vending Machine Levies

EPHRATA, Pa., Dec. 4.—A plea by borough Councilman Ralph Weidman that cigarette vending machines are an integral part of a retail business establishment and should not be taxed separately, was rejected by his colleagues recently. The council passed a \$15 annual tax on all machines vending merchandise for more than 15 cents.

A graduated rate for other vending machines was also adopted, and a 10 per cent amusement tax enacted at the same time.

Councilman Weidman proposed an amendment to the new local law before it was passed finally, asking for elimination of the levy on vending machines, and cited the cigarette machine as an example of being part of a business establishment.

He indicated also that the tax on vending machines will be discriminatory unless a mercantile levy is set on all merchants. Weidman's motion for the amendment was not seconded.

The new tax law, effective January 1, provides for \$1 a year for penny machines; \$5 for 5 to 9-cent machines; \$10 for 10 to 14-cent machines, and \$15 for machines of 15 cents or more.

Music machines, however, most of which operate for 5 cents, are separately taxed at the rate of \$15 a year.

N. Y. Housing Site Gets 1st of Seven Unit Laundromats

NEW YORK, Dec. 4.—The first of seven coin-operated, self-service laundry centers to be installed for the 8,755 families of Stuyvesant Town, said to be the country's largest post-war housing development, was placed in operation on East 14th Street this week. A second is scheduled to open in the same project in mid-December, and a third in adjacent Peter Cooper Village about January 1.

Telecoin Corporation, which is supervising all installations, will have placed 266 automatic washers by spring. These units are claimed to have a capacity of 6,384 loads of laundry a day, aggregating more than 57,000 pounds of soiled clothing.

The laundry centers, patterned along similar lines, are all terraced, with apple green tile walls and asphalt tile floors. Each will have 38 washers, set in two double tiers, back to back for easy accessibility. Machines are set on raised banks. Fluorescent lighting, sound proofing and cross ventilation are incorporated in the standard design.

Leroy Johnson, of the Canteen Company of Minnesota, president of the State association, told members that in Minnesota alone budget needs for the 1949-1951 biennium are expected to be "conservatively" 15 to 20 per cent higher than during 1947-1949, when \$176,000,000 was appropriated by the 1947 Legislature.

Johnson reminded his audience that approval by the voters of a veterans bonus confronts the State Legislature, with the problem of finding a method to finance such a program. The fund needed has been variously estimated from \$80,000,000 to \$200,000,000.

Johnson said to date the industry in Minnesota has managed to absorb license fees, increased merchandise, labor and general service costs, but that any further increases would be "practically ruinous" to the business.

The vending machine business has not been "too good" in the last year, Johnson declared. He said he was told of one Minneapolis route which was sold only six months ago and already has been resold twice. Four other vending operators, he said he was informed, had been forced to liquidate their holdings entirely and go out of business.

"The solution to this growing problem of existence seems to be one of streamlining our business," he asserted. "We must cut our operations to the bone, concentrating on high-volume accounts as our only salvation."

Higher Costs

Percentage-wise, merchandise is higher now than it has ever been, he pointed out. Candy costs 11 per cent more than in prewar days, gum 6 per cent, nuts more than 100 per cent and cigarettes several per cent. A new truck today is almost double the price of prewar days.

"The soft-drink bottle and cup business is not delivering the revenue anticipated," Johnson declared. "The business isn't what it should be, but at the same time the cost of bottles and cups are up and machines wear out more rapidly than ever before."

Urge Merger

With only 22 members attending the meeting, the NAMA Region VII adopted a resolution petitioning the national association to merge the region with Region VI. Brandstrader said he fully agrees with the action and promised to push it upon his return to Chicago.

"There are too few men in the industry in this area for us to attract large audiences to our meetings," Johnson said. "We'd like to merge, with the provision that at least one meeting every several years is held in the Twin Cities. We think NAMA will accede to our request and the merger should take effect in about 30 days."

All officers were re-elected by the State association. They are Johnson, of St. Paul, president; Joe P. Fritz, of the J. P. Fritz Company, Newport, Minn., vice-president; Earl Grout, of the Vendall Company, Minneapolis, secretary; Gaylord Carson, St. Paul, treasurer. Leo Maher, of St. Paul, is legal counsel. The annual membership fee is \$5.

A recommendation that the State organization meet at least once every three months was not acted upon because of the inability of getting proper turnouts for the meetings, Johnson said.

Sugar Report

WASHINGTON, Dec. 4. — Total U. S. sugar distribution for 1948 thru November 20 was 8,640,316 tons, according to an Agriculture Department announcement. For the corresponding period last year distribution was 6,993,467 tons.



VICTOR MODEL V

3/4 140 Count COLORED BUBBLE BALL GUM 25 lb. cartons 26c LB. (Prepaid in lots of 100 lbs. or more.) FULL CASH WITH ORDER

Sample, \$12.75 24 or more, \$12.00 ea.

Small Pistachios 25 lb. Cartons, 52¢ lb. Plastic Charms \$3.25 per M.

USED NORTHWESTERN DELUXES Sample, \$17.95 In lots of 5, \$18.95 ea.

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$10.00. Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PIONEER VENDING SERVICE Exclusive Victor Distributor in N. Y. 401 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE.

Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of VICTOR VENDING CORP. 5701-13 Grand Ave. Chicago 39

ALL VICTOR MACHINES

recommended and sold on TORR TIME PAYMENT PLAN Pay for same in 18 weekly payments

WRITE FOR DETAILS RAIN-BLO BUBBLE BALL GUM Packed 25 Lbs. to Carton

Table showing pricing for Rain-Blo Bubble Ball Gum in various quantities (Less than 100 lbs., 100 lbs. and over, 1000 lbs. and over).

Freight paid on 100 lbs. or over FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

REAL LOW PRICES U-SELECT-IT CANDY MACHINES

72 Bar Capacity, \$27.50 ea. Lots of 10, \$20 ea. U-NEED-A, 5 Col., With Base \$50.00

CIGARETTE MACHINES

Table listing various cigarette machines and their prices.

HARRIS VENDING 2717 N. Park Ave. Philadelphia, Pa. Phone: BA 9-0606

FOR SALE

Popcorn Sez Venders, 10¢ machines, 50 brand new, never uncrated, \$139.50 each, F. O. B. Denver. Wire 1/3 deposit with order to

C. J. FENDRICK

2671 Eudora St. Denver 7, Colo.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS... BECKER VENDING SERVICE - BRILLION, WISCONSIN



Atlas Ace
In All Purpose
Vendor
SPECIAL OFFER

10 Atlas Ace
34,000 Balls
of Gum
500 Winner
Balls
All for only
\$174.50

Jobbers, Salesmen,
Write for
Special Deal

DANCO BRAND
BUBBLE BALL GUM **22¢** lb.
%—140 Count 100 lbs.
(Less than 100 lbs., 23¢ lb.) or more

Danco Coin Machine Co.
304 E. Baltimore St., Baltimore 31, Md.

Attention, Operators!
Brand New Vendors . .

KO-PAK-TA "Packaged" **HOT NUT** Dispensers—not coin operated—**PATENTED** visible rolling flame effect.

FRESH 'N HOT—Popcorn Dispensers, not coin operated! **Newest on market!**

Derby "Racer" 1¢ Candy, Nut and Gum Vendors with free horse race included.

Twin Bowl Unit 5¢ HOT NUT Vendors.

10¢-5¢ Coin Operated Hot Popcorn Vendors. Both floor models and counter models.

WRITE FOR DETAILS on machines you're interested in—Can use experienced salesmen.

CEBCO
Peoria, Illinois

WE MANUFACTURE
Highest Quality
BULK MERCHANDISE
ALL TYPES
Lowest Prices. Samples on Request.

Southern California
Distributors

ACORN Bulk Merchandise VENDORS
Operators Vending Machine Supply Co.
1028-25 S. Grand Ave., Los Angeles 15, Calif.

VICTOR'S
NEW
MODEL V-K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.

A Product of
VICTOR
VENDING CORP.
8701-13 Grand Ave.
Chicago 89



PISTACHIOS 1948 Crop
"Sun Brand" Jumbo size. Cream of crop, about 35 per oz. fresh roasted and salted.

WHITE 62¢ **RED 72¢**

Distributors: Order 2¢ per lb. Minimum

LARGE WHITE 3¢ **RED 47¢**
SIZE

Our Pistachios are unconditionally guaranteed in every respect. Packed in Triplex 5-Lb. Moisture Proof Bags.

AMERICAN PISTACHIO CORP.
Importers, Packers at this address for over 15 years.
111 Reade St., Dept. 15, New York 13, N. Y.

THE "CHALLENGER"
THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO.
718 W. Madison St. Chicago 8, Illinois

Saffron Launches New Headquarters With Open House

YOUNGSTOWN, O., Dec. 4. — M. J. (Mickey) Saffron, head of Saffron Cigarette Service, hosted city officials and location owners at an open-house celebration at the firm's model headquarters here Monday (29). Servicing, maintenance and other operating procedures were highlighted for visitors during the four-hour party, 8 to 12 p.m., which also offered entertainment, dancing, a buffet lunch and free cigarettes.

Saffron's new quarters feature a special counting room where routemen total each day's receipts, A 15 by 27-foot cigarette vault, modeled after a standard bank vault, individual supply lockers for routemen, and complete washing, repair and spray departments for renovation of vendors brought in off location. A story, with photo spread, of the new quarters on Wirt Street, was featured last week in a local newspaper, *Youngstown Vindicator*, Saffron stated.

In addition to the firm's cigarette vendors, hot coffee machines, which are also operated, were described during the celebration. Sid Lubber, of Rudd-Melikian, was present to explain the machine's operation. Describing the functions and operating details of cigarette machines was Dave Liedling, Cleveland Coin Machine Exchange, for Keeney De Luxe machines, and Dick Hall, of Rowe Manufacturing Company, Inc., for the Rowe units.

45 Soft Drink Cup Machines Licensed Thruout Minnesota

ST. PAUL, Dec. 4.—Only 45 soft-drink cup vending machines are in operation in Minnesota. This was disclosed Thursday (2) by Harold Adams, hotel inspector in the State Department of Health, who said the annual State licenses for 1948 expire December 31 and that 1949 permits must be applied for by January 31 to avoid penalty.

The hotel inspection division took over licensing of cup machines last June following an opinion by Attorney General J. A. A. Burnquist that it has authority to license as "a place of refreshment" the "mechanical robot that will, upon the insertion of a coin, mix and blend sirup and carbonated water in proper proportions and deliver an ice-cold beverage in a sanitary paper cup." In his comment, the attorney general wrote further that "it does not seem to us that personal service could be more efficient."

Annual license fee for cup machines is \$3.50 per unit and applies either to a full year or a fraction thereof. Failure to renew a license within the grace period carries with it a penalty of \$1.50 per machine.

Adams explained that the license fee is required only when the machine is located in an establishment not already licensed by the hotel inspection division. Of the 45 machines listed with his office, 11 are licensed, six applications are pending and the balance are located in places already licensed, he said.

Diamond Match Names Shoen

NEW YORK, Dec. 4.—C. B. Shoen, of New Orleans, has been appointed sales representative for the Diamond Match Company's BFD Division. His territory embraces all of Louisiana and Mississippi. Before joining Diamond, Shoen was with the C. H. Boehmer Sales Agency which formerly handled the BFD account.

Hearings on Basing - Point Price Resume

Army, Navy Testify

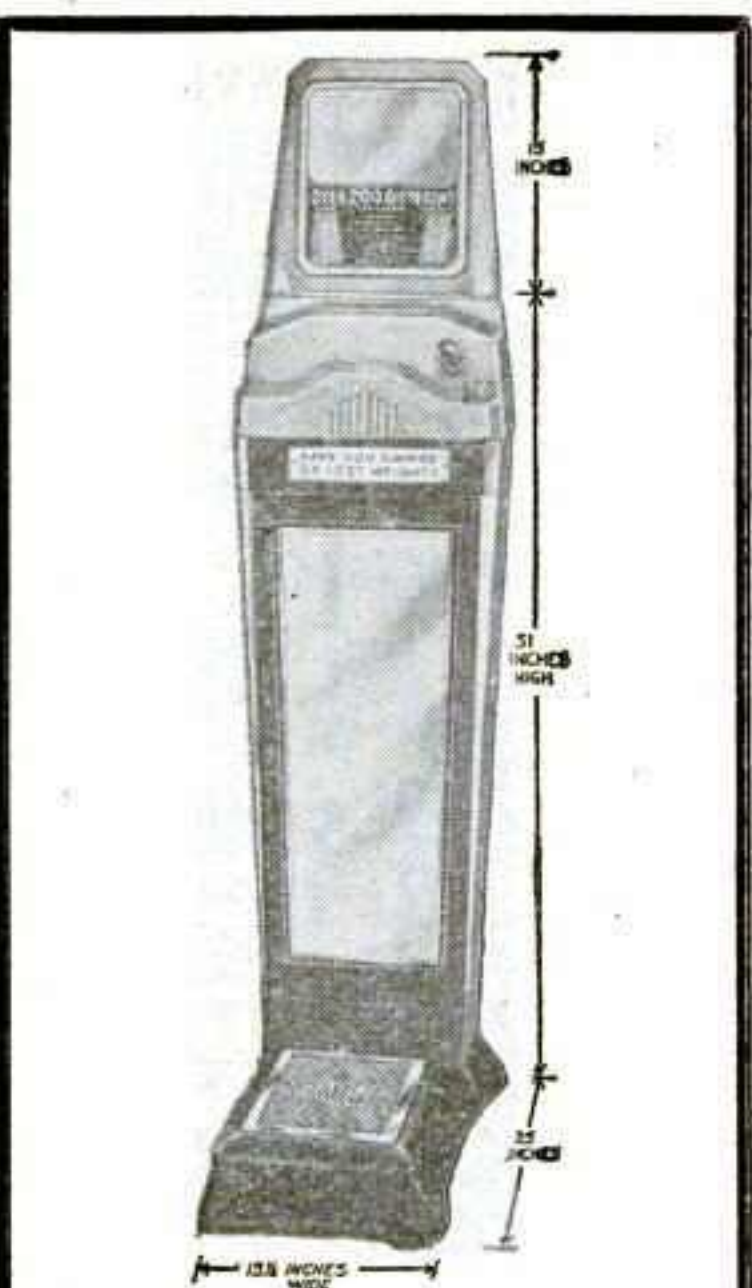
WASHINGTON, Dec. 4.—The Federal Trade Commission (FTC) is expected to engage in a formal conference soon with the Senate subcommittee on trade policies in a new examination of basing-point price systems. Sen. Homer E. Capehart (R., Ind.) of the Senate trade policies subcommittee, renewed a proposal this week for such a conference in order to work out a solution so as to end "confusion now existing with respect to pricing policies."

Capehart's committee, resuming its hearings this week, has been receiving a mass of testimony in support of the basing-point price system. The Supreme Court held such a system invalid last spring in upholding an FTC ruling. Among latest witnesses voicing support for the system were spokesmen for the army and navy who this week filed statements declaring that the armed forces have been using methods of buying which give manufacturers the right to include freight charges in their prices. The spokesmen said they would like to continue this method.

Albert Y. Bingham, vice-president of Chicago Title & Trust Company, told the committee that billions of dollars in business investments will be jeopardized unless business is given "a legal pricing policy." Gerald B. Hadlock, executive director of the Reconstruction Finance Corporation's office of rubber reserve, testified that the government itself uses multiple basing-point price methods. Giles Morrow, executive secretary and general counsel for the Freight Forwarders' Institute, urged that Congress legalize the practice.

More Hearings

Capehart announced a rescheduling of some of the witnesses, who originally were slated to appear this week, and three more days will be devoted to gathering of testimony next week, Monday thru Wednesday (6-8). Witnesses will include Harold O. Smith Jr., representing the United States Wholesale Grocers' Association; C. S. Jones, purchasing agent, Farmers' Co-operative Exchange, Inc.; George Burger, director, Washington office, National Federation of Small Business, Inc., and Fred A. Virkus, chairman, Conference of American Small Business Organizations.



\$25 BRINGS THIS SCALE TO YOU
BALANCE MONTHLY
200 FORTUNE TELLING
NO SPRINGS SCALE

Height, 51 In. Width, 13 In.
without sign
Depth, 25 In. Sign, 15 In.

Net Weight185 Lbs.
Shipping Weight . . 245 Lbs.

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

WELCOME!
We will not be at the NAMA Show. Come out and see us at the factory.

Invented and Made Only by
WATLING
Manufacturing Company
1650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

VENDING MACHINE SALESMEN & DISTRIBUTORS
MEET US AT THE
N.A.M.A. SHOW
DECEMBER 12TH TO 15TH
PALMER HOUSE, CHICAGO—EXHIBIT ROOM 799
WE WILL DISPLAY OUR NEW
AJAX 3-COLUMN HOT NUT VENDOR
THE ONLY NEW 5c & 10c MERCHANDISER IN
THE BULK FIELD IN OVER TWENTY YEARS!!!
A FEW CHOICE TERRITORIES STILL OPEN TO PRODUCERS
Open House — Refreshments — Room 799

AJAX DISTRIBUTING COMPANY 55 BRANFORD ST.
AL COHEN — FRANK A. OSBORNE NEWARK, N. J.

GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE
Skilled hand workmanship is employed in building this scale to assure reliability and accuracy
There is a sturdiness of construction more durable than is generally found in scales. Finish is black or nickel. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.



\$18.50

ORDER TODAY

1/8 Dep., Bal. O. O. D., F. O. B. N. Y.
DISTRIBUTORS, WRITE FOR PRICES

J. SCHOENBACH

Distributor of Advance Vending Machines

1647 Bedford Ave. Brooklyn 25, N. Y.

Supplies in Brief

Cocoa Price Sticks

WASHINGTON, Dec. 4.—Candy manufacturers can expect little help in driving down the price of cocoa from Jamaican or Colombian production, the Agriculture Department has indicated. Colombia's crop amounted to 11,000 metric tons, approximately the same as last year, while Jamaican production amounted to some 1,800 long tons—about one-fifth of the pre-war average.

Average price on the New York Cocoa Exchange in September was 40.4 cents per pound, a decline of about 4 cents from the preceding month, but exactly the same average price that prevailed in September, 1947, according to Commerce.

Peanut Use Drops

WASHINGTON, Dec. 4.—Peanut consumption hit the skids in the year ending June 30, 1948, Agriculture Department has reported. Per capita consumption was 6.9 pounds as compared with 8.3 pounds in the 1947

fiscal year and 10.1 pounds in the 1946 fiscal year.

Total distribution for the 1948 fiscal year was 686,000 tons, of which 65.1 per cent was consumed in this country, 34.6 per cent was exported, and 3 per cent was taken by the armed forces.

Pa. Ice Cream Pie

PHILADELPHIA, Dec. 4.—While the volume of ice cream made in Pennsylvania, according to the Department of Agriculture, continues to lead all other States, sales of ice cream are about 10 per cent below last year. The passing of the 5-cent brick and the 5-cent cone has seriously affected both sales and profits, particularly for the dairy industry of the State which is heavily concentrated in Philadelphia.

Philadelphia is considered the ice cream center of the world and the ice cream cone, in total sales, has represented a surprisingly large part of the volume of ice cream sales. An important part of the profits of the larger dairy firms in this area come from their ice cream divisions, and as increasing costs have forced the price of the ice cream cone to 6 and 7 cents, the sales of cones have dropped sharply.

Ice cream industry leaders say that the wholesale price of ice cream has not kept pace with the rising costs of raw material, manufacturing, transportation and overhead, and profits consequently have been reduced. The drop in profits from ice cream production has been accentuated by lowered profit margins on milk.

Dr. Bruce Baldwin, vice-president of Baldwin Dairies and president of the Milk Distributors' Association of Philadelphia, said that milk distributors "have been squeezed between rising costs and fixed mark-up in the price allowed by the Pennsylvania Milk Commission and somewhat declining volume in consumption."

Four of the country's largest manufacturers of ice cream are located in Philadelphia. These are Abbott's Dairies, Breyer Ice Cream Company, Dairy Products Company and Suplee-Wills-Jones. Ice cream from Philadelphia is shipped to middle and northern Pennsylvania, New York, New Jersey, Connecticut, Maryland, Virginia, North Carolina and the District of Columbia.

A good indication of this area's ice cream production as compared with that of New York, its main rival, can be seen in the October figures of ice cream production. In October Pennsylvania's ice cream output was 6,120,000 gallons, while New York's output was 4,483,000 gallons.

Philadelphia itself has the largest per capita consumption of ice cream in the nation—29 quarts a year against a national average of some 19 quarts, according to the most recent survey made in 1946.

Ice cream manufacturers are continuing their industry-wide campaign to tell the public of the nutritional values of ice cream, and altho sales are 10 per cent below last year and under the peak year of 1946, they are still 16 per cent above the 1942-'46 average and 45 per cent above the pre-war year of 1939. Ice cream industry leaders are also looking with favor on the introduction of ice cream vending machines. And with the coming year promising to find many more vending machines on location here, industry leaders are most hopeful that machine sales will provide the industry with the much-needed stimulant to bring up sales volume in 1949.

Candy Freight Fees

CHICAGO, Dec. 4.—Freight classification rate changes governing candy shipments were strongly opposed here recently by the Manufacturing Confectioners' Traffic Conference of the United States before the Com-

Silver Producing New Penny Vender

SAN FRANCISCO, Dec. 4.—Production on Leon (Hi Ho) Silver's new Acorn penny vending machine has started and the first machines are expected off the assembly line this week.

Present plans call for the company to turn out 1,000 machines per week for the first 30 days. Silver and associate, Sid Bloom, are consummating plans for a display at the coin machine show in January.

mittee on Uniform Classification. Ray V. Harron, division traffic manager of General Foods Corporation, New York, as spokesman for the traffic group, asked the committee to classify candy and confectionery products under the heading of foodstuffs, thus placing the trade's merchandise in a different category.

Harron declared that proposed classification revisions "would actually result in substantial increases of shipping charges," indicating that they would affect the price of confections.

Concluding his argument that candy was a food, Harron stated that "if further evidence is needed (that candy is a food) we need only refer to our war-time experience when our government found that confectionery was an essential food and required that it be made a part of the rations of all of our armed forces."

Fleer Names Execs

PHILADELPHIA, Dec. 4.—Norman P. Hutson has been elected president of the Frank H. Fleer Corporation, local chewing gum manufacturer, to succeed the late Gilbert B. Mustin, who died October 30. Other officers named are Gilbert B. Mustin Jr., secretary, and Frank H. Mustin, treasurer. Both are sons of the late president.

New directors added to the board of the gum manufacturer are Miss E. Mustin, daughter of the late president, and Walter Dannenbaum, a vice-president and director of E. I. DuPont DeNemours & Company, Wilmington, Del.

Ice Cream Down

WASHINGTON, Dec. 4.—Production of ice cream is still on the downgrade, Agriculture Department has reported. For the first three quarters of the year production was off 10 per cent from the same period in 1947. Each month of 1948 has seen production off from the corresponding month of the preceding year. The same general trend has been in effect since ice cream production reached its peak in 1946.

Despite the continued slump, ice cream production is still running about twice the average for 1935-'39, according to Agriculture Department statistics. Production for the first eight months of this year was 2,181,000,000 pounds as compared with 2,413,000,000 for the same period last year and an average of 1,041,000,000 pounds for the eight-month stretch during 1935-'39.

ATTENTION—25c & 30c CONVERSIONS

Dime conversions. Guaranteed Parts. Silver Quarter or combination Nickel-Expert Workmanship. \$8.50 for Silver Quarter conversion. ALSO 30c CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

Lehigh PX, 10 Col.	\$160.00
NEW National Electric, 9E	275.00
NEW ROWE Crusader, 8 and 10 Col.	195.00
NEW Uneeda, 8 Cols., 510 Pack Cap.	159.50
Rowe President, 8 Col., 380 Pack Cap.	120.00
Rowe Royal, 10 Col., 400 Pack Cap.	100.00
Rowe Imperial, 8 Col.	70.00
Rowe, 6 Col., 150 Pack Cap.	37.50
Uneeda, Model A, 9 Col.	75.00
Uneeda Model E, 8 Col., 240 Pack Cap.	57.50
DuGrenier, 9 Cols., Model W.	270
Pack Cap.	62.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00

7 COLUMN CIGAR MACHINE, \$32.50
Holds seven different brands

CANDY MACHINES

National 9-18	\$100.00
Uneeda	75.00
U-Select-It	35.00
Advance Candy Machines	27.50
5c & 1c GUM VENDOR	17.85

SPECIAL, \$65.00 Short Time Only! Candyman, 72 Bar Capacity with enclosed base.

SPECIAL, \$100.00 Uneeda Model 500 9 Columns, 350 Pack Capacity.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

VEEDCO SPECIALS! WRITE FOR OUR CATALOG

BRAND NEW HOT NUT MACHINES



Dispenses all types of bulk merchandise for 5c. Including Cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$10.00 Lots of 10 or More

\$11.50 Lots of 5

\$12.50 Sample

JUMBO BLANCHED SALTED PEANUTS. 30 Lb. Cartons, 27c Lb.—\$8.10 Carton.

FREE With any purchase of \$50.00 or more we will print 100 Labels with your name, address and telephone number at NO COST TO YOU. 1/2 With Order. Balance C. O. D.

SPECIAL Colored BALL BUBBLE GUM

West Point Brand. 6 color centers. Guaranteed Best Quality in Country. 25 lb. cartons. **26c lb.**

SPECIAL ASCO HOT NUT GLOBES

DISTRIBUTORS AND JOBBERS WANTED
Special Price, lots of 50. Write.
Also All Other Globes At Net Prices.

STAMP FOLDERS, For Any Model. 50c Per M
35 lb. Solid Steel STANDS..... \$3.95 Ea.
CIGARETTE and CANDY MACHINES,
All Models, LOWEST PRICES.

SPECIAL LICORICE LOZENGES

West Point Brand. Best Quality in the Country. 30 Lb. Boxes. High Count. **23 1/2c lb.**


VEEDCO SALES COMPANY
2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

NOW! CALIFORNIA VENDING

ALMONDS Packed in 5-lb. vacuum tins. 6 tins to shipping case. LESS THAN CASE, 90c PER LB. BUY BY THE CASE AND SAVE MONEY

E. LA RUE, Sales Mgr., LEON "HI-HO" SILVER, INC.
760 HAYES ST., SAN FRANCISCO 2, CALIF.

77c PER LB. F. O. B. San Francisco



Victor's Sensational New Custom-Built UNIVERSAL



Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy the Best! Write for Complete Details and Prices.

Manufactured by VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.

GIVE TO THE RUNYON CANCER FUND

Ball Gum + Charm = \$\$\$

**—NEW—
'49 "CHARM KING"**

BALL GUM VENDOR

(PATENTS PENDING)



No missing—no adjustments. Handles 140, 170, 210-count gum, no breakage, and positive delivery.

If you want the best in trouble-free ball gum and charm vendor, try the new improved '49 "Charm King."

Nut and Ball Gum Vendors, 1c-5c U. S. and Foreign Coins

Handles all charms

IMMEDIATE DELIVERY AT ALL BEST DEALERS OR WRITE

SILVER-KING CORP.

622 Diversey Parkway, Chicago 14, Ill.

**NAAPPB Exhibit
Features Vending,
Service Equipment**

(Continued from page 82)

to be available on a 50-day delivery schedule. Rounding out the vender-service machines shown was a Hawk-eye popcorn vender, guesser scale, and a Shipman stamp vender.

Portable Turnstile

Perey Turnstile Company, New York, introduced a new model of its coin-operated, portable turnstile. Sales Manager Truben Bach stated that the unit, priced from \$395 to \$475, depending upon registering and other optional accessories, features a combination chute that can be set up to handle one or two different coins separately or together. Coin does not operate mechanism, but acts as a key in unlocking mechanism which patron then operates. Incorrect denominations are returned. Special models to accept both coins and tokens are also available. Use of stainless steel trim was increased on new models.

A coin-operated foot vibrator, called Relax-A-Lator, was introduced by the McDowell Manufacturing Company, Pittsburgh. Unit is set to operate for one minute for a nickel, and is priced at \$225. Mrs. I. Danner, of firm's Oscillator Division, stated that deliveries would be made in 60 days. Firm also manufactures a coin-operated newspaper vender (not displayed), which was marketed before the war. Production was resumed during the last 60 days.

Popcorn Poppers, Dispensers

Also shown by various popcorn firms were various models of concessionaire-type popcorn poppers and dispensers. Chunk-E-Nut Products Company and Blevins Popcorn Company displayed corn warmers and manual dispensers. Manley, Inc., introduced its new Super-Stadium popcorn popper. Unit is capable of popping 70 pounds of corn per hour, twice the capacity of firm's smaller counter and floor models.

Walky Koffee Company, Inc., Wichita, Kan., unveiled its twin line of attendant-carried hot coffee and hot dog units, Walky-Koffee and Walky-Teria. Designed for concessionaire-serviced spots, units are the reach-in type, heated by plug-in to an electric outlet for a 12-minute period before using. Coffee unit holds 80 cups, while hot dog model contains up to 60 sandwiches. Price for coffee unit is \$118.50; sandwich unit, \$87.50.

**Policies Formulated
Master Chef Sales**

(Continued from page 82)

matic Merchandising Association's annual convention and exhibition in Chicago this month. The convention will mark the first time operators have had a chance to examine the new model which has been on location tests for the past several months.

Originally, the prototype of the Master Chef was exhibited by Knapway Devices, of Kansas City. Knapway sold the machine to Master Chef earlier this year. Doyle, as well as J. F. Porter Jr., who is president of Master Chef, were associated with Knapway Devices.

Doyle told *The Billboard* this week that Master Chef's sales policies are definitely set, and the company is in process of talking with distributors who will be appointed to handle sales. In addition, the firm will name five regional managers and five field service managers. Appointments to fill these posts will be completed, Doyle estimated, by the end of the NAMA convention. Early in 1949 the company has tentatively scheduled a distributor sales and service meeting.

The Master Chef machine will list at \$750.

**NEW!
REVOLUTIONARY!**

Northwestern

MODEL **49**



offers you a **GOLD MINE** of increased profits



ENTIRELY DIFFERENT from any other **VENDING MACHINE** ever made... **WIRE, PHONE OR WRITE FOR COMPLETE DETAILS**

THE NORTHWESTERN CORPORATION
86 EAST ARMSTRONG ST.-MORRIS, ILLINOIS

YOU'RE IN THE POPCORN BUSINESS

With only a **small investment!**

It is more profitable to operate dispensers without a coin chute. Write for free literature and profit table compiled by a popcorn man for popcorn operators.

\$57.50 Each
F. O. B. Chicago



The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29" Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes.

Manufactured by **ABC POPCORN CO., Inc.** 3441 W. NORTH AVE. CHICAGO 47

**NEW POLICY!! "LIKE NEW"
COMPLETELY RECONDITIONED
SHUFFLEBOARDS**

NATIONALS, AMERICANS AND OTHER FAMOUS BRANDS—14 TO 28 FEET

Playing tops resurfaced and French polished. Frames polished and reupholstered. New set of precision steel weights. **\$299.50**

Excellent Shuffleboards with new set weights, tops and frames reconditioned wherever essential, still available at only \$249.50 F.O.B. N.Y.C. 1/2 deposit with order, bal. C.O.D. Crating extra on all orders.

U. S. SHUFFLEBOARD EXCHANGE
60 E. 42ND ST., NEW YORK CITY 17 VANDERBILT 6-4972



**VICTOR'S
MODEL V**

The Operator's Choice is Model V, as it correctly vends ALL BULK MOSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**
5701-13 Grand Ave. Chicago 39

5c GUM AND 5c HARD CANDY AND MINT VENDORS



for Charms, Lifesavers, Gum and similar sized products. **WRITE FOR CATALOG!**

ALKUNO & CO.

408 Concord Ave., New York 54, N. Y. MEIrose 5-7757
Mechanical Manufacturing Laboratories



**VICTOR'S
CUSTOM BUILT
UNIVERSAL**

\$13.95 EA.
In Lots of 24 \$13.50 EA.

BEST FOR CHARMS & BALL GUM

Write for new circular just off the press.

MILLER VENDING CO.
42 Fairbanks St., N.W. Grand Rapids, Mich. Phone: 9-8632



IN STOCK!

5 Lb. Globe
Less than 25 \$11.55
Less than 100 11.25
100 or more 10.95

Write for prices on Models 40, 29, 33 and Deluxe Venders.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

NEW BULK MERCHANDISERS

Northwestern Deluxe	\$27.00
Northwestern Model 39	14.40
Northwestern Model 33 Peanut	12.60
Northwestern Model 33 Ball Gum	11.40
Northwestern Model 40 Peanut	10.85
Northwestern Dual Vendor	45.00
Columbus "38" Trimor	45.00
Columbus "39" Bimor	36.00
Columbus Model 46, 1¢	12.50
2 to 12	11.50
Columbus Model 46Z, 1¢	12.00
Columbus Model 46ZB, 5¢	12.75
Columbus Model 46BG, 1¢	11.50
Victor Model V Globe Type	12.75
Victor Model V, Cab Type	14.75
Victor Universal	13.95
Victor Deluxe Universal, 1¢	14.95
Victor Deluxe Universal, 5¢	15.45
Victor V-K Globe Type, 1¢	12.95
Silver Kings, Bulk	13.95
Silver Kings, 2 to 5	12.50
Silver Kings, 6 to 11	11.55
Silver Kings, 12 to 49	11.05
Silver Kings, 50 & Up	10.55
Master Novelty, 1¢	13.95
Master No. 2, 5¢	17.50
Master No. 6, Penny & Nickel	17.50
Asco Hot Nut Vendors, 5¢	17.50
Silver King Hot Nut, 5¢	25.00

RECONDITIONED VENDORS

Northwestern Model Deluxe	\$19.50
Northwestern 39 (Like New)	9.95
Northwestern 33 (Like New)	8.95
Northwestern 40 (Like New)	8.95
Columbus 48 Ball Gum (Like New)	7.95
Silver Kings, 5¢	8.00
Silver Kings, 1¢	7.50
Shipman Duplex Stamp	19.50
Adam Gum Vendor, 4 Col.	14.50
Adam Gum Vendor, 6 Col.	16.50

NEW COUNTER GAMES

ABT Challengers	\$39.50
ABT Model F Targets	32.50
ABT Strikalites	42.50
Test Quests Grip Scales	29.50
Gottlieb Grip Scales	24.50
Daval Skill Thrills	12.50
Exhibit Card Vendors	19.50
Bingo's 1¢ Counter Game	35.00
Steeplechase 1¢ Counter	39.50
Target Kings, 1¢	39.50

Limited Time Only!
**HEAVY IRON
BULK VENDING STANDS**
\$3.95 EACH

BAT-A-BALL JR.
With Streamlined Base
\$11.95 EACH

**1/3 DEPOSIT, BALANCE C. O. D.
ORDERS UNDER \$20.00 FULL CASH**

We stock a complete line of Bulk Merchandise, including Charms and Novelties. Also Parts. Send for our price list.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA
LOmbard 3-2676

7½ - Cent Coin Explained at NAAPPB Meet

Mehren Discusses Plan

CHICAGO, Dec. 4.—Continuing his program for 7½ and 12½-cent coins which he has been conducting on a national basis, Edward W. Mehren, president of the Squirt Company, Beverly Hills, Calif., this week spoke before the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman here. Mehren's speech was delivered Wednesday (1) before a full house.

Claiming that the American public would be able to save at a minimum, \$5,000,000,000 a year thru the minting of the new coins, Mehren outlined the monetary history of this country.

Savings

Pointing out the savings possible thru use of the two new coins, the soft drink official said:

"Now let's look at some of the actual savings to consumers thru these new coins. No private or governmental organization has any idea of the total annual dollar volume of sales at a quarter or less, or under 50 cents. And so it is possible only to make an honest estimate. The soft drink industry sold about 21,000,000,000 bottles last year. A recent survey shows that approximately 40 per cent of the retail outlets in major cities sold our product for 10 cents a bottle or more. Another 23 per cent sold our product for from 5 to 8 cents and the balance sold beverages for a nickel. Soft drinks can no longer be sold profitably at 5 cents. Prices will continue the trend to jump to the next convenient coin, a dime. At 10 cents a bottle the public would pay \$2,100,000,000 for soft drinks. But if the people paid 7½ cents instead of a dime, they would save \$525,000,000 a year.

"The beer industry sold the equivalent of approximately 21,000,000,000 bottles of beer in taverns last year. Some people in the beer industry believe 2½ cents could be saved on every tavern beer sale, had we the coinage. If 2½ cents could be saved on every sale, the total saving to the public would be \$525,000,000. About 25,000,000,000 cups of coffee were sold thru restaurants last year. All of us know that a great deal of this coffee was sold at 10 cents per cup. But 7½ cents and 10 cents per cup for coffee would amount to \$625,000,000 per year to the public.

"According to preliminary figures, our American city transit lines carried 23,000,000,000 passengers during 1947. Transit line fares vary thru-out the country, but a great many of them are at convenient coin prices and consequently are overpriced. If 2½ cents could be saved on each of these fares thru the use of 7½-cent and 12½-cent coins, as opposed to 10 cent and 15 cent fares, respectively, the American public would save approximately \$575,000,000 a year.

"In theory, the savings on these four items alone add up to more than \$2,250,000,000. Among the other products and services which would be affected in price are newspapers, candy, ice cream cones and bars, milk, tea, sandwiches, magazines, the telephone, vending machines, sales taxes, packaged nuts, cigars, cigarettes, tobacco, shoeshines, shoelaces, parking meters, postage stamps, amusement park concession rides, admissions, locker rentals, games, and the myriad of limited price products and services sold in variety, drug, grocery and other fields. Theoretical savings of a great many billions of dollars can be calculated. Isn't it reasonable to assume then, an actual saving of at least \$5,000,000,000 a year on the total?"

Fall River Lions Club Sets Tie-In With Gum Vendors

FALL RIVER, Mass., Dec. 4.—The Lions Club here, working with the Ford Gum & Machine Company of Lockport, N. Y., has launched a drive to place penny ball gum vendors on location with 20 per cent of the gross earmarked for the Lions' program to aid crippled children.

Chairman of the club's ball committee, which will spearhead placement of the machines, is Arthur Lavoie, of Lavoie & Hillman, veteran Fall River automatic merchandising company.

Eventual goal here, the club said, is 400 machines which the Lions estimate will gross approximately \$3 per month each, or 60 cents for the Lions' treasury. The percentage reverting to the association is paid by the operator instead of commissions to the location.

Olaf Thompson, who operates Ford equipment in Southeastern Massachusetts, estimates there are more than 1,500 organizations in this country now using gum ball vendors for fund raising.

NAPM All Set For Vender Chi Exhibit

Plans To Widen Organization

CHICAGO, Dec. 4.—While the National Automatic Merchandising Association (NAMA) holds its annual convention and show at the Palmer House December 12-15, the National Association of Popcorn Manufacturers—with five vending machine exhibitors—will be holding forth in this city's Hotel Sherman. Four of the NAPM exhibitors will show popcorn vending machines, and Coca-Cola will be on hand with a display of drink vendors.

Exhibiting at the popcorn show will be Auto-Vend, Inc.; H. A. Brunten Company (national distributors for Minit-Pop); ABC Popcorn Company; J. R. Giesler & Associates, and Coca-Cola.

One of the items of business will be the election of a new president. Currently that place is unfilled since the resignation of Paul Rice, ex-president of Auto-Vend, Dallas.

Smoke, Smoke

CHICAGO, Dec. 4.—A new type of cigarette paper, made of glass fiber which prevents ashes from falling, was recently announced by a paper mill in Prague, Czechoslovakia. The glass fiber keeps the ash in a paper net, which is left as the cigarette is smoked. The Czechoslovakia Tobacco Monopoly (CTM) has started experimental production of the new paper. The CTM hopes the new paper will attract foreign cigarette makers.

VICTOR'S NEW MODEL V-K

It's Outstanding!

Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and price.

A Product of
VICTOR VENDING CORP.
5701-13 Grand Ave.
Chicago 39



The New NATIONAL Cigarette Machine

IS ON DISPLAY AT
JAMES V. CHERRY'S

New Headquarters—361 AVON AVE., NEWARK, N. J.

USED EQUIPMENT - READY FOR LOCATION

NATIONAL		ROWE	
9-30	\$65.00	DIPLOMATS	\$225.00
9-50, KING SIZE	110.00	CRUSADERS	140.00
9-A	110.00	PRESIDENTS	120.00
9-18, CANDY	110.00	ROYALS	85.00
		IMPERIALS, 8-COL.	85.00
		IMPERIALS, 6-COL.	55.00
U-NEED-A-PAK			
MONARCHS	\$75.00		
MODEL 500, 9-COL.	100.00		
MODEL 500, 7-COL.	90.00		
MODEL A, 8 & 9-COL.	75.00		
MODEL A, 6-COL.	85.00		
MODEL E, 8 & 9-COL.	55.00		
MODEL E, 6-COL.	47.50		
MODEL E, 5-COL.	42.50		
DUGRENIER			
CHAMPIONS	\$75.00		
WD	85.00		
W	55.00		
VD	65.00		
V	60.00		
S	47.50		
R	42.50		

WE HAVE ALL TYPES OF QUARTER CONVERSIONS
1/3 Deposit, Balance C. O. D.; F. O. B. Newark
PHONE: BIGELOW 2-0084

CIGARETTE MACHINES WITH SILVER QUARTER OPERATION

UNEEDAPAK Model 500—9 col., 350 pack capacity	\$105.00
UNEEDAPAK Model 500—7 col., 250 pack capacity	95.00
UNEEDAPAK Model "A"—9 col., 270 pack capacity	80.00
UNEEDAPAK Model "A"—8 col., 240 pack capacity	75.00
UNEEDAPAK Model "A"—6 col., 180 pack capacity	70.00
UNEEDAPAK Model "E"—9 col., 270 pack capacity	70.00
UNEEDAPAK Model "E"—8 col., 240 pack capacity	60.00
UNEEDAPAK Model "E"—6 col., 180 pack capacity	65.00
ROWE Imperial, 8 col.—180 pack capacity	75.00
ROWE Imperial, 8 column—240 pack capacity	100.00
ROWE Royal, 10 column—300 pack capacity	90.00
ROWE Royal, 8 column—240 pack capacity	70.00
DUGRENIER, Model "WD"—9 col., 330 pack capacity	90.00
DUGRENIER, Model "W"—9 col., 270 pack capacity	72.50
DUGRENIER, Champion—9-11 col.	85.00
NATIONAL, Model 9-30—9 col., 270 pack capacity	75.00
NATIONAL, Model 7-50—7 col., 240 pack capacity	85.00
NATIONAL, Model 9-50—9 col., 330 pack capacity	100.00

Complete parts and mirror department for all makes and models. Terms—1/3 Deposit With Order—Balance C.O.D.—F.O.B. Phila. All Equipment Guaranteed
SILVER QUARTER CONVERSION UNITS FOR ALL MODELS AVAILABLE FOR IMMEDIATE SHIPMENT

EVERgreen 6-4244 Specializing in CIGARETTE MACHINES
CENTRAL VENDING MACHINE SERVICE CO.
3967 Parrish Street • Philadelphia 4, Penna.

Buying
Selling
Repairing
New and Used
**GUM
CANDY
CIGAR
CIGARETTE**
Vending
Machines

10 RECONDITIONED 1c-5c



DE LUXE VENDORS

Late Model
\$189.50

FOR THE LOT
Sample \$19.50

10 RECONDITIONED 1c OR 5c

SILVER KINGS

\$79.50

FOR THE LOT
SAMPLE, \$8.95



Vends Pistachio Nuts, Peanuts, Cashews, etc.

SEND FOR COMPLETE PRICE LIST

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Table of record charts with columns for Position, Weeks to date, Last Week, This Week, and Song Title. Includes songs like 'IT'S TOO SOON TO KNOW.. The Orioles', 'ON A SLOW BOAT TO CHINA', etc.

No other Ball Gum Vendor like it!



Operator usually Nets UP TO 75c out of Every \$1 the 'Hunter' takes in!

Time to start Cashing in!

Ask any operator who has a "Hunter" working for him. He'll tell you this new Ball Gum Vendor is the biggest, surest, steadiest money maker of them all.

It's easy to understand why. Look. No coin return. No gum dispensed unless the player wants it. And how many do... when they're playing a game of skill... which the "Hunter" is.

So a net of 75c out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

Write today for facts . FREE

The "Hunter" ... a "Gold Mine" for Taverns, Bars, Grills, Bowling Alleys, Pool and Billiard Parlors . . . wherever folks gather for recreation

SILVER KING CORP. 622 Diversey Pkwy. Chicago 14, Illinois

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

(Continued from page 25)

Table of song plugs with columns for Song, Publisher, Heard in N.Y., Heard in Chi., Heard in Calif., and Add. Includes songs like 'Cuanto Le Gusta (Date With Judy)', 'Far Away Places', etc.

Advertisement for SHIPMAN DUPLEX POSTAGE MACHINE and MILLS VEST POCKET BELL. Includes prices like \$29.50 and \$62.50.

PARKWAY MACHINE CORPORATION 623 W. NORTH AVE. DEPT. B MADISON 1447 BALTIMORE, 17, MD.

Advertisement for Northwestern Dual Vender. Includes text: 'We are New England headquarters for bulk machine operators...' and 'NORTHWESTERN SALES & SERVICE 1198 TREMONT STREET BOSTON 20, MASS.'

Advertisement for Victor's Sensational New Custom-Built UNIVERSAL VENDING MACHINE. Includes text: 'Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy the Best.' and 'UNIVERSAL CUSTOM BUILT BY VICTOR \$13.50 EA.'

WHETHER YOU COME TO THE NAMA CONVENTION OR STAY HOME



NAMA CONVENTION



IN DECEMBER

112 PAGES OF
NEW EQUIPMENT
ANNOUNCEMENTS—
MONEY-MAKING
IDEAS—NEWS AND
FEATURE ARTICLES

READ AND STUDY:

PULSE OF THE INDUSTRY

261 operating firms report the progress and growth of automatic merchandising for the past 12 months. Listing best selling brands of cigarettes and candy . . . their expansion plans and an analysis of their current over-all operation.

READ AND KEEP:

1949 LIST OF MANUFACTURERS

The most accurate and complete list of vending machine manufacturers ever published.

READ AND PROFIT:

BOOST EFFICIENCY

Important ideas that have paid off for other operators. Just one idea put to work will repay you many times over.

ALSO IN DECEMBER Vend

NAMA CONVENTION PREVIEW

Listing exhibitors, meetings, convention program, etc. You'll find it interesting whether you come to the convention or stay at home.

TRIPLE PLAY IN MILK VENDING

The story of America's most successful independent milk operating company.

"PROF" TAKES UP WASHING

An enterprising university professor supplements his regular income with a route of automatic washers.

BOTTLE VENDER—A MERCHANDISING MEDIUM

From a speech delivered by Vend's Editor at the national convention of the American Bottlers of Carbonated Beverages. Operators interested in bottle vending will do well to study the ideas put forth in this speech.

KEGLER'S SELF SERVICE

Proving there is no limit to the products and services that can be offered thru vending machines.

SPECIAL \$1.00 OFFER
(New Subscriptions ONLY)

SIX MONTHS ONLY \$1.00

Bill me later.
 To have my subscription extended 2 extra months I am enclosing payment in full.

NAME

COMPANY

ADDRESS

CITY ZONE NO. STATE

POSITION

MAIL TO **VEND** 2160 PATTERSON ST., CINCINNATI 22, OHIO

PLUS • NEWS • LETTERBOX • NEW PRODUCTS

MILLS JUKE SOLD TO EVANS

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:

LABOR DEPT. MULLS WAX BAN PEACE. Labor department reviews legality of waxer-AFM contract proposals, may appeal to Justice Department.

MUSICRAFT SEEKS REVAMP. Diskery petitions for reorganization under Chandler Act Chapter XI terms, tho Lombardo talks continue.

VICTOR HIKES LABEL PRICES. RCA issues a readjustment on record price, upping the cost 4, 5 and 6 cents.

MERCURY SHUTS CHI PRESSERY. Firm moves pressing plant equipment to St. Louis and plans reactivation of Majestic plant.

CROSBY CUTS FIRST BAN-SKIRT WAX. Bing cuts two sides for Decca; rhythm backing dubbed in.

CONTINENTAL ON AFM UNFAIR LIST. Claims on failure to pay royalties puts diskery on the defaulter's list.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

To Introduce Redesigned Unit in January; Planning Television - Phono Combos

No Mass Production; Firm's Distribs To Handle Sales

CHICAGO, Dec. 4.—As part of its program to make the company a "well-contained unit," Mills Industries, Inc., this week officially withdrew from the automatic phonograph business. Mills sold its complete phonograph inventory to H. C. Evans & Company, Chicago, which will introduce a redesigned phonograph in a showing timed to coincide with the Coin Machine Industries Exposition. As part of its plans for the future, the Evans company is also at work engineering a combination television-juke box.

R. W. (Dick) Hood, of Evans, assured *The Billboard* that his company will continue to supply music operators with parts and service for all phonographs produced by Mills during the past 10 years. For the next two months, Hood said, operators will be asked to contact the Chicago factory for parts. After that, Evans will have its distributor organization equipped to handle this business.

Sale Price Not Disclosed

Sale of the phonograph, for an undisclosed amount, involved patents, parts, tools and dies. Hood said that his firm is now in process of getting up an assembly line in its plant at 1528 West Adams Street, but does not intend to mass-produce the phonograph. Instead, Hood said Evans looks on the box as an item to be "custom built."

No list price has been determined for the phonograph—which Evans will continue to call the Constellation—but Hood said the price, when all costs are determined, "will be competitive."

The new model, which Evans will introduce January 17-19 at the Morrison Hotel, will have a redesigned cabinet which will be considerably smaller than the model Mills was producing. And the mechanism—which

plays both sides of 20 records to give 40 selections—will be exposed for its novelty appeal.

Lester C. Rieck, a veteran of 17 years experience with Mills, is joining the Evans company as sales manager of the music division. Rieck held this position with Mills during (See *Mills Juke Sold* on page 96)

IACC Exempts Jukes From Disk Royalty

U. S. Defeats Motion

WASHINGTON, Dec. 4.—The juke box industry is left exempted from copyright provisions by the Inter-American Copyright Convention, which the Senate Foreign Relations Committee is preparing to take up early next session, State Department officials told *The Billboard* this week. Only a vigorous fight by the U. S. delegation to the convention, however, kept out of the pact an amendment forcing the payment of royalties on records used in jukes.

A provision sponsored by Latin American delegates read: "It is the author's exclusive right to authorize the use of his work in coin-operated machines or similar means." The provision was finally defeated on a motion by the U. S. delegation which pointed out that the provision was contrary to U. S. copyright legislation.

The pact, which has been in the (See *IAAC Exempts* on page 98)

Music Biz Sound Says AMOA; Re-Elects Denver President

NEW YORK, Dec. 4.—Despite competition by television and "unwise practices" by certain segments of the automatic music machine industry, juke box operation here still is a sound business, 135 members of the Automatic Music Operators' Association (AMOA) were told at a meeting of the organization Tuesday night (30).

Albert S. Denver, of Lincoln Serv-

ice, was re-elected president of the group at the Park Central Hotel confab, first general membership meeting since last spring. In addition to electing a full slate of officers for the coming year, AMOA members heard reports on the progress of the association during the past year and optimistic predictions for operating in 1949.

Others Re-Elected

Expressing confidence in their administration of the association, the AMOA also returned to office Charles Bernoff, of Regal Music, vice-president; Harry Wasserman, of Commercial Music and Vending, treasurer, and Sal Trella, of Elkay Music, secretary.

Willie Levey, of Levey & Holtzman, was the only new member named to the board of directors, replacing Sol Tabb, of Hysol, who resigned recently to devote more time to his distributing business. Board members who retained their posts were William Goetz, of Capitol Automatic Music; Joseph Hahnen, of Gordon Amusement; Albert (Senator) Bodkin, of Forest Hills Automatic (See *AMOA Re-Elects* on page 96)

Heavy Turnout Assured at MOA Meet in Chicago

OAKLAND, Calif., Dec. 4.—George A. Miller, national chairman of the Music Operators of America (MOA), this week reported that a record attendance of music operators from all over the country will be present when the organization holds the first of its two meetings January 18 in Chicago in conjunction with the CMI show. The second meeting will be held January 20.

Included in the program for the two meetings will be discussions on profitable route management; a talk by Sidney H. Levine, counselor for the MOA; election of officers for 1949, a financial report to be issued to members, and a full report to be given on the activities of the organization during the current year. Alden Denver, national vice-chairman of the MOA (See *Heavy Turnout* on page 96)

Atlantic City Op Given \$12,500 In Contract Suit

ATLANTIC CITY, Dec. 4.—As an aftermath of the juke box route jockeying here two years ago, a default judgement of \$12,500 was awarded the Music Box Enterprises, Inc., of 10 South Virginia Avenue, by County Judge Leon Leonard Tuesday (30). The judgement was entered against Enoch Johnson Jr., charged with violation of an employment contract, and Andrew Dantro, charged with participating in such violation. The defendants did not appear to offer any defense to the action and (See *Atlantic City* on page 98)

Coin Tele May Invade Philly

State Supreme Court Ruling Hits Locations

Subject to Amusement Tax

PHILADELPHIA, Dec. 4.—In face of a recent State Supreme Court ruling holding that television was a "moving picture," and as a result, taprooms with video sets were subject to the State's \$120 yearly amusement tax, there is a good possibility that Philadelphia will open up as territory for coin-operated television units. In fact, Emmett McGinn, secretary of the Retail Liquor Dealers of Pennsylvania, declared that the en- (See *Coin Tele* on page 98)

Attention, Associations

During the past year many new associations have come into being, and other established ones have been more active than ever before. In order to adequately cover this important phase of the industry, it is necessary for *The Billboard* to have an up-to-date listing of these associations, with other pertinent information. Therefore, we hope you will take a few minutes to complete the following questionnaire and send it to *The Billboard*, 155 North Clark Street, Chicago.

Thank you.

Name

Address

Officers

Board of Directors

How Often Do You Meet?

Date of Annual Meet

Cover What Kind of Operations? Music Amusement Vending

Please check those applicable.

L. A. COINMEN LOOK TO '49

Biz Leveling Off From War Time Grosses

Shuffleboards Big Factor

(Continued from page 81)

chines are also suffering, but from a different cause. The old bogey, television, has at last wormed out of its swaddling clothes to take its place as a full-fledged entertainment medium.

Tele Novelty Fading

Hardly a tavern of any consequence is without a tele set, and while there are those who say the novelty is already wearing off for the patrons, it is still a potent threat. A survey of tavern owners shows they would welcome a return to pre-video days, as customers are inclined to be on the sipping side and forget to reorder while a show is being screened. Four tele channels are in operation here now and three more will be in use by January 1, offering a more varied program for tavern-goers.

The main factor is that local video shows are hitting the screens during the hours which heretofore produced the heaviest play for the music machines. By the time the video sets darken, the best part of the evening is gone.

However, there has been noted a definite rivalry between tele fans and juke box enthusiasts. When tele

first monopolized the bars, the music machines were almost totally eclipsed. But now the music crowd demands equal rights with the result that patrons are served up a discordant symphony of juke music and video sound. At several bars, some of these viewing tele became so confused and disgusted they requested that the machine be turned off.

Shining Light

Tavern owners encourage the playing of juke boxes, for they have seen that good video shows mean less money in the till. The more the video fan can be harassed, the better the tavern owner likes it. If complaints are made he simply takes a middle course, saying he has to please everyone.

The situation, however, is only true in a limited number of locations and music machines continue to have gross troubles in taverns.

Out of this gloom has come one shining light for the industry—shuffleboards. At present there are over 1,000 of them in the county, with the weekly gross ranging from \$45 for the smaller spot, to \$100 weekly for class locations.

Many operators, however, feel the boards are not for them and that it is strictly a deal between location owner and distributor. To refute this claim are the successful operators, who have gone heavily for the boards and, as a consequence, now have some of the choice business sewed up.

Many route men shied away from shuffleboards at the start because they were, in most cases, not equipped with coin chutes. That has been eliminated by several good scoring devices such as the coin-operated unit put out by Chicago Coin

and sold separately from the company's Shuffle-King board.

Operators have come into their own with shuffleboards because of increased player skill, which in turn demands first-class equipment. Many tavern owners, who first visualized getting all the money for themselves, have called in operators to take over when they found it impossible to keep the playing fields in top shape.

Only the operators are equipped to do this. The smart operators, those who are getting the most returns from their boards, have worked out a definite system to care for their games. They periodically check the playing surfaces, making sure they have not warped or otherwise been damaged.

One of the most optimistic shuffleboard distributors here is Bud Parr, of System Amusement Exchange, who handles the Olympic Board. "We've had the biggest year we've ever had in the distributing business, and can see no reason why 1949 should not be even bigger," he says. Incidentally, this firm just sold their 1,000th board.

Parr's rosy view is based on the fact that shuffleboards have been in operation locally for the past two years and the longer the boards are on location, the more players will naturally be developed. So far as Parr can see, there is no saturation point on the horizon.

High Prices

General Music Company, also a Parr enterprise, still handles music machines but "prices of juke boxes, records and labor are too high for anybody to make money." Jobbers who unload unwanted equipment on operators in order to make a showing with manufacturers were scored by Parr. "The sooner distributors stop trying to make a showing with the factory, and give the operator equipment he can make money on, the better it will be," he declared. Distributors who employ these tactics make it bad for the industry, Parr went on to say.

Another distributor, William R. Happel Jr., of Badger Sales, was equally optimistic. His firm recently took over as rep for Rock-Ola shuffleboard. Operators and distributors will have to adjust themselves to new conditions, Happel believes. Due to the legislation against roll-down games he said "the trend for the coin machine business in the future will be toward authorized equipment, shuffleboards, cup venders and electric vending machines, such as the refrigerated unit and Pick-Ups."

Known in the industry as one of the shrewdest minds in the business, Happel has been fortunate in anticipating conditions and making his moves accordingly. For example, when his exporting department was faced with oblivion due to shipping tie-ups and international complications, he turned to a line of farming machinery for his overseas trade.

Note of Optimism

As with most distributors and operators, Happel showed concern for the future of the juke box. However, a note of optimism was sounded by Walter (Solly) Solomon, formerly of Seattle, and now local head man for the E. T. Mape Company. The juke box is here to stay and the "music business will climb again as soon as operators forget the war boom years and settle down to a nominal gross."

Solomon feels that as video becomes more common in the home, the novelty of this entertainment in the taverns will proportionately diminish and mean more money for music machines.

The recording situation has also had its effect on the juke box business, Solomon feels. "Lifting of the Petrillo ban will help because top

stars can then record," he says. "The public is tired of mediocre artists and remade tunes."

Another phase of the music machine business was touched by Solomon. He said that manufacturers will have to take off some of the gilt and chrome from the boxes and price them sensibly. He claims a lot of the current gloom is caused by operators who are too eager to talk about their little spots, but neglect to tell of the locations where they are still getting \$18 to \$20. The operators who bought high-priced routes and loaded up on new machines "are being hurt, but the conservatives are still in good shape."

Phil Robinson, of Chicago Coin, also looks ahead with confidence, saying that he anticipates a "much healthier situation in the industry than in recent years, now that the elections are over." Ed Wilks, of the Paul A. Laymon Company, is another who is going for equipment such as quizzers and coin recorders along with the usual line.

Jack Simon, of Sicking Distributors, struck an optimistic note when he said, "We haven't felt any slump due to having a variety of merchandise." They handle all types of games, vending machines and juke boxes.

Ops' Org Helps

One move to help the plight of the operator is now being undertaken by the San Gabriel Valley Music Operators' Association, which recently put thru a letter to their locations telling them of a new \$8-off-the-top deal. Little opposition has been encountered, operators report, and most location owners are said to be going along with the new idea. The letter explained the increase in operator expenses, such as records, needles and labor.

A similar group in San Fernando Valley is voting soon to determine whether it would be advisable to join the San Gabriel organization to combine forces. The San Gabriel unit is currently mulling plans to extend operations into the metropolitan Los Angeles area.

Locally, the C. A. Robinson Company has been little affected by the prevailing conditions as their business is conducted out of State. The same can be said of Automatic Games, operated by Dannie Jackson, George Warner and Sammy Donin. When roll-downs were eliminated in town, local officers entered Jackson's headquarters and confiscated several automatic games. However, Jackson, thru his attorney, went to court, claiming the seizure to be illegal because the machines were on his property and not in operation. The court decided in favor of Jackson and the machines were returned.

In most cases, the bulk vending picture is bright, largely due to the work of M. I. Slater, president of the Western Vending Machine Operators' Association (WVMOA) who has been instrumental in getting license adjustments in several near-by localities. Another hazard which has been cleared up locally is the complaint formerly heard against bulk venders by the health officers. However, the health departments (city and county) recently issued a statement to *The Billboard* stating that co-operation between bulk venders and their reps was good.

Legal moves adverse to venders (See L. A. Coinmen on page 99)

40

is Right!

40 selections is the correct quantity of automatic music to offer to the public. It is *twice as much selectivity* as 20, twice as much musical merchandise, twice as much entertainment! This is why the AMI Phonograph gets and permanently holds the top locations. Yet the record cost is the same to the operator, because AMI requires only 20 records to do the job of 40!

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

**YOU CAN'T MISS
CHECK THIS!
Aireon SUPERS**

LATE SERIES • EXCELLENT
CONDITION • PICK-UP SALE!

PHONE • WIRE • WRITE!

★ SELF SERVICE ★
AMUSEMENT COMPANY

2200 W. Olive Burbank, Calif.
Phone: CHARLESTON 8-4867



EVER WATCHFUL!

FOR
EXTRA MUSIC PROFITS

PACKARD TIME-PROVEN WALL BOXES

Eternally vigilant—round-the-clock *money makers* . . . Packard Wall Boxes continue to set the pace as the *simplest, most popular* and *fairest priced* in the industry.

And the *reasons why* Packard Wall Boxes are the Operator's favorite are easy to understand—

- ① **FINEST IN DESIGN**—Just install 'em and forget 'em. Packard's single "one wiping" contact and separate circuits for each selection, give unfailing, *positive action, trouble free* operation and *long life*.
- ② **RIGHT IN SIZE**—Always present a *neat and attractive* appearance. Require little table or bar space. Beautiful *hi-chrome* finish
- ③ **PROFIT LEADERS**—Music patrons just can't keep their hands off Packard's irresistible *spinning selector knobs*. Result: *more play appeal, more coins coaxed, more profit* for you.
- ④ **RIGHT IN PRICE**—You can afford all the boxes* your location requires. Lower first cost lets you make your installations *complete*. Gives *better service* for your patrons. And more profitable operation for YOU.

See Your Nearest Coin Machine Dealer or Send Your Orders Direct To:

PACKARD MANUFACTURING CORP.

Noble at Market Street, Indianapolis, Indiana

PACKARD
PLA-MOR
MUSIC SYSTEMS

Music at its Best . . . First by Profit Test

Mills Juke Sold to Evans; To Bow Redesigned Unit

(Continued from page 93)
the period immediately preceding that company's decision to withdraw from the juke box business.

Mills had built approximately 3,300 of the Constellation model, first introduced at a distributor showing in Chicago in January, 1947. At the outset, the Constellation encountered considerable mechanical difficulty and operators generally reported that it needed careful and frequent adjustment. Mills's engineers worked on the phonograph until last summer, when production was halted, and de-

clared that the mechanical "bugs" had been corrected. Two Mills engineers will join the Evans company to work out further refinements.

Sales, Hood said, will be handled by a combination of distributors who had been handling the box for Mills and by some of Evans own distributing firms where there is no overlapping. Hood said the company would probably appoint some new distributors as well, to cover additional territories.

Before the sale, Mills had developed a 40-selection wall box which was

See Heavy Turnout For MOA Meeting

(Continued from page 93)
and president of the Automatic Music Operators' Association, New York, will participate, along with other MOA officials, in a discussion devoted to methods for successful association operation.

Miller stated that he had received assurances from music associations and individual operators from all parts of the country that they would be in attendance at the two sessions in Chicago next month.

never placed on the market. Evans will tool up after the first of the year to produce the wall box as well as the floor model phonograph and speakers. No production details have been announced on the company's proposal to build a combination television-juke box.

Evans's purchase marks the second time that company has been in the automatic phonograph business. The firm introduced a floor model juke box in 1936 and continued to produce it for approximately two years. Then the model was discontinued.

Tregenza Announcement

A. E. Tregenza, executive vice-president of Mills Industries, informed all Mills customers that the firm was discontinuing its phonograph line. "During the past year," Tregenza said, "we have attempted to develop plans for this business (Mills) with the idea of making it a well-contained unit and thus take full advantage of our manufacturing facilities."

AMOA Re-Elects Denver President

(Continued from page 93)
Music, and Louis Herman, of County Amusement. Under AMOA by-laws, officers of the association also serve on the board of directors.

Charging that some phonograph distributors have worked an undue hardship on operators by attempting to force purchases of new equipment, Denver declared in an address that "the time has arrived for AMOA members to become masters of their own destiny." Purchases of new machines must be made from time to time, he said, for route health, but they must be integrated with the financial status of operators. With current high costs of new machines and increased operating expenses, new units must be added cautiously, he advised.

4,500 Jukes Bought

Denver alleged that circularizing of locations by some distributors, offering new juke boxes, has hindered attempts by operators to get more equitable commission arrangements. Direct contact between distributors and location owners tends to keep commissions to the 50 per cent level, he charged.

As practical advice to operators seeking top money deals, he suggested betterment of operator-location relations. Friendly contact with storekeepers would gain their good will, he said, and once their confidence was gained they could be shown how higher costs of equipment, labor and records make necessary a change in income splits.

Denver was joined by Sidney H. Levine, AMOA attorney, in predicting that commercial television will dwindle as a competitive factor as more and more sets are installed in homes. But even television's present competition can be safely absorbed, they declared, if equipment costs are reduced.

The present financial condition of AMOA was reported as strong. With membership listed at 155, officers predicted additions to AMOA ranks in 1949.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change—just plug it in
JACOBS MANUFACTURING CO., INC.

Stevens Point, Wisconsin
Sole Canadian Distributor
ST THOMAS COIN SALES LTD.
St. Thomas, Ontario, Canada

For the Finest in Record Reproduction
Use

G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

With Permanent Sapphire Stylus

★ No Needle Scratch
★ Seeburg — Light tone arm elec. cancel \$19.95
★ Wurlitzer Kit \$14.95
Elec. cancel \$4.00 extra
Other makes on request
1/3 Deposit 6at
C.O.D.

ADVANCE MUSIC CO.
1606 Grand
Kansas City, Mo.

Another Airon First!

Coronet

with

TELEVISION

NEW RECORDS! NEW RECORDS!

ONLY 25¢ EACH

(Packed 100 to a Box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/3 deposit, balance C. O. D. Can ship any size order same day received. Write for catalog of complete stock.

Write—Wire—Phone

THE MUSIC BOX

292 Madison Memphis, Tenn.
Tel.: 37-7701

10,000 Brand New Phonograph Records

Popular, Race and Hillbilly at 15¢ each.
Minimum order, 1,000 assorted.
One-half certified deposit.

STERLING NOVELTY CO.

669 South Broadway Lexington, Ky.

WANTED

WURLITZER REMOTE EQUIPMENT
M 145 and 304 (Slow Steppers); M 3031
and 100 Wall Boxes; M 330, 331 and 332
Bar Boxes; M 300 Adapters. State price.
HENRY KNOBLAUCH & SONS
Glens Falls, N. Y.

WANTED TO BUY WURLITZER #320 WALLBOXES

Will pay \$6.50 each. Do not have to be in operative condition but all parts must be there.

K-T ENTERPRISES

Box 934, Portsmouth, Ohio

10c PLAY PROVES SUCCESSFUL TODAY



Yes, Mr. Operator, we know and we can prove that 10c play in hotels and tourist courts definitely BRINGS IN AS MUCH OR MORE THAN 25c PLAY! We are anxious to prove this fact to you and to make it easier we are offering a limited quantity of the popular Hotel and Restaurant model TRADIO-ETTE at a sensational low, direct-to-operator price of only

\$29⁹⁵

Each in dozen lots

Think of it! This low price means TRADIO-ETTE will return your entire investment in from only 3 to 6 months and continue to make a sweet, service-free profit for you for years to come. At this money-saving price every location automatically becomes a profitable one!

Check your present locations; get new spots; and put new life in your operation with an additional 50 or 100 TRADIO-ETTES immediately!

Take advantage of this offer; act now!!

Write—Wire—Phone

Check THESE FEATURES—

- ✓ Only coin radio made with specially-designed squelch circuit to eliminate inter-station interference.
- ✓ Three-gang condenser with band pass stage to insure high selectivity.
- ✓ Pre-set maximum volume control.
- ✓ Timer can be set for 15 minutes, 30 minutes or 1 hour.
- ✓ Slug rejector for bad coins.
- ✓ Equipped with pick-proof lock, outside collections may be made from easily-accessible coin box.
- ✓ No outside antenna or loose wiring necessary.
- ✓ All-aluminum cabinet comes in wide variety of finishes and colors to satisfy most discriminating locations.
- ✓ Standard RMA guarantee.

TRADIO, Inc.

• Asbury Park, N. J.

• Telephone Asbury Park 2-7447

COINMEN YOU KNOW

Chicago:

Exhibit Supply's varied assortment of arcade pieces, which won a booth award, covered a whole corner of the mezzanine at the outdoor show. The display was under the direction of Frank Mencuri. . . . AMI's president, John Haddock, is due back from a tour of West Coast distributor offices this week. . . . Dale Engineering, Long Beach, Calif., previewed the 1949 model of its all-electric Mauser pistol. The synthetic shooting gallery weighs but 127 pounds, fits in any space larger than 17 by 30 by 64 inches. Firm will hold a full scale showing of its shooting gallery at the CMI show in January.

United Manufacturing was a beehive of activity this week as the firm's new game, Moon Glow, started to roll. Billy DeSelm, sales manager, and Ray Riehl, assistant sales manager, were busy filling orders and showing Dave Simon, Simon Sales, New York, and John Christopher, New York arcade man, the new game. Christopher was in town for the outdoor show. Now that United has opened its new cafeteria, the place has become a "must" stop on the list of visiting coinmen, who usually hit the spot about lunch time.

Lindy Force, manager of general sales for AMI, reports that the firm's Eastern trailer will be turned over to David Rosen in Philadelphia Monday (6). Unit has been used for the past month by Runyon Sales in New York. Rosen writes that he will personally accompany the trailer during the first week of its travels thru his territory. Meanwhile, Force reported that Monty West, the company's sales service engineer, is traveling thru the Midwest with the trailer assigned to Lief Music, Cleveland. Mrs. West, in her husband's absence, has gone to Winnipeg to visit her family.

Philadelphia:

Thieves broke into the Logan Theater last week, smashing the candy vending machines in the theater lobby and taking the candy bars and money. At the same time, thieves broke into a taproom on Columbia Avenue, smashing the coin box in the music machine on location and getting away with \$40 in coins. Newspapers also reported the arrest of a sailor who couldn't explain how he came into possession of a half-full penny vending machine with nuts of the pistachio variety concealed underneath his coat.

Two new vending machine firms were established here, according to announcements of new filings with the Court of Common Pleas as required by the State's fictitious and assumed business name act. The Penn Vending Company, with its principal place of business on Forrest Avenue, lists Edward Bershad and Martin Wagman as the owners. . . . King Vending Company is the second firm, established by Marvin Heisman, with offices and showrooms on Lancaster Avenue. . . . Condolences to Mrs. Ann Silverman, wife of Joe Silverman, business manager for the local pinball machine operators' association, on the loss of her mother November 24.

Washington:

James W. Simpson has joined the Berlo Vending Company office force as assistant manager. A newcomer to the coin machine field, Simpson hopes to learn the fundamentals of the trade at Berlo. Later he plans to go into business for himself.

Herman M. Posey, Northern Virginia manager for Berlo, is the father of twin boys born November 18. The babies, Herman Jr. and George, are Posey's first children.

Miami:

DeWitt (Doc) Eaton into Miami for his usual bi-weekly trip and then on his way to Chicago and later to New York to see the Sugarmans and Greenes at Runyon Sales. After that Eaton intends to spend the rest of the winter in Florida. . . . Meantime, Roy Bazelon, of Monarch Coin in Chicago, came into town for awhile but reported he is too busy to spend the cold months on the beach.

Down from New York recently came Harry Rosen, of Modern Vending. While here he visited with Willie Blatt, of Supreme; Sam Taran and Ted Busch. According to Blatt, Rosen is finally coming to Miami to stay for good, but he had to make a trip north first for the showing of the new Seeburg model.

Dave Lowy was also down from New York, stopped in at Supreme Distributors to recall old times on 10th Avenue with Little Napoleon Blatt. Lowy, on a combination business and pleasure trip, left Miami for Tampa where he hoped to pick up some music equipment before returning to New York.

Indianapolis:

Indianapolis shuffleboard league held a meeting November 28 at the Williams Hotel and decided to invite any board owner to enter a team. . . . The Flanner House, a charitable institution operating in the interests of Negro persons and children especially, received 50 used records, a gift from Janes Music Company, to be used on a phonograph in the children's section. . . . The Binco Music Company, Fort Wayne, Ind., has been appointed co-distributors for Rock-Ola shuffleboards in Northern Indiana. . . . A. M. Young and Rictor Kirby, of Marion, Ind., and Al Byrd, Terre Haute operator, were coin row shopping visitors.

Indiana Automatic Sales Company received the first shipment of Rock-Ola Lobby scales. Penny coin-operated machine will be distributed in Indianapolis and Indiana. . . . Frank Bannister, head of Bannister & Bannister Distributing Company, attended the showmen's convention in Chicago.

As part of an expansion program Janes Music Company has acquired property adjacent to its present location on North Delaware Street. A new building will be erected. Increased demand for new and used records has made it necessary to seek more floor space and house its various units under one roof. Work will begin soon, Mrs. Blanche Janes, head of the company, said.

Houston:

Music operators in Houston and Southern Texas will have their first look at the new Seeburg phonographs at a three-day showing, beginning December 15, at the Houston branch of S. H. Lynch Company. According to A. A. Sage, branch manager, the new models will be displayed and demonstrated from 9:30 a.m. to 5 p.m. daily. Refreshments will be served.

Executive officers and branch manager of the Lynch organization, together with other distributors, are due to attend a national sales meeting and showing of the new Seeburg phonographs in Chicago December 10. The new models will be on display at all branches December 15-17. The S. H. Lynch Company is exclusive Seeburg distributor in the States of Texas, Louisiana, Oklahoma, Arkansas, Mississippi and one-half of Tennessee.

The firm of Conklin & Williams, exclusive distributors of the Jennings line in Texas and Oklahoma, recently moved into new quarters at 1711 Leeland Avenue, Houston. The concern, formerly known as Weaver & Williams Distributing Company, was then located on McKinney Avenue. Both owners of the new organization are well known in Texas coin machine circles. Bill Williams was an operator before he went into the army. Since his discharge he has been a distributor. Mrs. Conklin is the widow of the late E. F. Conklin, one of the pioneer coinmen in the Southwest.

Maritime Provinces:

The carbonated beverage business of the late W. E. Donovan, Halifax, N. S., in operation for the past 61 years, has been sold by his widow to a trio of Halifax men, Charles Stuart, E. S. Rowan-Legg, and E. A. Thompson. They are continuing the business under the W. H. Donovan title. The late W. H. Donovan was the founder and father of W. E. Donovan, who died about six months ago. The son was mayor of Halifax, and was an alderman when he died.

The town council of Yarmouth, N. S., recently heard a request by C. A. Boudreau, Halifax, that the annual license fee for juke boxes be reduced for 1949 from the \$50 now prevailing. Boudreau, Wurlitzer sales representative in Nova Scotia, explained to the council that with servicemen now out of Yarmouth, the patronage of the music machines has dropped substantially, and it is difficult for the boxes to pay for themselves, with the \$50 levy in effect. The request was referred to the licensing committee of the council.

New York:

Al Bloom, of Speedway Products, keeping his plant busy reconditioning used juke boxes. Al's main concern these days is his tele-juke route. He claims takes on the combo units are holding up well. . . . Tony (Rex) DiRenzo and Leo Knebel, of Rex-Lee Enterprises, report interest by out-of-town ops in their adapter assembly. The unit, installed in phonographs, is used to control commercial television sets.

Louis Tolins, as president, presided at the monthly meeting of the Ice Cream Supply Men's Club of metropolitan New York. Contab was held at the Beekman Towers Tuesday night (7). . . . Herman L. Heide, president of Henry Heide, Inc., back at his office, having recuperated from a recent operation.

Lou Forman, Videograph prexy, states that the latest music operator to add the firm's combo sets to his route is C. Sorrentino, of New Haven. . . . Sam Goldsmith, of Capitol Projector, reports that six midget movies were placed in the 33d Street station of the Hudson tubes this week. Others are to be added soon to the line's stations in New Jersey. Capitol already has more than 30 machines operating in stations of the Long Island Railroad.

Detroit:

H. M. Lattimer, another former nut vender operator here, has moved to Flint, Mich. . . . J. S. Rennie, who operated a route of selective candy and gum machines, has closed his route operation. . . . Roy Clason, business manager of the Michigan Automatic Phonograph Owners' Association, is making plans for the association to stage a major party for the benefit of the American Cancer Society in February. The monthly Hit Tune Party is being suspended during the Christmas holidays and will be resumed in January.

Adrian D. Rosen, manager of Confection Cabinet Corporation, supplied candy for all children of local film exchange employees for an annual Thanksgiving party at the Exchange Projection Room. . . . Alvin Schneider, of the Schneider Specialty Company, who specialized in the refinishing and general servicing of coin machines, has closed his shop on North Campbell Avenue. . . . Philco Distributors have moved into an enlarged new warehouse on Dallas Avenue. . . . William L. Monkhouse, who operated a route of peanut vendors under the name of the Redford Vending Company, has moved to Silverwood, Mich.

Cleveland:

Sanford Levine, chairman of record promotions for the Cleveland Phonograph Merchants' Association (CPMA), reports that the association's Hit Tune of the Month for December, *Red Lips, Red Wine*, is being featured in the No. 1 spot on more than 3,000 music machines in the Greater Cleveland area. Hit tune i. on the Grand label and features Johnny Eager. CPMA has also named a Hit Tune Extra for December, *To Make a Mistake Is Human*, recorded by the Murphy Sisters on the Apollo label. Both tunes, says Levine, will also have special title strips to help promote play.

Baltimore:

After serving in the armed forces, Stanley Mills has joined Musical Sales Company as a Seeburg sales engineer covering the Maryland, Virginia and Washington territories. He had formerly been associated with Mack Lesnick who is now with Musical Sales. . . . Miss Betty W. Cohen, bookkeeper for Musical Sales, was married recently to Henri H. Hoge of Baltimore. After the ceremony they took a wedding trip in the South.

Attention, Associations

During the past year many new associations have come into being, and other established ones have been more active than ever before. In order to adequately cover this important phase of the industry, it is necessary for The Billboard to have an up-to-date listing of these associations, with other pertinent information. Therefore, we hope you will take a few minutes to complete the following questionnaire and send it to The Billboard, 155 North Clark Street, Chicago.

Thank you.

Name

Address

Officers

Board of Directors.....

How Often Do You Meet?

Date of Annual Meet

Cover What Kind of Operations? Music Amusement Vending

Please check those applicable.

Coin Tele May Invade Philly; Supreme Court Hits Ruling

(Continued from page 93)

the State may well become a fertile field for coin-operated television in an effort to circumvent the State tax.

More important than the State's \$120 yearly tax, required for amusements where liquor licenses are issued, is the fact that the city itself has served notice that it will seek to collect its own 10 per cent amusement tax at taps and taverns where a television set is in operation. Since the liquor places charge no admissions, the city's 10 per cent would be levied on gross receipts of all food and drinks. McGinn indicated that city officials in Pittsburgh also plan to impose 10 per cent amusement taxes on tavern video sets. And although there has been no indication that the federal government is looking in on television, the licensees are all reminded that there also is a 20 per cent federal amusement tax.

Until now, the local taverns have closed their doors to coin-operated video sets although there had been some attempts on the part of Scott-Crosse, local distributing firm, to introduce a coin-operated machine taking in records, radio and television. However, tavern operators until the State court's decision saw no need for such coin operation. In fact, before any coin-operated set-up can be established here, there is still a matter of clearance with the television stations themselves.

Few Coin Sets

The television stations have frowned on any introduction of coin-operated sets or even the charging of admission where a set is in operation. Philco Corporation's WPTZ opens and closes the day's telecasting with a pointed reminder that the programs offered are intended for showing only "where no admission, cover or mechanical operation fee is charged." A spokesman for the local television stations stated that any attempt to charge for a television show would find the stations running to the courts asking for a percentage of all business done in the place where a charge is made. It was for

that reason that the local taps and taverns discontinued the practice of charging an admission or a minimum spending fee at times when special athletic events were offered on television.

Since Philadelphia is the only city in the State which has television, virtually all of the video sets in taprooms are concentrated in the Philadelphia area. Of the 2,700 taprooms in Philadelphia alone, it is estimated there are at least 2,000 television sets in operation—making it choice territory in the event that it becomes necessary to resort to coin operation.

McGinn admitted that further successful court action following the State Supreme Court's decision was not bright at this time, and all efforts will be made to attack the State tax thru an act of the Legislature that would specifically exempt television from the provisions of the State Amusement Tax.

Taproom Big Factor

There is a strong feeling that the television stations would not carry thru any of their announced plans if the tax load threatened to compel tavern owners to shut off their sets. It is admitted that the taproom video sets have been a big factor in stimulating the sale of sets and in building up a video audience to help bring commercial returns for those sponsoring television shows. Shutting off taproom television would mean the immediate loss of more than half of the city's television audience. And with set production still slow, the television stations could hardly afford it at this time, it has been pointed out.

McGinn pointed out further that there is already a provision in the State Amusements Tax Act which exempts certain coin-operated machines presenting a "moving picture" from the \$120 yearly tax. Since the State court has ruled that television is a moving picture presentation, then the installation of coin-operated television sets might well by-pass the tax.

The only other alternative to escape taxation by the city, McGinn said, would be for the customers to buy their drinks before the television set is turned on and close down the bar when the set is in operation. He said that from experience, there is very little buying while an important athletic or special event is being viewed on the bar set. Between rounds of drinks, the tavern operators would only have to shut off the set since the city tax would apply to only sales made when the set is in operation.

IACC Exempts Jukes From Disk Royalty

(Continued from page 93)

Senate committee for over a year, was drafted at a meeting held in Washington in June, 1946. The purpose was to bring up to date the Western Hemisphere treaty drafted in 1910 at Buenos Aires. The new treaty, which will take effect when ratified by the governments of the 21 American republics concerned, follows the general lines of U. S. copyright law. Chief innovation is an article providing for the protection of music or book titles which have become internationally famous. Exclusive right to the title is awarded the author, whether or not he has registered it.

Under terms of the treaty, all material copyrighted in an author's native country is automatically copyrighted in all countries which have ratified the pact.

Look To The GENERAL For LEADERSHIP

NEW CONSOLES — IMMEDIATE DELIVERY!

- JENNINGS**
 - Tic-Tac-Toe Challenger 5¢-5¢ or 5¢-25¢
 - Monte Carlo Challenger with live jackpot 5¢-5¢ or 5¢-25¢
- BALLY**
 - Reserve Bell

RECONDITIONED:

- Buckley TRACK ODDS \$395.00
- Jennings CHALLENGER, 5/25¢ 375.00
- Jennings SILVER MOON TOT., F.P. 49.50
- Baker's PACERS, used less than 6 months, latest model, very clean 350.00
- Bally BIG TOP, animal reels 39.50
- Keeney's PASTIME 150.00
- Keeney's 1938 SKILL TIME 79.50
- Keeney's TRIPLE ENTRY 89.50
- Mills' FOUR BELLS 69.50
- Mills' FOUR BELLS, 5-5-5-25¢, late heads, over 2200 125.00

Member National Coin Machine Distributors' Association

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

ATTENTION! SHUFFLEBOARD OPERATORS!

WE ARE NOW IN PRODUCTION ON OUR NEW COIN OPERATED AND NON-COIN OPERATED AUTOMATIC SCORING DEVICE FOR SHUFFLEBOARDS

ALSO IMMEDIATE DELIVERY ON OUR 18 AND 22 FOOT MONARCH DELUXE SHUFFLEBOARDS

Made by a Former Operator Who Knows the Operators' Problems!

Coming Soon! 8 Ft. Coin Operated and Non-Coin Operated Rebound Board.

Territories still available for LIVEWIRE DISTRIBUTORS!

WRITE FOR COMPLETE INFORMATION

MONARCH SHUFFLEBOARD, Inc.

1545 N. FAIRFIELD AVE. (Phone: ARmitage 6-1434) CHICAGO 22, ILL.

POST-WAR CHALLENGERS (Rebuilt)

A NATURAL BECAUSE IT CHALLENGES THE SKILL OF THE PLAYER

More dollars for you. \$22.50 Each.

We repair all types of coin machines.



BAT-A-BALL, JR.

ACT FAST — WE'RE SELLING THEM AT APPROX. 10% OF ACTUAL MANUFACTURING COST—1¢ OR 5¢ PLAY.

Brand new uprights. Good in any closed territory. Legal anywhere. Immediate delivery — while they last.

EACH \$10.00 ONLY 10 OR MORE, EA. \$7.50

WHILE THEY LAST



BUDDY Like New — In Original Cartons

1¢ or 5¢ play, cigarette reel, in modern design. All metal cabinet.

HAS THE FAMOUS COIN-DIVIDER. All coins played are separated into 2 individually locked cash boxes, one for location owner, the other for operator. Each... \$17.50 \$14.50 Ea. in Lots of 10.

WE REPAIR ALL TYPES OF COIN MACHINES 1/2 dep. with order, bal. C.O.D. F.O.B. Chicago.



COLUMBIA DOUBLE JACKPOT BELL SPECIAL \$85.00 EA.

Factory reconditioned 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 lb. wt.

FOR NEW COLUMBIAS WRITE FOR PRICES WRITE FOR FREE NEW CATALOG! WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!



COIN-OPERATED 1¢ or 5¢ AMERICAN EAGLES OR MARVELS

Free Play Token Payout Cigarette Token Payout Factory Reconditioned \$20.50 Ea. (Coin)

Government Tax - Free Non-Coin American Eagles or Marvels. No coin chute, no cash box. Attendant permits play by unlocking handle with special key. Total plays easily seen on visibility register. \$27.50 Ea. NON-COIN



Abco NOVELTY Co.

2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILL.

Guaranteed USED GAMES

BRONCHO	\$ 37.50
MAM'ELLE	39.50
TALLY-HO	42.50
TROPICANA	46.50
TREASURE CHEST	74.50
MAJOR LEAGUE	79.50
CATALINA	88.50
YANK	99.50
ROBIN HOOD	103.50
TRINIDAD	104.50
CARIBBEAN	107.50
SHANGHAI	109.50
SPIN BALL	109.50
CRAZY BALL	118.50
TRADE WINDS	118.50

1/3 Deposit Cash or Certified Check With Order

Ex. Contact Kicker Kits.....\$6.95
Ex. Flipper Kits 3.95

MARLIN

Amusement Corporation
412 9th Street, N. W. • DI-1625
Washington 4, D. C.

L. A. COINMEN

(Continued from page 94)

are usually the result of poor public relations, Slater believes. The public as well as certain officials are of the opinion that bulk vending is a lucrative field and should be taxed accordingly. His organization has done a lot to correct this situation.

In the bulk vending field, as in other phases of the coin machine industry, many of the woeful tales are coming from those who purchased routes at peak prices and bought inferior equipment. Those operators who have taken a sensible attitude about their work, are still okay, a survey showed, which means that today's business cannot be compared with boom war years.

The over-all picture here is generally one of optimism and, as in other business fields, those who now operate on the constructive side, paying as they go, will emerge with a good 1949 net. The days of the operator who conducted his business on the proverbial shoestring are gone. Those who expect to stay in the coin machine business, distributors and operators alike, feel that anyone who anticipates the trend, keeps out of debt and fails to get wobbly knees by listening to the gloom-spreaders, will continue on the profit side of the ledger.

PRE-HOLIDAY CLEARANCE SALE

3 Suspense, 2 Spellbound, 4 Surf Queen, 1 Monicker, 2 Double Barrel, 11 Canteen, 2 Rocket, 1 Big Hit, 1 Tornado, 1 Bubbles, 1 Liberty, 2 Superliner, 1 4 Roses, 1 Kilroy, 1 Big League, 1 4 Aces, 1 Miami Beach, 2 Show Girl, 1 Keep 'Em Flying, 1 Ten Strike.

SPECIAL, \$15.95

MUSIC AND CONSOLES

4 New Seeburg Mirrored Speakers	\$ 39.50
4 47M Seeburg Symphonola (V. Clean)	419.00
2 46M Seeburg (V. Clean)	395.00
1 8200 Seeburg M. Selector	69.50
1 Seeburg Mayfair	59.50
1 Seeburg Auxiliary Amp (New)	23.50
6 Seeburg Dual Remote Vo. Control	15.95
17 5c Wireless Seeburg W-Matics (New)	44.50
37 5c Wired Seeburg W-Matics (New)	37.95
1 Rock-Ola Imperial 20	59.50
1 Rock-Ola Super Deluxe 40	89.50
1 R-O Spectravox and Playmaster	79.50
2 616 Wurlitzer	59.50
4 412 Wurlitzer	49.50
1 P12 Wurlitzer	39.50
9 Wurlitzer Wired Boxes	4.95
17 A.B.T. Challengers Target	12.50
14 Jennings Challengers, 5-5, 5-25c	289.50
1 Bally Hiboy	199.50
4 Evans Casino Bell, 3-5, 2-25 Slot	279.50
4 Evans Bang Tails	239.50

Send 1/3 deposit with order

ROCK-OLA DISTRIBUTORS FOR ALABAMA AND NORTHWEST FLORIDA

FRANCO DISTRIBUTING COMPANY

24 N. Perry Street
3-6463

Montgomery, Ala.
3-6464 7475

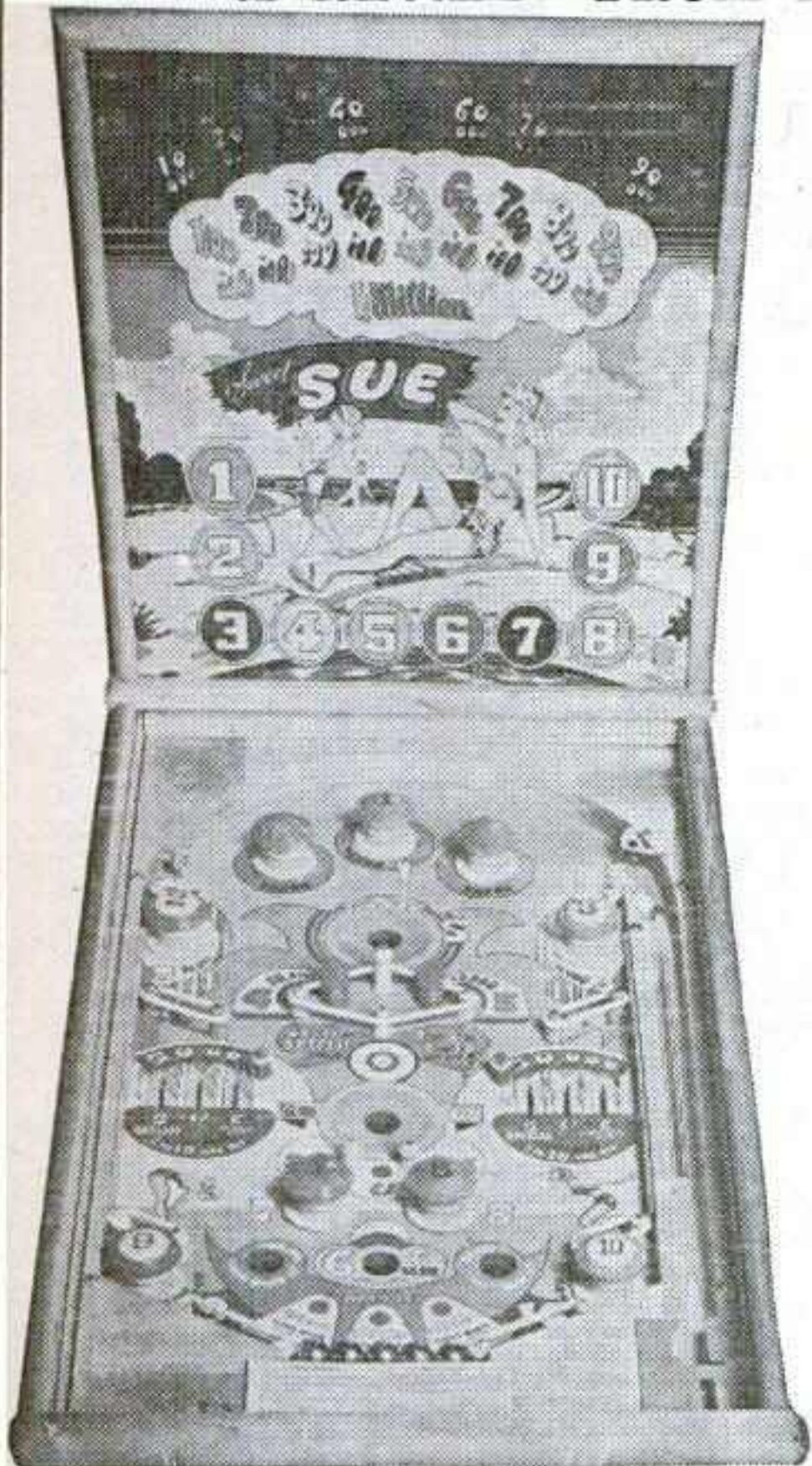
"Sweet SUE"

A REVAMP FROM HAVANA

**NEED A NEW GAME?
NOT MUCH MONEY?
DON'T BE BLUE
Get "SWEET SUE"**

**NEW PLAYFIELD
NEW BACKGLASS**

(FLIPPER OPTIONAL)



PLACE ORDER WITH YOUR DISTRIBUTOR OR WRITE

T and M Sales Co. 2849 W. Fullerton Ave. Chicago 47, Ill. Phone: Dickens 2-2424

PHONOGRAPH ROUTE IN FLORIDA FOR SALE

Consists of 55 Phonographs and 20 Pinballs, mostly late models; also 46' Truck. Route now netting over \$1,000.00 monthly, which can be increased considerably with same equipment. Located in one of Florida's most beautiful and progressive cities surrounded by water. Outside interests compel owner to sacrifice route for only \$20,000.00, with one-half cash. Act quick. Wire or Write BOX D-105, c/o Billboard, Cincinnati 22, Ohio.

BRAND NEW—STRIKES 'N' SPARES

ONLY \$395.00

1/3 Deposit, Balance C. O. D.

Will take in trade—Gold Cups, Jockey Specials, Special Entries, Wurlitzer 1015s or 1100s.
LINDELL SALES & DISTRIBUTING CORP.
2642 OLIVE ST. (Phone: LUcas 4615) ST. LOUIS 8, MO.

LONDON SPECIALS! Top in Quality! Low in Price!

YOUR CHOICE: \$19.50 EACH—6 FOR \$100.00

Cleaned and Checked!

Kilroy	Play Boy	Smarty	Surf Queen	Fast Ball
Step Up	Big Hit	Show Girl	Double Barrel	Suspense
Rocket	Rio	Midget Racer	Ballyhoo	Ranger
Big League	Super Score	Spellbound	Sea Breeze	Cyclone
		Havana		

Cleaned! \$39.50 EACH—3 FOR \$100.00 Checked!

Lightning Honey	Crossfire Mystery	Flamingo Torchy	Broncho Carousel
-----------------	-------------------	-----------------	------------------

ROLL DOWNS—\$49.50 EACH

BUBBLES	TALLY ROLL
CHICOIN ROLL DOWN	SINGAPORE
MIMI	HAWAII
TRI SCORE	SUPER TRIANGLE

ADVANCE ROLLS—BING-A-ROLLS.....WRITE

ARCADE

GOALEES	\$99.50
BANG-A-DEER (Comp. With Rifle)	99.50

ALL STARS.....\$199.50

TERMS: 1/3 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan
PHONE: KILBOURN 5-7323

S. L. London Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

ELECTRIC SCOREBOARD FOR SHUFFLEBOARD WRITE FOR PRICES

PEANUT MACHINE BRAND NEW! STONER 2 COLUMN, \$13.50 F. O. B. Chicago

MID-STATE COMPANY 2369 MILWAUKEE AVE. CHICAGO 47, ILL. Phone: Dickens 2-3444

MYCO AUTOMATIC SALES CO.

BEST OFFERS ACCEPTED!

PANORAMS PANORAM WALL BOXES PANORAM ADAPTORS PHOTOMATICS SUBMARINES SKY-FILTERS CHICKEN SAMS SHOOT THE CHUTES RAPID FIRES AIR RAIDERS ACE BOMBERS DEP. WITH ORDER - A-1 CONDITION	TOTAL ROLLS TEN STRIKES PEO BASKETBALL BARREL OF FUN VENDO COCA-COLA MASTER VENDORS ELECTRIC HOISTS KICKER-KATCHERS GOTTLIEB GRIPS COALEES NAME IN HEAD- LINES or HEADLINE PRESS
--	--

347 S. HIGH ST., COLUMBUS, O. MA 1600

GIGANTIC SALE

ON

PINBALLS—NEW & USED
SLOTS—NEW & USED
CONSOLES—NEW & USED
ONE BALL, F.P., NEW & USED
ARCADE MACHINES
CIGARETTE VENDORS
CANDY BAR VENDORS
PHONOGRAPHS - DIGGERS
ALL MACHINES GUARANTEED

WIRE — WRITE — PHONE FOR PRICES

**CENTRAL OHIO
COIN MACHINE EXCHANGE**

525 So. High St., Columbus, Ohio
PHONE: ADAMS 7254

Shhhhhh

THE BILLBOARD

★ is selling 8-week subscriptions in con-
junction with the First Annual Coin
Machine Roll Call for only \$1. That's
half the newsstand price. What's more
—those issues include the big NAMA
and CMI Convention issues and the
Juke Box Supplement.

Simply mail your \$1 along with your
name and address to B. A. Bruns,
The Billboard, 2160 Patterson St.,
Cincinnati 22, Ohio. In addition,
he'll send you a FREE copy of the big
December Catalog Number of Vend
listing all manufacturers and what
they make.

For full details see
pages 108 and 109

BALLY'S CITATION

EVANS WINTER BOOK

TEN STRIKE & BATTER UP

MILLS BONUS BELL

Buccaneer, Morocco, Saratoga, Speed-
way, Blue Skies, Rainbow, Moon Glow,
Round Up, Temptation — All the latest
5 ball games.

A complete line of reconditioned and
guaranteed used Flipper Games.

PALISADES SPECIALTY CO.

494 Anderson Avenue Cliffs Park, N. J.
Cliffs Park 8-2892
Only One Mile South of the George Washington
Bridge on 9 W, New Jersey.

**MILLS
BELLS!**

We have all Mills latest Bells
in stock.

**KEYSTONE PANORAM
COMPANY, INC.**

2538 W. Huntingdon St., Philadelphia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**Intro Saratoga
New 5-Ball Game
By Williams Mfg.**

CHICAGO, Dec. 4. — Williams Manufacturing Company has begun first deliveries from the production line of its new five-ball game, Saratoga, Fulton Moore, sales manager, announced. New product features the Williams developed thumper-bumper which has a 360 degree scoring and kicking action.

Scoring equipment includes seven numbered bumpers, bonus point and bonus free play, kick-out pockets, roll-over switches, stretch rubber rebounds and powered flippers.

Once the player has made the 1-7 series (can be in sequence or otherwise), Saratoga's extra point and bonus replays are easy to collect. However, to contact both Nos. 4 and 5, player must either time his flipper action in such a way as to actually hurl a ball thru the bottom part of either of two side scoring alleys, created by the 4 and 5 roll-over switches, or time the bounding of balls off certain angles of the thumper-bumpers so that they go thru these same roll-over switches from the top side of the 4 and 5 alleys. However, whether the ball goes thru the bottom or top of alley roll-overs, player wins one free play if he has first set up the 1-7 series.

Bonus Score

Bonus score advances in 10,000 point units, holds up to 100,000 points. Latter are collectible by hitting bonus advance bumpers 10 times and then dropping a ball in a kick-out pocket in the center of the bonus scoreboard. If the player has made the 1-7 series before dropping a ball in the bonus collection hole, he wins from 1 to 10 free plays (depending on how many times the bonus advance had been hit before free plays were collected). Other scoring highlights of Saratoga, include a saucer kick-out pocket near the top of the playfield which gives 50,000 points when lit (takes place when the bonus scoreboard reads at exactly the 100,000 point mark); and a stretch rubber rebound which advances bonus 50,000 points under normal conditions and adds 50,000 points to main score if bonus is already at 100,000 point mark, or 1-7 series has been made.

The Williams thumper-bumper registers points when contacted from any angle, simultaneously kicks balls sharply up, down or to either side. New scoring idea in combination with game's rebounds, conventional bumpers and powered kickers tends to maintain player interest until final ball is in out-hole. Game's flippers are so situated (near out-hole) that player can keep ball in play longer if he times flipper action correctly.

Named after the racing spot in New York, Saratoga has a backglass which is a virtual duplicate of the United States Hotel, one of the racing city's landmarks. Colorful glass shows lighted windows in every room, street lamps and also registers in excess of 900,000 points.

**Charles J. Fox, Plant Owner,
Dies in Mobile November 30**

MOBILE, Ala., Dec. 4.—Charles J. Fox, 50, owner of the Fox Automatic Company here, died November 30 in a local hospital after three weeks' illness. A native of Thomaston, Ala., Fox also operated in adjoining South Alabama, Northwest Florida and Southeast Mississippi.

He leaves his wife, Mary; a daughter, Carolyn; two sons, Charles Jr., and Richard; his mother, Mrs. L. S. Fox, and two sisters, Mrs. C. A. Martin and Margaret. Interment in Pine Crest Cemetery, Mobile.

Record Reviews

(Continued from page 33)

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS (100 Point Maximum)			ARTIST TUNES LABEL AND NO. COMMENT	RATINGS (100 Point Maximum)								
	OVER-ALL	DISK JOCKEY	DEALER		OPERATOR	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR				
ERNEST TUBB (Decca 46144) Have You Ever Been Lonely? Tubb does one of his super countryvocals on the pop, to effective re- sult. Let's Say Goodbye Like We Said Hello Side is loaded with Tubb's persuasive per- sonality.	84	84	84	84	HOWINGTON BROTHERS (Tennessee Haymakers) (DC 4106) The Letter Edged in Black Sobber, with twangy vo- cal duet, brother style. Dub's Double Boogie (Tennessee Haymakers) Whiz-bang instrumental, with some really exciting guitar plucking up front and a jumping beat in back.	69	69	68	70	77	78	76	78
THE BLUE RIDGE RANGERS (Bob & Jim Edwards) (Tru-Blue 301) You're Stepping on My Heart Close - harmony, hill style, applied to a con- ventional folk torcher. Dearest Darlin', How I Love You (Vernon Fox) Solo warbler injects warmth and sincerity into a simple, listenable country ballad.	63	63	62	64	EDDY ARNOLD (Victor 20-3174) Then I Turned and Walked Slowly Away Another winning Arnold torch job. A Heart Full of Love First-rate stuff. The two class items back-to- back are sure money in the bank for Victor.	87	87	87	87	85	85	85	85
JESSE ROGERS & HIS FORTY-NINERS (Victor 20-3243) Here Comes Santa Claus Rogers is appealing enough with the happy Christmas novelty, but there's little chance side will catch the high-rid- ing Autry version. Blue Christmas Old-fashioned sobber has warmth.	74	74	75	73	DAVE DENNEY ORK (Victor 20-3192) You'd Better Be Sure Or You'll Be Sorry Light-hearted rhythm ditty, warbled and orked with verve. When Red Crow the Roses Attractive slow ballad, with a touch of true po- etry in the lyric.	72	72	71	73	77	77	77	77
THE PRAIRIE RAMBLERS (Mercury 6143) You Ain't Got No Hill Billy Anymore Amusing novelty trifle satirizing the mountain music idiom. 'Deed We Do Western group does a spiritual in an attempt at the rhythm religious quartet style.	67	67	66	68	BUCHANAN BROTHERS (Georgia Catamounts) (Victor 20-3191) Then You'll Be the One To Cry So-so hill ballad tear- jerker. Hootin Nanny Papa Duo harmony on a raze- matizzer in the "Ding- Dong-Daddy" tradition, with a fine ragtime piano beating out the synco- pation.	65	65	64	68	74	74	73	75
HOWDY AND JOE (Mercury 6144) It's Gonna Come Home to You Nasal duet, creaky fiddle backing, make for an authentic mountain piece. Out of Sight—Out of Mind Lively hill opus, but not quite up to flip for sus- tained interest.	68	68	67	68	DON PAUL (Flynn's Hollywood Haymakers) (Highway H-3458) North Wind Hearty warbling, guitar and sound effects try hard on misfire fare. In Someday Land Bouncy Western gets so- so warbling, but guitar and saloon piano bits add sparkle.	67	68	68	66	70	72	70	68
MOLLY O'DAY AND THE CUMBERLAND MOUNTAIN FOLKS (Columbia 20514) Beneath That Lonely Mound of Clay Mournful melody in the back-country manner. Singing Waterfall Gal pipes the tear-jerker with conviction.	74	74	74	74	DON PAUL (Flynn's Hollywood Haymakers) (Highway H-3457) Is It True? Bouncy Western treat- ment of pop-type ditty. As the Day Fades Away Nothing special in this homey bit of hominy.	69	68	70	70	62	60	64	63
CLIFFIE STONE ORK (Capitol 15003) Cream of Kentucky Snappy orking and virtue warbling on a good-hu- mored hill tune. There's a Gold Moon Shining Polished harmony by gal trio on an old-fashioned waltz tune.	75	76	74	74	LUCKY STEEL AND THE TRAIL RIDERS (20th Century LS-3) Forty Golden Nuggets Novelty has catchy re- frain but no punch lines. More Beer Folk-type rendition of the new tavern tune could grab its share of juke coin where West- erns are preferred.	68	68	68	68	75	75	73	76

RATINGS
(100 Point Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

FOLK

ROME JOHNSON
(Saddle Pals)
(MGM 10314)
Faded Love and Winter Roses 68--68--68--68
Baritone chanting of sentimental material, with full sound orking.
What a Difference 71--72--70--70
Chesty chanting of warm-hearted Western.

DENVER DARLING
(Ozark Playboys)
(MGM 10315)
Roses To Tell You I'm Sorry 65--65--65--65
Denver warbles the dancey ditty with instrumental spots shared by guitar and fiddle.
These Tears Are Not for You 67--67--67--67
Ditto formula.

BILLY BOYD & HIS COWBOY RAMBLERS
(Victor 20-3190)
Southern Steel Guitar 71--72--70--70
Western jazz instrumental with solo accordion carrying off the honors.
You're Laughing Up Your Sleeve 70--70--70--70
Bill warbles a bright one with jazzy orking support.

RACE

RED MILLER TRIO
(Bullet 295)
Bewildered 84--84--84--84
This side is a "sleeper." It popped up on a label named Staff which has sold the master to Bullet. It's a race ballad with warbling of the note and tone bending style which draws the coin today.
Nobility Boogie 65--65--65--65
Totally undistinguished boogie woogie instrumental with the pianist and the guitar both turning in stale choruses.

SISTER ROSETTA THARPE
(Decca 48089)
Sit Down 71--71--72--70
Sister shouts with her usual spirit, but number lacks lyrical content.
Nobody's Fault But Mine 77--77--77--76
More meat and brighter beat on this one.

BOBBY TRUE TRIO
(Mercury 5220)
I'm Still in Love With You 75--75--73--77
Smooth, slurry race-styled Bobby True vocal in front of a competent guitar-accordion-bass trio. Tune has a winning melody.
C.O.D. 73--74--72--72
Bit of novelty fluff gets a swingy instrumental and vocal treatment, with all three boys warbling.

SHORTY SMITH ORK
(Lenox L-510)
Southwest Pacific Blues 62--60--62--64
Old-style blues shout, backed by exuberant guitar and piano. Performance is fervid, but rough and loosely organized.
Wiggle 'Round My Baby 58--59--57--58
Noisy up-tempo boogie woogie roughhouse doesn't get anywhere.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

RACE

BIG THREE TRIO
(Columbia 30144)
Just Can't Let Her Be 66--67--66--68
Vocal-instrumental trio (piano, guitar, drums) do an easy blues, with one voice out front and the others humming sustained chords behind.
Since My Baby Been Gone 57--57--56--58
Torch ballad harmonized poorly by the trio.

LITTLE DAVID WHEATON
(Capitol 40139)
It Just Ain't for Me 61--61--60--62
Blues-styled novelty warbled indifferently.
That's What I'm Talking About 65--65--65--65
Material, a novelty lyric built around a race catch-phrase, is slightly diverting, but the performance doesn't do it justice.

BLUE LU BARKER
(Capitol 15308)
What Did You Do to Me? 74--74--73--75
Thrush's debut on the Capitol label shows her in good voice, delivering with clarity and projection. Tune here is an Ivory Joe Hunter blues. Nice small combo backing.
A Little Bird Told Me 76--76--76--76
Miss Barker does well enough with the popular novelty. Treatment is the same as the established versions, with hand-clapping and staccato chanting behind.

THE DIXIEAIRES
(Gotham G-167)
Keep Me With You 69--69--70--68
Unprovocative quartet styling of race ballad.
Things Got Tuff Again 70--70--70--70
Quartet gets a good beat on a shuffle blues tune.

THE MELODY MASTERS
(Apollo R-1093)
If I Only Knew You Were Mine 80--80--78--82
Pleasant vocal quartet with good lead voice works over a rather hoky slow ballad.
The Fox and the Crow 60--52--58--60
Rather childish tune is enhanced by the work of the quartet.

SLIM GAILLARD & HIS TRIO
(MGM 10309)
Down by the Station 88--89--87--88
Gaillard diddles with a camping kid "round" and comes up with a provoking bit of wax nonsense which has the makings of a nuisance hit.
A Ghost of a Chance 71--71--70--72
Slim sings it slow and pretty straight. He puts some life into the oldie, but it's hardly up to the top side.

HOT JAZZ
EARL BOSTIC ORK
(Gotham G-168)
Where or When 58--56--58--60
Tasteless rendition of the oldie by the alto sax king and his crew.
Disk Jockey's Nightmare 81--84--80--80
High-riding instrumental tour de force quotes themes from a couple dozen tunes in novel fashion.

(Continued on page 105)

FOR THE BEST DEAL... Deal with Davis!

WURLITZER 1015 →
THOROUGHLY OVERHAULED AND REFINISHED
BACKED BY DAVIS GUARANTEE →
ONLY \$399.00 JUST LIKE NEW



WURLITZER 1080 \$449.00
ROCK-OLA 1422 \$299.00
These machines are cleaned, overhauled, refinished and unconditionally guaranteed.

BARGAINS—BARGAINS—BARGAINS

WURLITZER	SEEBURG	ROCK-OLA
700 \$179	Lotone Write	Commando \$ 79
800 169	Major \$129	Super 79
950-850 159	Colonel 129	Master 79
500 89	Commander 129	De Luxe 79
800 84	Classic 99	Standard 79
Victory 69	Vogue 99	President 79
61 59	1941 R.C. Special 199	Cellar Unit 49
P. 12 39		Monarch 89
616 49		12 Record 89

WALL BOXES
SEEBURG
Post-War Seeburg, 5¢ Wireless Write
WB-2Z 5¢ Wireless \$15.00
WB-1Z 5/10/25 Wireless 29.50
Baromatic 22.50
8-20-1Z 5¢ 30 Wire 3.98
WURLITZER
120—5¢ \$ 5.00
ROCK-OLA
Dial-a-Tune \$ 8.50

The prices directly above are for phonographs complete and in working order.
If you want your machine professionally refinished, mechanism overhauled, worn parts replaced, amplifiers reconditioned, tonehead renewed—add \$35.
Terms: 1/3 deposit with order, balance O. O. D.

DAVIS DISTRIBUTING CORP.
738 ERIE BLVD. EAST
SYRACUSE, N.Y.—PHONE 5-5194
Branches in Buffalo, Rochester, Albany

GUARANTEED REBUILT PHONOGRAPHS
Seeburg Factory Distributors

ATTENTION—SUBSCRIBERS

Buy additional subscriptions in conjunction with The Billboard's First Annual Coin Machine Roll Call NOW!
For only \$1 you can get the next 8 issues, including the
BIG NAMA AND CMI CONVENTION SPECIAL ISSUES
Take Advantage of This Money-Saving Offer

OPERATORS Subscribe for extra copies for your office, your home, your service department.
DISTRIBUTORS Subscribe for your salesmen. Give subscriptions to your best customers.
ASSOCIATIONS Subscribe for your members.
MANUFACTURERS Subscribe for your field men, your department heads and other key personnel.
ALL SUBSCRIBERS You can cash in on this special offer by having your own present subscription extended eight weeks. Or order an additional copy for your personal use.

SIMPLY SEND YOUR LIST OF NAMES TO B. A. BRUNS, THE BILLBOARD, 2160 PATTERSON ST., CINCINNATI 22, OHIO. YOU WILL BE BILLED LATER AT \$1 PER NAME OR ENCLOSE YOUR CHECK AND EVERY NAME WILL ALSO RECEIVE FREE A COPY OF THE DECEMBER CATALOG ISSUE OF VEND LISTING ALL MANUFACTURERS AND WHAT THEY MAKE.

WIDE-AWAKE OPERATORS
Are increasing their collections and building good will with locations and customers by installing our self-service, stand type coin changer.
Coin changers now being used by leading department stores, airport, bus depots, bowling centers, drugstores, factories and public institutions.
Exclusive distributorship available in your area.
Write
BELL PRODUCTS
2000 N. OAKLEY CHICAGO 47, ILLINOIS

METAL TYPER DISCS
PER 1,000 \$9.50

GROETCHEN METAL TYPER\$175.00
Ace Bomber \$79.50
Sky Fighter
Drivemobile EACH

PHOTOMATICS, rebuilt\$299.50
PHOTOMATICS, latest WRITE
1/2 With Order, Balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY
914 DIVERSEY • CHICAGO 14, ILL.

REMEMBER THIS

acme PLASTICS
ARE UNCONDITIONALLY GUARANTEED
AGAINST BREAKAGE FOR 3 YEARS

SOLID COLORS THRU AND THRU—NOT
SPRAYED OR PAINTED. ALMOST 1/4"
THICKNESS—PERFECT FIT.

Write for Price List

ACME SALES COMPANY
505 West 42nd St., N. Y.
L O ngacre 3-4138

MILLS BELLS!

We have all Mills latest Bells
in stock.

**CENTRAL SERVICE
SALES COMPANY**
219 West Jackson, Kokomo, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

WE OFFER

the most elaborate stock of location
and arcade equipment ever concen-
trated under one roof, including
NEW, "AS IS" and MUNVES' FAC-
TORY REBUILT MACHINES that
Work and Look Like New.

Select Your Needs From Our FREE
8-Page 52-Illustration Catalog.

MIKE MUNVES
575 11th Ave. at 43rd
N.Y. 19, N.Y. (Bryant 9-8877)

SUPER SPECIAL!
**WILLIAMS 5-BALL
YANKS** WITH NEW
MOTOR
\$99.50
1/2 With Order, Balance C. O. D.

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
RIttenhouse 6-7712

ADVANCE RECORD RELEASES
(Continued from page 35)

CLASSICAL

Arias by Isobel Baillie Album (4-12")
Columbia MM780 . . . 72671 thru 72674-D

Buxtehude: Aperite Mihi Portas Justitae,
Pis. I and II (1-12")
Schlotz-Sigfuss-Norgaard & Ensemble
Victor 1-02533

Dell 'Acqua: Villanelle (1-12")
L. Pons-A. Kostelanetz (Lo, Hear)
Columbia 72752-D

Donizetti: La Favorita-Fia Dunque Vere
E. Stignani-V. Bellezza Dir. (Se II) Co-
lumbia 72727-D

Donizetti: La Favorita-Se II Giusto Tuo
Disdegno
E. Stignani-V. Bellezza Dir. (Via Dun-
que) Columbia 72727-D

Dvorak-Slavonic Dance in G Minor Op 46
No. 8 (1-12")
Boston Pops Ork-A. Fiedler, Dir. (Lizst-
Liebestraum) Victor 12-0581

Nelson Eddy on Songs of Stephen Foster
Vol. II Album—N. Eddy-Ork and
Chorus-R. Armbruster, Dir. (4-12")
Columbia MM-795

1. Beautiful Dreamer; 2. Don't Bet
Your Money on de Shanghai . . .
Columbia 7618-M

1. Gentle Annie; 2. Give Us This Day
Our Daily Bread . . . Columbia
7620-M

1. Massas' In de Cold, Cold Ground;
2. Nellie Bly . . . Columbia 7619-M

1. Nellie Was a Lady; 2. O Lemuel . . .
Columbia 7619-M

1. Old Dog Tray; 2. Louisiana Belle
. . . Columbia 7620-M

1. Old Folks at Home; 2. Angelina
Baker . . . Columbia 7617-M

1. Once I Loved Thee, Mary Dear;
2. Slumber, My Darling; 3. Some
Folks Say . . . Columbia 7617-M

1. Sweet Emerald Isle; 2. Comrades,
Fill No Glass for Me; 3. If You've
Only Got a Moustache . . . Co-
lumbia 7618-M

First Piano Quartet: Encores Album—First
Piano Quartet (3-12")
Victor MO-1263, 12-0588, 12-0560

Leibestraum
In the Hall of the Mountain King
The Flight of the Bumblebee
Scherzo in E Minor
Polichinelle
Lullaby
Italian Polka
Moment Musicales
The Music Box
Polka
Rag Time Bass

Gounod: Romeo and Juliette—Valse (1-12")
E. Steer-RCA Victor Ork (Mozart: Mar-
riage) Victor 12-0526

Haydn: Concerto No. 1 in C Major for
Violin and String Ork Album—Isaac
Stern (3-12")
Alexander Zakin . . . Columbia MM-799
(MM-72730-D, 72732-D)

I Am a Gypsy
Elite SE 7005

Kissing Is No Sin
Elite SE 7014

Komm Ziganyi!
Elite SE 7007

Jamaican Rumba
The Queens Hall Light Ork-S. Torch
Dir. (The Boulevardier) Columbia
17561-D

Leoncavallo: Zaza, Piccola Zingara (1-12")
(R. Merrill (Largo Al) Victor 12-0450

Max Lichtegg Sings Johann Strauss, Franz
Lehar, Emmerich Kalman Album
M. Lichtegg-Tonehall Ork Zurich-V.
Reinshagen, Dir. . . Elite A 201

Lizst-Liebestraum (1-12")
Boston Pops Ork-A. Fiedler, Dir. (Dvorak-
Slavonic) Victor 12-0581

March Rhythms (2-12")
London Phil. Ork-J. Harrison, Dir. . .
London LA-45 (T 5048 Thru T 5049)

Saint-Saens: March Militaire Francaise
Halvorsen: Entry of the Boyars
Meyerbeer: Le Profete - Coronation
March
Eigar Imperial March
Massenet: Herodiade-II Est Est Doux, II
Est Bon (1-12")
L. Albanese (Adieu, Notre) Victor 12-0525

Massenet: Manon-Adieu, Notre Petite Table
(1-12")
L. Albanese (II Est) Victor 12-0525

Mendelssohn: "Italian" Symphony (3-12")
Boston Symp., S. Koussevitsky . . .
Victor DM 1259, 12-0561 thru 12-0563

Mozart—Concerto No. 4 in D (K 218) for
Violin & Ork (J. Heifetz-Beecham, Dir.
(3-12")
Victor DM-1267 (12-0628 Thru 12-0630)

Mozart: Marriage of Figaro—Vol Che
Sapeite
E. Steber-RCA Victor Ork (Gounod:
Romeo) Victor 12-0526

Music From the 18th Century—Beecham and
Royal Phil. Ork (4-12")
Victor DM 1264, 12-0595 Thru 12-0598

Mystic as I Am
Elite SE 7014

Puccini: La Tosca—Perche Chiuso, Paris
I & II (1-12")
F. Quarataro-R. Vinay . . . Victor
12-0531

Rachmaninoff: Sonata in G Minor, Op. 19
(4-12")
E. Kurtz-W. Kapell . . . Victor DM 1261
Victor 12-0576-12-0560

Orsini: Barber of Seville; Largo Al
Factotum (1-11")
R. Merrill (Zaza; Piccola) Victor 120450

Reizende Frau'n, Lasst Euch Besingen
Elite SE 7005

Sah' Ein Knab Ein Roeslein Stehen
Elite SE 7007

Scarlatti Sonatas Album (2-12")
V. Horowitz . . . Victor MO 1263
Victor 12-0586-12-0587

Shakespeare-Bishop: Lo, Hear the Gentle
Lark (1-12")
Lily Pons-A. Kostelanetz (Dell'Acqua:
Vilanelle) Columbia 72752-D

Stein-Thomson: Four Saints in Three Acts
(Album) (5-12")
V. Thomson, Dir. . . Victor DM 1244
(12-0456 Thru 12-0460)

Richard Strauss: Also Sprachsarathustra
(5-12")
Chicago Symp. Ork, A. Rodzinski, Dir.
Victor DM-1258 (12-0553 Thru 12-0557)

The Boulevardier
The Queens Hall Light Ork-S. Torch
Dir. * (Jamaican Rumba) Columbia
17561-D

Thomas: Mignon-Ah, Nonerdevi Tu (1-12")
G. Di Stefano (Addio Mignon) Victor
12-0529

Thomas: Mignon-Addio Mignon (1-12")
G. Di Stefano (Ah, Non) Victor 12-0529

Verdi: Il Trovatore-Tacca La Notte Piacida
Parts I & II (1-12")
F. Quarataro . . . Victor 12-0530

Wagner: Tannhauser—Rome Narrative—
Parts I & II (1-12")
Set Svanholm . . . Victor 12-0528

Wagner: The Flying Dutchman—Die Frist
1st Um—Parts I & II (1-12")
J. Berglund-L. Bloch . . . Victor
12-0532

RELIGIOUS

Adeste Fideles
G. Abner (O Little) Bullet 333
Coming
The Chuck Wagon Gang (O Rock) Co-
lumbia 20521

Didn't It Rain?
Renowned Golden Star Gospel Singers
(I'm Bound) Click 115

Every Year
Four Gabriels (How Many) World
Records 2506

First Noel
G. Abner (It Came) Bullet 333

Guide Me O Thou Great Jehovah
Renowned Golden Singers (I Will) Click
C-116

How Many Times
Four Gabriels (Every Year) World
Records 2506

I Will Move on Up a Little Higher
Renowned Golden Star Gospel Singers
(Guide Me) Click C-116

I'm Bound for Higher Ground
Renowned Golden Star Gospel Singers
(Didn't It) Click 115

It Came Upon a Midnight Clear
G. Abner (First Noel) Bullet 333

Jesus Met the Woman at the Well
Selah Jubilee Singers (More Faith)
Lenox L-509

More Faith in Jesus
Selah Jubilee Singers (Jesus Met) Lenox
L-509

O Little Town of Bethlehem
G. Abner (Adeste Fideles) Bullet 333

O Rock of Ages, Hide Thou Me
The Chuck Wagon Gang (Coming) Co-
lumbia 20521

The Lord's Prayer (Our Father Who Art
in Heaven)
The St. Paul Church Choir of Los An-
geles (Jesus Is) Capitol 40140

There's a Haven for My Soul
Deacon Utley & the Smile Awhite
Quartet (Jesus Is) Columbia 20511

Tired
M. Jackson (Amazing Grace) Apollo
C-2199

Tootle Album—I. Wicker-A. Wilder-M. Mil-
grig's Norwegian Dance . . . Golden
4B

INTERNATIONAL

Concertina Polka
S. Adamczyk & His Polish Hungry Five
(Jolly Drinker) Rondo R-594

Drive On Polka (O) Jedziemy-Jedziemy
Polka)
S. Adamczyk & His Hungry Five (Night-
ingale and) Capitol 52006

Isklerecki Ognia
A. Kusek-F. Przybylskiego Ork (Polska
Marysia) Rondo R-590

Jolly Drinker
S. Adamczyk & His Polish Hungry Five
(Concertina Polka) Rondo R-594

Kochalam Ciejasiu (I Love You, Johnny)
Alicja Kusek-F. Przybylskiego (Przez
Litewski) Rondo R-591

Nightingale and Crow Polka (Slowiczek z
Wrona Polka)
S. Adamczyk & His Hungry Five (Drive
On) Capitol 52006

Oj Ja Se Chlipie Gipki (I'm a Go-Getter)
J. Durlak (Siedziala Na) Rondo R-597

Oj Swieci Miesiac Swieci Polka (Shining
Moon Polka)
J. Sitwa-A. Halas (Sloneczko Na) Capitol
52005

Edith Piaf Album—E. Piaf-R. Legrand
Ork (3-10")
Decca A-697, 40051-40053

Amour Du Mois De Mai
Le Geste
Les Cloches Sonnent
Monsieur Ernest A Reussi
Monsieur X
Si Tu Partais

Polska Marysia
A. Kusek-F. Przybylskiego Ork (Isklerec-
ki Ognia) Rondo R-590

Przez Litewski Lan (The Sultior)
A. Kusek-Przybylskiego Ork (Kochalam
Cie) Rondo R-591

**OUR MONEY BACK
GUARANTEE
IS YOUR ASSURANCE
OF SATISFACTION**

**MILLS
AND
JENNINGS SLOTS**
IN ALL MODELS
JEWEL BELLS
BLACK CHERRY BELLS
BLACK GOLD BELLS
MELON BELLS
TRY THE NEW
CRISS CROSS BELL

THE MOST POPULAR PAYOUT
SINCE THE BONUS BELL!

HEADQUARTERS
FOR THE BEST IN
CLUB EQUIPMENT

BAKER NOVELTY CO.
1700 Washington Blvd.
Chicago 12, Illinois

Shhhhhhh 

THE BILLBOARD

★ is selling 8-week subscriptions in con-
junction with the First Annual Coin
Machine Roll Call for only \$1. That's
half the newsstand price. What's more
—those issues include the big NAMA
and CMI Convention issues and the
Juke Box Supplement.

Simply mail your \$1 along with your
name and address to B. A. Bruns,
The Billboard, 2160 Patterson St.,
Cincinnati 22, Ohio. In addition,
he'll send you a FREE copy of the big
December Catalog Number of Vend
listing all manufacturers and what
they make.

For full details see
pages 108 and 109

WANTED
Exhibit's
**1940
REBOUND**
(Pin Game)

Box 231, c/o The Billboard
155 N. Clark Chicago 1, Ill.

**COIN MACHINE ROUTE
FOR SALE**

Operating Pin Games, Consoles, Slots and
Music in Central Pennsylvania. Route will
gross \$11,000 per month. Will sell for 14-
month take or will take a partner. Write to

BOX D-103
THE BILLBOARD, CINCINNATI 22, O.

SHOOT THE BEAR RAY GUN
Completely reconditioned and repainted. Money-back guarantee. Terms: 1/3 Deposit with order.
\$124.50

Special!
BALLY RAPID FIRE
Good Condition **\$59.50**
KEENEY SUBMARINE **\$49.50**

SEEBURG RAY GUN
Amplifiers, Motors, Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts. Write for List.

COINEX CORPORATION
1346 Roscoe Street, Chicago 13, Ill.
GRaceland 2-0317

HEADQUARTERS FOR CHAMPIONSHIP "SLICK" SHUFFLEBOARD WAX & WEIGHTS
Sold thru Dealers only!



Slick Shine pioneered specialty waxes and cleaners for Shuffleboards. Assures smooth, fast, accurate play. Contains no plastics or other injurious ingredients. Guaranteed not to pit, scratch or harm any make of board. Approved by leading shuffleboard makers.

"Slick" Shuffleboard Powdered Wax
"Slick" Shuffleboard Quick Drying Cleaner
"Slick" Liquid Shuffleboard Polishing Wax and Cleaner
"Slick" Shuffleboard Weights

Territories Open! Write for Price List.

SLICK SHINE CO.
Established 1901
207 Astor St., Newark 5, N. J.

FOR SALE

5¢ Blue Fronts	\$ 65.00 Ea.
10¢ Blue Fronts	70.00 Ea.
25¢ Blue Fronts	75.00 Ea.
5¢ Brown Fronts	65.00 Ea.
10¢ Brown Fronts	70.00 Ea.
25¢ Brown Fronts	75.00 Ea.
5¢ Black Cherry	85.00 Ea.
10¢ Black Cherry	90.00 Ea.
25¢ Black Cherry	95.00 Ea.
50¢ Black Cherry	100.00 Ea.
5¢ Mills Jewel Bell	175.00 Ea.
10¢ Mills Jewel Bell	180.00 Ea.
25¢ Mills Jewel Bell	185.00 Ea.
50¢ Mills Jewel Bell	190.00 Ea.
Also Watling and Jennings	40.00 Ea.

All in A-1 Condition

MIDDLESBORO SALES CO.
BOX 444 MIDDLESBORO, KY.

WE WILL BUY OR TRADE

Your Consoles for New Games in Stock.

Temptation	Magic
Saratoga	Sally
Round-Up	Dew-Wa-Ditty
Speedway	

LEHIGH SPECIALTY CO.
826 N. Broad St. Philadelphia 30, Pa.
Phone: PO 5-3298

NOW DELIVERING NEW "MASSE" COIN OPERATED POOL TABLES

Also Mills Bells, Jennings Bells, Columbia Bells, new Five Balls, Columbus Mds. Venders, Silver King Venders. Write, phone or wire requirements.

M. R. WILKIE
Phone 4578
2004 Rock Ave. Fayetteville, N. C.

LATIN-AMERICAN

Abejorros
F. Ojeda Ork (Congo-Samba) Victor 23-1024

Las Tres de la Manana
M. A. Mejia (Soy Huerfanito) Victor 23-1076

Cantina Por Cantina
Trio Tariacuri (Margarita, Margarita) Victor 23-1077

Caprichito
L. Meyer Ork (Tropico) Victor 23-1025

Chopsticks Rhumba
G. Gallan & His Caribbean Rhythm Boys (Oh! Hear) Coral 60005

Congo-Samba
F. Ojeda Ork (Abejorros) Victor 23-1024

Contigo a la Distancia
F. Fernandez (Sonare Contigo) Victor 23-1075

Cosas Guajiras
Trio Urquiza (Embrujo) Victor 23-1058

Cuanto Se Debe
Conjunto Casino (No, No) Victor 23-1057

Embrujo
Conjunto Casino (Cosas Guajiras) Victor 23-1058

El Ingles de Los Estados Unidos Vol. I
Album—Rev. P. Carlo Rossi S. J., Ph. D. (9-10")
Victor F-92 (45-5236 to 45-5243)

El Ingles de los Estados Unidos Vol. II
Album—Rev. P. Carlo Rossi S. J., Ph. D. (8-10")
Victor E-93 (45-5236 to 45-5243)

Green Eyes
D. Pablo's Ork (Marla Elena) Rondo R-153

Jucataada
N. Amaral & J. Carioca (Nao Chore) Capitol 15324

Margarita, Margarita
Trio Tariacuri (Cantina Por) Victor 231077

Maria Elena
D. Pablo's Ork (Green Eyes) Rondo R-153

Maybe
Billo's Caracas Boys (Pesar) Victor 23-1059

Mi Longa Para Gardel
A. Vargas Ork (Se Lustra) Victor 231060

Mira Que Eres Linda
R. Espl (Pajarillo Carpintero) Victor 23-1056

Nao Chore
N. Amaral-J. Carioca (Jucataada) Capitol 15324

Noche de Acapulco
H. Gil (Que Yo) Victor 23-1079

No Me Interesa
C. Campos (Para Que) Victor 23-1076

No, No Y No
Conjunto Casino (Cuanto Se) Victor 231057

No Puedo Traicionarte
Camcampos Ork (Sin Ti) Victor 23-1026

Oh! Hear My Heart
G. Gallan & His Caribbean Rhythm Boys (Chopsticks Rhumba) Coral 60005

Pajarillo Carpintero
Conjunto Casino (Mira Que) Victor 23-1056

Para Que Sufrir
C. Campos (No Me) Victor 23-1076

Pear
Billo's Caracas Boys (Mayba) Victor 23-1059

Que yi la Odie
H. Gil (Noche de) Victor 23-1079

Se Lustra Senor
A. Vargas Ork (Milonga Para) Victor 23-1060

Columbia's Monthly LP Releases (33 1/3 R.P.M.)

LP Micro-groove Catalog No.	Title	Artist	LP Size
ML 2027	Beethoven: Symphony No. 1 in C Major, Op. 21	Philharmonic-Symphony Ork of New York-Bruno Walter, Dir.	1-10"
ML 4100	Brahms: Concerto No. 1 in D Minor for Piano and Orchestra, Op. 15	Rudolf Serkin-Pittsburgh Symphony Ork-Fritz Reiner, Dir.	1-12"
ML 4099	Nelson Eddy in Songs of Stephen Foster	Nelson Eddy—Ork & Chorus—Robert Armbruster, Dir.	1-12"
	Come Where My Love Lies Dreaming	Nelly Bly	
	The Merry, Merry Month of May	Don't Bet Your Money on De Shanghai	
	My Brudder Gum	Old Folks at Home	
	My Old Kentucky Home	Angelina Baker	
	Dolly Day	Oh Boys, Carry Me 'Long	
	Jeannie With the Light Brown Hair	De Camptown Races	
	There's No Such Girl as Mine	Old Dog Tray	
	Open Thy Lattice, Love	Louisiana Belle	
	Fairy Belle	Massa's in de Cold, Cold, Ground	
	Oh! Susanna	Beautiful Dreamer	
CL 6024	Mood Ellington	Duke Ellington & His Ork	1-10"
	On a Turquoise Cloud	Golden Cross	
	Hy'a Sue	The Clothed Woman	
	New York City Blues	Three Cent Stomp	
	Lady of the Lavender Mist	Progressive Gavotte	
ML 4098	Mozart: Concerto in E-Flat Major for two Pianos and Orchestra	Vronsky & Babin-Robin Hood Dell Ork of Philadelphia-Dimitri Mitropoulos, Dir.	1-12"
	Mozart: Concerto No. 7 in F Major for three Pianos (K. 242)	Lhevinne-Vronsky & Babin-The Little Orchestra Society-Thomas K. Scherman, Dir.	
ML 4094	Music of Victor Herbert	Andre Kostelanetz Ork	1-12"
	Ah! Sweet Mystery of Life	When You're Away	
	Sweethearts Waltz	Kiss Me Again	
	March of the Toys	A Kiss in the Dark	
	Toyland	Habanera Fram "Natoma"	
	Streets of New York	Sunset	
	Thine Alone	For I'm Falling in Love	
	Indian Summer	With Someone	
	Italian Street Song	'Neath a Southern Moon	
	Moonbeams	Czardas	
	Gypsy Love Song	Dream Girl	
CL 6025	Naughty Nineties	Beatrice Kay-Thé Elm City Four-Ray Bloch Ork	1-10"
	Heaven Will Protect the Working Girl	Italian Street Song	
	Put Your Arms Around Me, Honey	Teasing	
	A Bird in a Gilded Cage Comes 'Round	Waiting for the Robert E. Lee Honey Boy	
ML 4097	Organ Music of Bach	E. Power Biggs	1-12"
	Prelude and Fugue in E-Flat Major (Peters Vol. III, No. 1)		
	Fugue in D Minor (Peters Vol. VII, No. 60)		
	Patasia and Fugue in G Minor (Peters Vol. II, No. 4)		
	Toccata in F Major (Peters Vol. III, No. 2)		
ML 4101	Shostakovitch: Symphony No. 1 in F Major, Op. 21	The Cleveland Orchestra—Arthur Rodzinski, Dir.	1-12"
CL 6026	Struss Waltzes in Dance Tempo	Al Goodman Ork	1-10"
	Blue Danube Waltz	Tales From the Vienna Woods	
	Wiener Blut	Voices of Spring	
	Southern Roses Waltz	Emperor Waltz	
	Wine, Women and Song	Artist's Life	
CL 6029	Square Dances	Carson Robison & His Old Timers—Old Timers-Lawrence V. Loy	1-10"
	The First Two Ladies Cross Over		
	Darling Nellie Gray		
	Buffalo Boy Go 'Round the Outside		
	Oh, Susanna		
	Dive for the Oyster		
	Little Brown Jug		
	'Possum in the 'Simmon Tree		



NOW \$150.00

BRAND NEW MACHINES . . .
NOTE: NO EXTRA CHARGE FOR NEW CLUB HANDLE.

5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are F. O. B. Chicago

WATLING MFG. CO.
4650 W. Fulton St. CHICAGO 44, ILL.
Est. 1889—Tel.: COlumbus 1-2772
Cable Address "WATLINGITE," Chicago

SPECIAL ON SEEBURG LO TONE

Seeburg Lo Tone, RC . . . \$225.00
Seeburg, ES . . . 200.00
All these machines are clean and in A-1 mechanical shape, look and perform like new.

Packard (Out of This World Mirror Speakers) . . . \$75.00
Havana, with rollovers and stretches with only three bumpers, ready for location . . . 75.00

2 Flippers . . . \$ 3.95
4 Flippers . . . 6.45
Metal Flippers . . . 5.95

ROYAL MUSIC CO.
76 Main St. Tel.: 649-W Webster, Mass.

WANT PANORAMS

For Sale—5-Ball Free Play Pin Games, cleaned and ready for location.

Treasure Chest, Whirlpool Button . . . \$ 65.00
Trinidad, Flippers . . . 90.00
Shanghai, Flippers . . . 100.00
Stormy, Flippers . . . 90.00
Tally-Ho, Non-Flipper . . . 35.00
Click, Non-Flipper . . . 30.00
5 Bally Heavy Hitters (like new), Ea. . . 45.00
1 Wurlitzer 750E . . . 175.00

Want Panoram Individual or Full View Screens.

Terms: 1/3 deposit, balance C. O. D.

AMUSEMENT ARCADE
419 9th St., N. W., Washington, D. C.
Tel.: Republic 8393



MILLS BELLS!

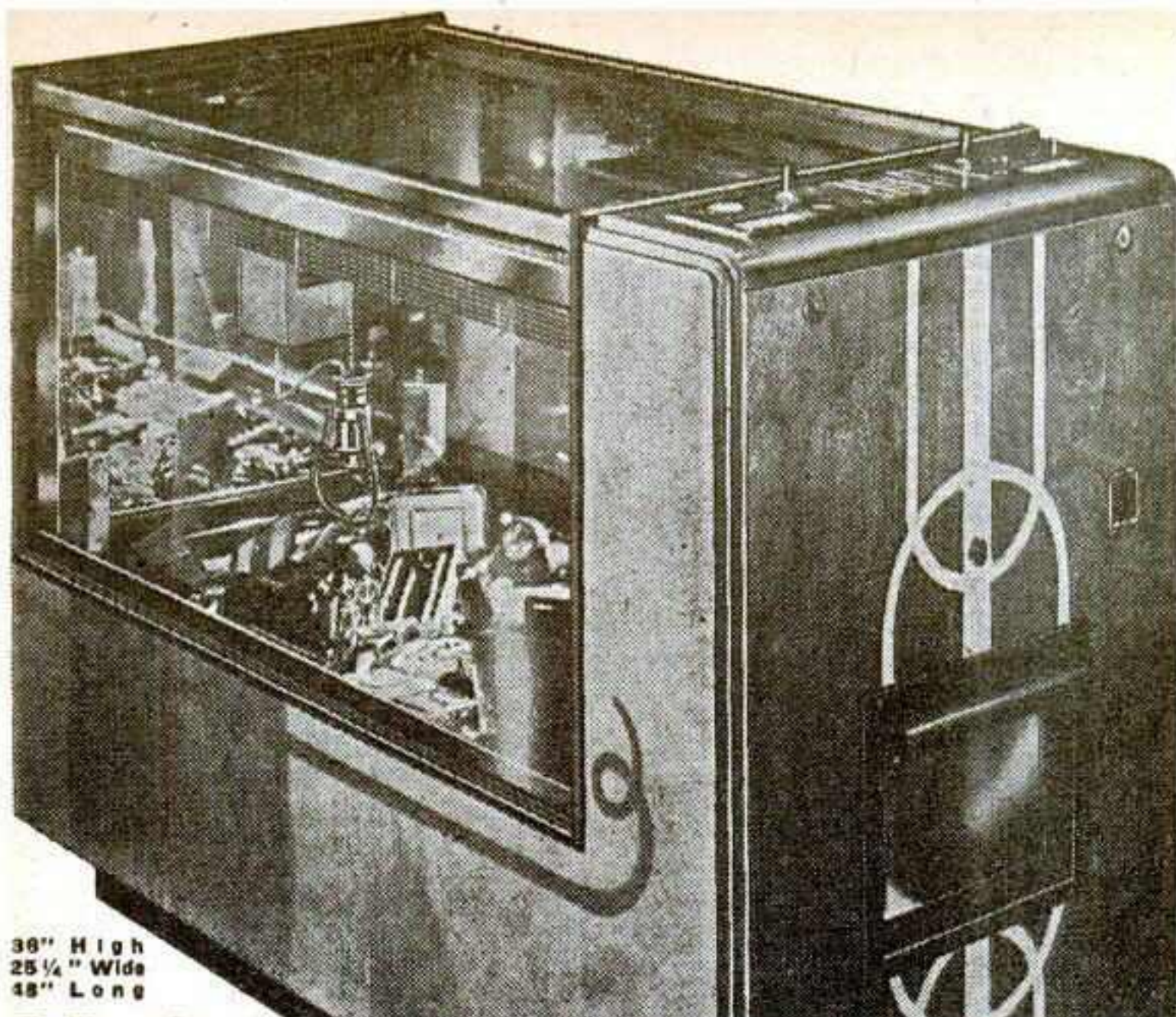
We have all Mills latest Bells in stock.

DIXIE COIN MACHINE CO.
912 Poydras St., New Orleans 13, La.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

MECHANIC WANTED

Must be tops in five ball, music and remote. Must have good light car. Tell all first letter. Salary negotiated.

COOK MUSIC COMPANY
3237 E. Washington Phoenix, Arizona



38" High
25 1/4" Wide
48" Long

HOLLYCRANE

SENSATIONAL EARNINGS!

PERFECT CONTROL OF ITS FASCINATING ACTION ASSURES CONTINUED PLAYER APPEAL

- ★ Wide Store Front Visibility
Attracts Attention—Holds Play
- ★ Welcome in Locations Not Permitting Ordinary Games.
- ★ Dual Control Speeds
12 Second Play
- ★ Realistic Overhead Industrial-Type Crane
Fascinates All Types of Patrons
- ★ New Floating Play Field
Big 30" x 20"
- ★ Complete Fluorescent Lighting
Permits Rich Display of Merchandise
- ★ Easy To Dress
- ★ Location Tested for Almost 2 Years

SEND FOR NEW ILLUSTRATED FOLDER

Como MANUFACTURING CORP. 2532 N. ELSTON AVE. CHICAGO 47, ILLINOIS

ATTENTION—SUBSCRIBERS

Buy additional subscriptions in conjunction with The Billboard's First Annual Coin Machine Roll Call NOW!

For only \$1 you can get the next 8 issues, including the

BIG NAMA AND CMI CONVENTION SPECIAL ISSUES

Take Advantage of This Money-Saving Offer

- OPERATORS** Subscribe for extra copies for your office, your home, your service department.
- DISTRIBUTORS** Subscribe for your salesmen. Give subscriptions to your best customers.
- ASSOCIATIONS** Subscribe for your members.
- MANUFACTURERS** Subscribe for your field men, your department heads and other key personnel.
- ALL SUBSCRIBERS** You can cash in on this special offer by having your own present subscription extended eight weeks. Or order an additional copy for your personal use.

SIMPLY SEND YOUR LIST OF NAMES TO B. A. BRUNS, THE BILLBOARD, 2160 PATTERSON ST., CINCINNATI 22, OHIO. YOU WILL BE BILLED LATER AT \$1 PER NAME, OR ENCLOSE YOUR CHECK AND EVERY NAME WILL ALSO RECEIVE FREE A COPY OF THE DECEMBER CATALOG ISSUE OF VEND LISTING ALL MANUFACTURERS AND WHAT THEY MAKE.

CASH FOR LATE USED PIN GAMES!

WANTED—Humpty Dumpty, Robin Hood, Cinderella, Jack & Jill, King Cole, Triple Action, Montorrey, Trade Winds, Mardi Gras, Paradise, Star Dust, Merry Widow and other late Flipper Games. State price and quantity in first letter.

WIRE **SOUTHERN AMUSEMENT CO.** CALL
628 Madison Ave. Phone: 5-3609 Memphis, Tenn.

GIVE TO THE DAMON RUNYON CANCER FUND

ALBUM REVIEWS

(Continued from page 36)

FUZZY WUZZY ALBUM—AL TRACE AND HIS SILLY SYMPHONISTS (1-10") 60

(National C-3003)
Fuzzy Wuzzy; Barnyard Carnival of Animals.
Cute ditty with a bouncy beat may not draw raves from educators, but the cleffing and lyrics are silly enough to give the kids a good time. Flip is a pointless hodge-podge.
JUKES **JOCKS**
Not suitable. You can do better.

DUSTY MANUSCRIPTS ALBUM—SAMMY KAYE AND HIS ORK (4-10") 82

(Victor P 228)
I Want a Girl; Cuddle Up a Little Closer; The World Is Waiting For the Sunrise; We Just Couldn't Say Goodbye; There But For You Go I; My Son; I Still Love You; Down Among the Sheltering Palms.
Devotees of Kaye will like "I Want a Girl," "Cuddle Up a Little Closer," "Sheltering Palms" and one or two others done in the sweet, precise Kaye manner. A number of sides are recitatives, somewhat pompous and ineffective, and lessen the musical value of the album. On those sides which eschew the talk-talk business, Kaye does a rounded production job with Don Cornell, Laura Leslie and choral groups contributing solid vocals.
JUKES **JOCKS**
Partial use. (Not Ditto.
the recitatives).

FIRST PIANO QUARTET ENCORES (3-12") 82

(Victor MO-1263)
Liebestraum; In the Hall of the Mountain King; The Flight of the Bumblebee; Scherzo in E Minor; Polchinelles; Lullaby; Italian Polka; Moment Musicale; The Music Box; Polka; Rag-Time Bass.
Eleven encore pieces on six sides, most of them tested workhorses of the widest familiarity, played by the popular First Piano Quartet, add up to a very salable package. Performances are competent, with stylistic emphasis always on the mood of the piece. "Liebestraum" is done in the lush way radio audiences have been trained to expect; "Mountain King" is properly ponderous and thumping; "Musical" gets just the right lifting precision. The "Polka" (Shostakovich's) and "Rag-Time Bass," played with humor and sparkle, are the prizes in this grab bag. There's something here for every body.
JUKES **JOCKS**
Not suitable. Sock air stuff.

ERNA SACK SINGS (3-10") 79

Erna Sack, coloratura soprano, with miscellaneous orks (Mercury Classica DM-30)
Laughing Waltz; Sleep My Baby, Sleep; Ay, Ay, Ay; Vieni Vieni; When a Lovely Lady Falls in Love; Ciribiribin.
These sides by the renowned German coloratura include some top longhair collectors' items. All are of the light variety with Miss Sack lending her big range and clear tones to each of the faves for excellent results. These diskings are a number of years old and are produced from imported masters. This package is better than an adequate successor to the first Sack album on Mercury which included works by Lehar and Strauss. This is another in the Mercury leather-type series tho it is the first such in a 10-inch album.
JUKES **JOCKS**
Not suitable. Good stuff for longhair and FM fillins and shows.

MUSIC FROM THE 18TH CENTURY—Sir Thomas Beecham conducts the Royal Philharmonic Ork (4-12") 73

(Victor M/DM 1264)
Paisiello; Overture to "Nina Pazza per Amore"; Handel - Beecham; "Amaryllis Suite"-Scherzo; Mozart; Symphony No. 27 in G (K. 199); Mehul; Overture to "Les Deux Aveugles de Toledé."
Collection of little known works from four different countries. All have the graceful charm of their age, but there's little here to really sink your teeth into. With the exception of the early Mozart work, which immediately outclasses the others, they stack up as mildly diverting fare for the connoisseur. Beecham delivers with his usual fine feeling for music from that classical period.
JUKES **JOCKS**
Not suitable. Novel titles add interest to classical programing.

RACHMANINOFF: Sonata in G Minor, Op. 19 (4-12") 78

Edmund Kurtz, Cellist; William Kapell, Pianist. (Victor DM 1261)
The fact that Rachmaninoff's chamber music is little known and seldom recorded should make this presentation a welcome event. It is conventional and romantic, and highly evocative. Playing with warmth and personal expression, Kurtz and Kapell exploit the music fully. Kurtz's big cello tone is a delight thru the four movements.
JUKES **JOCKS**
Not suitable. Solid addition to the chamber music library.

CHARLES LAUGHTON: Readings from the Bible: 75

1. THE GARDEN OF ALLAH (1-12") (Decca DU-15)
2. THE FIERY FURNACE (1-12") (Decca DU-16)
3. DAVID AND GOLIATH (1-12") (Decca DU-18)
4. NOAH'S ARK (1-12") (Decca DU-17)

This is a rather remarkable series of individual packages. Each is unbreakable vinylite and is packaged in a heavy paper sleeve bearing an illustration of the particular story enclosed and notes on Mr. Laughton by Louis Untermeyer and on the recordings by Mr. Laughton. Not unusual this. But these disks contain nothing more or less than readings from the Bible. And with no aid from a sound effects man or musical accompaniment, Charles Laughton, lending his personality to the Bible, reads the four famous selections from the Bible with so great a vigor and dramatic power that he makes them sound like this morning's newspaper. It is almost like a new experience to hear passages from the Bible done in so different and dramatic a manner. These readings are so vivid that they are unlimited in their sales potential for they are equally educational for the young who are unfamiliar or learning from the Bible and for the older generations who failed to appreciate the excitement and story values of the Bible. Some of these tales from the Bible make our literati look like a batch of hacks. The set of four would make a neat Christmas gift.

JUKES **JOCKS**
Not suitable. Religious and Christmas season shows as well as special recorded dramatic spinners will go for these sides.

FELIX KING: Piano and Rhythm (4-10") 64

(London LA 47)
Easy to Love; The Touch of Your Lips; Love Walked In; Dancing in the Dark; I'll Follow My Secret Heart; Falling in Love With Love; They Didn't Believe Me; Lady of the Evening.
Pianist Felix King has been associated with London's supper clubs and music comedy since 1932, and he demonstrates here that he's thoroly at home with a show tune. The eight he plays, chorus and verse, get full melodic value, with emphasis on the song rather than originality of interpretation. Soft rhythm accompaniment is felt rather than heard, and result is a nicely understated light-without-heat salon package. Full-range recording reproduces the piano sound with exceptional fidelity.
JUKES **JOCKS**
Where the menus are in French. Good polite program fare.

MIDNIGHT IN PICCADILLY (4-10") George Chisholm and His Jive Eight; Frank Weir Sextet; Miff Ferris Ferrymen; Frank Deniz and Spirits of Rhythm (London LA-40) 50

Little Earle; Broadhurst Garden Blues; Henderson Stomp; Out of Nowhere; In a Little Spanish Town; Twelve Bar Blues; New Idea; Spookie Takes a Holiday.
This is a collection of wax by some of England's top jazz musicians. As such it says very little for these tootlers, for there is little in the package that is either distinguished or original. Perhaps a few brief bits from solos by trumpeter Tommy McQuater, tramist George Chisholm and the use of harpsichord on the "Out of Nowhere" side are the standouts in an otherwise innocuous collection. Album cover is a highly decorative and attractive yellow and red line drawing of Piccadilly Circus in London.
JUKES **JOCKS**
Limited appeal. Little to recommend.

MOZART: Concerto No. 4 in D (K218) Jascha Heifetz, violin, and Sir Thomas Beecham conducting the Royal Philharmonic Orchestra (3-12") 79

(RCA Victor DM-1267)
One would hardly call Heifetz a Mozart specialist but after listening to this new set of what is probably the most popular of the composer's violin concerti it would be difficult to conceive why the non-Mozartian tag should be pinned on the violinist. If Heifetz is not the Mozart specialist, then Sir Thomas Beecham certainly is and if it is not the violinist's virtuosity that makes this so excellent a package then it must be Beecham's fine reading and pacing of the melodic "Strassburg" concerto (as the D Major has been popularly tabbed). Technical recording is superb and the cover is sober and attractive. Liner notes are complete and informative.
JUKES **JOCKS**
Not suitable. Stacks up with the Szigetli-Beecham as the top waxing of this concerto.

Record Reviews

(Continued from page 101)

RATINGS
(100 Point Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

HOT JAZZ

STAN HASSELGARD AND HIS ALL STAR SIX
(Capitol 15302)

Sweet and Hot Mop 62--63--62--62
Polite, clean but unexciting bopish instrumental spotting Stan's clary and Red Norvo's vibes.

I'll Never Be the Same 63--64--63--62
This side is mainly Hassehgard's and he does some interesting work on his clary.

DEXTER GORDON QUINTET (12")
(Mercury 8900-12)

I Found a New Baby 70--72--68--ns
Harry "Sweets" Edison blows some neat muted trumpet figures followed by Gordon's Lester Youngish tenoring and some Hines-like piano; it's a swinging side.

Rosetta 72--72--68--ns
More of Edison's economical trumpet improvising, Gordon's Lesterish tenoring and the unbilled Hines-like piano on another old jazzmen's fave; rhythm not up to first side.

CHARLIE VENTURA ORK (Buddy Stewart)
(National 9057)

Baby, Baby, All the Time 60--60--60--60
Poor balance and noisy surface combine to take the guts out of this waxing.

I'm Forever Blowing Bubbles 82--85--80--80
Another in the clever Ventura series of vocal-instrumental be-bop harmonies based on the evergreen; good, commercial jazz.

SARAH VAUGHAN (Dixie Gillespie Ork)
(Lenox L-512)

Interlude 72--72--71--73
Side, cut some time ago, has a fine small bop combo backing Sarah. Tune here is a good, somewhat arty ballad based on "A Night in Tunisia," and thrush sings it simple. Horn passages by Dixie Gillespie brighten the job.

East of the Sun 78--79--77--78
Same setup here, with Sarah in a good, relaxed groove, not trying for too many effects. Dixie rides again.

FRANK CULLEY ORK (Lenox L-513)

Ready for Action 67--67--65--68
Tenorman Frank (The Floorshow) lives up to his nickname here as he honks, whistles and blasts his way thru a fast riffer. Drums are too loud in back.

The Pig Is Diggin' 77--77--75--78
Culley plays a load of frantic tenor here, building excitingly to a sock finish. Strong juke material in race locales.

ARNETT COBB ORK (Apollo 784)

Running With "Ray" 65--64--66--65
Uneven jammer with mostly so-so solos.

Chick She Ain't No Where 69--68--68--70
Heavy beat and an interesting double-time riff at midway point up an otherwise dull dinking

ARTIST
LABEL AND NO.
COMMENT
TUNES

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

LATIN-AMERICAN

PEDRO VARGAS (Julio Gutierrez Ork)
(Victor 23 1045)

Mienteme Mas 69--68--70--68
Pedro is his usual expressive self, but gets practically no help from the ork

Canta Playera 75--76--76--74
Popular tune is also getting around as "Play the Playera." Many will prefer Pedro's lush Latin sounds

ORLANDO GUERRA (Hnos. Palua Ork)
(Victor 23-1046)

El Guarapo Y La Melcocha 69--67--70--70
Cuban shouter-chanter rides informally thru a tricky rhythmic guaracha

Cocktail Americano 65--67--65--64
Orlando and the ork make lyric and thematic references to most popular Latin-American dances and many old folk tunes

PEPITO TORRES ORK-LOUIS STUCKMAN (Seeco 675)

Jingle Bells Calypso 73--74--72--72
Calypso take-off on oldie warbled in Spanish and English, but it's the fine rumba beat that counts.

Vanidad 69--68--71--69
(Manolin Mena)
Orking does okay by dancey bolero, with wobbly warbling.

ESY MORALES ORK (Manor 1145)

I Love You, Baby 54--54--55--53
Americanized cleffing and a weak try at an English vocal.

Quisiera 56--56--57--55
Bolero takes too long to get going.

LUISITO BENJAMIN (Chivrico and Chorus)
(Verne 0344)

Amana Eco (son montuno) 78--80--78--76
Wild chanting and flashy pianistics ride over strong rhythm that rumba addicts will go for.

Pan-American Samba 75--78--75--73
Bright 88-ing and prominent rhythm section make a persuasive samba side.

LUISITO BENJAMIN (Chivrico and chorus)
(Verne 0345)

Rumba Rumbamba (rumbon) 76--78--76--74
More fast fingering by the 88-ing maestro. Interesting melodic figure rides with a great beat.

Anabacoa (son lento) 76--77--76--75
Jungle-styled, chanting gives way to maestros delicate piano, and rhythm persists thruout.

JUANITO SANABRIA (Hector Rivera)
(Verne 0189)

Aunque Tu No Me Quieras (bolero) 65--65--67--64
Lack-luster society styling of romantic bolero melody

Yerba Buena (danzon) 62--62--64--60
Mostly for Latins.

(Continued on page 106)

"R" DAY • "R" DAY • "R" DAY • "R" DAY • "R" DAY

ATLANTIC NEW YORK CORPORATION
EXCLUSIVE SEEBURG DISTRIBUTORS

SEABOARD NEW YORK CORPORATION
EXCLUSIVE GENCO AND GOTTLIEB DISTRIBUTORS

announce the removal of their offices and showrooms to

583 TENTH AVENUE
NEW YORK 18, N. Y.

Phone: BRyant 9-5620

BRANCH OFFICE:
624 Franklin Ave.
Hartford, Conn.
Ph.: Hartford 46-1666

"R" DAY • "R" DAY • "R" DAY • "R" DAY • "R" DAY

Operators' Information on Request

KEENEY CONSOLES

Twin Bonus Super Bell, 5¢/5¢ \$399.50
Three-Way Bonus Super Bell 5¢/10¢/25¢ excellent condition \$570.00

RECONDITIONED PIN GAMES READY FOR LOCATION

Bermuda \$99.50	Major League \$85.00
Build Up 120.00	Robin Hood 105.00
Cinderella 129.50	Short Stop 155.00
Carousel 24.50	Show Girl 18.00
Click 32.50	Spin Ball 119.50
Dew-Wa-Ditty 132.50	Sky Ray 12.50
Fast Ball 17.50	Tally-Ho 43.00
Hi Ride 30.00	Tennessee 89.50
Humpty Dumpty 85.00	Trade Winds 102.50
Ginger 24.50	Triple Action 99.50
Mardi Gras 119.50	Thrill 164.50
	Yanks 105.00

ONE BALL, MULTIPLE FREE PLAY
Victory Special with Chrome Front Rail \$70.00

NOW DELIVERING NEW EQUIPMENT
Temptation, Moon Glow, Puddin' Head and Citation
KEENEY'S ELECTRIC CIGARETTE VENDOR
KEENEY'S TWIN BONUS SUPER BELL
MILLS BONUS BELL, MILLS JEWEL BELL,
MILLS MELON BELL, MILLS Q. T. BELL
AND MILLS VEST POCKET BELL.

ROY MCGINNIS CO.
2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: BELMONT 1800

6 Victory Derbys \$ 65.00	Each	50 Postwar Q.T.'s, slightly used . . . \$ 75.00	Each
12 Three Way Super Bells 600.00		10 Brand New Q. T.'s 95.00	
10 Two Way Super Bells 500.00		12 Reconditioned Prewar Three Bells 100.00	
10 Triple Bells 525.00		10 Slightly Used Packard Manhattans 450.00	
25 Small Button Draw Bells 200.00		10 Postwar Vest Pockets, like new . . . 30.00	
10 Double Ups 350.00			

COIN MACHINE SERVICE, INC.
418 THIRD STREET SANTA ROSA, CALIFORNIA

Exclusive Distributor for Olympic Shuffleboards for Idaho and Utah. Operators, write to Coin Machine Service, Inc., Newhouse Hotel, Salt Lake City, Utah, for prices set up on your locations.

NEW GAMES

MOROCCO SERENADE
ROUND UP PUDDIN' HEAD
TEMPTATION SARATOGA

NEW CONSOLES

5 25¢ Challenger \$595.00
Double Up 542.50
5¢ Monte Carlo 600.00
5 25¢ Monte Carlo Challenger 745.00
Evans Bang Tails 671.50
Bally Reserve Bell, 5¢ 549.50
Evans Winter Book 826.00

PHONOGRAPHS

Rock-Ola 1422 \$349.50
Wurlitzer 1015 425.00
Seeburg 1-48 175.00
Classic 225.00
Olsons 225.00
8500, R.C. 199.50
Colonial 150.00
Concert Grand 89.50
K-20 149.50
Casino 125.00
Wurlitzer 24 89.50
Rock-Ola Windsor 89.50

CONSOLE BARGAINS

5¢ PACE REELS JR. \$ 49.50
BANG TAILS (Fl. Sample) 425.00
25¢ MILLS CLUB CONSOLE 145.00
VICTORY DERBY 125.00
SPORT KING 59.50
TURF KING, P. O. 79.50

SHOOTING STARS 5-BALL FREE PLAY \$50.00

Fast, Flashy, Exciting Action! High Score! Disappearing Skill Hole! Simple Mechanism!
A Proven Money-Maker! In Original Cartons!

NEW JENNINGS BELLS

Standard Chief, 5¢ \$269.50
Standard Chief, 10¢ 279.00
Standard Chief, 25¢ 289.00
Standard Chief, 50¢ 399.00
Standard Chief, 81 599.00
Super DeLuxe Lite Up Chief, 5¢ 324.00
Super DeLuxe Lite Up Chief, 10¢ 334.00
Super DeLuxe Lite Up Chief, 25¢ 344.00
Super DeLuxe Lite Up Chief, 50¢ 454.00
Standard Club Console 369.00
Super DeLuxe Club Console 424.00
*With Tic-Tac-Toe Reels, Same Prices.

MILLS SLOTS

Rebuilt and Refinished
All With Club Handles

5¢ BLUE FRONTS \$ 85.00
10¢ BLUE FRONTS 90.00
25¢ BLUE FRONTS 95.00
5¢ BROWN FRONTS 95.00
10¢ BROWN FRONTS 95.00
25¢ BROWN FRONTS 100.00
The Following Are in Brand New Cabinets:
5¢ EXTRA BELLS \$135.00
10¢ EXTRA BELLS 140.00
25¢ EXTRA BELLS 145.00
These Slots Guaranteed 100% Perfect!

All used equipment completely reconditioned and refinished.
GUARANTEED TO BE PERFECT!

Atlas NOVELTY COMPANY HOME OF PERSONAL SERVICE

2200 N. WESTERN AVE. · PHONE ARmitage 6-5005 · CHICAGO 47

Division of ATLAS MUSIC CO.

Assoc. Offices: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

SLOTS

COMPLETELY RECONDITIONED AND FULLY GUARANTEED

EXTRA BELL, 5¢ \$125
BLUE FRONT, 5¢ 90
BROWN FRONT, 5¢ 85
BROWN FRONT, 10¢ 100
BROWN FRONT, 50¢ 175
GOLD CHROME, 5¢ 100
FUTURITY, 10¢ 100
MELON BELL, 5¢ 95
WAR EAGLE, 25¢ 85
BLACK CHERRY, 25¢ 155
STANDARD CHIEF, 5¢, Floor Sample 185
BRONZE CHIEF, Set, 5-10-25 450

SEE OUR EXHIBIT at the Coin Machine Show, January 17, 18, 19, 1949.
BOOTH 79-80

WILLIAMS

NEW 5-BALL SENSATION!
SARATOGA

amazing appeal—dynamic action! With the new terrific thumper bumpers.

NEW GAMES

SARATOGA MAGIO
ROUNDUP TEMPTATION
MOON GLOW CARNIVAL

CONSOLES

SINGLE BONUS SUPER BELL, 5¢ \$295
TWIN BONUS SUPER BELL 495
THREE-WAY BONUS SUPER BELL 695
SARATOGA, 10¢ 50
SARATOGA, 25¢ 50
JUMBO PARADE, Comb. 75
3 BELLS (Pre-War) 150
3 BELLS (Post-War) 275

GENCO

BING-A-ROLL

World's Most Popular Roll Down Brand New, Original Orates
\$325

Terms: 1/3 Down, Balance Sight Draft

Phone: EVerglade 4-2300 Chicago 47
2330 N. Western Ave.

RECONDITIONED 5-BALLS

*King Cole \$149.00
*Jack and Jill 139.00
*Rondeos 135.00
*Monte Carlo 139.00
*Trinidad 139.00
*Yanks 135.00
*Wisconsin 135.00
*Banjo 129.00
*Lady Robin Hood 129.00
*Bermuda 125.00
*Triple Action 119.00
*Ballarina 119.00
*Stormy 119.00
*Humpty Dumpty 119.00
*Catalina 89.50
*Tropicana 89.50
*Singapore 65.00
*Bowling League 64.00
*Nevada 64.00
*Mexico 55.00
*Hawaii 45.00
*Honey 45.00
*Lucky Star 45.00
*Havana 40.00
(*Indicates Flippers)

NEW 5-BALL EQUIPMENT FOR IMMEDIATE DELIVERY

Gottlieb ROUND UP | Chicom TEMPTATION
United MOON GLO | Bally CARNIVAL
Genco PUDDIN' HEAD | Exhibit MAGIO

STERLING PORTABLE ELECTRIC SANDER

Sands Wood, Metal, Composition. 3 times faster than tirestone hand sanding. Smooth, uniform surfaces in minutes. Will sand rails and legs on 5-Ball and 1-Ball Machines, Consoles, Phonographs. Light weight, only 8 lbs.
Write for Full Information and Circular.

10 PANORAMS \$150.00 EACH

Excellent Mechanical Condition

MEMBER CMI

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

Record Reviews

(Continued from page 105)

RATINGS (100 Point Maximum)

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

ARTIST

TUNES

LABEL AND NO.

COMMENT

OVER-ALL

DISK JOCKEY

DEALER

OPERATOR

ARTIST

TUNES

LABEL AND NO.

COMMENT

OVER-ALL

DISK JOCKEY

DEALER

OPERATOR

LATIN-AMERICAN

CARLOS GARDEL
(Victor 23-0932)
Cuesta Abajo (tango) 71--72--72--70
Dramatic delivery of a romantic tango-song by the late Argentine crooner.
Soledad 73--74--74--72
More of the same full-flavored tango fare warbled by the master.

FERNANDO FERNANDEZ
(Victor 23-0923)
Amada Mia 74--75--75--72
Soft-toned stylization of a lush Latin tune.
Muchachita 71--72--72--70
Less swoon interest than the flip, but backing here boasts a light bolero beat.

CLASSICAL

BOSTON POPS ORCHESTRA (12")
Arthur Fiedler, conductor
(RCA-Victor 12-0581)
LIZST: Liebestraum No. 3 85--85--85--ns
Good recording of the standing favorite should draw a heavy retail play.
DVORAK: Slavonic Dance in G Minor Opus 46, No. 8 84--84--84--ns
With this popular trifle as the backing, this disk should turn into a rapid best-seller.

CLASSICAL

MARION ANDERSON, Contralto, Franz Rupp at the piano (1-12")
(Victor 12-0580)
Der Doppelganger (Schubert) 80--80--80--NS
Miss Anderson's interpretation of the dramatic, dark-hued Schubert lied leaves little to be desired. Her rich low tones are a real treat.
Der Jungling und der Tod 78--78--78--NS
Another Schubert lied stemming from the more dramatic side of his genius. Interpretation is suspense-packed like the flip, but Miss Anderson's high notes have a softer beauty here.

BUXTEHUDE: Cantata; APERITE MIHI PORTAS JUSTITIAE —2 parts; Aksel Schiøtz, tenor; Else Sigfuss, contralto; H. Norgaard, bass; with 2 violins, cello and harpsichord (1-12") 79--78--80--ns
(Victor 12-0533)
Schiøtz, the much-heralded new tenor from Denmark, has little chance to solo here, but all three voices, and the ensemble turn out to be top-grade music-makers. Pre-Bach composition is a real gem of counterpoint and melody.

SIR THOMAS BEECHAM CONDUCTS THE ROYAL PHILHARMONIC ORCH. (1-12")
(Victor 12-0584)
Hallelujah Chorus (Handel's "Messiah") 82--82--82--NS
Beecham is top man around with Handel, and he has one of those able English choruses to give the evergreen plenty of guts.
Pastoral Symphony ("Messiah") 78--78--78--NS
Pleasing instrumental section from the Handel oratorio is often omitted in performances, but it's a real gem, and Beecham again is tops.

JUSSI BJOERLING, tenor, with ork. Nils Grevillius, conductor (Victor 12-0527)
Gounod: "Romeo and Juliette" Act II—Ah! Leve-Toi Soleil 78--78--78--ns
One of the great tenors of our time lends his pure ringing tones to a sugary aria.
Massenet: "Manon"—Act III—Ah! Fuyez, Douce Image 82--82--82--ns
Top tenoring of a highly dramatic aria.

SIR THOMAS BEECHAM CONDUCTS THE ROYAL PHILHARMONIC ORCH. (1-12")
(Victor 12-0583)
J. S. Bach: Christmas Oratorio; Sinfonia—two parts 78--78--78--NS
This work has captured the warm humanity and good cheer of Christmas. It's scored for strings and oboes principally.
Sinfonia (pt. 2), and Handel-Beecham: Amaryllis Suite; Gavotte 76--76--76--NS
Charming rhythmic piece by Handel in an arrangement by Beecham makes a pleasing filler for the short side.

ELEANOR STEBER, soprano; RCA Victor Ork; Jean Paul Morel, cond. (Victor 12-0526)
Gounod: "Romeo and Juliette"—Act I—Valse: Je Veux Vivre dans ce Reve 69--68--70--ns
The popular dramatic soprano is miscast in this light fluttery selection.
Mozart: "Marriage of Figaro"—Act II—Voi Che Sapete 71--70--72--ns
Lovely aria is projected in heavy-handed style.

CHILDREN'S

NANCY MARTIN (Capitol 30000) (1-7")
The Huge Elephant 68--ns--68--ns
Clear, smiley-voiced singing of original descriptive song, with animal noises, and organ backing.
The Strange Kangaroo 64--ns--64--ns
Same small-tot fare with organ handling effects. Unbreakable.
NANCY MARTIN (Capitol 30001) (1-7")
The Big Lion 66--ns--66--ns
Cute routine, but nothing special.
The Funny Monkey 70--ns--70--ns
More production here, with monkey chattering. Unbreakable.

13 Coin Firms, Five Vender Suppliers at Outdoor Show

(Continued from page 81)

machine's operation. Dale Engineering Company, Long Beach, Calif., debuted its 1949 automatic pistol, which simulated an apparent 50-foot target range but actually is only 30 inches long. Eldon Dale and Bill Robbin had charge of the display.

H. C. Evans & Co., Chicago, displayed Bat-a-Score (coin-operated baseball game) and an assortment of non-coin-operated games. Represented by R. W. Hood Sr., and Jr., Rex Shriver and Fred Morris.

Exhibit Supply Company, Chicago, had the widest assortment of arcade equipment on the floor (40 pieces). Its new equipment being exhibited for the first time included Jitters and

a de luxe model card vender. See-a-View, a coin-operated view machine introduced recently was also in the Exhibit Supply display, which occupied four booths and was set up as a duplicate of a modern Penny Arcade. Representatives: Joseph A. Batten, Charles J. Pieri, Frank Men-curi and Clare Meyer.

General Register Corporation, New York, exhibited an electrically operated ticket machine for arcades and theaters. Firm also showed the Vendo coin changers which it distributes in Eastern cities. Robert Way was on hand to explain both products.

International Mutoscope Corporation, Long Island City, N. Y., displayed its Fishing Well, Photomatic, Silver Gloves and a newly developed coin-operated cross country driving machine. Bill Rabkin and Herb Klein explained the high points of each piece of equipment.

McDowell Manufacturing Company, Pittsburgh, displayed its Relax-a-Lator, a nickel-operated vibrating machine, and a coin-operated massager which utilizes the same mechanism. Mrs. I. M. Danner was in charge of the demonstration. (See separate story on this firm elsewhere in this section.)

Mike Munves Corporation, New York, displayed 30 machines in all, including Dale pistol range and a newly engineered shoeshine machine. Mike and Joe Munves, Milton Nagler, Perry Meyer and George Fleckenstein took turns handling the Munves booth assignment.

Perey Manufacturing Company, New York, held a first showing of its coin-operated turnstile designed for Penny Arcades and other types of amusement areas. Truben Bach, sales manager, explained the engineering features of the turnstile which can handle one or two different types of coins, separately or together.

Skee Ball

Philadelphia Toboggan Company, Philadelphia, featured its latest coin-operated Skee Ball game in its booth as well as models of its two section Skee Ball alleys. H. P. Schmeck, Samuel High and Arnold Aiman welcomed booth visitors.

Telequiz Corporation, Chicago, displayed its new production line version of the Telequiz machine, with Joseph Beck, Leonard Shechan and Art Nelson explaining to show visitors how the educational and amusement machine operates.

Training Devices, Inc., Detroit, showed Quizzer, which is also a coin-operated amusement and educational question and answer game. Booth assignment was under the direction of Gene Wilhelm, who heads Finer Amusements, Chicago area distributor for Training Devices.

Vending machine suppliers holding floor space at the convention included Chunk-E-Nut Products Company, Philadelphia; Orange Crush, Chicago; Manley, Inc., Kansas City, Mo.; Blevins Popcorn, Nashville, and Mission Dry Corporation, Los Angeles.

Special Awards

During the four-day conclave four awards were given for different types of booth displays. Of the four, the A. W. Ketchum Award went to the Blevins Popcorn Company, for the second consecutive year. This award carries the citation "for the most meritorious exhibit of equipment or supplies." Honorable mention for the Ketchum Award went to Exhibit Supply and Manley, Inc. Another firm connected with the vending machine field, Sparkler Manufacturing, Mundelein, Ill., filter manufacturers, won the L. B. Schloss Award which is given to the exhibitor having "the most meritorious exhibit dealing with pools and beach equipment and service."

BOYS-HERE IT IS!

ON DECEMBER 15

TRIMOUNT

40 WALTHAM ST., BOSTON, MASS.

will show

The New Seeburg

The most revolutionary development in the history of the coin-operated phonograph industry!

You MUST SEE IT!

JOCKEY SPECIALS \$225.00

- Bally Special Entrys\$175.00
- Victory Specials (Chrome Rails) . 89.50
- Bally Double Ups 335.00
- Keeney Bonus Bells, 5c 215.00
- Keeney Twin Bonus Bells, 5c-5c. . 395.00
- Bally Triple Bells, 5c-5c-5c 425.00
- Keeney Gold Nugget, 5c-5c 375.00
- Bally Draw Bells (Silver Button) . 175.00
- Bally DeLuxe Draw Bells 225.00
- Bally Big Inning 275.00
- Evans Racer, F.P. and P.O. 325.00

(The above games have been reconditioned and ready for location.)

ONE-HALF DEPOSIT WITH ORDER

CHRIS NOVELTY CO.

1217 N. Charles St. Baltimore 1, Md.
Phone: Mulberry 3167



MILLS BELLS!

We have all Mills latest Bells in stock.

AUTOMATIC COIN MACHINE & SUPPLY CO.

4135 W. Armitage Ave., Chicago, Ill.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

FOR SALE

Brand new, never unpacked Mills Three Bells. Also one floor sample and two Mills 50¢ Black Cherry Bells, like new, or will trade for Bally One Ball Payouts.

Automatic Vender Co.

152 Houston St. MOBILE, ALA.
Phone 6-2359

CONSOLES FOR SALE

9 Keeney Super Bonus Bells, 2 Way. \$375.00
2 Keeney Super Bonus Bells, 3 Way. 525.00
Like new, used only six weeks.
Send 1/3 Deposit.

Jax Phonograph Co.

1432 Main St. Jacksonville 6, Fla.

SEEBURG WALL BOXES — \$10.00 EACH!!

- 20 WS 22 5¢ Remote
- 6 DS 20 LZ 3-Wire
- 7 WS 10Z 5-10-25 Remote
- 2 Bar-O-Matic 3-Wire, 5-10-25
- 6 Selectomatic S20 1Z
- 1 Seeburg RC-1 Special Hideaway, \$125.00

OLSHEIN DIST. CO.

1100 BROADWAY ALBANY, N. Y.

Sacrifice Photomatics

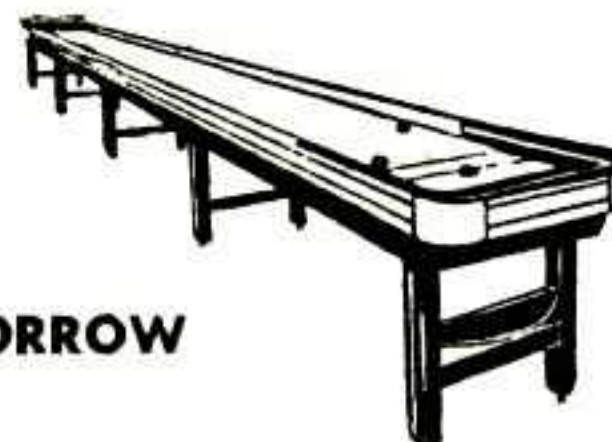
One late model, almost new, with outside lights, and one factory rebuilt with inside lights. Both excellent condition. First \$1000 gets both. F. O. B. Miami.

H. P. BATTIN

1664 N. W. 96th St. MIAMI 37, FLA.

PENN "BLACK-BEAUTY"

THE BOARD OF TOMORROW



CAN BE YOURS TODAY

ADJUSTABLE "EBONIZED-COSOLITE"

PAT. PENDING

PLAYING FIELD

Designed To Eliminate Resurfacing and Warping

Guaranteed for Two Years

Distributors — Territories Open

WRITE WIRE PHONE

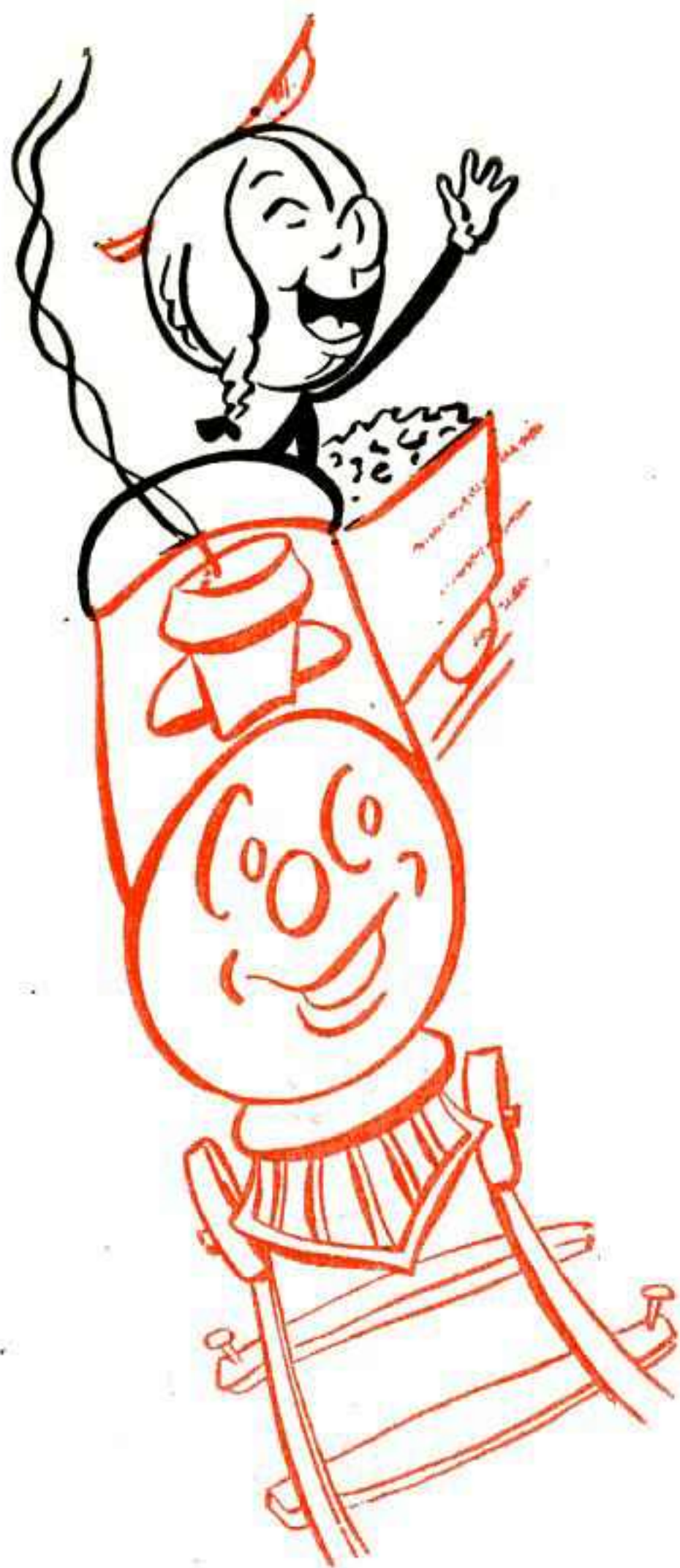
PENN SHUFFLEBOARD CO.

CABINET MAKERS SINCE 1888

WALNUT 2-3633

1015 CHESTNUT ST.

PHILADELPHIA 7, PA.



The Billboard's 1st Annual

GET

THE BILLBOARD'S FIRST ANNUAL COIN MACHINE ROLL CALL IS ROLLING!

Over 75,000 letters were mailed to names on 47 manufacturers' and distributors' lists this past week! Maybe you received one, 10 or 20 of these letters. This duplication is simply due to the fact that there isn't time enough to check all lists against one another.

THE IMPORTANT JOB

The important job is to find out who of the thousands of men who entered the coin machine business since the war are still active in it!

That's why scores of manufacturers and distributors are co-operating in this census by contributing their customer lists for The Billboard to circularize.

Undoubtedly, you are an "active" member of the coin machine industry or you wouldn't be reading this advertisement right now. Help us to identify you. Mail one of the coupons right now. It costs nothing.

YOU CAN SAVE A DOLLAR

In fact you can save a dollar by subscribing for the next eight big issues, or have your present subscription extended 8 weeks by using the coupon on opposite page. Get the big catalog issue of Vend, too, by sending \$1 with your order. ACT NOW.



COIN MACHINE ROLL CALL

ABOARD



Subscribers!

Answer the coin machine roll call and help us identify you.

There are still some unclassified names on The Billboard's subscription lists. Please identify yourself by mailing this coupon below.



All Others!

Here's your chance to cash in on The Billboard's biggest money-saving subscription offer of all time. Use the coupon below and for only \$1 get the next eight issues of The Billboard for exactly half the newsstand price.



8 BIG ISSUES

Including:

- NAMA CONVENTION ISSUE, out next week.
- NAMA CONVENTION REPORT ISSUE of December 25.
- PRE-CMI CONVENTION ISSUE of January 15.
- CMI CONVENTION ISSUE together with the JUKE BOX SUPPLEMENT of January 22
- CMI CONVENTION REPORT ISSUE of January 29.

USE THE COUPON BELOW—SAVE 50%

SUBSCRIBERS—USE THIS COUPON

To: B. A. BRUNS
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO

2

I AM A COIN MACHINE MAN!

Enroll me as an

- Operator Distributor Manufacturer Other
- I already subscribe to The Billboard and want my subscription extended for eight weeks for only \$1.
- Send me an additional copy for 8 weeks for \$1.
- I enclose \$1 for which I get 8 weeks PLUS the December issue of VEND FREE.
- Bill me later for \$1 (No Free Vend).

NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

Free

\$1

Enclose with your coupon and get the big December catalog issue of VEND.

Free

ALL OTHERS—USE THIS COUPON

To: B. A. BRUNS
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO

2

I AM A COIN MACHINE MAN!

Enroll me as an

- Operator Distributor Manufacturer Other
- I am not at present a subscriber so I accept your offer to send me the next 8 issues for only \$1.
- I enclose \$1 for which I get 8 weeks PLUS the December issue of VEND FREE.
- Bill me later for \$1 (No Free Vend)

NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____



MILLS BELLS!

We have all Mills latest Bells in stock.

SOUTHERN VENDING MACHINE CO.
528 Craghead Street, Danville, Virginia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

NEW ENGLAND OPERATORS:
DON'T FORGET YOUR DEC. 15 DATE WITH TRIMOUNT

DEC. 15 A day that's important to your business. A day to be at Trimount and see an outstanding development that's entirely New and Different. **DEC. 15**

TRIMOUNT AUTOMATIC SALES CORP.

Exclusive SEEBURG DISTRIBUTORS for Me., N. H., Vt., Mass. (Except Berkshire County), and R. I.
40 WALTHAM ST. BOSTON, MASS.

SPECIAL ENTRIES
Closeout, Clean—\$169.50
WESTERN DIST.
1226 S. W. 16th Ave.
Portland, Ore.

OUR FOURTH GREAT SEASON



COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds
Write for particulars

R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

EMPIRE'S SUPERMART
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

GOTT. ROUND UP	W
CHICOIN TEMPTATION	R
GENCO PUDDIN' HEAD	I
EXH. MAGIC	T
UN. MAJOR LEAGUE	E
CHICOIN SALLY	
BALLY CARNIVAL	

NEW ONE BALLS
BALLY CITATION, F.P. \$645
BALLY LEXINGTON, P.O. 645

NEW COIN COUNTERS

Downey-Johnson	\$198.50
Coin Sorter, Electric	290.00
Hand Operated	225.00
Master Changer	27.85
Junior Changer	17.95

NEW SKILL GAMES
BAT-A-BALL SR. \$49.50
EV. BAT-A-SOORE \$350.00
SCIENTIFIC PITCH 'EM & BAT 'EM 389.50

NEW COUNTER-GAMES

UN. 10TH INNING	\$129.50	TARGET KING	\$45.00
IDEAL OD. VEND.	29.50	ACME SHOCKER	24.50
ABT MODEL F	47.50	SKILL THRILL	24.50
ABT CHALLENGER	45.00	DAVAL BUDDY, FS	14.50
SHIPMAN ART SHOW	49.50	1¢ AMER. EAGLE	37.50
GRIP-VUE	49.50	GROET. CAMERA CH.	19.95
KICKER & CATCHER	34.50	IMP. 1¢ or 5¢	14.50
NON-COIN MARVEL	34.50	DAVAL'S MARVEL, 1¢	27.50
BAT-A-BALL JR., Originally \$79.50, Now	\$21.50	HEAVY HITTER	99.50

NEW SLOTS

MILLS JEWEL BELL	W	JENN. MONTE CARLO	
MILLS BLACK GOLD, H.L.	R	STANDARD OR SDX	
MILLS MELON BELL	I	CHIEFS	
MILLS BONUS BELL	T	JENN. STANDARD CHIEF	
COLUMBIA, JP	E	JENN. LITE-UP CHIEF	
VEST POCKETS		DE L. COLUMBIA	\$169.50
		MILLS Q.T.	115.00

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVING SAFES — DE LUXE		
Single—\$132.00 • Double—\$192.00 • Triple—\$288.00		
UNIVERSAL—Single Safe—\$87.50 • Double Safe—128.50		
EXH. FLIPPER KIT—\$3.95 • NICKEL NUDGER	3.95	
BOX STANDS	\$27.50 • EXH. ROLL TILT	2.75
WIGO SPINNER—\$11.95 • EXH. CONTACT BUMPER	6.95	

NEW VENDORS

N.W. STAMP VEND.	\$ 89.50
POP CORN WARMER	69.50
SHIPMAN SELEC-A-BAR, 3-COL.	69.50
ARISTOCRAT POP CORN VENDORS	225.00
MARION SCALE	79.50
SILVER KING	13.95
S.K. HOT NUT VEND.	22.50
IDEAL CARD VEND.	29.50
5¢ 4-WAY MINT	17.50
ADVANCE 25¢ MODEL 21F VENDOR	29.50
ATLAS DE LUXE	14.50
ATLAS 5¢ BANTAM	14.50

NORTHWESTERN BULK VENDORS

DUAL NUT	\$45.00
DE LUXE	27.00
MODEL 33	12.80
MODEL 39	14.40
MODEL 40	11.00
33 BALL GUM	11.55

TELEQUIZ Sensational Question & Answer Game. Write for Details.

COIN OPERATED ELECTRIC SCOREBOARD FOR SHUFFLEBOARD.....\$175.00

SAVE 3 WAYS!

- No. 1 Spend Less for Reconditioned, Refinished, Guaranteed 5-Balls.
- No. 2 With Flipper Kit Installed.*
- No. 3 With Exh. Contact Kicker Installed.*

	No. 1	No. 2	No. 3
HAVANA	\$64.50	\$89.50	\$79.50
MYSTERY	59.50	64.50	74.50
ROCKET	54.50	59.50	69.50
BALLYHOO	54.50	59.50	69.50
VANITIES	54.50	59.50	69.50
PLAY BOY	54.50	59.50	69.50
SUPER SCORE	44.50	49.50	59.50
SPELLBOUND	44.50	49.50	59.50
SUPERLINER	34.50	39.50	49.50
MISS AMERICA	34.50	39.50	49.50
STEP UP	34.50	39.50	49.50
FAST BALL	34.50	39.50	49.50
SEA BREEZE	34.50	39.50	49.50
MIDGET RACER	34.50	39.50	49.50
SURF QUEEN	34.50	39.50	49.50
BIG LEAGUE	34.50	39.50	49.50
BIG HIT	34.50	39.50	49.50
ANY PRE-WAR PIN GAME	24.50	29.50	39.50

*Please give 2nd and 3rd choice because flippers and spinners are not practical on some games.

SPECIAL OF THE WEEK!
KILROY with Flipper Kit Installed **\$59.50**

ORIGINAL FLIPPER TYPE 5 BALLS

Cinderella	\$139.50	Bermuda	\$109.50
Humpty Dum. 119.50		Trinidad	119.50
Wm. Speedway Write		Spinball	159.50
Yanks	119.50	Maj. Leag. BB	109.50
Catalina	109.50		

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

SLOTS

MILLS BLACK CHERRY, Orig. 5¢, \$144.50; \$10¢, \$149.50; 25¢, \$154.50	
5¢ MILLS BLUE FRONT, ORIG.	89.50
5¢ MILLS BONUS BELL	119.50
5¢ MILLS ORIG. CHROME, 2-5	109.50
10¢ BROWN FRONTS	109.50
GROET. COLUMBIA, J.P.	79.50
GROET. DE LUXE COLUMBIA	99.50
5¢ MILLS VEST POCKET	44.50
WATL. ROL-A-TOP, 10¢	79.50

ARCADE

P. D. Q. CAMERA & BOOTH	\$419.50
WMS. ALL-STARS	259.50
DRIVEMOBILE	129.50
CHI. COIN GOALEE	149.50
ROLL-A-BARREL, 10-Ft.	149.50
SUPER BOMBER	129.50
UNDERSEA RAIDER	119.50
SUPER TORPEDO	109.50
MAJOR LEAGUE BASEBALL	109.50
KIRK ASTROL SCALE	99.50
SCI. POKERINO	99.50
EXH. MERCHANTMAN DIGGER	99.50
BATTING PRACTICE	79.50
FLASH HOCKEY, NEW	79.50
HOCKEY, CHICOIN	69.50
LIBERATOR OR PERISOPE	79.50
ROCKET BUSTER	79.50
TEN STRIKE	69.50
GENCO WHIZZ	69.50
BALLY HEAVY HITTER	79.50
BUCKLEY TREAS. IS. DIGGER	119.50
MUTO. 3-COL. CARD VEN., 2 for 5¢	29.50
GOTT GRIP SCALE, POST-WAR	22.50

ONE BALLS

SPECIAL ENTRY, F.P.	\$225.00
VICTORY SPECIAL, F.P.	125.00
VICTORY DERBY, P.O.	125.00
LONGACRE, F.P.	89.50
TURF KING, P.O.	79.50
PIMLICO, F.P.	79.50
'41 DERBY	79.50
CLUB TROPHY, F.P.	74.50
JOCKEY CLUB, P.O.	69.50
KENTUCKY, P.O.	62.50
RECORD TIME, F.P.	59.50
LONGSHOT, P.O.	59.50
SPORT KING, P.O.	59.50

CONSOLES

5-25 TWO-WAY BONUS SUPER	\$495.00
BALLY TRIPLE BELL, 5-10-25¢	495.00
5¢ KEEN. BONUS SUPER BELL	275.00
BALLY DRAW BELLS, Reg.	219.50
MILLS 3-BELLS	159.50
HI HAND, COMB.	99.50
MILLS 4-BELLS, 5-5-5-5	99.50
BALLY CLUB BELL	69.50
MILLS JUMBO, COMB.	79.50
KEENEY 5¢ SUPER BELL COMB.	79.50
WATLING BIG GAME, P.O. or F.P.	69.50
5¢ PACE SARATOGA SR., P.O.	69.50
BALLY BIG TOP, P.O. or F.P.	69.50
MILLS JUMBO, LATE HEAD	69.50
PACE REELS—CHR. RAIL	69.50
JENN. FAST TIME, P.O.	59.50

You Can't Go Wrong With Coven!

Yellow Fronts, 10¢	\$ 42.50
Pace Comets, 10¢	42.50
Watling Treasury	37.50
Jockey Club, Pre-War	39.50
Long Shot, Pre-War	39.50
Nudgy w/Flippers	27.50
Victory Special	74.50
Gott. Cinderella	125.00
Goalee	115.00
Drivemobile	99.00
Card Vendor	25.00
Mills Punching Bag	90.00
Metal Typer	95.00
Victory Derby, Auto. Shuffle	65.00
Keene Super Bonus Twin	450.00
Mills Black Cherry, 5¢	145.00
Mills Black Cherry, 25¢	155.00
Mills Black Cherry, 50¢	250.00
Mills Blue Front, 5¢	79.50
Mills Blue Front, 25¢	89.50
Mills Brown Front, 5¢	89.00
Mills Brown Front, 25¢	99.00
TELEVISION (Natty. Advertised Models), \$150.00 to \$1500.00.	

Exclusive Bally Distributor
Coven Distributing Co.
3181 ELSTON AVE CHICAGO, ILL.
Phone: Independence 3-2210

ONE BALLS
FAVORITES, in Original Cases, Combination Free Play and Pay-Out.
Close Out.....\$139.50
HOT TIPS, Free Play, Close Out... 69.50
One-third deposit
WESTERN DISTRIBUTORS
1226 S. W. 16th Avenue Portland 5, Ore.
Atwater 7565

WILL PAY \$190.00
For Bally DeLuxe Draw Bell;
\$290.00 for Bally Wild Lemon
BOX D-104
The Billboard Cincinnati 22, O.

ONE EVANS BANGTAIL.....\$400.00
This machine was used 10 days, looks like new. One-fourth deposit, balance C.O.D.
LAKESIDE
P. O. Box 11159 Houston 16, Texas

WANTED TO BUY
Heavy Steel (10 Gauge) Slot Machine Safes with turnarounds. Will pay \$100.00 for Singles, \$140.00 for Doubles and \$185.00 for Triples.
K-T ENTERPRISES
BOX 934 PORTSMOUTH, OHIO

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2600 • CHICAGO 22, ILL.
Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT, Ph.: Tyler 7-2770

SEE JENNINGS' NEW PLAY SENSATION! "Live Jackpot"

Monte Carlo CHALLENGER

5c-5c

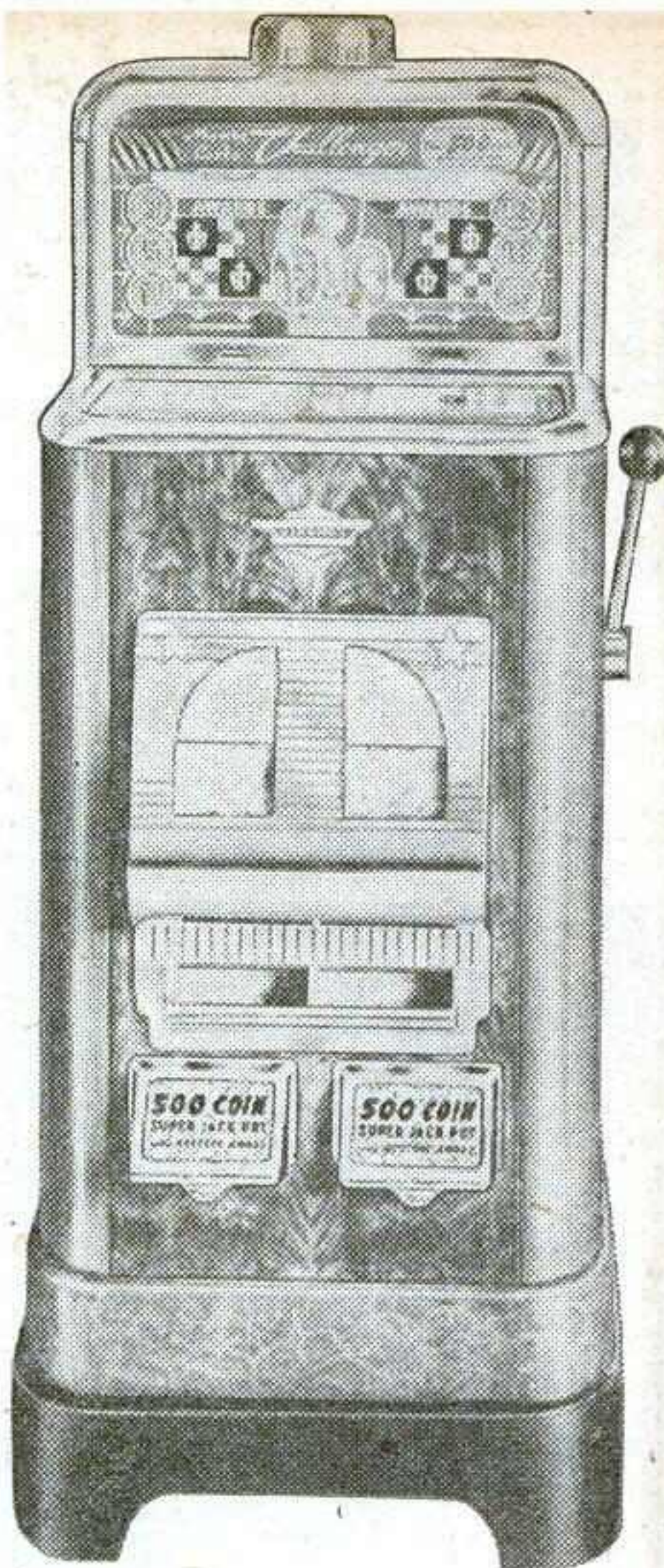
5c-10c

5c-25c PLAY

Step up and play this machine, mister! It's just what your players are looking for . . . a twin-play machine with an incentive to play that's terrific! Two regular Jackpots . . . Two Guaranteed 500 Coin Super Jackpots . . . plus a "Live Jackpot" that builds up excitement and profits previously thought impossible. Live Jackpot adds a certain percentage of coin played to the two 500 coin guaranteed Super Jackpots. Test locations reported that Live Jackpot build up to more than a total of 1,200 coins.

You know it takes an active machine to produce results for you . . . well, mister, here's a machine that has the suspense to make them line up to play.

Step up and try Jennings' Live Jackpot . . . NOW AT YOUR NEAREST JENNINGS DEALER OR DISTRIBUTOR!



FREE! A PENNY POST-CARD WILL BRING YOU OUR NEW 4-COLOR "Monte Carlo" AND "Live Jackpot" CIRCULARS WRITE TODAY!

Regular Jackpots pay 5c Play 10c Play 25c Play
\$7.50 \$17.50 \$35.00

Plus
500 Coin Super Jackpots pay 25.00 50.00 125.00

Plus
Live Jackpot—Over and Above These Amounts
(certain percentages of coins played)

AS THE
LIVE JACKPOT
GROWS

INTEREST
EXCITEMENT
AND
PROFITS
GO UP
AND UP
AND UP!

O. D. JENNINGS AND COMPANY

4307 WEST LAKE STREET • CHICAGO 24, ILLINOIS • TELEPHONE MANSFIELD 2612

BUY A NEW MACHINE FOR ONLY \$75.00
KEEP COST OF OPERATION DOWN
SEEBURG LO-TONE

(cabinet only)
\$75.00
(Plus Your Old Cabinet)



Rush your old cabinet to us (minus the mechanism) and we will ship our refinished LO-TONE CABINET. When you install the mechanism in our refinished cabinet you will have a machine which will sparkle and look as good as new. When ordering, specify whether you want Model 8200, 8900 or 9800.

RUSH ORDERS TODAY!
1/3 With Order, Balance C. O. D.

DAVID ROSEN, INC.

Exclusive AMI Distributor
855 N. Broad St. Philadelphia 23, Pa.
Stevenson 2-2903
503 Evergreen Ave. Baltimore 23, Md.
Edmonson 5322

NOW!
NEW 1949 IMPROVED MODEL
CHAIN DRIVE CHUTE
FOR ALL MODELS OF
MILLS MACHINES



Write for Quantity Prices and Full Information
VALLEY SPECIALTY CO., INC.

350 N. CLINTON

ROCHESTER 5, N. Y.

PROMPT DELIVERY

Gottlieb **ROUND UP**
Williams **SARATOGA**
United **MOON GLOW**

Exhibit **MAGIC**
Chicago **TEMPTATION**
Mills **BELL MACHINE**



Add New Life To Your Games With

EXHIBIT CONTACT KICKER BUMPERS \$6.95
EXHIBIT FLIPPER KITS 3.95

OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)



FOR SALE

GAME AND MUSIC MACHINE ROUTE

Approximately seventy preferred locations, all in San Diego County, California. This is one of the oldest established routes in the area and must be sold immediately. It is a \$25,000.00 deal, but will consider reasonable offer. Investigate. Contact

San Diego Wholesale Credit Men's Association
508 Orpheum Bldg., San Diego, Calif.



THE BILLBOARD

* is selling 8-week subscriptions in conjunction with the First Annual Coin Machine Roll Call for only \$1. That's half the newsstand price. What's more—those issues include the big NAMA and CMI Convention issues and the Juke Box Supplement.

Simply mail your \$1 along with your name and address to B. A. Bruns, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. In addition, he'll send you a FREE copy of the big December Catalog Number of Vend listing all manufacturers and what they make.

For full details see pages 10C and 10E

Used MUSIC Machines

SEEBURG 147 \$450.00
SEEBURG 148 R.C. 895.00
SEEBURG 5c WIRELESS BOXES, Like New 82.50
SEEBURG 5-10-25c WIRELESS BOXES, Like New 55.00
THESE WALL BOXES HAVE BEEN USED FOR ONLY ONE MONTH!

1/3 Dep., Bal. C. O. D.

RUNYON SALES COMPANY

123 W. Runyon St., Newark 8, N. J.
Tel.: Bigelow 3-8777
593 Tenth Ave., New York 18, N. Y.
Tel.: Longacre 4-1880

KEENEY BONUS BELLS AND SLOTS

1 3-Way Keeneey 5-10-25 \$650.00
1 2-Way Keeneey 5-5 or 5-25 450.00

Several good buys in Mills Slots, any denomination—Write.

COIN MACHINE SERVICE
1509 State St. Boise, Idaho



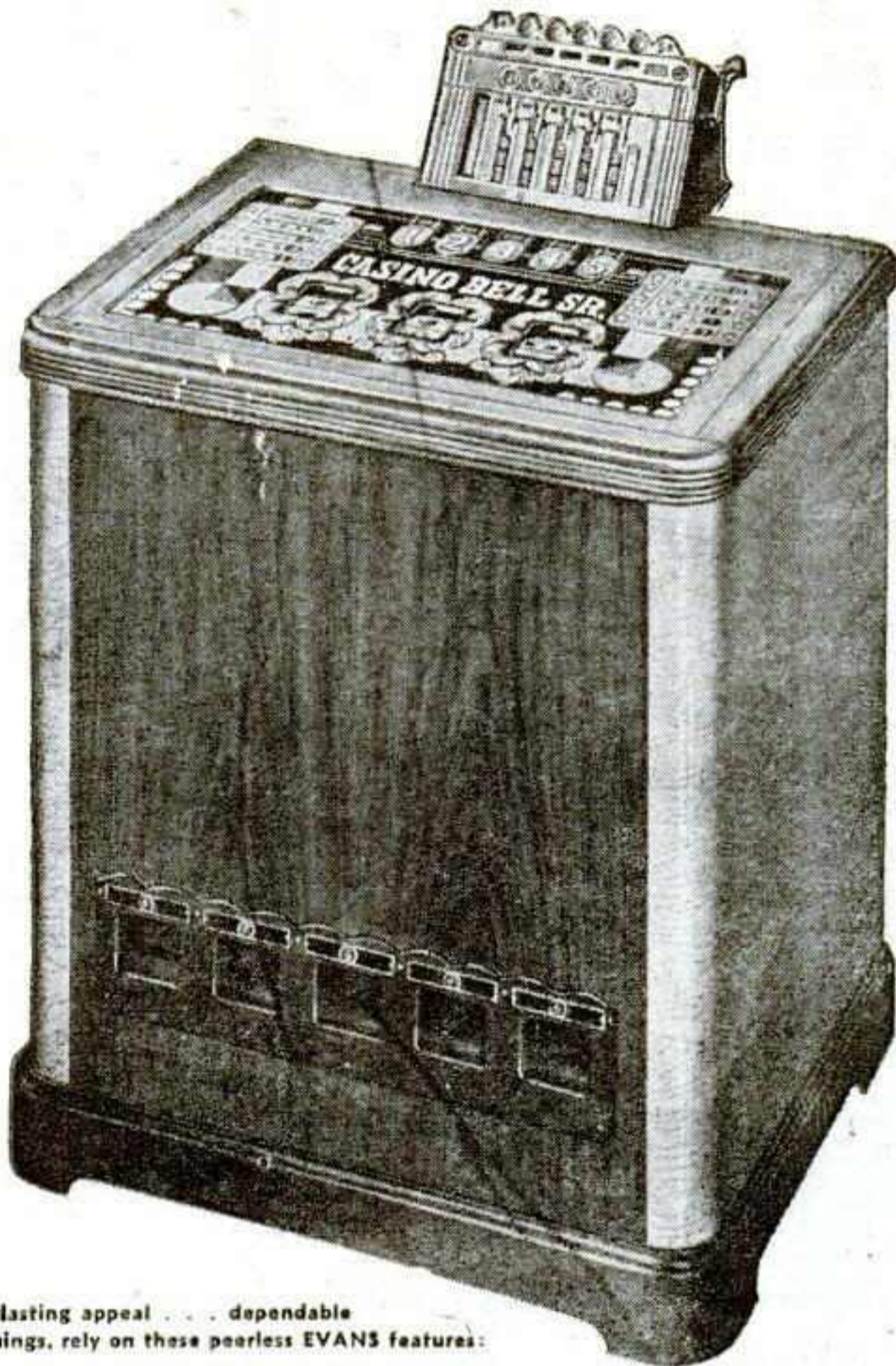
MILLS BELLS!

We have all Mills latest Bells in stock.

MARVIN J. BLAND INDIANA MUSIC CO.

705 Putnam St., Terre Haute, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

SENSATIONALLY NEW! CASINO BELL SR.



For lasting appeal . . . dependable earnings, rely on these peerless EVANS features:

ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED.

- EVANS' NONPAREIL 5-COIN HEAD! 5 PLAYERS! Greatest Improvement in the History of the Industry!
- 5 INDIVIDUAL PAYOUT CUPS!
- 3 JACKPOTS WITH RESERVES!
- SINGLE COIN "MACHINE GUN" ACTION PAYOUT!
- EVANS' FAMOUS TROUBLE-FREE MECHANISM!
- LONG-LIFE, ATTRACTIVE EVANS-BUILT CABINET!
- BRILLIANT, COLORFUL TOP DESIGN!
- STANDARD BELL FRUIT REELS!
- MODELS NOW AVAILABLE: STANDARD 3/5c and 2/25c; STRAIGHT 5c or 25c

CLUB MODEL WITH ONE-CHERRY PAYOUT

**NOW AVAILABLE WITH
JUMBLED BARS
MORE PAYOUTS! MORE PLAY!**

SEE YOUR DISTRIBUTOR TODAY

H. C. EVANS & CO.

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

ATTENTION, OPERATORS FREE-DELL'S NOVELTY

3902 ELM ST., DALLAS, TEXAS

ONLY AUTHORIZED DISTRIBUTOR OF BELL-O-MATIC PRODUCTS FOR NORTH TEXAS

We have a complete stock of Mills Bell machines for immediate shipment, Jewel Bells, Black Gold Bonus Bells, Q.T. Vest Pockets.

We also have all types of used machines at all times. We buy or will trade for any type slots. We maintain a shop for repairing, refinishing Mills Slots. We also carry Mills parts. Our work is guaranteed—our Mechanic is the best. LET US PROVE IT.

CLEVELAND COIN'S COIN OPERATED REBOUND SHUFFLEBOARD



WRITE, PHONE OR
WIRE FOR PRICES

SLOTS AND BELLS

5 Jennings 10c Super Deluxe Club Light Ups, 1 Cherry Pay Out	\$185.00
5 Jennings 25c Super Deluxe Club Light Ups, 1 Cherry Pay Out	175.00
10 Jennings Silver Moon and Silver Chief, 10c, 1 Cherry P.O.	65.00
10 Jennings Silver Moon and Silver Chief, 25c, 1 Cherry P.O.	75.00
1 Mills 25c Golf Ball Vendors	225.00

ONE BALLS

15 Bally Entries, P.O.	\$150.00
5 Bally Jockey Clubs, P.O.	260.00
5 Bally Trophies, P.O.	375.00
1 Keeney Favorite, Combo.	195.00
6 Bally Gold Cups, F.P.	335.00

ARCADE EQUIPMENT

LATE MODEL PHOTOMATIC	\$695.00
LATE MODEL VOICE-O-GRAPHS	850.00
BRAND NEW CHICAGO COIN GOALEE	150.00
BRAND NEW ATOMIC BOMBER	165.00
BRAND NEW QUIZZERS	WRITE
25 EXHIBIT MERCHANTMEN	85.00
2 Strikes & Spares	295.00
3 Photomatics, Inside Lites	325.00
8 Bally Heavy Hitters	75.00
1 Super Bomber	150.00
2 Rapid Fires	110.00
1 Pitchem & Katchem	75.00
1 Scientific Baseball	75.00
10 Ten Strikes	69.50
2 Batting Practices	75.00
3 Chicken Sams	95.00
3 Keeney Air Raiders	95.00
3 New Bowl-A-Scores	95.00
Keeney Submarine	95.00
2 Western Baseballs	95.00
2 Goalees	100.00
8 Boomerangs	95.00
Jack Rabbit	150.00
Hoot Mon Golf	75.00
1 Under Sea Raider	135.00
1 Chicago Coin Basketball	285.00
1 Exhibit Vitalizer	85.00
2 Bat-A-Ball Srs.	39.50
Groetchen Metal Typewriter	225.00
5 Mills Lo Boy Modern Scales	50.00
1 Paces Lo Boy Scale	50.00
Late Model Free Play Ten Strikes	135.00

SKEE BALLS

15 Wurlitzer Skee Balls	\$150.00
10 Bank Balls, 14 ft.	110.00
1 Bank Ball, 9 ft.	85.00
2 Jafco 9-Ft. Barrel Rolls	85.00
2 Premier 10-Ft. Barrel Rolls	85.00
2 Bowlin Leagues, 9-Ft.	85.00

NEW CONSOLES

Keeney Super Bonus Bells	\$800.00
Universal Super Arrows	800.00

USED COUNTER GAMES

Pop Ups	\$ 14.00
Penny Pistol Shot	12.50

ROLL DOWNS

BRAND NEW PRO SCORES IN ORIGINAL CRATES	\$210.00
Tri Scores	85.00
Tally Rolls	85.00
Sportsmen Rolls	75.00
Big City	75.00
Super Score	75.00
One Worlds	75.00
Total Rolls	75.00
Tin Pan Alley	75.00
Esso Arrows	75.00
Advance Rolls	95.00

SPECIAL

10 Pop Corn Sez Pop Corn Vendors, complete	\$850.00
Single	85.00
1 Super Star Pop Corn Machine, (New, in original crate)	589.00
20 Frigidrink Vendors	225.00
1 Brand new Mills Coffee Vendor	725.00
5 Slightly used Mills Coffee Vendors	625.00
25 National 9-Col. Candy Vendors	85.00

USED CIGARETTE VENDORS

10 U-Need-A-Pak 500, 15-Col.	\$ 85.00
5 U-Need-A-Pak 500, 9-Col.	75.00
25 National 950's	85.00
5 DuGrenier 1946 Challengers, 7-Col.	125.00
5 U-Need-A-Pak, 8-Col. Monarchs, 1946	125.00
2 DuGrenier W's, 9-Col.	45.00
25 C-8 Eastern Electric Cigarette Vendors	185.00

USED VENDORS

25 N.W. 1c #33 Ball Gum Vendors with Plastic Globes	\$ 8.50
25 Silver King 1c Ball Gum Vendors	8.50
25 5c Silver King Nut Vendors	8.50
15 Shipman Duo Stamp Vendors, like new	15.00
12 Northwestern 1c-5c Deluxe	18.50

CONSOLES

Keeney Super Bonus Bells, Single	\$275.00
Keeney Super Bonus Bells, Double	395.00
Keeney Super Bonus Bells, Triple	550.00
Bally Triple Bells	435.00
10 Jennings Silver Moons, F.P.	85.00
4 Baker's Paces, D.D.	150.00

NEW COUNTER GAMES

Penny Target	\$ 39.50
A.B.T. Challenger	42.50
A.B.T. Model F	47.50
Kicker & Catcher	35.00
Acme Electric Shocker	19.50
Whirl-A-Balls	19.00

ADVANCE MODEL 21F

Machines, 25c Operated, Write

SHOE SHINE MACHINE

\$175.00 each

BALL GUM & CHARMS

Large Metal Plated Charms, Per M	\$7.50
Small Metal Plated Charms, Per M	6.00
Bubble Ball Gum, 30c per lb. Packed in 25 lb. cartons.	

KEENEY'S ELECTRIC CIGARETTE VENDOR

The Finest—Prompt Delivery in Ohio, West Virginia, Kentucky!

NOW DELIVERING

United's SERENADE
Chicago Coin's TEMPTATION
Genco's 1-2-3
Gottlieb's ROUND UP
Exhibit's MAGIC



CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO

PROspect 6316 - 6317

M.S. GISSER, SALES MGR.

BIG BARGAINS

WUR. 1015, 1100, and 1080 (Like New)	WRITE
ROCK-OLA 1946 Model 1422	\$265.00
ROCK-OLA 1947 Model 1426	295.00
WURLITZER VICTORY MODELS	50.00

WANTED: SEEBURG 3-WIRE SELECTOMATICS WITH METAL COVERS. WILL TRADE WURLITZER PHONO-GRAPHS FOR USED WALLBOXES.

EXCLUSIVE DISTRIBUTORS FOR THE
RUDOLPH WURLITZER COMPANY
FOR ALL NEW ENGLAND STATES

PHONE ST 2-3320



REDD DISTRIBUTING CO., INC.

130 LINCOLN - ALLSTON - BOSTON 34, MASS.

BARGAIN BUYS!

Wurlitzer 950	\$110.00	Seeburg Victory-Gem	\$ 49.50
Wurlitzer 600R	49.50	Seeburg Casino	39.50
Wurlitzer 1100	599.50	Rock-Ola Master	59.50
Wurlitzer 750	199.50	Rock-Ola DeLuxe	49.50
Wurlitzer 1015	399.50	Rock-Ola Standard	49.50
Wurlitzer 42-600 Victory	39.50	Rock-Ola 1422	275.00
Wurlitzer 24	39.50	Wurlitzer 850	119.50
Wurlitzer 500	59.50	Wurlitzer #100 30-Wire Boxes	4.00
Seeburg Envoy	99.50	Wurlitzer 125, 5-10-25 Boxes	4.50

Race Horse Back Glass for Advance Roll \$9.50

RECORDS - WHOLESALE - ALL LABELS - WE SHIP ANYWHERE

THE NEW HUB DISTRIBUTING CO., 630 Tenth Avenue,
Cor. 45th St., New York 19, N. Y. Circle 6-9570



GET IN THE "CHIPS" WITH *Williams* **SARATOGA**

**NEW
THUMPER BUMPERS!
NEW PLAY-COMPELLING FEATURES!**

**See It—Buy It at Your
Distributor TODAY!**

Williams
**MANUFACTURING
COMPANY**

161 W. Huron Street Chicago 10, Ill.



*Capture the Crowds
WITH KEENEY CONSOLES*

Operate Keeney's 2-Way BONUS SUPER BELL
It GETS and HOLDS Everlasting Play! Order Now!

- ★ 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.
- ★ GOLD NUGGET, sensational Twin Multiple, 4-coin play console.
- ★ WILD BELL, new "wild" symbol, single coin, 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine.
Order from your Keeney Distributor NOW!

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTIETH STREET, CHICAGO 92, ILLINOIS

OPERATORS 50-50 DEAL

We have a limited number of
**BUCKLEY
BONANZA — CRISS CROSS
TRACK ODDS**

which we will furnish to established operators
on a 50-50 basis.

**NO INVESTMENT REQUIRED ON
YOUR PART**

Write or wire giving phone number

BOX 226
c/o Billboard, 155 N. Clark St.
Chicago, Illinois



Roundup

By GOTTlieb . . .

'NUFF SAID!

ORDER FROM YOUR DISTRIBUTOR TODAY!

SEE OUR EXHIBIT
at the
Coin Machine Show
SHERMAN HOTEL, CHICAGO
JANUARY 1949

BOOTHS 2-3-4

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS



MEMBER

"There is no substitute for Quality!"

NEW LOW CASH PRICES

Bally Gold Cup \$299.50

Bally Special Entry . . 159.50

Keeney Hot Tip 79.50

Keeney Favorite . . . 129.50

All in A-1 Shape

Ready for Location

Send Deposit With Order

SOUTHERN AUTOMATIC MUSIC CO.

624 S. 3d St.

Louisville 2, Ky.

AUTOMATIC COIN America's Bell Machine Center

Exclusive Authorized Distributor for Mills Bell Products

Now Delivering Brand New MILLS
JEWEL BELL • MELON BELL
BLACK GOLD HANDLOAD • BONUS BELLS
Orders for New Machines and Parts Shipped in 24 Hours!



NOW
FOR THE FIRST TIME!
BRAND NEW 25c MILLS
Q.T. \$142.50
BRAND NEW 5c
MILLS Q.T. . . . \$115.00

GUARANTEED SLOTS	
Reconditioned—Refinished—Repainted	
Mills 10¢ Black Cherry Bell, Post-War, 2/5	\$139.50 EA.
Mills Golden Falls, Handload, Post-War, 2/5, 5¢, 10¢ or 25¢	\$149.50 EA.
Mills 10¢ Gold Chrome, 2/5 or 3/5	\$109.50
Jennings Chief, 5¢ or 10¢	\$59.50
Mills Jumbo, Payout..	\$65.00
Mills 3-Bells	\$169.50
BRAND NEW MILLS VEST POCKET	\$65.00

Bally Victory Derby, 1-Ball P.O., Automatic Shuffleboard	\$129.50	Bally Victory Special, 1-Ball F.P., Automatic Shuffleboard	\$129.50
--	----------	--	----------

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT			
Bally Red-Button Draw Bell	\$245.00	A.B.T. Challengers	\$ 24.50
Uneda Pak Cig. Vendors, like new	129.50	Mills Post-War 3-Bells	239.50
Seeburg Casino Phone	139.50	Keeney Twin Super Bell, 5¢-25¢	495.00
Evans Bangtails, J.P. Model	149.50	Evans 1947 Bang Tails, J.P.	395.00

Terms: 1/8 Dep., Bal. O. O. D.

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

AUTOMATIC COIN
MACHINES & SUPPLY CO.
TELEPHONE: CApitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

MODERN '49ers!

JOIN THE GOLD RUSH TO CHICAGO COME TO THE 1949 COIN MACHINE SHOW

AMUSEMENT

This century's '49ers will stake out new claims to profits and prosperity at Coin Machine Institute's greatest Coin Machine Show in history.

MUSIC

See the only exhibition of all types of coin-operated equipment —amusement, music, vending and service.

VENDING

Examine the newest models of bowling, pinball, shuffleboard games. Check up on juke box—radio—television.

SERVICE

Learn about advances in ice cream, candy and nut vending. Perk up profits with scales and shoe shiners.

THERE IS NO BETTER WAY TO PREPARE FOR PROSPERITY
THAN TO BE A '49er

COME TO THE
CMI COIN MACHINE SHOW
JANUARY 17-18-19
HOTEL SHERMAN—CHICAGO



THE GAME PROVEN TO BE TOPS FROM A TO D!

TEMPTATION

Featuring for the First Time on Any Game...

AUTOMATIC SCORING FLIPPERS

An Exclusive Chicago Coin Feature

BUMPERS, NEW LUMINESCENT TYPE

CASH BOX TELLS THE STORY

DIFFERENT WAYS TO SCORE—5 IN ALL

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR TODAY!

FREE PLAY GAMES—

READY FOR LOCATION!

CLICK
FAST BALL
FIESTA
MAISIE
MISS AMERICA
MYSTERY

\$24.50
EACH

NUDGY

PLAYBOY
RIO
ROCKET
SEA BREEZE
TORNADO
VANITIES

BOWLING LEAGUE
BRONCHO
CROSSFIRE

\$34.50
EACH

HONEY
MAM'SELLE
RANGER

SPECIAL!

YANKS \$ 99.50
MAJOR LEAGUE BASEBALL 119.50

Terms: 1/3 Deposit, Balance Sight Draft

WRITE FOR NEW LIST OF ALL MACHINES

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI • DAYTON • FT. WAYNE
INDIANAPOLIS • LEXINGTON



624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
1329 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.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see
Bill Hoppel
MILWAUKEE see
Carl Hoppel

"SPECIAL" RECONDITIONED LIKE NEW "SPECIAL"

BALLY BOWLERS \$275.00
GENCO BING-A-ROLLS 169.50

ALLITE STRIKES AND SPARES \$275.00
BALLY HI ROLLS 149.50

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-5-5	\$650.00	KEENEY BONUS 1-WAY, 5-5-5	\$249.50
KEENEY BONUS 3-WAY, 5-10-25	695.00	KEENEY BONUS 2-WAY, 5-25	495.00
BALLY TRIPLE BELLS, 5-10-25	495.00	KEENEY BONUS 3-WAY, 5-5	495.00
BALLY TRIPLE BELLS, 5-5-25	495.00	KEENEY GOLD NUGGET	495.00
MILLS 1941 THREE BELLS	169.50	BALLY DRAW BELLS (R. B.)	215.50
JENNINGS CHALLENGER, 5-25	295.00	BALLY DRAW BELLS (M. B.)	195.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	59.50	MILLS JUMBO, LATE P.O.	59.50
MILLS JUMBO, LATE F.P.	39.50	1948 BUCKLEY TRACK ODDS	895.00
BALLY WILD LEMON	325.00	BALLY HI HANDS	39.50
EVANS BANGTAILS	249.50	BALLY CLUB BELLS, F.P., P.O.	49.50

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$449.50	SEEBURG MODEL 1-47-M	\$495.00
WURLITZER MODEL 1100	WRITE	SEEBURG MODEL 1-48-M	385.00
A.M.I. 1948 MODEL A	550.00	ROCK-OLA MODEL 1429 (1947)	395.00
PACKARD 1948 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1948)	349.50
1948 SEEBURG MODEL 248	295.00	1948 ROCK-OLA PLAYMASTER	295.00
PACKARD MODEL 400	149.50	1940 ROCK-OLA PLAYMASTER	149.50

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG. 5¢	\$139.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG. 10¢	149.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG. 25¢	159.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG. 50¢	245.00	MILLS BLUE FRONTS (Refin.), 5¢	\$ 89.50
MILLS GOLDEN FALLS, 50¢	245.00	MILLS BLUE FRONTS (Refin.), 10¢	89.50
PAGE 1947 CHROME, \$1.00	350.00	MILLS BLUE FRONTS (Refin.), 25¢	124.50
COLUMBIA TWIN JACK POT	89.50	MILLS BLUE FRONTS (Refin.), 50¢	149.50
SINGLE WEIGHTED STANDS	27.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

BRAND NEW — IN ORIGINAL CRATES

DISTRIBUTORS, WRITE FOR PRICES

BALLY BOWLERS	WRITE	DAVAL SKILL THRILL	WRITE
BALLY HEAVY HITTER	WRITE	BALLY BIG INNING	WRITE
BALLY DOUBLE UP	WRITE	BALLY TRIPLE BELL	WRITE
BALLY RESERVE BELL	WRITE	STRIKES & SPARES	WRITE
NEW BALLY CITATION	WRITE	KEENEY FAVORITE, F.P., P.O.	WRITE
NEW 1948 GALLOPING DOMINOES	WRITE	NEW 1948 BANGTAILS	WRITE

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Badger Sales Co., Inc.
2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326

Badger Novelty Co.
2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030

GIVE TO THE DAMON RUNYON CANCER FUND

PRE-TESTED GAMES
assure you
MAXIMUM play and
MAXIMUM pay



PRE-TESTING gives positive proof that the games you get from your NCMDA* Distributor will be *sure-shot attention getters*—games that get *maximum play* and give you *maximum pay*. All games handled by members of the NATIONAL COIN MACHINE DISTRIBUTORS' ASSOCIATION are location-tested *many times*, in a *variety of locations* which draw *all types of player interest*. You can be sure that these *pre-tested games will get heavy play in all of your spots*.

This service by your NCMDA* Distributor puts money in your pocket, but it doesn't cost you a penny more. When your distributor belongs to the NATIONAL COIN MACHINE DISTRIBUTORS' ASSOCIATION, you can be sure that he knows the *right machines for your locations*, *machines that will be real money-makers*. See your NCMDA* Distributor today—he'll help you *make your business pay*.

***NATIONAL COIN MACHINE DISTRIBUTORS' ASSN.**

130 NORTH WELLS STREET ● SUITE 1301 ● CHICAGO 6, ILLINIOS

MEMBERS

EAST

- GENERAL VENDING SALES CORP.
245 W. Biddle St., Baltimore 1, Md.
- WALDROP DISTRIBUTING CO.
1723 N. Charles St., Baltimore 1, Md.
- ACTIVE AMUSEMENT MACHINES CO.
98 Clinton Ave., Newark, N. J.
- ALFRED SALES, INC.
881 Main St., Buffalo 3, N. Y.
- ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Philadelphia 30, Pa.
- ACTIVE AMUSEMENT MACHINES CO.
1120 Wyoming Ave., Scranton, Pa.
- ATLAS NOVELTY CO.
2217 Fifth Ave., Pittsburgh, Pa.
- BANNER SPECIALTY CO.
199 W. Girard Ave., Philadelphia 23, Pa.
- BANNER SPECIALTY CO.
1508 Fifth Ave., Pittsburgh 19, Pa.
- B. D. LAZAR CO.
1635 Fifth Ave., Pittsburgh 19, Pa.
- SCOTT-CROSSE CO.
14 3 Spring Garden St., Philadelphia 30, Pa.

MID-WEST

- SOUTHERN AUTOMATIC MUSIC CO., INC.
325 N. Illinois St., Indianapolis 4, Ind.
- SOUTHERN AUTOMATIC MUSIC CO., INC.
1329 S. Calhoun St., Fort Wayne 2, Ind.
- EMPIRE COIN MACHINE EXCHANGE
1012 Milwaukee Ave., Chicago 22, Ill.

NATIONAL COIN MACHINE EXCHANGE
1411 W. Diversey Blvd., Chicago 14, Ill.

- KING-PIN EQUIPMENT CO.
826 Mills St., Kalamazoo 21, Mich.
- KING-PIN EQUIPMENT CO.
8004 Grand River Ave., Detroit, Mich.
- HY-G MUSIC CO.
257 Plymouth Ave., N., Minneapolis 11, Minn.
- TWIN PORTS SALES CO.
230 Lake Ave., S., Duluth 2, Minn.
- TWIN PORTS SALES CO.
2027 Washington, S., Minneapolis 4, Minn.
- CENTRAL DISTRIBUTORS
2334 Olive St., St. Louis 3, Mo.
- CONSOLIDATED DISTRIBUTING CO.
1910 Grand Ave., Kansas City, Mo.
- MORRIS NOVELTY CO.
3007 Olive St., St. Louis 3, Mo.
- OLIVE NOVELTY CO.
2625 Lucas Ave., St. Louis 3, Mo.
- CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. High St., Columbus, Ohio
- LAKE CITY AMUSEMENT CO.
1648 St. Clair Ave., Cleveland, Ohio
- SHAFFER MUSIC CO.
606 S. High St., Columbus, Ohio
- SICKING, INC.
1401 Central Pkwy., Cincinnati 14, Ohio
- SOUTHERN AUTOMATIC MUSIC CO., INC.
228 W. 7th St., Cincinnati 2, Ohio

- S. L. LONDON MUSIC CO., INC.
3130 W. Lisbon Ave., Milwaukee 8, Wis.
- SOUTHERN AUTOMATIC MUSIC CO., INC.
603 Linden St., Dayton 3, Ohio

NEW ENGLAND

- TRIMOUNT COIN MACHINE CO.
40 Waltham St., Boston 18, Mass.

SOUTH

- TARAN DISTRIBUTING, INC.
2820 N. W. 7th Ave., Miami, Florida.
- TARAN DISTRIBUTING, INC.
90 Riverside Ave., Jacksonville, Fla.
- SOUTHERN AUTOMATIC MUSIC CO., INC.
624 Third St., Louisville 2, Ky.
- SOUTHERN AUTOMATIC MUSIC CO., INC.
240 Jefferson St., Lexington 2, Ky.
- SOUTHERN AMUSEMENT CO.
628 Madison St., Memphis, Tenn.
- ROANOKE VENDING MACHINE EXCHANGE, INC.
1814 Williamson Road, Roanoke 12, Va.

WEST

- GENERAL DISTRIBUTING CO.
2812 Main St., Dallas 1, Texas

WEST COAST

- ADVANCE AUTOMATIC SALES CO.
1350 Howard St., San Francisco 3, Calif.
- WESTERN DISTRIBUTORS
1226 S.W. 16th Ave., Portland 5, Ore.
- WESTERN DISTRIBUTORS
8126 Elliott Ave., Seattle 1, Wash.

SICKING'S GUARANTEED RECONDITIONED GAMES

NEW MILLS BELLS



MILLS NEW Q T

A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

5c PLAY .. \$115.00
25c PLAY .. WRITE 1/3 Deposit



MILLS BLACK GOLD BELL

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



MILLS JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**

ONE BALL F. P. GAMES

- GOLD CUPS \$299.50
- SPECIAL ENTRY 169.50
- VICTORY SPECIALS 74.50
- Longacre 32.50
- Whirl-a-Way 49.50
- Pimlico 32.50
- Thoroughbreds 32.50

CONSOLES

- Keeney Keenette \$ 69.50
- Four Bells 79.50
- Late Model Baker's Pacers (Like New) 499.50
- Lucky Lucre 69.50
- 1940 Galloping Dominos 49.50
- Bally Club Bells 69.50
- Late Model Evans Races 499.50
- Jumbo, F.P. or Cash Model 49.50
- Three Bells, New Late Model ... 549.50
- Evans 1940 Banqtail 49.50

FIVE BALL FREE PLAY GAMES

- | | | |
|---------------------------|-------------------------|--------------------------|
| Robin Hood \$124.50 | Suspense \$15.00 | Rocket \$22.50 |
| Melody 89.50 | Dynamite 17.50 | Zig Zag 12.50 |
| Yanks (Williams) 99.50 | Kilroy 22.50 | Big Hit 15.00 |
| Starlight 49.50 | Invasion 12.50 | Knockout 12.50 |
| Cover Girl 122.50 | Defense 12.50 | Score Card 12.50 |
| Bonanza 49.50 | Shangri-La 15.00 | Five, Ten & Twenty 12.50 |
| Thrill (Like New) 174.50 | Nudgy 22.50 | Laura 12.50 |
| Star Dust 129.50 | Smarty 25.00 | Carousel 54.50 |
| Jamboree 129.50 | Superliner 15.00 | Step Up 15.00 |
| Crazy Ball 139.50 | Three Score 12.50 | Sea Breeze 22.50 |
| Leap Year 69.50 | Wagon Wheel ... 17.50 | Big League 15.00 |
| Topics 17.50 | Trade Winds, Rev. 12.50 | Gold Star 12.50 |
| Baffle Card 17.50 | Liberty 22.50 | Sport Parade ... 12.50 |
| Monicker 17.50 | Velvet 12.50 | Fiesta 22.50 |
| Four Roses 17.50 | Flamingo 37.50 | Ballyhoo 22.50 |
| Miami Beach 17.50 | Amber 17.50 | Gold Ball 37.50 |
| Venus 17.50 | Tornado 32.50 | Captain Kidd ... 12.50 |
| Silver Skates ... 17.50 | Air Circus 12.50 | Ten Spot 12.50 |
| Dude Ranch 17.50 | Arizona 12.50 | Major '41 12.50 |
| Snappy 17.50 | Brazil 15.00 | Big Parade 12.50 |
| Show Boat 17.50 | Double Barrel ... 22.50 | Jungle 12.50 |
| State Fair 17.50 | Horoscope 12.50 | Marines at Play .. 12.50 |
| School Days 17.50 | Cyclone 29.50 | Miss America ... 17.50 |
| Surf Queen 15.00 | Fiat Top 15.00 | Argentina 12.50 |

When Ordering Machines From \$12.50 to \$17.50, Please Give Second Choice. 1/3 Deposit With Order.

We Have in Stock at All Times EVERY NEW COIN MACHINE MANUFACTURED Write for Circulars and Price List



NEW BONUS BELL...WRITE FOR PRICES MILLS NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5c PLAY \$65.00 1/3 DEPOSIT

New Box Stands. Single, Double and Triple Safes for Mills Bells.

GUARANTEED RECONDITIONED MILLS' BELLS
Blue Fronts, Brown Fronts, Jewel Bells, Bonus Bells, Q.T. Bells, Vest Pocket Bells. **WRITE FOR PRICES.**

SICKING, Inc.

ESTABLISHED 1895

America's Oldest Distributor

1401 CENTRAL PARKWAY

CINCINNATI 14, OHIO



JOE ASH

ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUFF SAID

YOUR CHOICE **\$17.50 Ea.** 3 FOR \$47.50

- | | | |
|-------------|-------------------|------------|
| BIG LEAGUE | SUSPENSE | STEP UP |
| DYNAMITE | STAGE DOOR CANTEN | SUPERLINER |
| SUPER SCORE | | SURF QUEEN |

- FIESTA \$29.50
- HAWAII 44.50
- KILROY 19.50

- MYSTERY \$29.50
- RIO 22.50
- TROPICANA 49.50

Coin Recordio

By WILCOX-GAY
BRAND NEW IN ORIGINAL FACTORY CRATES, COMPLETE WITH STAND AND ENVELOPE VENDOR.

\$290.00

1/3 With Order - Balance C. O. D.

ORIGINAL FLIPPER GAMES

MAJOR LEAGUE BASEBALL \$ 79.50
SPINBALL.. 119.50

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Philadelphia 30, Pa. Fromont 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"

SHAFFER'S BARGAINS IN USED PHONOGRAPHS

RECONDITIONED—READY FOR LOCATION

- | | |
|---------------------------------|------------------------------|
| Seeburg R.C. Lotones . \$219.50 | Seeburg Gem \$119.50 |
| Seeburg R.C. Hitones . 219.50 | Rock-Ola 1422 299.50 |
| Seeburg E.S. Lotones . 199.50 | Rock-Ola '40 Master .. 99.50 |
| Seeburg Envoy, R.C. .. 169.50 | Rock-Ola '40 Super .. 99.50 |
| Seeburg Cadet, E.S. .. 149.50 | Rock-Ola '39 Standard 89.50 |
| Seeburg Maestro, E.S. . 149.50 | Rock-Ola '39 Deluxe . 89.50 |
| Seeburg Classic 129.50 | Wurlitzer 500 89.50 |
| Seeburg Vogue 129.50 | |

- Seeburg (W1-L56) 5c Wireless Wall-o-Matics \$45.00
- Seeburg (3W2-L56) 5c Three-Wire Wall-o-Matics 37.50
- Seeburg WB-1Z (5-10-25c) Wireless Bar-o-Matics 29.50
- Seeburg WS-2Z (5c) Wireless Wall-o-Matics with metal covers 28.50
- Seeburg WS-2Z (5c) Wireless Wall-o-Matics with plastic covers 24.50
- Seeburg DS20-1Z Three-Wire Select-o-Matics .. 22.50
- Rock-Ola Dial-a-Tune Boxes 5.00
- Buckley Boxes 5.00

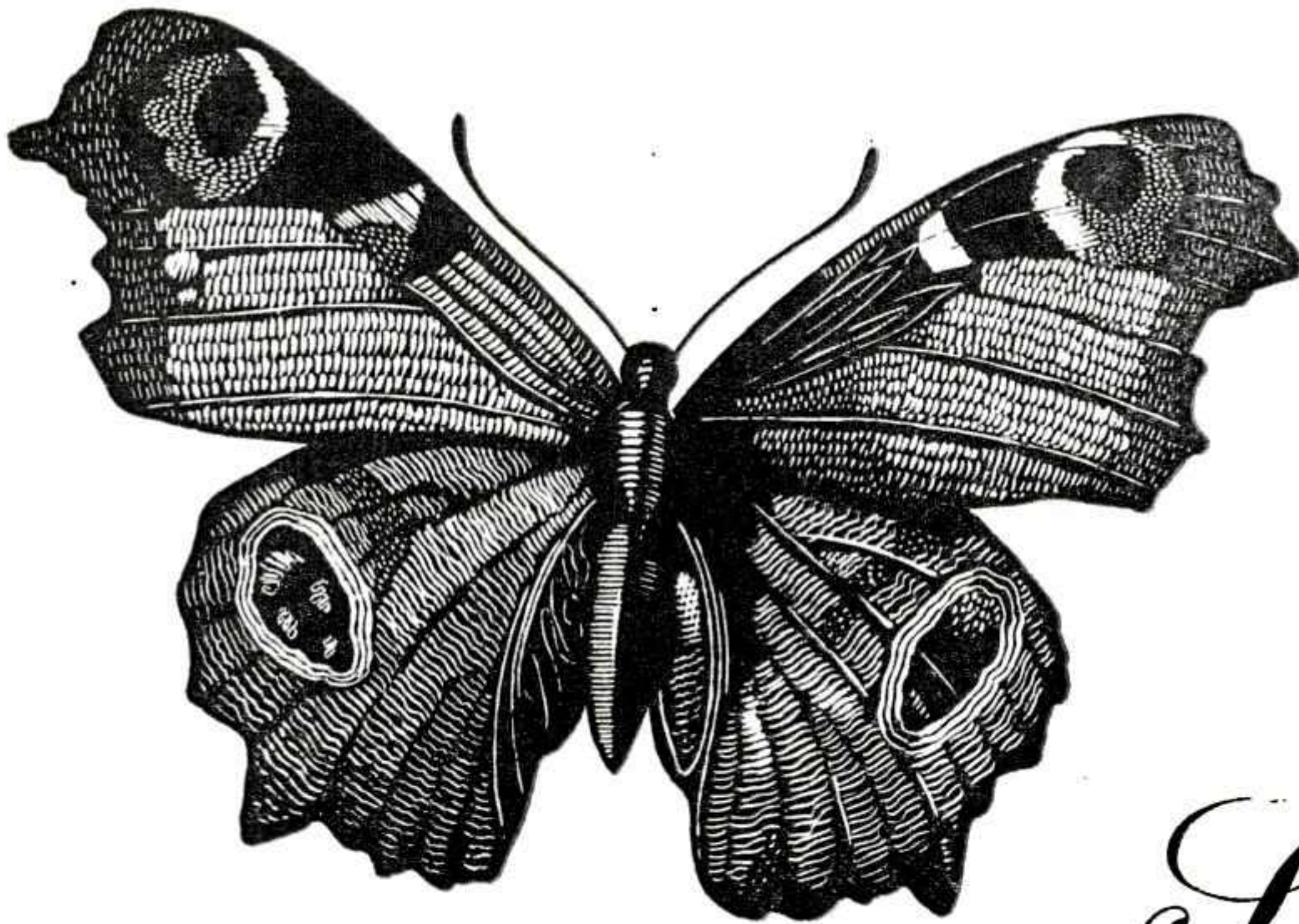
TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE C. O. D. SHIPMENTS F. O. B. COLUMBUS, OHIO

EXCLUSIVE SEEBURG DISTRIBUTORS

Also Distributors for All Other Leading Coin Machine Manufacturers

SHAFFER MUSIC CO.

COLUMBUS, OHIO CHARLESTON, W. Va. WHEELING, W. VA.
606 S. High St. 1619 W. Washington St. 2129 Main St.
SEATTLE, WASH. PORTLAND, ORE.
2208 Fourth Ave. 1238 S. E. Union Ave.



Some coin machines are like the beautiful butterfly that flutters hither, thither and yon but never lights in one spot for any length of time.

MILLS machines are beautiful in appearance and are designed to meet the public's eye, but their ability to "take it" is their outstanding feature. Mills Bells on location have tremendous long life. The player appeal never dies out; the revenue holds up, not for days, weeks or months, but for years. When the day comes for an operator to trade in his Mills Bells, he finds that

they still command the top "used machine price." The original investment has long been paid for and the profits have been steady and sure throughout the Mills Bells active life. There is no machine in the coin machine field that equals the Mills Bell in long life, long profits and long service. 10,000 successful Bell operators will back up this statement. Write for Bell prices.

Bell-O-Matic Corporation

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS · 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

MAGIC

by EXHIBIT

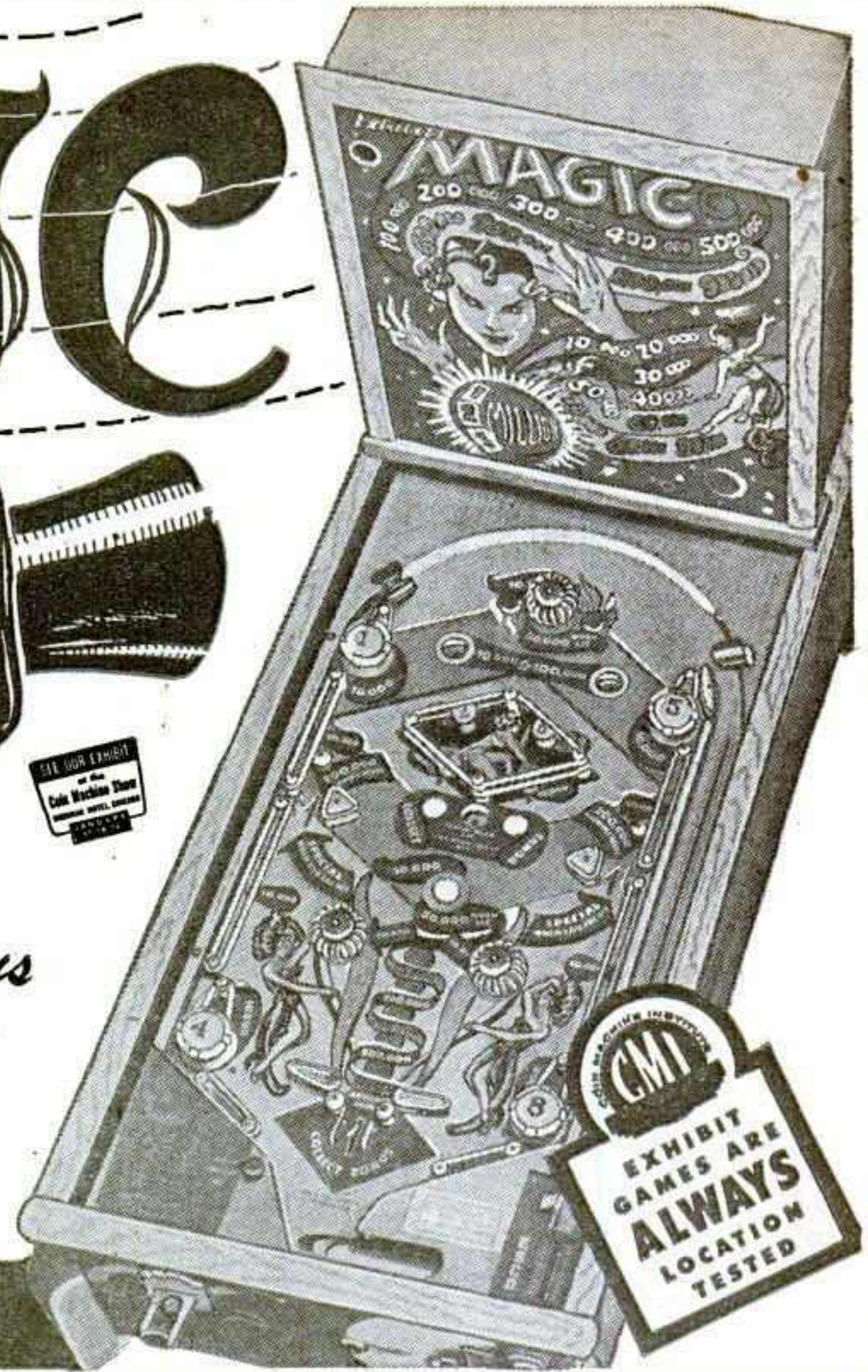
SKILL *plus* NOVELTY *plus* MILLION'S SCORE

It's **EXTRA**
 It's **EXTRA** *plus*
 It's **EXTRA** *plus plus*

also - 6 WAYS to WIN REPLAYS
 NOW! at all "EXHIBIT" DISTRIBUTORS

EXHIBIT SUPPLY COMPANY (ESTABLISHED 1901)

4218-4230 W. LAKE STREET · CHICAGO 24, ILL.



ANNOUNCEMENT!

THE DALE ENGINEERING CO.

Long Beach, California, announce that they have granted an exclusive license to the Exhibit Supply Company to manufacture the

MAUSER All-Electric PISTOL SHOOTING GALLERY

This electric Shooting Gallery was the sensation of the National Association of Amusement Parks, Pools and Beaches Convention just closed.

It can now be seen at the salesrooms of

EXHIBIT SUPPLY CO.

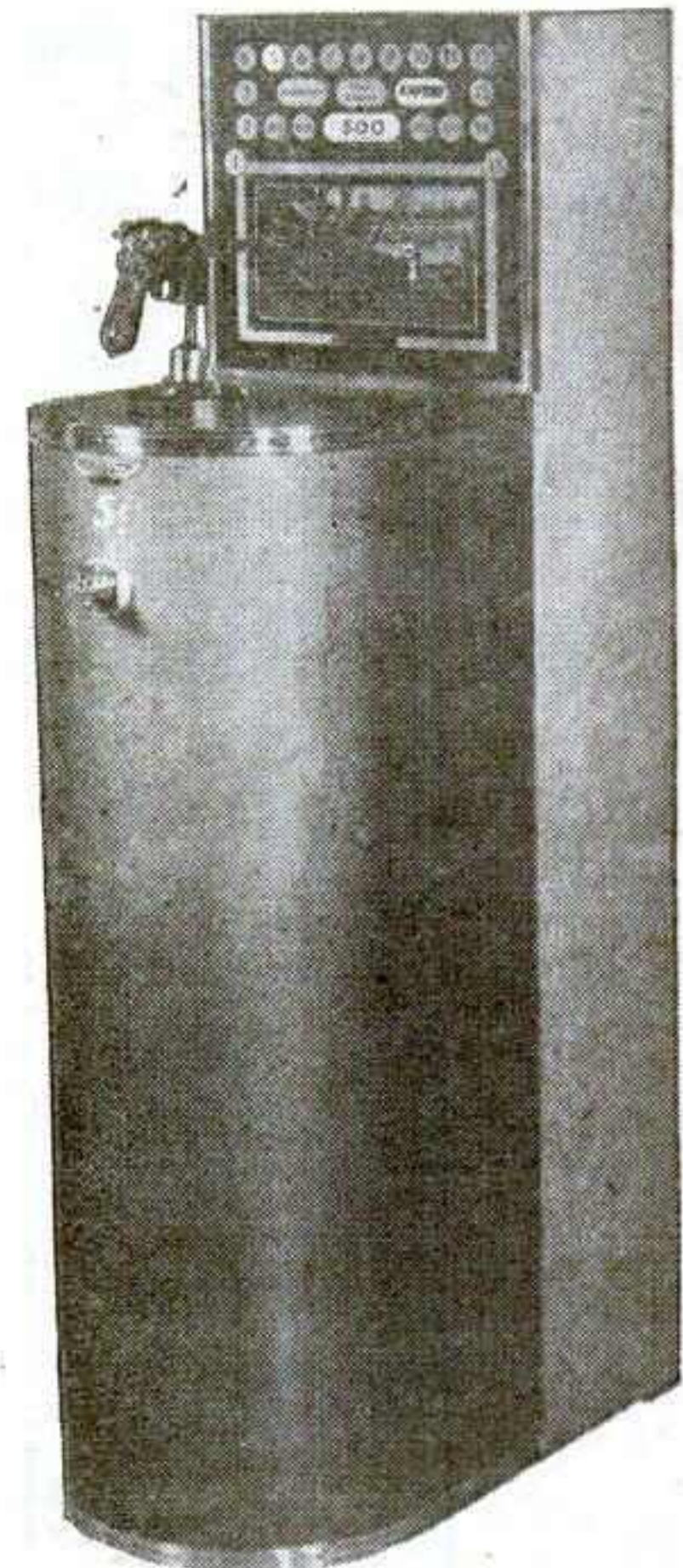
where it will be placed in immediate production. It will be available at all Exhibit Supply distributors in the very near future.

EXHIBIT SUPPLY CO.

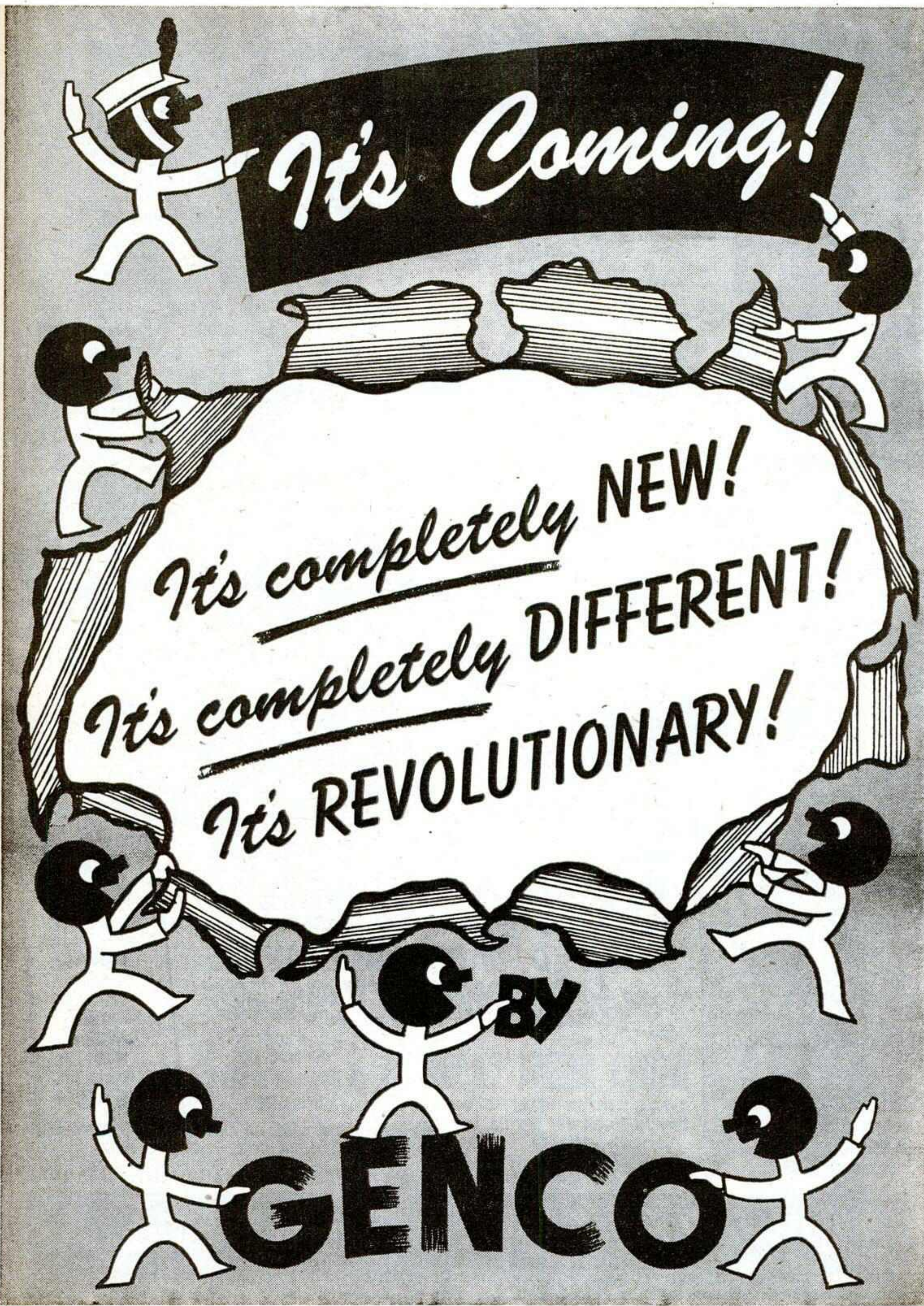
(Established 1901)

4218-4230 W. LAKE STREET

CHICAGO 24, ILLINOIS



Size: 17"x30"x64"
 Weight: 127 pounds



It's Coming!

It's completely **NEW!**

It's completely **DIFFERENT!**

It's **REVOLUTIONARY!**

BY

GENCO

GREATEST ONE-BALLS EVER BUILT...

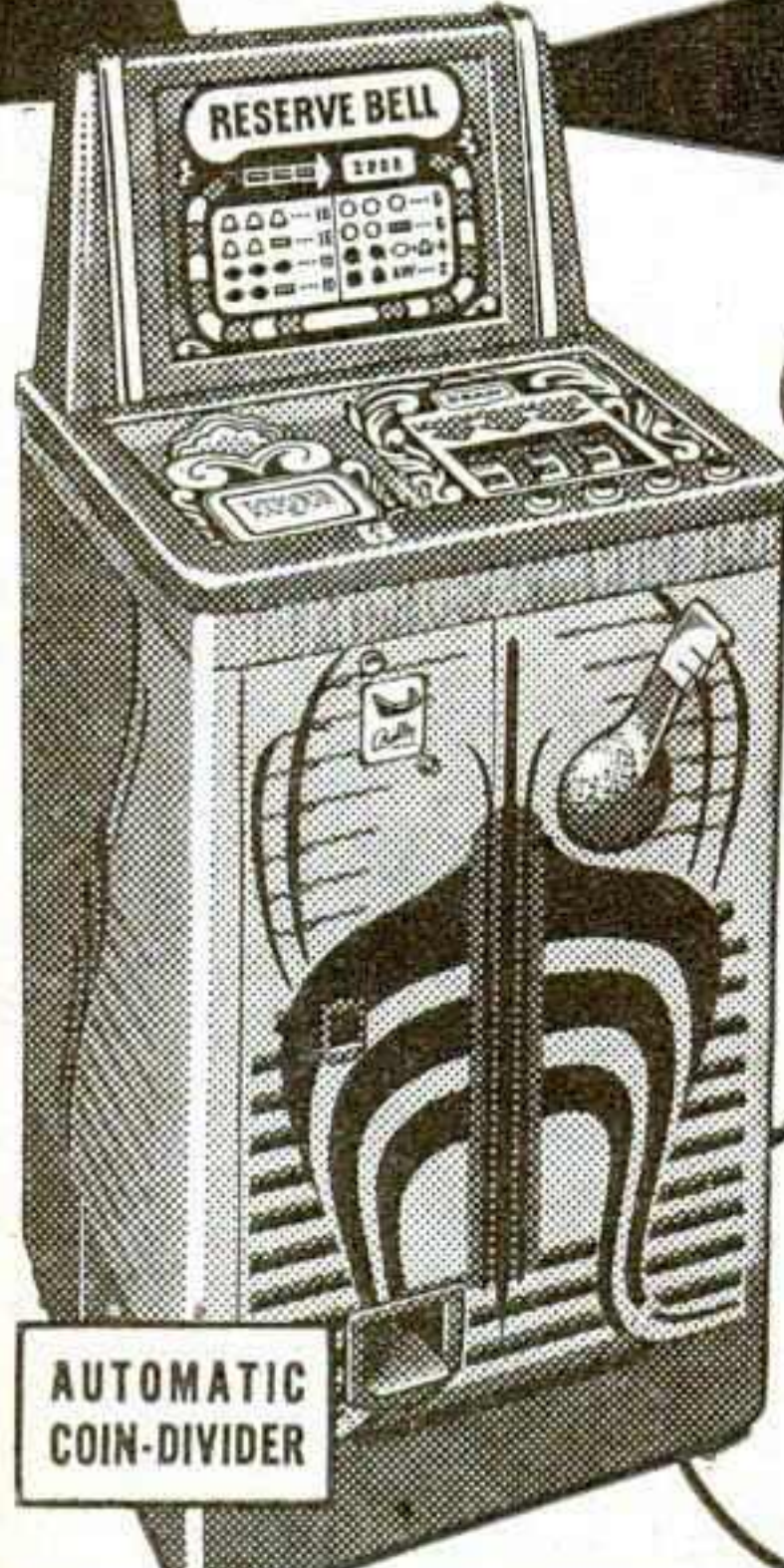
IS VERDICT OF OPERATORS EVERYWHERE



EARNING \$1000

WRITE FOR CONFIDENTIAL reports on sensational earnings of CITATION and LEXINGTON... in many spots NEARLY DOUBLE the average previous one-ball records. The new MYSTERY "MULTIPLE" and GUARANTEED ODDS are sweeping the country like wild-fire. Odds "multiply" on mystery basis... AND NEVER DROP BACK TO A LOWER BRACKET... always either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10 or 12 coins per game for additional selections. The result is the fastest play in one-ball history. Get your share.

Photograph shows
CITATION
(Free-Play Model)
LEXINGTON
(Automatic Model)
is identical in appearance and play features.



AUTOMATIC COIN-DIVIDER

Bally Reserve Bell

NEW HOLD AND DRAW BELL-CONSOLE
with NEW BUILD-UP BONUS

BALLY BALLY BALLY
3-BAR WINNER RECEIVES BONUS
BONUS "GROWS" FROM 100 TO
2000 TOP

PLUS PLENTY OF
BELL-FRUIT
WINNERS

CAN BE OPERATED AUTOMATIC
OR REPLAY - NICKEL OR QUARTER PLAY

ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

- OTHER Bally HITS**
- CARNIVAL
 - BIG INNING
 - TRIPLE BELL
 - WILD LEMON
 - DOUBLE-UP
 - HI-BOY
 - HY-ROLL
 - DE LUXE BOWLER



Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S
**MOON
GLOW**

NEW SPOT FEATURE

★
**4 GREAT WAYS TO
SCORE REPLAYS**

**FIVE
BALL
NOVELTY
REPLAY**



See Your Distributor



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

CMI MEMBER

T O B E I N T R O D U C E D !

**Next
Week**

The **New** Seeburg

**The most revolutionary
development in the history
of the coin-operated
phonograph industry!**

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1948
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

*America's Finest and
Most Complete Music Systems*