

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

DECEMBER 25, 1948



The years come and go, but Guy Lombardo, it seems, goes on forever. The band business's big Guy winds up 1948 as successful as the long string of years preceding it. He's back at the Hotel Roosevelt and will be there until March, with a minimum of five remote shots; has a Saturday night radio show, "Meet the Boss," for Kaiser-Frazer; a transcribed series for Frederick W. Ziv; a new tune with great promise in his publishing company, Lombardo Music ("Powder Your Face With Sunshine" written by brother Carmen), and with the disk ban lifted his Decca disks will undoubtedly ride back up to the top of the lists once again. And we haven't said a word about his boat racing exploits.

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and His Guitar...*



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TV SNAGS UNIONS' MERGER

Sarnoff - AFM Accord Bodes Quiet TV Pact

AM Renewal Indicative?

NEW YORK, Dec. 18.—Accord between Gen. David Sarnoff, chairman of the board of Radio Corporation of America (RCA), and James C. Petrillo, president of the American Federation of Musicians (AFM), is regarded as significant far and beyond the fact that the recording ban has now been lifted. It's been pointed out that the AFM prexy's high regard for Sarnoff, as expressed at RCA Victor's first post-ban recording session Tuesday (14), augurs a peaceful and rapid accord on the matter (See Petrillo-Sarnoff on page 20)

D. C. Jim Crow Fight Renewed

WASHINGTON, Dec. 18.—A new move to carry the National Theater race-segregation case to the U. S. Supreme Court has developed here. James A. Cobb, counsel for E. B. Henderson, of Arlington, Va., last Saturday (11) submitted a petition to the Court of Appeals for the District of Columbia, requesting that the court consider jurisdiction in Henderson's suit against the National Theater. Henderson has been suing (See D. C. JIM CROW on page 44)

U. S. Mulls Showbiz Tax Repeal

New Congress May Abolish All 20% Bites

But Cities Might Step In

WASHINGTON, Dec. 18.—The first major post-war move by the federal government to withdraw from the showbiz excise field is under way with the disclosure by Secretary of the Treasury John W. Snyder this week that he will confer on the issue with his Treasury aids and other interested officials soon after the 81st Congress convenes. Snyder revealed that the Truman administration is interested in wiping out some, if not all, of the excise.

However, it was made clear that this taxing authority, if relinquished by the federal government, would be transferred to local governments, which have long been anxious to expand in the excise tax field in order (See New Congress on page 34)



TO ALL OUR FRIENDS, EVERYWHERE

A Merry Christmas

The Billboard

BILLBOARD BACKSTAGE

A PS (Petrillo and Sarnoff) to Ban's End; Other Assorted Items

By Joe Caida

Writing against a Saturday deadline, and encountering the standard amount of coy evasion on the part of some key sources, our music guys nevertheless came up with the story of the settlement of the record ban, complete and on the button. Tuesday (14) morning people were reading the story in *The Billboard* and Tuesday afternoon the deal was finalized. Music editor Paul Ackerman, associate Hal Webman, Jerry Wexler and

Bill Simon, with an able assist from Washington Bureau chief Ben Atlas turned in the kind of team effort that gives a guy a real and rare bang.

Record company reactions to the settlement were, as expected, varied. We were having lunch Tuesday with Ack and music veteran Jack Robbins, and we ran into Decca Prexy Jack Kapp.

"Why aren't you in a studio, cut- (See Billboard Backstage on page 21)

AGVA Claims Right To Rule Video Field

4A's Sitch Up in Air

NEW YORK, Dec. 18.—The merger plan of all talent unions hit a clinker last week when American Guild of Variety Artists (AGVA) toppers got approval from their national board to lay claim to supervisory rights to television.

The latest move is an offshoot of many previous meetings of the heads of AGVA with the American Federation of Radio Artists (AFRA), Actors' Equity and the Screen Actors' Guild (SAG). At a recent confab, just before a delegation left for the Coast, AGVA charged that the merger plan was unconstitutional because all the members to be affected by such a merger had not been consulted. AGVA flatly said that the merger plan was cooked up by AFRA and Equity, outside the framework of the Associated Actors and Artistes of (See Tele Snags Merger on page 39)

Showbiz Will Air Views On Copyright

To Testify for Congress

By Ben Atlas

WASHINGTON, Dec. 18.—Capitol Hill sources revealed this week that leaders of all branches of the music and entertainment world will be invited to testify at copyright hearings certain to be staged by the 81st Congress (*The Billboard*, December 11).

Altho revision of the copyright act was seriously discussed on the eve of the second session of the last Congress (*The Billboard*, December 6, 1947), the current developments, as exclusively disclosed in the December 11 issue of *The Billboard*, are considered unusually significant, since the present exploratory studies for (See Showbiz to Testify on page 20)

No-Dull-Moment Larry Back From Europe's Jolly Clinks

By Jim McHugh

NEW YORK, Dec. 18.—Larry (Never a Dull Moment) Sunbrock planned in here Wednesday (15) from Rome, as busted as he was when he arrived in Paris with his rodeo-thrill show troupe some four months ago, and blamed it all on the natives.

"I'm a pretty sharp operator myself," Larry opined (and about this

there can be no question), "but the sharpies I dealt with in Europe re-hashed me a dozen different ways, and I learned many a new angle which will come in handy when I go back next summer to reap the harvest that I know is there."

Larry made the jug twice during his short tour, once in Geneva and again in Naples. The Geneva fracas, which added up to a good old-fashioned hey rube, landed Larry and his 27 performers in the clink.

Seized by Police

"The police seized us, together with our luggage and all of our money, which added up to \$55,000, at 4 a.m.," Larry complained in recalling that episode. "Without a trial they kept our money, called it a 'fine' and threw us out of the country."

Swiss newspapers at the time referred to Larry as "chief of the tribe." Wire copy describing the fray and appearing here was reminiscent of the (See No-Dull-Moment on page 49)

Melchior Bloodies Berle's Beak, But Show Goes Thru

NEW YORK, Dec. 18.—Altho he suffered a severe injury to his nose midway during Tuesday's (14) *Texaco Star Theater* telecast, Milton Berle maintained the old show-must-go-on tradition, despite the fact that (See Berle's Beezer on page 8)

Bob Hope Leading Troupe to Berlin Airlift Xmas Show

WASHINGTON, Dec. 18.—Bob Hope and Irving Berlin will lead a crew of over 30 radio, stage and screen entertainers who will perform during Christmas week in Germany for U. S. military and civilian personnel engaged in the Berlin air lift. The Army Air Forces announced today that the entertainers will leave (See Hope Xmas Show on page 8)

This One



6QK2-COW-4UNF

Copyrighted material

\$25 Minimum for Acts on TV

Philly AGVA Hits at 'Cake & Coffee' Jobs

No Ceiling, No Time Limit

PHILADELPHIA, Dec. 18.—In an effort to safeguard and stabilize the television field for the variety entertainer, Fred Nerritt, Philadelphia representative for the American Guild of Variety Artists (AGVA), has served notice on all video stations, talent and advertising agencies and all other buyers of talent for video that, effective immediately, there is a basic and minimum wage scale of \$25 net for a performer participating in a television show.

While there has been very little cuffo telecasting at the three stations, many AGVA cardholders have been content with coffee-and-cake money for the opportunity to carry on before the video cameras. The basic minimum also applies to performers going on a video show for a personal interview rather than putting on their act. Moreover, the Nerritt notice advises that all such television fees must be paid directly to AGVA here, and the union, in turn, will turn over the wage fees to the performers. Also that the performer fees must be deposited with the actors' union before the actual telecast. Much as in the practice utilized a few years ago by the local musicians' union, paying the performer thru the union itself is designed to eliminate any kick-back practices.

No Time Sked

The minimum fee applies to both sustaining and commercial programs, includes rehearsals and does not set up any time schedule for the video show. Instead, the scale is based entirely on performances.

Philly stations and producing agencies said that the AGVA scale sets up no hardships, since the \$25 per performance has been the "unwritten" wage scale for performers appearing on video shows here. The agreement was also voiced officially (\$25 in. for Tele Acts on page 14)

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Tax Planning . . . No. 1 in a Series:

All You Married People Get a Break This Year; Here's How

By Lewis C. Lebish

BS, LL, LLM, CPA

This is the first of a series of tax articles with particular emphasis, where practical, on show business phases of taxation. This piece deals with income splitting provisions of the Revenue Act of 1948 with respect to married couples for income, estate and gift tax purposes. This article covers only the most pertinent changes in the new tax law and is not intended as a complete review of the subject.

About Lebish

Lewis C. Lebish, as can be seen from the by-line, is not only a man of many initials (degrees to the college men), but has put in many years of practical tax and legal work for a widely varied group of show business and music business clients. In this series he has attempted to give show people all the essential facts about the new tax laws in a style somewhat removed from that normally employed in government tax instructions. Lebish suggested, as a matter of fact, that this series be called "Taxes Can Be Fun," but we wouldn't go for that. For obvious reasons.

married fellow who lived in a so-called common law State.

The guy who resided in a common law State was in the position where his income belonged to him exclusively, and his wife's income belonged to her exclusively for tax purposes. The fellow who resided in a community property State had the right to split his income into equal shares and then each would pay taxes on one-half. By doing this he avoided the higher surtaxes. Naturally there was a tremendous beef by the married people in the common law States. Why should they be penalized because they liked the climate in New York?

The result is that a new tax law has been passed giving married couples a break regardless of their State of residence. Now all married couples can treat their income as tho the husband earned one-half and the

Jackpot of 106G Is Pix Bait To Lure Tuners Out

NEW YORK, Dec. 18.—A new gimmick to hypo weekday attendance at nabe flicker houses will start rolling early in January. The idea, besides getting customers, is to get them away from their radios with giveaways that can be collected only at the theater.

The gimmick, which involves adding last lines to jingles, is the dream child of Attendance Builders, a Chicago outfit, insured for \$1,700,000 by Lloyd's of London to guarantee pay-offs. Headed by Phil Regan, the outfit will show nabes how to build business from Monday to Thursday. Each house coming in will get contest forms, advertising campaigns, etc.

Every customer present will get a blank to be sent to R. L. Polk, of Chicago, who will decide the winners. Two weeks after the blanks have been mailed to Chi, the house will announce the winners. The idea is that customers will have to come in

PROBABLY any entertainer's biggest headache is "wot 'oppens" on March 15. Millions of lines have been written explaining the tax law. All most entertainers know is that suddenly Uncle Sam has become their partner and they are in a hole because they have already spent most of the money due on their return.

Prior to the new law, the greatest legal tax dodge in the world was for a married entertainer to suddenly discover the beautiful climate in California. Practically every entertainer who could moved out there, not so much to enjoy the beautiful skies, but to be in a position to legally save taxes. Before the 1948 federal income tax law was passed, married people who lived in any of the community property States had a terrific tax advantage over the poor

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
ALL I WANT FOR CHRISTMAS, S. Jones and His City Slickers, Victor 20-3177
- 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
BOUQUET OF ROSES, Eddy Arnold, the Tennessee Plowboy and His Guitar, Victor 20-2806
- No. 1 Best Selling Retail Folk Record
A HEART FULL OF LOVE, Eddy Arnold, the Tennessee Plowboy and His Guitar, Victor 20-3174.
- No. 1 Most Played Juke Box Race Record
CHICKEN SHACK BOOGIE, A Milburn, Aladdin 3014
- No. 1 Best Selling Retail Race Record
BEWILDERED, A. Milburn, Aladdin 3018
- 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 33 to 38 in Music Section.

IMC Divided on Life or Death of Clearing House

WASHINGTON, Dec. 18.—The Industry Music Committee (IMC) will meet early next month to determine its future course, it was disclosed this week, as the question cropped up in some quarters as to whether television might be next on James C. Petrillo's "crisis agenda." On the heels of Petrillo's lifting of his disk-making ban, IMC members are divided on the question whether the committee should continue as a permanent clearing house of information to serve the entire music industry, including radio, television, record manufacturing and transcription makers, or whether the IMC should take steps at its next meeting to disband.

Major factors being stressed by those who favor continuation and strengthening of IMC are the following: (1) Congress is virtually certain to modify, if not outrightly repeal the Taft-Hartley Act which bars featherbedding, quota systems, secondary boycotts and union welfare funds, issues which were controversial matters in Petrillo's disputes with the radio industry and record makers; (2) altho Petrillo's new contract with diskeries is binding for five years, his contracts with networks expire in

(See IMC DIVIDED on page 8)

twice: the first time to enter the contest; the second time to see if they've won. The national weekly jackpot will be \$106,575, but local prizes will vary and will be smaller. All prizes will be in U. S. Government Bonds.

The org promoting the idea already has about 500 theaters signed in the Midwest and several on the West Coast. Regan is now dickering with Washington houses and plans to offer the gimmick to East Coast ops as soon as it picks up momentum in other areas.

An added lure for potential customers is that anybody who loses out on a radio giveaway because he was in the theater will get double the amount he would have won, up to a maximum of \$10,000.

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Publishers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Treas.
Joseph C. Csida Vice-Pres.
Lawrence W. Catto Secy

Editors

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

Managers and Divisions

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

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

Sam Abbott, General Manager West Coast Division
6090 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllywood 5831

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

C. J. Latscha Advertising Director
K. Kemper Advertising Mgr., New York
M. L. Reuter Advertising Mgr., Chicago
B. A. Bruns Circulation Manager
Main Advertising, Circulation & Printing Offices
2160 Patterson St., Cincinnati 22, Ohio
Phone: DUbar 6450

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The Billboard also publishes Turnover and Vend

NBC'S Counter-CBS Philosophy

Ever Wonder About Sweet Caps? Ask Clarke, He Knows

MONTREAL, Dec. 18.—Band leader Buddy Clarke was inked Wednesday (15) to one of the top spots in Canadian radio; he will front a hand-picked 21-piece ork for the Sweet Caporal show, to be heard across the board on a national network of the Canadian Broadcasting Corporation (CBC), starting Sunday, January 9.

Sponsor is Sweet Caporal (SC), the top ciggie selling in Canada and the bankroller is the Imperial Tobacco Company, which makes the smokes. The program is skedded for the choice 7 to 7:30 p.m. slot. Since Jack Benny isn't heard in Canada thru Canadian outlets, the SC show is in position to garner the top listener rating.

The ainer will have a variety format, with the Day Dreamers, a vocal quartet; Charles Bell, singer; Don Cameron, announcer, and Clarke contributing chatter as well as fronting the ork.

No Cap Gains, Sez Godfrey; Mansfield Lams

NEW YORK, Dec. 18.—Arthur Godfrey, top star on the Columbia (CBS) network, yesterday flatly denied he had any intentions of rearranging his affairs so as to enable him to make a capital gains deal with the network. Godfrey said that he had explored the situation thoroly and that in his own case there was utterly no chance of such a deal.

Reports grew out of the fact that unlike his AM *Talent Scouts* show for Lipton's tea, which was sold as a CBS package, the TV simultaneous aircast of the *Scouts* show, was sold to Lipton's thru Arthur Godfrey Productions, Inc., which has been in existence some time. The same corporation handles the vaude units he built around the radio show and to make their bow next month. On the radio end, tho, both for his morning and evening shows, Godfrey is a CBS property on a salary basis.

Irving Mansfield, the network producer on *Talent Scouts*, this week resigned, with Jack Carney succeeding him. Mansfield built the Godfrey package and is being assigned to several new CBS shows, including the new Morey Amsterdam TV show and the same comic's soon-to-be-auditioned day strip for Philip Morris cigarettes.

RadioReps' Org Votes In Headley as Prexy

NEW YORK, Dec. 18. — Frank Headley was elected the new president of the National Association of Radio Station Representatives at its second annual meeting this week. Others selected were Adam Young Jr., vice-president; Edward Spencer, secretary; Lewis Avery, treasurer, and H. Preston Peters, director, for a term of one year.

George Brett will represent the association on the National Association of Broadcasters' (NAB) standards of practices committee.

Martin-Lewis In 150G, 5 Year AM-Tele Deal

HOLLYWOOD, Dec. 18.—National Broadcasting Company's (NBC) all-out program development drive was officially launched this week-end, with the definite acquisition of the Dean Martin-Jerry Lewis comedy team as web's exclusive property. Altho the deal was outlined earlier this week in a letter of agreement between the web and Abby Greshler, manager of the Martin-Lewis combo, details were settled here Friday (17) following a series of confabs with Tom C. McCray, NBC national program manager.

Martin and Lewis were signed to a five-year radio deal, giving NBC first refusal rights for video as well. Comedy team is understood to be assured close to \$150,000 yearly, plus added dividends based on commercial sale. Lads will be guaranteed a choice time slot, with the web required to spot the ainer between 6:30 to 11 p.m. EST Sundays, or 8 to 11 p.m. EST on weekdays. NBC will retain complete production control, and show will remain frozen in time slot eventually selected. This is to insure both the web and comedy team that the show will be built thru regular listening habit without losing audience by frequent moves.

Web named Bob Redd to handle production of the show, with first audition platter tentatively set for Monday (20). Writing staff includes Chet Costello, William Demling, Dick McKnight, Ray Allen and Norman Sullivan, with Don Quinn retained as script consultant. Dick Stabile will be musical director. Show's permanent origination spot will be Hollywood, altho lads retain the right to take the ainer on the road when working niteries.

Still up in the air is the all-important time slot the team will inherit. Under consideration is the 8:30 p.m. EST Sunday night time, which Fred Allen vacates when he moves up one half hour to the time currently held by Edgar Bergen. Also mentioned is Sunday evening 10:30 p.m. slot, which Horace Heidt leaves when he takes over Jack Benny's current time.

This week, Carnation company, thru Erwin Wasey Agency, put out feelers to move *Contented Hour* from its present Monday night slot to a new position in a revamped Sunday night musical line-up. Move is sparked by Carnation's desire to avoid further competition with Columbia Broadcasting Company's (CBS) *My Friend, Irma*, high Hooper comedy stanza currently airing opposite the Buddy Clark-Carnation musical. General Electric is also said to be willing to move the Fred Waring ainer from Thursday to a new Sunday night position, provided NBC builds a solid block of Sunday night musical shows to support the move.

Should Carnation and/or General Electric move to Sunday evening, NBC may risk bucking the *Irma* Hooper with the Martin-Lewis package. Otherwise, Martin-Lewis will probably take over the present Fred Allen slot, altho web would thus face stiff competition from American Broadcasting Company's (ABC) giveaway, *Stop the Music*. The alternative remains Horace Heidt's present slot.

NBC is set to kick off a big publicity campaign to exploit the Martin-Lewis team. Opening gun awaits only final decision as to the time slot boys will get.

Murderer Caught By Super Sleuths At KXOK & WMT

ST. LOUIS, Dec. 18.—Collaboration between two radio stations this week apparently enabled police to solve a brutal murder, with clues ranging from Cedar Rapids, Ia., to St. Louis. Shortly after the murder of a St. Louis engineer was discovered in Cedar Rapids last Wednesday (15), Bruce Barrington, news director of KXOK, St. Louis, began a regular telephonic check on progress with Jim Borman, news director of WMT, Cedar Rapids. Borman's telephone reports were aired transcribed on Harrington's 11:35 a.m. newscast. Harrington recently won first place for KXOK in *The Billboard's* first Annual Local Program Competition with his *Inside the Headlines* show.

The newscasters broke the case wide open Thursday, when Borman phoned Barrington the name of a suspect in St. Louis. Barrington and KXOK public relations chief, Harry Renfro, investigated and notified local police of their findings. Gendarmes of the two cities closed in on the suspect at 2 a.m. yesterday (17), with Barrington on hand for an exclusive, which he aired when the station opened at 5:30 a.m.

MBS Program Revamp Will Shift Heater

NEW YORK, Dec. 18.—After almost 12 years in the same time spot over the Mutual Broadcasting System (MBS), Gabriel Heater is slated to move into a new spot early next year. The switch is in line with the network's recently settled plan to revamp and expand its program schedule.

Heater's new spot probably will be 7:30 p.m., with Mutual now working on time clearances with its affiliates. Shifting Heater away from his long-time 9 p.m. spot, which he was given after clicking via his Hauptmann trial coverage, will enable MBS to program in block moods via half-hour shows. With Heater's quarter-hour strip across the board at 9, this is now impossible.

Also involved in the change will be Bill Henry's five-minute news series for Johns-Manville, now aired at 9:55, with Henry likely to shift to 8:55, the time he occupied on CBS for the same account.

Heater's 9 p.m. sponsors are Noc-zema, Serutan and Kreml.

Glickman Inks 2-Yr. WMGM Pact; 30G Per

NEW YORK, Dec. 18. — Marty Glickman this week signed a two-year pact to announce sports at WMGM until January 1, 1951, for a reported \$30,000 per year. Among Glickman's duties will be broadcasting *Warm-up Time*, *Sports Extra*, *Today's Baseball* and *Today's Sports*. In the event he is not booked for football broadcasts, Glickman will be able to handle play-by-play for stations not heard in the local area or do tele stints.

However, he is being relieved of his duties as sports director of WMGM. The new head of sports will be selected later. Glickman's deal with WMGM spikes bids made to him by other New York indies.

Loss of Stars Is Just Dandy, Says Trammell

Now Web "Can Be Creative"

NEW YORK, Dec. 18.—The departure of Jack Benny and the pending departure of other top shows from the National Broadcasting Company (NBC) are the healthiest development that has taken place in some time for that network, Niles Trammell, NBC president, declared this week. The network chief, speaking to NBC affiliates in a closed circuit talk, declared that for the first time in years, NBC now has the chance to prove its ability as a creative program force, hitherto precluded by its tight commercial schedule.

Trammell characterized the future as presenting one of the challenging interludes in NBC's existence, and said that the entire web is riproaring to go. NBC now has a crack at enlarging the scope of its program activities and introducing new ideas and talent to listeners.

Many New Ideas

NBC is now working on a great number of new program ideas, Trammell said; he indicated that the network would shoot the works in getting itself some new shows, irrespective of whether they originate within or without the NBC staff. It has also been learned that John Royal, NBC veepee, whose program activities have been curtailed lately, has been given considerable responsibility in this program development plan, and is working closely with Charles R. Denny, NBC's executive vice-president. Royal is rated one of the top showmen in the business.

It is quite apparent that the raids by the Columbia Broadcasting System (CBS) have galvanized the entire NBC organization, with a new feeling of drive quite evident thruout the company. The problems facing the web are complex; they call for immediate action combined with long-term planning. As a consequence, NBC is proceeding on the basis of both expediency and the more distant future. Thus, the network is plugging program holes on a short-term basis where necessary while driving to make its other plans jell.

Uncertainties

The uncertainties of the NBC program situation necessitates this policy. Actually, its Sunday night line-up, the primary concern, cannot be made firm until the summer or, more likely, the fall. As an example, NBC had virtually resigned itself to losing the Phil Harris-Alice Faye Rexall show in February, but reports this week were that Justin Dart, Rexall's (See *Loss of Stars* on page 7)

WCNX, Middletown, In Connecticut Bow

HARTFORD, Conn., Dec. 18.—Latest standard ainer to start operations in Connecticut is WCNX, Middletown, with 500 watts on 1150 kilocycles, daytime only, which debuted Sunday (12). Heads of the operation are Richard J. O'Brien and William J. O'Brien Jr.

William O'Brien resigned recently as Pittsburgh manager for the American Society of Composers, Authors and Publishers (ASCAP).

COLUMBUS PLANS A FACIAL

Advisors Eye Program With More Balance

Television in Spotlight

CHICAGO, Dec. 18.—A better balance in subject matter, with more of an industry overtone, is expected to mark the next annual Ohio State University Institute for Education by Radio in Columbus, O., May 5-8. Tentative decisions made at the first meeting of the institute's new advisory committee in Columbus Saturday (11), plans the elimination of many sessions and greater acceptance of opinions from industry leaders.

The new advisory committee includes representatives of the National Association of Broadcasters (NAB), National Association of Educational Broadcasters (NAEB), Association for Education by Radio (AER), Public service orgs such as the Red Cross and the American Medical Association, listener groups, Frequency Modulation Association (FMA), Television Broadcasters' Association (TBA) and listener councils.

Altho the NAB had only observers—Bob Richards and Ken Baker—on hand for the first meeting, it will have seven official representatives serving on the committee by the time it meets again (somewhere in the Midwest) late in January. These seven—representing seven basic types of NAB membership—plus industry reps from the TBA and FMA, are expected to direct the format of the institute along lines more acceptable to industry factors, and to take from it the predominant educational aura with which fault has been found in the past few years.

According to I. Keith Tyler, head of the institute, many sessions will be eliminated this year, while others will be shortened. This, he said, will, to some extent, correct past situations which found many sessions being held at the same time. He said this move also would result in elimination of duplication of subject matter in various sessions, another past fault. Tyler also said that this year's institute would give more attention to television, with one general session and a couple of other meetings devoted to video.

From others, who attended the advisory meeting Saturday, it was learned that, whereas in the past

(See Columbus Plans on page 11)

Alabama Okays Wine Plugs for Stations

MONTGOMERY, Ala., Dec. 18.—As the result of a request by the Alabama Broadcasters' Association (ABA), the State Alcoholic Beverage Control Board (ABC) this week voted unanimously to approve advertising of wines over Alabama-radio stations. The action upset a long-established policy set by previous ABC boards, who felt that wine advertising would be detrimental.

Representing the ABA was Howard Pill, who, with Montgomery attorney Tom Martin, presented the case before the ABC board. Pill pointed out that wine, like beer, is a beverage of moderation, and that radio stations could advertise beer. Because they could not do the same for wine, he said, they were being deprived a source of revenue. Both



Merry Christmas

from the receptionist
and all your friends at

KLZ Denver

ABC, CBS Plot Woo of Jolson

NEW YORK, Dec. 18.—With Al Jolson announcing this week that his withdrawal from his National Broadcasting Company (NBC) Kraft show is due in good part because he wants to air future programs transcribed, a two-web pitch was expected to materialize this week. Both the American Broadcasting Company (ABC) and the Columbia Broadcasting System (CBS) are reported considering ways and means to woo Jolson onto their facilities.

ABC's effort will be based upon its considerable use of waxed shows, including Bing Crosby. CBS has long been weighing the end of its ban on transcribed shows, and is not only aiming at landing Jolson to its growing roster of names, but again is attempting to snare Crosby away from ABC by offering him the same deal he now has there.

Sugar Bowl Plans Tangle ABC Sked

NEW YORK, Dec. 18.—The American Broadcasting Company (ABC) this week resolved a schedule conflict on New Year's Day brought about by its special broadcast of the Sugar Bowl football game in the time ordinarily filled by the radio version of the Metropolitan Opera. The Met, aired under auspices of Texaco, waived its standard Saturday afternoon time, and ABC will tape record the entire performance—the first time this has been done with an opera—and rebroadcast it later that evening. The opera will air at 8 p.m. Eastern time and 7 p.m. in all other time zones.

The shift affects ABC's Saturday night commercial line-up, including Procter & Gamble's *Gangbusters*, which also airs co-op, General Electric's *What's My Name?* and Beich Candy's *Whiz Quiz*. ABC is now attempting to work out agreements with the sponsors whereby their contracts will be extended an additional week, but it is expected that some time may be canceled for the night.

Martin and Pill stated that radio stations would continue to refuse whisky advertisements.

Benny or No, CBS Packages Still Percolate; 11 Are Due

NEW YORK, Dec. 18.—The idea mill at Columbia Broadcasting System (CBS), which ground out new packages regularly for the web before CBS's current name star splurge, still is functioning, altho with less fanfare. The web's program department is readying 11 new house-built packages for early debut, and already negotiations are under way for one with a prospective bankroller.

The likeliest commercial prospect is a daytime five-a-week comedy strip featuring Morey Amsterdam, who already is top man on a CBS evening sustainer on Tuesday nights. Philip Morris Cigarettes this week was considering bankrolling the daytime show. The agency in the negotiations is Cecil & Presbrey, which handles Philip Morris's daytime billings.

Other shows being prepped by the web include two more comedy shows, two whodunits, a quiz and a show which thus far is not classified. The latter is tentatively titled *Broadway Is My Beat*, with Peter Lyon handling the scripting based on an idea by Lester Gottlieb of the CBS program department. The quiz show thus far is tagged *Earn Your Apples*.

The two comedy shows are comparatively high-budgeted shows, still without a name, scripted by Bobby Lee and Jerry Lawrence, who last turned out the legit musical, *Look, Ma, I'm Dancing*, and an Aaron Rubin show called *The Short Man*. The mysteries are the Dick Powell insur-

New CBS Changes Sets Sat. Night Sked

NEW YORK, Dec. 18.—The Columbia Broadcasting System (CBS) this week made further changes in its Saturday evening line-up (*The Billboard*, December 18) and is now set on all its shows, as of January 8, except for the 8:30 spot. The web is also dropping two sustainers, *Cabin B-13* and *Time's a Wastin'*.

The new sked starts with Morey Amsterdam, shifting from Tuesday night at 7 p.m., followed by Vaughn Monroe, Gene Autry, shifting from Sunday night, *Gang Busters* and the new Basil Rathbone series for Fatima cigarettes. *Sing It Again* will air at 10 p.m. for an hour.

To replace *Cabin B-13* at 10:30 Sunday night, CBS is shifting *It Pays To Be Ignorant*, now airing Saturdays. The network has also assigned Mr. Ace and Jane to the Tuesday evening 10:30 spot, starting February 1. Aces' Friday 8:30 time goes to *My Favorite Husband*, under sponsorship of General Foods, starting January 17.

Goodman Films AM Weather for Video

NEW YORK, Dec. 18.—Harry S. Goodman, transcription producer, is putting his AM weather spots on film for use on television. He's doing the job in color, which costs about 25 per cent more than a straight black and white job. Goodman's angle is that he can get a black and white print from the color negative—and therefore use the spots on black and white tele, and when color comes in, he'll be all set too.

The job for the 66 spots costs in excess of \$12,000. This does not include talent, because this is available from the transcriptions. The cost does include filming, cameramen, costumes, puppeteers and scenery.

ance operative show, *Johnny Dollar*, and a show idea originated by CBS program chief Hubbell Robinson called *The Snake*, with scripts to be turned out by Anthony Boucher and Dennis Green.

Other shows in the works involve Bert Wheeler and Pert Kelton; a new audience participation show being built by Walt Frammer, called *Exchange for Happiness* and to be emceed by Tod Russell; a new soap opera being prepared by William Kendall Clark, CBS staff writer, and a new stanza with Martin Gable and his wife, Arlene Francis.

Pillsbury Mulls Twin Hypo for Kay Kyser

NEW YORK, Dec. 18.—Pillsbury Mills this week was considering a double-barrel hypo for its daytime Kay Kyser show on the American Broadcasting Company (ABC), involving expansion of its sponsored time and a shift in the show's time period. The flour company is due for a decision shortly on taking over the entire 30 minutes of the program, of which it now sponsors the final 15 minutes. Also it is considered a good bet that Pillsbury will move the program from its current 11 to 11:30 a.m. period to the 4:30 p.m. slot.

The move would put Kyser into the established afternoon period on ABC, following directly after such shows as *Breakfast in Hollywood*, *Bride and Groom*; *Ladies, Be Seated*, and *House Party*. Currently in the 4:30 time is Galen Drake, who also airs under the Pillsbury banner, and who would probably move up to Kyser's 11 a.m. time.

WSCI Asks Closer Check on FM Sets

COLUMBUS, Ind., Dec. 18.—A plea for better distribution and testing of Frequency Modulation (FM) receivers is contained in a resolution being submitted to the board of directors of the Frequency Modulation Association (FMA) by Graeme Zimmer, radio director of Syndicate Theatres, Inc., operators of FM outlet WSCI here. Pointing out that distribution of FM sets in this State is unbalanced, the resolution calls for a review of the entire situation by the manufacturers.

Zimmer claims that in sections where there is no FM station, the dealers are loaded with sets, and in markets served by FM broadcasters there is an acute shortage. In urging more thoro sensitivity testing of receivers, the resolution claims that FM operators are suffering from public reaction to hastily assembled sets that fail to do justice to FM.

AFM Pacts in Detroit

DETROIT, Dec. 18.—Two-year agreements have been signed by the major Detroit radio stations with the Detroit Federation of Musicians, with no essential changes in either wages or working conditions, according to Jack Ferentz, president of the Federation.

CINCINNATI, Dec. 18.—Federal Communications Commission Thursday (16) issued a construction permit to Scripps Howard Radio, Inc., for WCPO-FM here. The station will begin operations in the spring, according to M. C. Watters, vice-president of the firm.

FOUR WEBS '48: 200 MILLION

RTDG, WJZ in Last Pact Meet; Strike Imminent

NEW YORK, Dec. 20.—The last hope of preventing a strike by the Radio and Television Directors Guild (RTDG) against WJZ-TV is a mediation meeting called for today (Monday) by the New York State Department of Labor. Since one such confab was already held with negligible results, the union is going ahead with its preparation for the walkout. Final strike instructions may be given the membership this evening (20).

The crux of the dispute is the web's refusal to recognize the union's jurisdiction over directors, altho the network has unofficially agreed to the RTDG representing floor managers and assistant directors. However, the labor org wants a contract for all 19 of the American Broadcasting Company tele employees supporting it.

On another negotiation front, the RTDG is making slow but steady progress in its talks with the networks for a minimum basic agreement covering free-lance pilots. No counter-proposals have been given to the union yet, but they are expected at a session to be held Tuesday (21). The agencies and sponsors are sitting in at the confabs.

Loss of Stars Is Just Dandy, Says Trammell

(Continued from page 5)

head, had decided not to move the show to Columbia in the 8 p.m. spot at the expiration of the NBC contract: In turn, Wildroot's *Sam Spade* series is slated to remain in its 8 p.m. Sunday night spot at Columbia, where it now airs.

If this development is true, it not only would seriously crimp CBS's Sunday plans, for the time being at least, but also would take considerable pressure off NBC on the programming end. It will leave the network two Sunday night spots to fill instead of three, these being the 8:30 and 10:30 p.m. segs. The first is being vacated by Fred Allen, who shifts to 8, replacing Edgar Bergen, and the later spot by Horace Heidt, who goes into the 7 p.m. half hour.

Slew of Candidates

NBC has a slew of programs under consideration for these two shows. It is virtually certain that the new Dean Martin-Jerry Lewis show (see story elsewhere in Radio Department) will inherit one of these time segs, more likely the 10:30 spot. Other advertisers on NBC, as well as on other networks, have pitched for the time as well.

In addition, NBC is giving some thought to a new kind of giveaway for the 8:30 opening. This would require dropping the network's giveaway ban, but would be accounted for in the public service nature of the show, which will award \$5,000 weekly for listener letters on ways of improving radio. Altho it's under consideration, the show is not given too much chance, since NBC would not sell it commercially, and the time is considered too valuable for this kind of disposition.

The fluid program situation has had another offshoot in the CBS-NBC battle. Both networks are now whipping up extensive promotion competition, built primarily around the Heidt-vs.-Benny rating scrap.

Estimated '48 Web Billings

NEW YORK, Dec. 18.—Following are the estimated gross billings, before discounts, for the four major networks for 1948, compared to 1947 gross billings.

Network	1948	1947	Gains
NBC	71,358,300	66,690,001	4,700,000**
CBS	61,123,600	58,689,231*	2,400,000**
ABC	44,300,300	43,548,057	750,000**
MBS	23,500,000*	22,372,711	1,127,000**
Totals	200,282,200	191,300,000	

*—Estimated
**—Approximate

TALK OF THE TRADE

New York:

LOU COWAN tossed a farewell party at Club 21 December 15 for Charles (Bud) Barry, American Broadcasting Company (ABC) veepee, who takes off for Hollywood in January as head of that web's Coast operations. . . . The Mutual Broadcasting System (MBS) gang also tossed a luncheon last week for its departing veepee, Bob Swezey. . . . Earl Wilson, *New York Post* columnist, playing the part of a crime-hunting newspaper guy on December 29 WOR broadcast of *Boston Blackie*. And not a false in sight, eh, Earl.

Jim Miller now known as the poet laureate of the National Broadcasting Company (NBC) press department, following that Christmas poem he penned. . . . WMCA-FM begins operating Christmas Day. . . . Abram Chashins, WQXR's musical director, flew to Dallas for two December appearances.

From All Around:

HUGH TERRY, KLZ, Denver, one of five poohbahs who selected winner in Colorado's *I Speak for Democracy* contest. Conrad Brown, KVOR, Colorado Springs, Colo., assisted in arrangements for final judging. . . . Robert Hayton has rejoined the KGVO, Missoula, Mont., announcing staff after three and a half years in the army and two more as a civilian employee of that branch of the service. . . . Alexander Kenrick succeeds the late George Polk as Columbia Broadcasting System (CBS) correspondent in the Near East. He has been acting in that capacity for several months. . . . Meanwhile Polk's death is still being investigated by American and Greek authorities.

T. A. M. Craven has resigned as v.p. of the Cowles Broadcasting Company to join the newly formed firm of Craven, Lohnes & Culver. . . . Jim Steakly, WJIM, Lansing, Mich., returns to work after an illness. Derwood Carn returns to the same station after two years away. . . . Dan Kelly, announcer at WRDO, Augusta, Me., the author of the poetry anthology, *As Maine Writes*. . . . Gail and Harry Ingram, the Mr. and Mrs. scriptwriting team, on their way to Hollywood.

LOFT CANDY shops will sponsor portions of the Mary Margaret McBride show on NBC. . . . Recent personnel appointments at Doherty, Clifford & Shenfield, Inc., are Leslie Hart, copy; Paul G. Indorf, radio copy, and Albert Skolnik, media. . . . Norman Whittaker resigned as sales manager of WICC, Bridgeport, Conn. . . . The newest addition to the ranks of fem commentators on WLIZ, Bridgeport, are Peggy Liler and Jane Connors Quinn. . . . Twenty-one-year-old Lee Nelson has joined WPOR, Portland, Me., as a staff announcer. . . . CBS's *Our Miss Brooks* is being lauded by educational authorities as a great help to teachers. . . . Raymond C. Kemper will become one of the radio producing staff at the Hollywood offices of McCann-Erickson. . . . It's a daughter to Romeo Sancoucy, WLAM, Lewiston, Me.

Bill Day, of the same station, is broadcasting at least nine games of the Bates College basketball sked. . . . Irwin Nadler, the new assistant accountant at Pan-American Radio Company. . . . Harry B. Cohen Advertising Company has just snatched the Turner Hall Corporation account. . . . Charles Christenberry, the new addition to the WQXR, New York, sales promotion staff. Arnold Michaelis, now directing Sammy Solo and Joel Herron's *Mood Music* over WMGM. At the same station Muriel Mandell is Jo Ranson's new assistant. . . . Claude Barrere, who represents programs in New York, has appointed Evelyn Wray his assistant. . . . Willard Richan, recent Bowdoin College graduate, new addition to the WLAM, Lewiston, Me., news room staff.

Gallery Named Head For DuMont Flacks

NEW YORK, Dec. 18.—Tom Gallery, former general sales manager and promotion chief for the New York Yankees, this week was named public relations director of the DuMont television network. Gallery begins with the web January 2.

The major duties to be handled by Gallery will be special promotions. General publicity for the receiver and broadcast divisions will continue to be handled by Don Glesy thru the Dave Alber office.

\$2,500 Bill

NEW YORK, Dec. 18.—Bill Stern, recently renewed as sports head by the National Broadcasting Company (NBC), this week drew a three-year renewal of his Colgate Shaving Cream deal. The new pact is said to pay Stern \$2,500 weekly. Stern has been on the air for the same account, via Sherman & Marquette, for 10 years. Red Smith, please note.

Gross Billings Paced by 5G Gain at NBC

WNBT in the Black

NEW YORK, Dec. 18.—Paced by a whopping \$4,700,000 gain over 1947 by the National Broadcasting Company (NBC), the gross billing for the four networks in 1948 are slated, for the first time, to exceed the 200 million mark. NBC, up 7 per cent over last year, will gross around \$71,358,000 this year, compared to \$66,690,001 for 1947.

The Columbia Broadcasting System (CBS) is expected to show a 5 per cent increase over '47, the same percentage gain earned by the Mutual Broadcasting System (MBS). CBS estimated its 1948 gross figure as \$61,123,000, against \$58,690,000 estimated for last year. Mutual's 1948 take will be around \$23,500,000, compared to \$22,372,711.

The American Broadcasting Company expects to gross \$44,300,300 by the end of this month, compared to \$43,548,057 last year. All figures are for AM sales only.

NBC's total does not include around \$2,000,000 gross television revenues via WNBT, its New York station. Originally calculating a \$3,500,000 loss via video in 1948, the WNBT gross is reported a half a million higher than was estimated by the network, reducing its loss on tele by the same amount.

NLRB Holds Decish On WILM Gabbers

WILMINGTON, Dec. 18.—Decision was reserved following a hearing last week on the classification of employees of the Delaware Broadcasting Company, WILM, conducted by Harold Kowal of the National Labor Relations Board here.

Frank Reel, representing the radio actors' union, submitted a petition asking that a separate unit be organized for the regular full-time announcers.

The employer was said to be seeking inclusion in the unit of all employees who do announcing.

Krueger Brew Pulls Ad Switch to GNG

NEW YORK, Dec. 18.—The G. Krueger Brewing Company, of Newark, N. J., this week switched advertising agencies, moving from Benton & Bowles to Geyer, Newell & Ganger (GNG). Trade reports have the switch motivated by an extensive pitch on television delivered to the brew firm by GNG.

Krueger is now bankrolling the Saturday night boxing bills from Ridgewood Grove over WPIX.

"Suspense" Prepped For Auto-Lite on TV

NEW YORK, Dec. 18.—The tele version of *Suspense* is being readied for video in the near future under the sponsorship of Auto-Lite. The first script has been written and already tested over a closed circuit over WCBS-TV.

The show, in its AM version, airs over the Columbia Broadcasting System Thursday nights for Auto-Lite.

Campaign for School Relations

N. Y. Teachers' Radio Classes To Knit Ties

15-Week Course Planned

NEW YORK, Dec. 18.—An extensive campaign to improve relations between New York radio and educators will get under way early in 1949 when the stations will inaugurate a 15-week course on radio for the city's high school English teachers. In addition to emerging as a public service endeavor of considerable stature, the course will give considerable stimulus to the use of radio in New York schools as part of classroom work. The course will not be broadcast.

The importance of the stations' radio course is shown by the fact that both the New York State Board of Regents and the New York City superintendent of schools have approved it. In addition, it is being recognized as an increment credit course for teachers. Such courses are necessary to increase teachers' pay.

15-Week Course

Arrangements were completed between a committee representing the city stations, and the New York City Association of Teachers of English, of which Max Zisowitz is president. They call for a 15-week course, some in seminar fashion and others along strictly technical lines. The starting date has been tentatively set for the second week in February, but no spot has been selected as yet for the classroom work. One of the station studios will most likely be used.

The teachers association has 1,002 members, and it is believed that about half, if facilities permit, will take the course. Lecturers will be recruited from top-level staffers of the city stations. Committee representing the broadcasters included Dick Swift, WCBS; Ted Cott, WNEW; Leon Goldstein, WMCA; Jim Gaines, WNBC; Eleanor Sanger, WQXR; Arnold Hartley, WOV. Others, representing agencies and clients, may join the committee later.

Add 124 for "Hwd. Stars"

NEW YORK, Dec. 18.—Armour Packing's *Stars Over Hollywood* will celebrate the holidays by adding 124 stations to its hook-up on the Columbia Broadcasting System (CBS), starting January 1. The show is heard from 2 to 2:30 p.m. Saturday afternoons, and now goes to only 50 stations. Armour's new contract calls for expansion to 174 stations.

HOPE XMAS SHOW

(Continued from page 3)

New York for Germany in two groups, the first tomorrow (19) and the second next Wednesday (22). The air forces have designed the entertainment project as a "morale lift" for the "Berlin air lift" gang.

Among the entertainers are Tex McCrary and his wife, Jinx Falkenberg; Tony Romano, Dolores Hope, Billy Farrell, Irene Ray, Hy Averbach, Jean Wagner, James Saphier, Don O'Brien, Jay Scott, Terry Hunt, Mort Lachman, Larry Gelbhardt, Al Jarmy, Simon Rose and Charles Cooley.

Ronald MacDougal, movie producer-writer, will go along to prepare a special radio series on air-force activities in Germany which will be broadcast in the U. S. on his return.

E.T. Firms Are Set To Sign Petrillo Ban-Lift Contract

NEW YORK, Dec. 18.—Indications today were that leading transcription companies would sign the Petrillo ban-lift pact Monday afternoon (20), unless unforeseen hitches developed. Check of company and union execs here revealed it was that close. On Thursday (16), just two days after

the record companies starting cutting disks, transcription officials had an informal meeting, reports emanating therefrom indicating a meeting of the minds. However, a number of leading companies, including Standard Radio from the Coast, did not have reps at the session.

Under the terms of the agreement, transcription companies become parties to the trust plan and would contribute 3 per cent of their gross revenues. This is the same amount the (See ET's Set for on page 20)

No Conflict for Case In NY AFRA Election

NEW YORK, Dec. 18.—Nelson Case, the current prexy, will be the unopposed candidate for president of the New York unit of the American Federation of Radio Artists (AFRA).

In the race for the five-vice-presidential posts are Kenneth Banghart, Alan Bunce, Julie Conway, Gordon Cross, Ben Grauer, Jay Jostyn, Virginia Payne, Robert J. Prescott, Lanny Ross and Karl Swenson. Ted de Corsia and Dan Seymour are running for treasurer and Vinton Hayworth and Ted Osborn for recording secretary.

Hanna's Glum Over Success Of UNESCO Radio Outlines For '49; On Paper It's Okay

Production of Scripts Planned for After January 1

NEW YORK, Dec. 18.—Serious misgivings as to the general success of the United Nations Educational, Scientific & Cultural Organization (UNESCO) mass communications program for 1949 were expressed by Mike Hanna, director of WHCU, Ithaca, N. Y., and U. S. radio advisor to UNESCO, upon his return to the United States this week. Hanna, who attended UN huddles in Paris and Beirut, Switzerland, said the proposed 1949 program is excellent, but chances of its complete international execution left him glum.

The purpose of the programs is world-wide dissemination of educational, cultural and scientific information, part of the UN program for peace via greater understanding. A basic reason for his pessimistic outlook is the uncertainty of support of the so-called iron curtain countries. Hanna convinced the delegates that the UN Radio Commission should primarily function as a program producing agency, rather than as a clear house as a "servant" of the broadcasters. Hungary and Czechoslovakia supported the "clear house" idea, and Hanna interpreted this as a desire to get information, but without any guarantees as to how it would be used.

Productions Planned

As a result of Hanna's pitch, UNESCO is to start producing programs—15 minute scripts to start—as soon as possible after the first of the year. The programs will deal with UNESCO activities.

Hanna also convinced the delegates at the UNESCO Radio Programme Commission Conference that a proposal to establish an international UNESCO network was thoroely impractical. His reasons were that the UNESCO budget permitted no such expensive operation, either as to facilities or the difficulty to get qualified personnel. He also declared that it was exceedingly doubtful whether UNESCO could compete with present operations for audiences and that it would be far more practical to use

existing facilities. The U. S. delegation at the UNESCO general conference in Beirut supported the network plan but went along with Hanna, at least for 1949, because of the economics involved.

Department Head Needed

One of the most important jobs within UN is open, Hanna reported, that of head of the mass communications department. It requires a person familiar with radio, press and films, but the low pay, \$9,000 a year (tax free) makes it exceedingly difficult to get the high-caliber man needed. The job is to go to an American. Other jobs, in executing the proposed UNESCO radio schedule, pose additional problems, Hanna said, because of the low budget and the short-term job expectancy, hardly the sort of situation to appeal to top flight people.

Other recommendations approved by the UNESCO radio group included, in addition to the weekly UNESCO radio bulletin, programs on books of international importance; program material, titled *Hopes of Tomorrow*, dealing with current events which augur improvement for the future; programs as to the way of life in UN nations; programs based on world leaders' lives, called *The Masters Meet*; a program dealing with problems of population and world food resources, and *Round the World*, a program designed to show that no nation can live alone.

IMC Divided on Life or Death of Clearing House

(Continued from page 4)

1951 and his contracts with television stations are on a short-term basis; (3) the question whether Petrillo will demand setting up quota systems in TV just as he had demanded originally in making his contracts with webs is likely to develop as a striking coincidence to Congress's action on the Taft-Hartley Law; (4) there is some possibility that if Congress revises or wipes out the T-H Law, similar action might be sought for the Lea Act in accordance with demands already made for its liquidation by President William Green, of the American Federation of Labor.

United Front Poser

The IMC has been inactive for several months since the early part of negotiations which were consummated this week between Petrillo and the diskeries, but IMC's framework is considered by some of its members as worth retaining in any permanent machinery to deal with Petrillo on a united front basis or by the individual industries. It is held quite unlikely that diskery representatives on the IMC will want to perpetuate the set-up inasmuch as the record manufacturers' contract with Petrillo's AFM covers a relatively long period. However, spokesmen for other industries are pointing out that united front thinking will be required in meeting some of the upcoming developments such as congressional action on the T-H and Lea laws and Congress's consideration of modernization of the Copyright Act of 1909 and the Inter-American Copyright Convention Treaty (see separate story). It is recalled that the IMC, which came into being during a heated phase of the Petrillo tangle with the webs and diskeries on contract negotiations, reached its most active peak during and shortly after the January hearings by the House Education and Labor Committee in connection with Petrillo's activities.

Petrillo is known to have taken a tolerant view toward telecasters, but the feeling persists that the AFM prexy has been biding his time until video gets on a more secure economic footing. With the development of combination AM-television shows, the problem of quota systems is expected to grow, particularly if the T-H taboo on union quota systems is wiped out by Congress. Some members of the television and radio industries are citing a need for a continuous public relations job to head off any future crisis on this or any other issue affecting contractual arrangements with Petrillo's union.

BERLE'S BEEZER

(Continued from page 3)

his beezzer kept bleeding and giving him acute pain. Staffers on the Texaco show paid the comic high tribute; he not only finished out the show, but gave an additional performance later for the studio audience.

The accident occurred in a comedy bit with Lauritz Melchior, opera warbler, in a skit buffooning the *Barber of Seville*. Melchior was the barber and Berle the shaver.

One piece of business called for Melchior to "lather" Berle's head and phiz, and then bop him with the lather bucket. He got a little overly enthusiastic with the bucket, the rim of which clipped Berle's remodeled sniffer.

The injury is said to have resulted in a deviation of Berle's Durante, and for the rest of the show, he played with adhesive over the wound.

To cap the climax, later in the show, Berle's pants fell down. It wasn't in the script, either.

*Wishes
Everybody*

**Merry Xmas
and a
Happy New Year**



WESTERN UNION
THOMAS A PARKER, MANAGER
SAN PEDRO
FLO

ARNOLD DID IT AGAIN... JAMMED
SING CLUB HILLBILLY
WESTERN UNION

THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
TAMPA FLO
COULDN'T ASK FOR ANYTHING BETTER
EDGAR SMITH, PALACE THEATRE

WESTERN UNION
THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
TAMPA FLO
SARASOTA FLO
... BEST STAGE ATTRACTION EVER TO PLAY THIS THEATER ...

WESTERN UNION
THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
TAMPA, FLO
THANKS FOR TOP SHOW OF YEAR... HOUSTON WAITING FOR ANOTHER SHOW.
BEFF COLLIE AND WALTER COLVIN
RADIO STATION WUZ

WESTERN UNION
THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
TAMPA, FLO
TREMENDOUS ATTENDANCE ... ALL ATTENDANCE RECORDS BROKEN
LOOKING FORWARD TO HAVING EDDY BACK AGAIN NEXT
LOOKING FORWARD TO HAVING EDDY BACK AGAIN NEXT YEAR
WALTER MEYMAN SLEEPY HOLLOW RANCH
QUACKERSTOWN, PA.

WESTERN UNION
THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
TAMPA FLO
EDDY ARNOLD SHOW CLEANEST AND MOST SATISFYING EVER PUT ON HERE.
SORRY WE COULDN'T TAKE CARE OF CROWDS... HOPE I WILL GET TO PLAY
YOUR SHOW NEXT YEAR.
FRENCH HARVEY
HOWELL THEATRE

WESTERN UNION
THOMAS A PARKER, MANAGER EDDY ARNOLD
4216 SAN PEDRO
TAMPA, FLO
WEEKS ENGAGEMENT BOXY THEATRE EXTREMELY SUCCESSFUL AUDIENCE REACTION
SWELL... BOX OFFICE UNUSUALLY HIGH... LAST DAY LARGER THAN OPENING
DAY... TOP ATTRACTION.
JIM SCOTT MANAGER BOXY THEATRE

TO ALL OUR FRIENDS IN THE SHOW BUSINESS... EDDY AND I
REGRET WE HAVE NO AVAILABLE DATES OPEN IN '49"

Thomas A Parker Manager

250 MIL. BIZ IN '49--ROSENBAUM

Sees Show Business Called On To Aid Musicians; Fund Distribution Is Outlined

By Maurie Orodener

PHILADELPHIA, Dec. 18.—An indication that other branches of the amusement industry using music will be called upon to help counteract the technological unemployment of musicians was given by Samuel R. Rosenbaum, local attorney, who was named administrator of the estimated \$2,000,000 trust fund from the phonograph record industry. "It is obviously unfair for the recorders alone to carry the burden," declared Rosenbaum, who also added an optimistic note in predicting that record sales next year should reach gross sales of \$250,000,000 because of the lifting of the year-old ban on recordings by the American Federation of Musicians (AFM).

"For a long time, while I was still in the radio industry," said Rosenbaum, who served as president of WFIL here from 1932 to 1942, "I have believed and said that, in the long view, it is in the best interest of the mechanical musical industries to do something to counteract technological unemployment caused by their processes. To do so is not a private Works Progress Administration (WPA), but it helps encourage a future supply of live talent without which our methods of record reproduction are helpless.

"In 1938 the radio industry adopted a voluntary Plan of Settlement to help in this direction. Now the recording publishers are offering their contribution. No doubt other segments of the commercial musical industries eventually will join in a more equitable solution. It is obviously unfair for the recorders alone to carry the burden."

Rosenbaum said that Philadelphia, based on a two million-dollar fund, will receive approximately \$42,000 during the next year for such events as free public concerts, veterans' and hospital entertainment and other worthwhile musical projects. The funds will be distributed, he added, on a per capita basis of union membership and in such a way as to "avoid disproportionate" spending in the three areas of greatest membership, New York, Chicago and Los Angeles. Of the funds, \$300,000 of each \$1,000,000 will be spent in the 13 leading cities in this country and in Canada.

Out of each \$300,000, New York will get \$51,000; Chicago, \$40,000; Los

Angeles, \$39,500, and Philadelphia, \$28,500. Montreal, the smallest of the 13 major cities, receives \$7,500. The lowest amounts received by any geographic areas are less than \$100 per year. For example, 13 counties in Texas will get only \$81.10.

The record manufacturers already have paid \$100,000, one-third of the total amount due for the last quarter of 1948, into the trust fund, and Rosenbaum estimated that not less than \$1,500,000 would be paid during the first year of the agreement.

"At the present time the record business is greatly reduced," Rosenbaum said, "but we expect the fund will receive an estimated \$2,000,000 each year. The payments are spread out among the manufacturers, and when they estimate gross sales of \$250,000,000, the royalty payments will be easily absorbed."

Diskers Cut Post-Ban Wax Cautiously; Midwest Moves Ahead With 'Wait-See' Policy

NEW YORK, Dec. 18.—Despite the trade's hosannahs and huzzahs greeting the ban's end this week, there was no mad stampede by waxeries to the recording studios. With the exception of the company that had been most scrupulous in its observance of the 11-month interdict, and which was at barrel's bottom, record companies were contained and casual about the sides they cut.

For RCA Victor, the end of the ban was the signal for festivity and activity. Nearly fresh out of worthwhile pops, they staged a recording shivari for the press and photographers at their 24th Street studios Tuesday (24), and then went to work in earnest. Perry Como made *Far Away Places* and *Missouri Waltz*; Tommy Dorsey made *How Many Tears Must Fall*, backed by *Down By the Station*; Fran Warren made *Why Is It, What's My Name, Joe, and Why Can't You Behave?*; Vaughn Monroe did *Melancholy Minstrel* and *Red Roses for a Blue Lady*; Sammy Kaye and Rose Murphy also cut. (Neither tunes nor artists cutting are completely listed, with some having made more than one session up to press time.)

Columbia Cuts Wax

First Columbia sides were Arthur Godfrey's *Little Guy* and *Just a Little Petunia*. Sinatra did several, including *Once in Love With Amy and Sunflower*; Buddy Clark and Doris Day teamed on *You Was* and *Will You Marry Me?*, and Jerry Wayne and Janette Davis did *A Little Bird Told Me*.

Decca had the Mills Brothers make *I've Got My Love To Keep Me Warm*; Andrews Sisters, *More Beer*; Burl Ives, *Lavender Blue*, and Billie Holiday, *Weep No More*. Decca was noticeably detached about the whole affair.

Capitol's production this week included two Jo Stafford-Gordon MacRae sides, two by Dean Martin as a single, a Martin-Peggy Lee duet (sig-
(See No Wax Stampede on page 34)

Pertinent Disk Data

NEW YORK, Dec. 18.—Adjacent streamer story on this page contains information pertinent to the trustee set-up of the Petrillo-disk companies' pact. Other important data follow:

Payments by the record companies to the fund are to be made semi-annually. Time limits on the dates specifies 45 days after December 31 and 45 days after June 1 of each year. Ninety per cent of the funds are to be expended each half-year, and semi-annual reports are to be given by the trustee to the disk companies and the American Federation of Musicians (AFM).

AFM has the right to review the actions of the trustee, but this does not imply any right on the part of the AFM to control the fund. In other words, AFM, for instance, can advise that fund monies should not be spent, let us say, for a team of acrobats to hypo a musical show; AFM can advise in other ways, but it cannot dictate.

No Union Distinction

The trustee set-up makes no distinction between union and non-union musicians, and it is assumed both are to benefit under the plan. This provision was necessary in order to get the plan approved under the Taft-Hartley Act. There was some conjecture in New York as to whether this provision was merely academic, in view of the fact that 237,000 musicians are enrolled on the AFM's membership lists.

The pact covers all devices used to record music for sale, including wire and tape.

The five-year term calls for status quo on scales (\$41.25 per man per three-hour session), and for the following royalty rates from the sale of disks: 1 per cent on disks selling up to \$1, 1½ per cent on records selling at between \$1 and \$1.25, 2½ cents on records selling at between \$1.25 and \$1.50, 5 cents on records above \$1.50 and not over \$2, and 2½ per cent on disks selling above \$2.

The Billboard publishes the foregoing for the record.

"Hazy" Magician

WASHINGTON, Dec. 18.—When Peter Lind Hayes made a personal appearance at the record department of the Hecht Company here recently, he discovered that his recording of *The Magic Record* has given him a new identity among local small fry. Hayes found himself being addressed by the youngsters as Mr. Magic. One pint-sized youngster impressed Mr. Magic no end by reciting without pause the words to *The Magic Record* and *The Little Tune That Ran Away*. Commented Hayes: "I can't even do that myself." The 45-minute stint of Hayes's was arranged by Phyllis Tag, head of Hecht's record department.

Wexler Bosses B. G.; Mull Tele, AM Packages

NEW YORK, Dec. 18.—Elliott Wexler, part owner of Kayler Distributing Company in Philadelphia, this week concluded a deal to become Benny Goodman's personal manager. Development is an important phase in Goodman's plans for an expansion of activities. The maestro, now at the Paramount with his recently organized band, is known to be considering with Wexler a television package, and perhaps an AM show, in addition to other work.

Wexler, whose disk distributing company handles London Records and other lines, has been associated with Goodman in past years in promotional and other capacities. He also had an interest in Buddy Greco, pianist and vocalist with the Goodman band, and other artists.

King Cole Trio will cut a session here Tuesday (21).

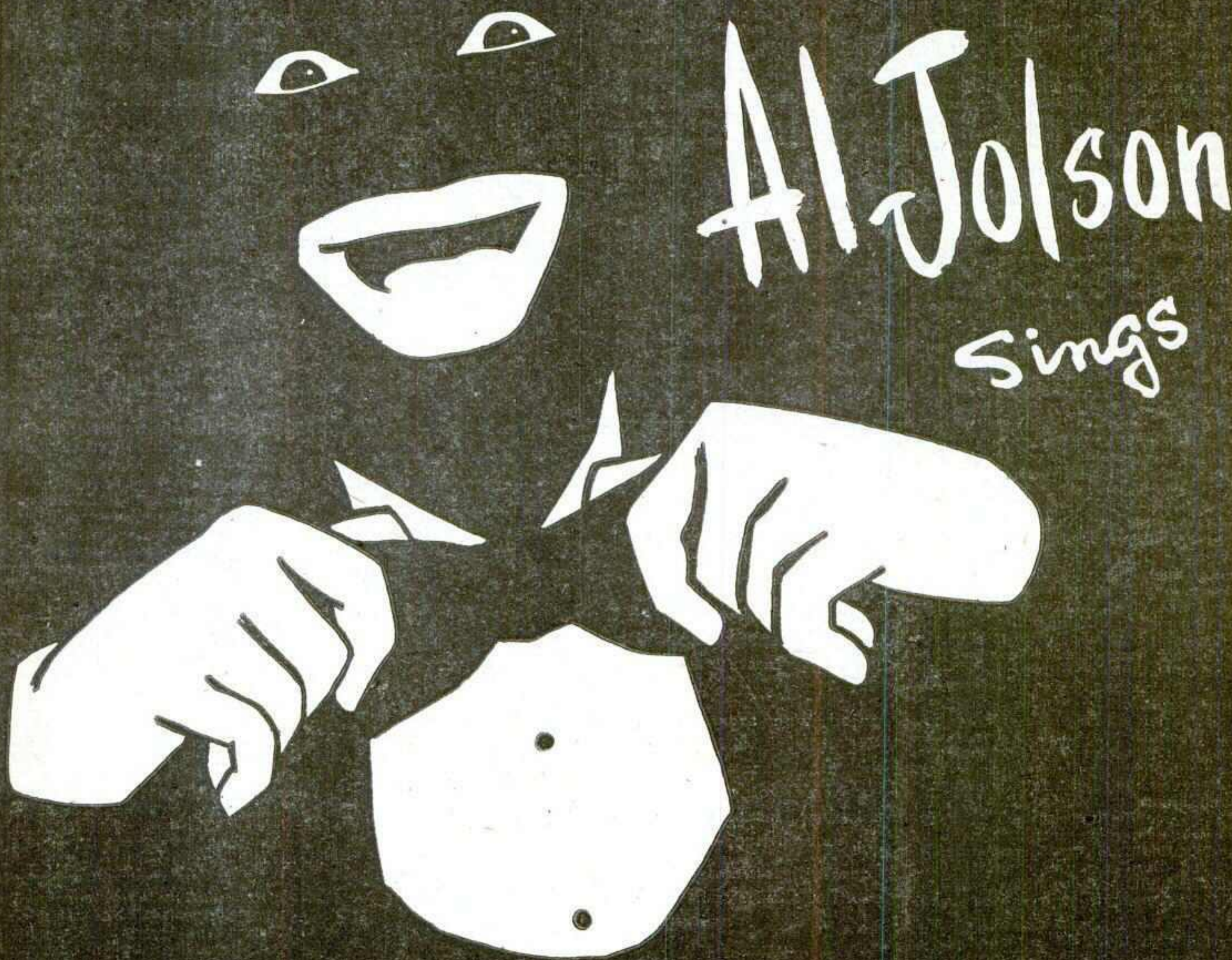
Putnam, who also operates Universal Recording Studio here, said he has three jobs lined up before the end of next week, while a rep of United Broadcasting Studios said that thus far he has six jobs scheduled before January 15.

Snag Hits Suit By Lunceford

NEW YORK, Dec. 18.—Chrystal Lunceford's lawsuit against Eddie Wilcox, the Gale Agency, Edward Rosenberg and Irving W. Rosenberg (*The Billboard*, December 4) met with a partial slowdown when New York Supreme Court Justice Morris Eder this week denied her request for an injunction enjoining Wilcox from using the Lunceford name for his band.

Justice Eder did rule that she could serve an amended complaint in connection with her \$10,000 damage action against the defendants. In his decision he stated that "the motion is fully justified," objecting to the manner in which it was presented, which he called "inartistically set forth."

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Showbiz To Testify on Copyright

New Look Likely for 1909 Act; ASCAP, AFM Angles

(Continued from page 3)

overhauling the copyright act of 1909 are linked to the State Department's drive to win Senate ratification of the Inter-American Copyright Convention Treaty. Inasmuch as the latter treaty, if ratified by the Senate, would take precedence over any affected provisions in the nation's copyright act, modernization of the copyright law is considered imperative by several congressional leaders.

Regulation

Among the stormiest issues to be considered in revising the act is the question of imposing statutory regulation on non-profit organizations of authors. This would directly affect the American Society of Composers, Authors and Publishers (ASCAP). A controversy on this issue has been brewing ever since a resolution recommending such regulation was adopted by the 1946 Inter-American Copyright Convention which drafted the copyright treaty. The United States was represented at that convention by high State Department officials as well as the librarian of Congress, Luther Harris Evans, and Evans's registrar of copyrights, Dr. Sam Bass Warner.

Besides recommending to each of the represented nations that "they adopt measures for the development and regulation of non-profit organizations of authors," the delegates also specified that the signatory nations "adopt the necessary provisions for supervising the administration of their funds." Easing the sting of the fund supervision recommendation, the delegates went on to add that such organizations should be encouraged "to acquire a position which will enable them to protect the rights of their members."

Compatibility Problem

Another key issue in congressional discussions is the question of how the act can be kept compatible with the new treaty which embraces coverage of all methods of transmitting and using creative works, including radio, television, movies, phonograph records and juke boxes. Inasmuch as the Copyright Act of 1909 has undergone no major revision since the advent of most of these technological advancements, the House judiciary

committee has long been coping with this problem. Coupled with this is the related question of impounding and uses of royalty funds. The American Federation of Musicians (AFM) went on record at congressional hearings as favoring legislation along this line (*The Billboard*, January 31), bulwarking a similar recommendation advanced by AFM President James C. Petrillo at a previous House judiciary subcommittee hearing the previous summer. Congress is showing great reluctance to legislate on this particular issue.

Rep. Carroll D. Kearns (R., Pa.), chairman of a House labor subcommittee on Petrillo activities, is known to be considering the revival of a proposal he offered to draft into legislation specifying that phonograph records be labeled separately for "commercial use only" or for "home use only" and that purchasers of the commercial-use records be required to pay "regulated amounts" which, in effect, would serve as contributions toward a royalty fund to be used by the AFM. Kearns originally announced that he would draft such a measure last January (*The Billboard*, January 31), and he received public encouragement at that time not only from Petrillo but also from bigwigs of the record-manufacturing companies who testified along with Petrillo at the House Education and Labor Committee hearings which were then under way. Kearns, however, eventually dropped the idea when he encountered serious bill-drafting difficulties. (See *New Look Likely* on page 38)

Petrillo - Sarnoff Accord Offers Video Pact Import

(Continued from page 3)

of use of musicians over television. The status of the AFM-telecaster pact is by no means permanent. It was originally set up for a six-month period, so that both parties to the pact could ascertain where the bugs were. The six-month term expired in the midst of the AFM record industry negotiations, and the AFM quietly ex-

tended the pact for another three months. It is up for renegotiation in a matter of weeks, and it is apparent now that Sarnoff, vitally concerned with giving a major push to the TV industry, has done the telecasters a good turn by cementing relations with the AFM chief.

AM Pact a Sign?

The growing accord was evident when Petrillo and the networks negotiated the last renewal of the pact covering musicians on AM broadcasting. Scales and the amount of employment remained status quo, but in return Sarnoff's National Broadcasting Company (NBC) promised AFM that it would advise the web's affiliated stations to maintain the status quo in musician employment despite the opportunities offered by the Taft-Hartley Act.

Therefore with TV-AFM negotiations in the offing, it is of high import that Petrillo stated at the Tuesday recording session: "In General Sarnoff labor has a good friend." Petrillo added that he had never said employers were either good or bad, but that labor was in a "very dangerous position" when the Taft-Hartley Act was passed. Management, he stated, could have taken advantage of AFM. Petrillo added that six months ago he had asked Sarnoff: "General, do we have to fight this (the record ban) out?" Sarnoff, in answer, told Petrillo there could be a give and take on the matter, and, according to Petrillo, it all worked out as Sarnoff indicated. Management, Petrillo said in effect, could have taken advantage of the union.

Senor Dizzy

NEW YORK, Dec. 18.—Neither geography nor language constitutes an obstacle to the spiritual unity of beboppers all over the world. This fact was confirmed in a letter received recently by Jack Robbins from Nicolas Suris, Spanish music publisher. The latter, sending Robbins a Basque beret to forward to Dizzy Gillespie, wrote:

"I have sent this beret with the idea that you may offer it to Dizzy Gillespie with my homage of friendship and admiration as well as that of a group of Spanish beboppers. Over here, as thruout the world, Dizzy's activities are observed with the utmost curiosity and sympathy. Give him, please, besides the beret, a bebopper grip—if you think we are entitled to such a great honor."

Recent SPA Voting Returns Incumbents

NEW YORK, Dec. 18.—Incumbent executives and council board members of the Songwriters' Protective Association (SPA) were all re-elected to office this week. Sigmund Romberg, president, is in his 10th consecutive year in office. Others re-named were Charles Topias, veepee; Jesse Greer, second veepee; Abel Baer, treasurer, and Peter De Rose, secretary.

Edgar Leslie continues as chairman of the council, with Romberg, George Meyer, De Rose, Richard Rodgers, Stanley Adams, Ira Gershwin and Geoffrey O'Hara continuing as council members.

Unity Claims 802 Election Machines Err

Seeks New Balloting

NEW YORK, Dec. 18.—A petition demanding that the election held by Local 802, American Federation of Musicians (AFM), December 2 be nullified and another election called was filed with George J. Abrams, of the Honest Ballot Association, yesterday (17) by the Unity-coalition group. The fusion party, which won only one executive board slot and a few delegate posts, bases its appeal for a new shuffle on the claim that the election machines were either defective or tampered with.

The next move is up to the Honest Ballot Association, which supervised the election. It can act directly, hold a hearing, invite comment from the Blue ticket—or pass. In the latter case, the Unity-coalition group will take the appeal to the courts.

Machine Defects?

As evidence of bias, either planned or unintentional, Unity-coalition spokesmen point out that 32 of the 80 machines involved show "visible defects." Claimed defects lie largely in the totals for executive and trial board candidates. Each is a nine-man board, and the machines are not supposed to register tallies for these categories unless the voter votes for nine candidates for each board. Totals, therefore, should be multiples of nine and 32 of the machines, it is claimed, were off in this respect. Petitioners feel that with the vote as close as it was (only 89 votes separated Dick McCann from loser Al Manuti for the president slot, with other positions also very narrowly decided), the alleged machine delinquency might well have robbed them of victory right down the line.

ET'ers Set for Ban-Lift Inking Early in Week

(Continued from page 8)

e.t. firms contributed under the old set-up. Rates, too, remain the same—the basic scale being \$27 per man per hour. Early in the negotiations between Petrillo and the record and transcription industries, various transcription companies had been vehement in stating they would refuse a deal which did not provide for a substantial decrease in scale, but this attitude seems to have gone by the board. The beef, of course, stems from the fact that the scale for the record companies is \$41.25 per man per three-hour session.

No Dubbing Asked

The Petrillo-transcription pact is for five years—the same as is the record pact. One difference between the new and old agreements, one e.t. exec pointed out, is that the new term provides that no dubbing be permitted after the contract expires (and in the event contract is not renewed).

Reported present at the Thursday informal meeting was a group including reps of Lang-Worth, National Broadcasting Company (NBC) The-saurus, Associated, World Broadcasting and Sesac.



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BILLBOARD BACKSTAGE

A PS (Petrillo and Sarnoff) to Ban's End; Other Assorted Items

By Joe Csida

(Continued from page 3)
 ting some records?" we asked.

"What for?" countered Kapp. "There's nothing we particularly want to record."

The contrast came later in the afternoon when we dropped down to the RCA Victor studios on 24th Street. Here the festive routine was rampant. Newspaper guys and photographers, encouraged by Alan Kayes and his RCA public relations corps, kept getting in everybody's hair. And everybody, including and particularly a load of longhair and pop talent, loved it. Some of the gents who had done the actual job of negotiating the pact, notably Veepee Jim Murray and Joe McConnell, stood quietly by, almost totally ignored.

Far be it from us to imply that Jimmy Petrillo is discriminating against his own membership, but midway thru the proceedings Al Knopf and Herman Tivin, Local 802 recording delegates, walked into the studio. They advanced on Petrillo with right hands outstretched, each with the small finger held away from the other fingers and crooked.

"Hello, chief, hello, boss," they said with great warmth, bowing slightly from the waist.

Petrillo hooked the small finger of his right hand into the small fingers of each of theirs in turn, and greeted them. (The well-publicized non-germ handshake, you'll recall). Then he said to Tivin: "You be a good boy, now, you hear."

Later when he made his ad lib speech, crediting Brig. Gen. David Sarnoff (Petrillo pronounces it with a "Z") with being the man who had actually made the settlement possible, and the general had reciprocated with equally nice words about Jimmy, they shook hands, not small fingers.

There is little question that Leo Seltzer's Roller Derby, which just concluded a three-week run at the 69th Armory in New York will return to Gotham early next year. If ever there was a demonstration of the value of television to a sports event,

the Derby is it. WCBS-TV's telecasts of the rough and tumble team roller matches educated many viewers to the complexities of the sport and drew them to the Armory to get an in-person glimpse. The solid business the promotion did, and its early return date, are largely attributable to TV.

Despite the opposition provided by the Metropolitan Disk Jockey Association shindig, Sidney Mills's (Mills Music) bachelor party Wednesday night drew over a hundred assorted music and record men to Cavanaugh's. The party then repaired to Sid's apartment to view some educational films. A fine brawl, and testimony to the popularity of Irving's boy, Sid. (Years of happiness to you, Sid.)

And to everybody, from all of us, Merry Christmas.

Banner Gets Pub House, New VP

NEW YORK, Dec. 18.—Banner Records this week got itself a new veepee and a publishing house. The new officer is society band leader Arthur Ravel, who will be in charge of recording for the diskery. Ravel, who has a piece of the wax works, succeeds Pete Doraine, who recently resigned and sold his stock to the corporation. Other officers are Sam Sellsman, prexy; Vic Sellsman, veepee in charge of production, and Seymour Reichtzeit, veepee in charge of artists and repertoire.

Banner Music Company, a pubber subsidiary, was set up this week to work on *Talkin' Jerusalem to Death*, composed by T. O. Thackery (*New York Post* editor), Bill Bird (WHN staffer) and Vic Sellsman. The Golden Gate Quartet has waxed the tune for Mercury.

Talent Roster Revamping Started by A. & R. Staffers

NEW YORK, Dec. 18.—Brandishing fountain pens in one hand and axes in the other, diskery artists and repertoire staffs geared for action on the talent front following the inking of the new recording contract. To date the pens have been mightier than the axes, but it was plainly indicated that the axes should claim a considerable number of victims before the end of next week. Meanwhile, most all of the a. and r. men are propounding a "fewer but better" policy.

Both Victor and Columbia have meetings skedded for next week to decide which artists will be dropped. Columbia already has lost the Golden Gate Quartet to Mercury and Claude Thornhill's ork to Victor. Victor has lost pianist-singer Pat Flowers and the Delta Rhythm Boys to date but has added, in addition to the aforementioned Thornhill, chirp Fran Warren, Charlie Ventura's ork and thrush Jane Pickens.

MGM Signs Pacts

MGM has inked singer Bill Lawrence, who is due for a George Evans office promotion, and Francis (*Near You*) Craig, who earned his initial fame on the Bullet label. That diskery is waiting for tootler union word on whether or not the ban period

time will be considered as accrued time against orkster pacts before revealing which artists are skedded to go.

Capitol Records has dropped nobody to date, but its additions this week were keynoted by the inking of warbler Mel Torme, who formerly sliced for the Musicraft firm. Firm also inked singer Bob Grabeau, comics Dean Martin and Jerry Lewis, Nick Lucas and Artie Wayne.

Mercury has gained the Golden Gate Quartet and chirp Madelyn Russell and is now dickering with other artists. The diskery has dropped Bill Samuels, Harry Babbitt and Jay McShann and has other axings skedded pending inspection of contracts and word from the American Federation of Musicians (AFM).

Signature plans little, if any, a. and r. activity, since it boasts a small roster which recently added chirp Toni Arden.

There has been little stir among the smaller firms artist-wise. Mainly the smallies are struggling to keep their top line talents from the claws of the pursuing biggies.

The above deals only with pop artists, but reports indicate a similar mode of a. and r. planning in the folk and race fields.



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CALL FOR ASCAP FACE-LIFT

Critics Ask Unity, Reform, Better "Facade" for Govt. And Public, Big Press Bally

By Paul Ackerman and Jerry Wexler

NEW YORK, Dec. 18.—With the American Society of Composers, Authors and Publishers (ASCAP) facing a series of heavyweight problems on several fronts—the Leibell decision and attendant writer and publisher interventions, the TV negotiations, the cleavage of interest between indies and movie-controlled pubberies, the intransigence of the West Coast membership, the delicate matter of revising the writer classification system to satisfy all hands, the growing resentment of the young and progressive ASCAP spirits against the entrenched old guard and other troubles — a move to clean house and present a facade of stability and unified strength is taking root in the Society.

Apparently with some or all of these difficulties in mind, Herman Starr, of the Warner group, called a meeting of leading pubber and writer members for this week, but the session was postponed to Tuesday (21) when Starr became ill. Exactly what will be on the agenda no two concerned seem to agree, but consensus seems to be that the Chappell and Ager interventions in the Leibell suit are primary concerns.

With the full light of publicity illuminating ASCAP's recent appearances in court, with attorney John Shulman representing Milton Ager for songwriters, the Wattenberg firm speaking for Chappell and pubbers, with the Music Publishers' Protective Association (MPPA) and the Songwriters' Protective Society (SPA) and spokesmen for ASCAP itself making representations, "the court finds it tough to figure out who represents what and the public surely doesn't know," as one pubber recently put it. Word is that at the Tuesday meeting an attempt will be launched to urge Ager and Chappell to withdraw their interventions in the interest of a united front. Whether SPA, for one, will withdraw, is highly improbable—and if it doesn't, Chappell won't.

One pubber told *The Billboard* that he didn't know what was on the agenda of the Society, but that he was going "to make his own agenda." He wants the Society to set aside 10 per cent of the ASCAP take for a smart publicity campaign, to arouse public sentiment and dissipate the still prevailing idea that ASCAP is a racket. Other pubbers want to see an industry czar appointed, to reform the Society the way Judge Landis reformed baseball. "We need that new look now for a dozen reasons," one said, "especially if we ever hope to get the Copyright Act revised so that we can collect performances on juke boxes and so on."

Democracy Crix

The younger and progressive publishers, short on availability point ratings but long on ideas and tune activity, are especially bitter at what they term the lack of democracy in the organization. One heavily weighted old-line publisher, it's pointed out, can outvote any number of the newer firms, and perpetuate control of the organization and maintenance of old-fashioned methods. Here, for example, are samples of the availability ratings of several pubbers as of the latter part of 1947—with these ratings the measure of

their voting strength: Harms, Inc., 11,000; Chappell, Feist, Carl Fischer, Mills, Remick, Robbins, Schirmer, Shapiro - Bernstein, Witmark, all 5,500; Irving Berlin, T. B. Harms, 4,750; Bourne, Crawford and Famous, 2,750; Miller, 2,250; Boston, BVC, Church and Santly-Joy, 1,375; Advanced and Forster, 1,200; Ditson, 1,000; Melrose and Paull-Pioneer, 900; Mayfair, 800; Broadway, Leeds, Morris, New World and Shubert, 750; Sam Fox, 700; American Academy of Music, Bond, Gershwin and Von Tilzer, 500; Foley and Vogel, 400; J. Fischer and Fred Fischer, 300; ABC, Handy Bros., Paramount, Words & Music, 250. Fifteen firms were in the 100-200 bracket, close to 100 firms in the 10-100 slot, and a large slab of unrated pubbers completes the membership. Ratings have changed in the past year, but the strength is distributed pretty much as listed above. The active and important but low-point indies would like very much to change the current power allocation, and some have gone so far as to speculate on forming an independent grouping within the Society—or even, far-fetched tho it may sound—outside the Society.

Customers Bolder

It is felt that the customers themselves — the buyers of music — are aware of the dissension and trouble, and that they are adopting a tougher attitude. In the TV discussions, in renewals of the radio pact, in concert performances, the music users are beginning to throw the Leibell decision around with light abandon to answer ASCAP claims. Transcription firms, too, are getting bolder, and altho mechanical rights are not cleared thru ASCAP, any cut in such revenues affects the membership.

The more worried ASCAP-ers are concerned that if the Society doesn't straighten itself out, there may be a doubt as to whether it can continue to function properly as a performing rights organization.

In past years there has been recurrent talk of ASCAP affiliating with the American Federation of Musicians (AFM), whose by-laws provide for such a possibility. So far ASCAP has been able to surmount its difficulties and operate—but now there is concern.

Philly Negro AFM Re-Elects Shorter

PHILADELPHIA, Dec. 18.—Jimmy Shorter, local maestro, bested three other candidates to return to office for a second year as president of Local 274, American Federation of Musicians, local Negro musicians' union. He topped George W. (Doc) Hyder, who led the local for 13 years; W. Basil Jackson and Jimmy Gorham. Harry Monroe was unopposed for vice-president, and Henry Lowe won out as secretary over Frankie Fairfax, long-time secretary until last year. Assistant Secretary Gus Johnson, Treasurer Herbert T. Berry and Sergeant at Arms Damon Fisher were unopposed.

Election was the first held in the local's new \$23,000 headquarters, the union previously meeting in rented rooms.

Hudkins Ignores Shaw Squawk on Library and Name

HOLLYWOOD, Dec. 18.—Despite protests from Artie Shaw, Ace Hudkins will continue to use the Shaw library and name in conjunction with his Coast-built band. Hudkins also revealed that Bob Keene will be replaced by Abe Most as band frontman after the first of the year, following policy differences with Keene. Switch to Most will not interfere too much with band's name, since Hudkins will continue to use the Shaw name.

Hudkins told *The Billboard* that he had originally agreed to return the Shaw book and drop the Shaw tag, but changed his mind at the 11th hour. He claimed Shaw changed his mind about the band, repeating an earlier assertion that Shaw came to him a few months ago and gave him the green light on using library and name, and now has gone back on his original word. Hence, Hudkins feels he has right to change his mind as well. Furthermore, Hudkins said he still owns the Shaw book and can use it at will despite Shaw's protests.

TD Plans New Concert Series For Spring P.A.

NEW YORK, Dec. 18.—Tommy Dorsey will do a series of 50 to 60 concerts which will begin during the Easter season. This series will be similar to the 60-odd concerts which the orkster did in 1944 when he racked up a set of fabulous grosses. The orkster's concert presentation will include a number of yet unselected acts in addition to the full personnel of his own band.

TD, who is getting ready to wind up a lengthy run at the Cafe Rouge of the Hotel Pennsylvania here in order to move into the Strand Theater Friday (24) for at least three weeks, may take a month's vacation following the theater stint. This is dependent on a television idea which he is now attempting to develop and sell.

Varsity Preps "Hit Parade" Album Series

NEW YORK, Dec. 18.—Varsity Records is readying a Hit Parade album series for market. The 10 Hit Parade tunes will be offered in a five-platter package, kept up to date with weekly changes in the hit roster. Because of the fast production needed to carry out this project, the package, selling for \$2.25, will be offered in limited areas to start.

Another novel merchandising gimmick Varsity will soon have out is a package of three platters in a single envelope to sell for \$1.25. Each package will be in effect an album without the cover, containing six homogeneous sides. Among the first such scheduled is a *Sir Strauss Waltzes* offering, with Western, polka, gypsy and other categories to follow.

According to a spokesman for the diskery, Varsity will begin to develop a name artist policy, effective in January. The plan is to utilize names

Peatman Sheet To Include TV Music Plays

Heavy Tele Use Seen

NEW YORK, Dec. 18.—John G. Peatman's national Audience Coverage Index (ACI) surveys will probably include television renditions of pop music, starting sometime in 1949. In a note to the trade from Peatman's office of research, it is pointed out that the projected move is advisable in view of television's increasingly rapid growth. By New Year's Day, for instance, nearly 400,000 TV sets will be in use in the New York area, and shortly after the first of the year the East Coast TV web will be linked by coaxial cable with the Middle West web. It's estimated that East Coast networks are already reaching over 500,000 TV homes.

In the New York area, TV is already winning out over radio by a ratio of over two to one in homes with both TV and AM, and during the evening hours TV is ahead by over four to one. The impact of the TV medium is indicated by the fact that the highest listener rating in survey history—80.7 for the Milton Berle Texaco show over WNBC—was recently released by Hooper.

According to Peatman's present plans, ACI-TV ratings will be combined with ACI radio ratings in the weekly survey, with TV performances weighed in the ratio of one ACI for each 5,000 TV homes tuned in to a dramatic production use of a song. Peatman points out that this assignment of an impact value for production music on TV, four times that of radio (one ACI point for each 20,000 listening homes), is probably conservative because of the greater plug value of TV and the greater number of video persons per program. As the number of TV homes increases, the number of persons per program will be decreased somewhat, but impact value will increase as video techniques are developed.

Varsity-Mills Fuss KO's Wax

NEW YORK, Dec. 18.—Royalty rate squabble between the Varsity diskery and the Mills Music pubberly this week resulted in the withdrawal of the direct-sale waxworks' etching of *Say Something Sweet to Your Sweetheart*. The reason for the withdrawal is that Mills refused to issue a license on the waxing at the 1 1/4 cent royalty rate which Varsity has been obtaining from other pubbers. The pubberly insisted that it be paid the statutory 2-cent fee. Varsity refused and withdrew the diskery, which has been on the market for some three weeks, and which is backed by a waxing of *You Were Only Fooling*.

Fooling will remain on the market and will be given another backing. And Varsity will pay the 2-cent royalty fee to Mills on the number of *Sweetheart* diskings which have been peddled to date.

and still sell at the low price. Varsity says that it is being deluged with offers from name artists, who, as the waxery puts it, "would rather be on a low-price record that sells in real quantity than on a high-price label that gathers dust in the stockrooms."

The Mighty ^{LOUIS} Jordan Rolls On



MR. PERSONALITY
MR. PERSONALITY
MR. PERSONALITY

WESTERN UNION
JOSEPH L. SEAN
PRESIDENT

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
MLT = Cable High Letter
Sh = Radiogram

NA359 PD = BLUEFIELD WEST VIRGINIA 13 1135P =
BERLE ADAMS, HOLLYWOOD =

WHAT A MAN JORDAN. IN GREENSBORO NORTH CAROLINA WITH THE RINGLING BROS. BARNUM & BAILEY CIRCUS PLAYING ON THE SAME NIGHT AS COMPETITION JORDAN STILL PACKED THE AUDITORIUM TO CAPACITY. THAT'S WHAT I CALL DRAWING POWER. SEND HIM DOWN IN MY TERRITORY EVERY MONTH SO THAT I CAN RETIRE AT AN EARLY AGE =

RALPH WEINBERG =

\$163,000.00

GROSS IN EIGHT WEEKS OF ONE NITERS

(Total gross receipts minus all taxes and before Jordan's percentage was determined)



MR. PERSONALITY

CLASS OF SERVICE
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WESTERN UNION
JOSEPH L. SEAN
PRESIDENT

TE 237DL = HOUSTON TEXAS 19 1156A =
BERLE ADAMS, HOLLYWOOD =

TEXAS BELONGS TO JORDAN. AS USUAL YOUR BOY JORDAN PLAYED TO CAPACITY CROWDS EVERY NIGHT. BELIEVE ME BUSINESS HAS BEEN BAD DOWN THIS WAY BUT NOT WITH JORDAN. WE GROSSED OVER \$8,000.00 ON A CONCERT IN NEW ORLEANS WHICH IS WITHIN \$200.00 OF WHAT WE GROSSED LAST YEAR IN NEW ORLEANS ON A DANCE DATE. THAT JORDAN'S REAL GONE =

DON ROBEY =

WESTERN UNION
JOSEPH L. SEAN
PRESIDENT

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This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS
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NL = Night Letter
LC = Deferred Cable
MLT = Cable High Letter
Sh = Radiogram

CT. 318P = ATLANTA GEORGIA 12 229A =
BERLE ADAMS, HOLLYWOOD =

SPEAKING OF BOX OFFICE POWER YOUR MR. JORDAN HAS REALLY GOT IT. HE GROSSED \$8,606.00 JULY 4TH IN ATLANTA AND ON THE NOVEMBER REPEAT DATE GROSSED \$7,402.00. RIVAL PROMOTERS PLAYED SOME BIG NAME BANDS JUST AHEAD OF THE JORDAN DATE BUT THE PEOPLE WAITED FOR JORDAN =

B. BEAMON =

MR. PERSONALITY



WESTERN UNION
JOSEPH L. SEAN
PRESIDENT

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
MLT = Cable High Letter
Sh = Radiogram

MA68NLPD = NEW YORK NY 5 10A =
BERLE ADAMS =
HOLLYWOOD =

WE MUST MAKE ANOTHER MOVIE WITH JORDAN IN FEBRUARY. HIS LAST FULL LENGTH FEATURE "LOOKOUT SISTER" IS DOING CAPACITY BUSINESS =

R. M. SAVINI-PRES. =
ASTOR PICTURES CORP.

MR. PERSONALITY

MR. PERSONALITY



MR. PERSONALITY

WESTERN UNION
JOSEPH L. SEAN
PRESIDENT

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
MLT = Cable High Letter
Sh = Radiogram

R162PD = NEW YORK NY 12 610A =
BERLE ADAMS =
HOLLYWOOD =

LOOKS LIKE JORDAN HAS ANOTHER HIT RECORD = "PETTIN' AND POKIN'" THE ADVANCE ORDERS ARE GREATER ON THIS NUMBER THAN THEY WERE ON "RUN JOE" =

DAVID KAPP-VICE PRES. =
DECCA RECORDS, INC.

Personal Management—**BERLE ADAMS HOLLYWOOD**

Direction—



GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

FRANKIE LAINÉ

HITS THE JACKPOT AGAIN!



SINGS THAT WONDERFUL TUNE
on
MERCURY—5158

Hold Me

MERCURY RECORDS

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending December 17

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



HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

- 1. BUTTONS AND BOWS** 1
 By Livingston and Evans
 Published by Famous (ASCAP)
 Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; B. Brown, Varsity 114; Jeff Clay, Dana 2023; B. Hope-Clark Sisters, Capitol 15292; Gracie Fields, London 355; H. O'Connell, Coast 8032.
 Electrical transcription libraries: Sterling Young Ork, MacGregor; The Swingtones-The Jumpin' Jacks, NBC Thesaurus.
- 2. ON A SLOW BOAT TO CHINA** 2
 By Frank Loesser
 Published by E. H. Morris (ASCAP)
 Records available: L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Henrickson, Capitol 15208; Kay Kyser, Columbia 38301; S. Lanson, Mercury 5191; A. Lund, MGM 10269; 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; Shep Fields, Lang-Worth.
- 3. MY DARLING, MY DARLING** 3
 By Frank Loesser
 Published by E. H. Morris (ASCAP)
 From the Broadway musical production "Where's Charley?"
 Records available: E. Young & J. Lathrop, Victor 20-3187; Jo Stafford-Gordon MacRae, Capitol 15270; Doris Day-Buddy Clark, Columbia 38353; Peter Lind Hayes, Decca 24519.
 Electrical transcription libraries: Phil Brito, Associated.
- 4. A LITTLE BIRD TOLD ME** 4
 By Harvey O'Brooks
 Published by Bourne (ASCAP)
 Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Knight-Stardusters, Decca 24514; P. Watson, Supreme S-1507; Smokey Rogers, Capitol 15326.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 5. ALL I WANT FOR CHRISTMAS (Is My Two Front Teeth)** 6
 By Don Gardner
 Published by Witmark (ASCAP)
 Records available: Spike Jones & His City Slickers, Victor 20-3177.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 6. YOU WERE ONLY FOOLIN'** 5
 By Larry Foline-Billy Faber-Fred Meadows
 Published by Shapiro-Bernstein (ASCAP)
 Records available: Blue Barron, MGM 10185; Ink Spots, Decca 24507; K. Starr, Capitol 15226; E. Whitley-Green Sisters, Columbia 38323.
 Electrical transcription libraries: Kay Armen, Associated; Blue Barron, Lang-Worth.
- 7. UNTIL** 7
 By Jack Fulton, Bob Crosby and Hunter Kahler
 Published by Dorsey Bros. (ASCAP)
 Records available: T. Dorsey Ork, Victor 20-3061; The Charioteers, Columbia, 38329.
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 8. LAVENDER BLUE (Dilly, Dilly)** 8
 By Elliot Daniel and Larry Morey
 Published by Santly-Joy (ASCAP)
 From the Walt Disney Film "So Dear to My Heart."
 Records available: M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; V. Lynn, London 310; Sammy Kaye, Victor 20-3100; Dinah Shore-H. Zimmerman Ork, Columbia 38299; Jack Smith-The Clark Sisters, Capitol 15225.
 Electrical transcription libraries: Phil Brito, Associated; Bob Eberly, World; Curt Massey, Standard.
- 9. FAR AWAY PLACES** 9
 By Whitney and Kramer
 Published by Laurel (ASCAP)
 Records available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15278; Viv Damone, Mercury 5198; Dinah Shore, Columbia 38356.
- 10. CUANTO LE GUSTA** 10
 By Gabriel Ruiz and Ray Gilbert
 Published by Peer (BMI)
 From the MGM Film, "A Date With Judy."
 Records available: B. Brown-Varsity Rhumba Band, Varsity 116; Carmen Miranda-The Andrews Sisters, Decca 24479; Xavier Cugat, Columbia 38239; Jack Smith-The Clark Sisters, Capitol 15280; Eve Young, Victor 20-3077.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

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

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

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

- 1. BUTTONS AND BOWS**
BETTY RHODES RCA Victor 20-3078
- 2. ON A SLOW BOAT TO CHINA**
FREDDY MARTIN RCA Victor 20-3128
- 3. MY DARLING, MY DARLING**
EVE YOUNG AND JACK LATHROP RCA Victor 20-3187
- 5. ALL I WANT FOR CHRISTMAS**
SPIKE JONES AND HIS CITY SLICKERS RCA Victor 20-3177
- 7. UNTIL**
TOMMY DORSEY RCA Victor 20-3061
- 8. LAVENDER BLUE**
SAMMY KAYE RCA Victor 20-3100
- 9. FAR AWAY PLACES**
PERRY COMO RCA Victor 20-3316
- 10. CUANTO LE GUSTA**
EVE YOUNG RCA Victor 20-3077

Here they are - your first
post-bar **RCA VICTOR** records!

- Far Away Places Missouri Waltz PERRY COMO RCA Victor 20-3316
- How Many Tears Must Fall Down By The Station TOMMY DORSEY RCA Victor 20-3317
- Joe Why Is It? FRAN WARREN RCA Victor 20-3318
- Red Roses For a Blue Lady Melancholy Minstrel VAUGHN MONROE RCA Victor 20-3319

This week's release!

POPULAR

- Funny Little Money Man Pretty Baby SAMMY KAYE RCA Victor 20-3278
- Anticipation Without Realization Everybody's Friend But Nobody's Sweetheart LOUIS PRIMA RCA Victor 20-3276
- These Will Be The Best Years Of Our Lives From the Land of the Sky-Blue Waters BUDDY MORENO CHARLIE SPIVAK RCA Victor 20-3277
- Embryo A Jacquet for Jack the Bellboy ILLINOIS JACQUET RCA Victor 20-3278

FOLK

- Wide Rollin' Plains You Ain't Where You Come From Now ROSALIE ALLEN RCA Victor 20-3279
- I Never See My Baby Alone Jealous Blues JOHNNY TYLER RCA Victor 20-3280
- Just For Me Won't You Ride In My Little Red Wagon THE FRONTIERSMEN RCA Victor 20-3281

RHYTHM & BLUES

- Keep Your Big Mouth Shut Get It While You Can JESSE STONE RCA Victor 20-3282
- Why Don't You Do Right Knockin' Myself Out LIL GREEN RCA Victor 20-3283

POP CLASSICS

- Drigo's Serenade Destiny-Waltz HENRI RENÉ RCA Victor 20-3284

NEW AL GOODMAN ALBUM

- "The Vagabond King"
With Al Goodman and his Orchestra, Earl Wrightson, Frances Greer and The Guild Choristers. Album K-17
- Overture to The Vagabond King and Love Me Tonight RCA Victor 45-0062
- Song of The Vagabonds and Huguette Waltz RCA Victor 45-0063
- Some Day and Nocturne RCA Victor 45-0064
- Only A Rose and Tomorrow RCA Victor 45-0065



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

Mail your order to your RCA Victor distributor!

Name _____

Street _____

City _____ State _____



WAIT 'TIL YOU
HEAR HIS JUMP
VERSION OF



...WATCH THE NICKELS ROLL!

MERCURY
THE COMPANY THAT STARS THE ARTIST!
RECORDS

The **Billboard** MUSIC POPULARITY CHARTS
PART II
Sheet Music

Based on reports received last three days of Week Ending December 17

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
13	1	1	1	BUTTONS AND BOWS (F) (R)	Famous
9	2	2	2	ON A SLOW BOAT TO CHINA (R)	Melrose
6	3	3	3	MY DARLING, MY DARLING (M) (R)	E. H. Morris
7	4	4	4	WHITE CHRISTMAS (R)	Berlin
6	5	5	5	HERE COMES SANTA CLAUS (R)	Western
4	7	6	6	A LITTLE BIRD TOLD ME (R)	Bourne
3	6	7	7	LAVENDER BLUE (Dilly, Dilly) (F) (R)	Santly-Joy
3	11	8	8	ALL I WANT FOR CHRISTMAS (R)	Witmark
6	10	9	9	SANTA CLAUS IS COMIN' TO TOWN (R)	Feist
11	8	10	10	YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein
10	9	11	11	UNTIL (R)	Dorsey Bros.
24	12	12	12	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
3	13	13	13	WINTER WONDERLAND (R)	Bregman-Vocco-Conn
1	—	14	14	FAR AWAY PLACES (R)	Laurel
34	18	15	15	MY HAPPINESS (R)	Blasco
2	15	16	16	GALWAY BAY (R)	Leeds
3	14	17	17	CUANTO LA GUSTA (R)	Peer
17	17	18	18	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
2	16	19	19	WHAT DID I DO? (R)	Triangle

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
11	1	1	1	BUTTONS AND BOWS..... Victoria	Famous
12	2	2	2	WHEN YOU'RE IN LOVE...Bradbury Wood	Chappell
15	3	3	3	MY HAPPINESS	Blasco
15	4	4	4	SO TIRED	Glenmore
34	5	4	4	GALWAY BAY.....Box and Cox	Leeds
32	6	5	5	DREAM OF OLWEN.....Lawrence Wright	Mills
3	5	6	6	MAYBE YOU'LL BE THERE. Victoria	Triangle
20	7	7	7	RAMBLING ROSE.....Irwin Dash	Laurel Music
1	—	7	7	CUCKOO WALTZ.....Keith Prowse	Criterion
2	16	8	8	CUANTO LA GUSTA.....Southern	Peer
7	9	9	9	ANYTHING I DREAM IS POSSIBLE	Laurel Music
13	13	10	10	ALL DRESSED UP WITH A BROKEN HEART.....Cinephonic	E. B. Marks
12	11	11	11	YOU CALL EVERYBODY DARLIN'	Mayfair
8	10	12	12	UNDERNEATH THE ARCHES	Robbins
5	8	13	13	BALLIN' THE JACK.....Francis Day	E. B. Marks
19	8	14	14	YOU CAN'T BE TRUE, DEAR	Biltmore
12	12	15	15	LA VIE EN ROSE.....Noel Gay	Harms, Inc.
4	14	16	16	SABRE DANCE.....Leeds	Leeds
3	—	17	17	I'D LOVE TO LIVE IN LOVELAND	Bregman-Vocco-Conn
1	—	18	18	HEART OF LOCHLOMOND..Unit	*

*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	
9	1	1	1	BUTTONS AND BOWS
7	2	2	2	ON A SLOW BOAT TO CHINA
2	15	3	3	LAVENDER BLUE (DILLY, DILLY)
23	3	4	4	A TREE IN THE MEADOW
28	5	5	5	MY HAPPINESS
14	8	6	6	HAIR OF GOLD, EYES OF BLUE
5	9	7	7	GALWAY BAY
15	10	7	7	TWELFTH STREET RAG
1	—	9	9	SAY SOMETHING SWEET TO YOUR SWEETHEART
1	—	10	10	A LITTLE BIRD TOLD ME
4	14	11	11	WHITE CHRISTMAS
3	13	11	11	HERE COMES SANTA CLAUS
5	4	13	13	YOU WERE ONLY FOOLIN'
12	—	14	14	BLUEBIRD OF HAPPINESS
2	—	15	15	MY DARLING, MY DARLING

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity

Based on reports received last three days of Week Ending December 17



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 Last	This Week	Title	Artist	Label
4	5	1	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers	Victor 20-3177—ASCAP
7	2	2	MY DARLING, MY DARLING	J. Stafford-G. MacRae and the Starlighters	Capitol 15270—ASCAP
15	1	3	BUTTONS AND BOWS	Dinah Shore	Columbia 38284—ASCAP
9	3	4	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301—ASCAP
5	6	5	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514—ASCAP
5	8	6	ON A SLOW BOAT TO CHINA	E. Howard Ork	Mercury 5210—ASCAP
4	11	7	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia 38353—ASCAP
7	4	8	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes	Victor 20-3123—ASCAP
16	7	9	UNTIL FAR AWAY PLACES	Tommy Dorsey Ork-H. Prime	Victor 20-3061—ASCAP
4	20	10	FAR AWAY PLACES	M. Whiting and The Crew Chiefs	Capitol 15278—ASCAP
21	10	10	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105—ASCAP

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

(Continued on page 92)

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 December 10-16

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Tot. CVPts.Pts.	
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV		
A Little Bird Told Me	Bourne	0	6	2	11	0	3	3	11	0	7	2	10	13	194
Buttons and Bows (Pale Face)	Famous	6	6	0	14	2	7	8	16	2	9	0	14	11	221
By the Way (When My Baby Smiles at Me)	B.V.C.	3	5	0	1	1	6	0	2	2	6	0	1		56
Cuanto La Gusta (Date With Judy)	Peer	1	2	1	8	3	3	3	7	0	6	1	5	3	124
Down Among the Sheltering Palms	Miller	8	15	0	6	10	12	9	9	3	10	0	7	2	212
Far Away Places	Laurel	2	12	0	7	1	3	0	6	4	7	0	5		123

(Continued on page 92)

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, December 10, 8 a.m., and ending Friday, December 17, 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 10 (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.

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The Top 30 Tunes (plus ties)

A Little Bird Told Me (R)	Bourne—ASCAP
Bella Bella Marie (F) (R)	Leeds—ASCAP
Bouquet of Roses (R)	Hill and Range—BMI
Buttons and Bows (F) (R)	Famous—ASCAP
Cuanto La Gusta (R)	Peer—BMI
Down Among the Sheltering Palms (R)	Miller—ASCAP
Far Away Places (R)	Laurel—ASCAP
For You (R)	Witmark—AP
Hair (Gold, Eyes of Blue) (R)	Mellin—BMI—AP
Here I'll Stay (M) (R)	Chappell—AP
Hold Me (R)	Robbins—AP
I Still Get a Thrill (R)	Words and Music—AP
Lavender Blue (F) (R)	Sanly-Joy—P
Little Jack Frost Get Lost (R)	Henry Spitzer—P
Maybe You'll Be There (R)	Kramer-Whitney—P
My Darling, My Darling (M) (R)	E. H. Morris—P
My Happiness (R)	Blasco—AS
On a Slow Boat to China (R)	Melrose—AS
One Sunday Afternoon (F) (R)	Remick—AS
Powder Your Face With Sunshine (R)	Lombardo—AS
Pretty Baby (R)	Remick—AS
Say It Isn't So (R)	Berlin—AS
Say Something Sweet to Your Sweetheart (F) (R)	Mills—AS
That Certain Party (R)	Bourne—AS
The Night Has a Thousand Eyes (R)	Paramount—AS
Until (R)	Dorsey Bros.—AS

(Continued on page 30)

Another Smash
DECCA DOUBLE

FOR THE FIRST TIME TOGETHER on ONE RECORD!

AL JOLSON
and the
MILLS BROTHERS

SINGING
"DOWN AMONG THE SHELTERING PALMS"

And

"IS IT TRUE WHAT THEY SAY ABOUT DIXIE?"

DECCA
24534

Single Records 75¢ each (plus tax)

ORDER TODAY!

DECCA
RECORDS

America's
Fastest
Selling Records!



RCA VICTOR

offers the perfect blend

2 SMASH HITS ON 1 RECORD

"MORE BEER"

by

LAWRENCE

DUCHOW

AND HIS
RED RAVEN ORCHESTRA
WITH JOHNNY OLSEN AND
CHORUS

AND

"SPIDER HOP" WITH JOE BIVIANOS

And The RCA VICTOR Accordion Orchestra

ON RCA VICTOR RECORDS

No. 20-3227



RCA VICTOR RECORDS



Hellol I'm Ray Dorey—
Have you heard my latest
GOLD MEDAL Record of
"TOO MANY KISSES" and
"IT ISN'T FAIR"? I think
you'll like it!

GOLD MEDAL

#943

I'd like to thank Joe Grady and Ed Hurst of WPEN; Bob Clayton, Fred B. Cole and Bob Elliott of WHDH; Sherm Feller, WEEL; Bob Moore, WLAW; Jay McMasters, WMEX; Art Tacker, WTAO; Bill Hahn, WNAC; Ranny Weeks, WCOP; Mac McGuire, WIP; Hal Moore, WCAU; Leroy Miller, WFIL; Doug Arthur, WIBG; Stu Wayne, KYW, and the hundreds of other DJ's all over the country who have helped to make my GOLD MEDAL record of "GIVE ME YOUR LOVE FOR CHRISTMAS" and "TELL ME WHY" such a smash hit.

Sincerely,
RAY DOREY*

GOLD MEDAL
RECORDS, Inc.
140 BOYLSTON STREET
BOSTON 16, MASS.

DISTRIBUTORS!

For more sales and profits on these and other GOLD MEDAL smash hits, write or wire for samples.

* Ray Dorey—former Majestic Records singing star. Remember "MAM'ELLE"—"AND MIMI"?

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last three days of Week Ending December 17



BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
14	1	1	BUTTONS AND BOWS Dinah Shore Columbia 38284—ASCAP <i>Daddy-O</i>
8	2	2	ALL I WANT FOR CHRISTMAS S. Jones and His City Slickers Victor 20-3177—ASCAP <i>Happy New Year</i>
10	3	3	ON A SLOW BOAT TO CHINA Kay Kyser Ork-H. Babbitt-G. In the Market Place of Old Monterey Woods, Columbia 38301—ASCAP
6	4	4	A LITTLE BIRD TOLD ME.. E. Knight-The Stardusters..... Decca 24514—ASCAP <i>Brush Those Tears From Your Eyes</i>
7	5	5	MY DARLING, MY DARLING J. Stafford-G. MacRae and The Starlighters Capitol 15270—ASCAP <i>Girls Were Made To Take Care of Boys</i>
6	6	6	ON A SLOW BOAT TO CHINA F. Martin Ork-G. Hughes..... Victor 20-3123—ASCAP <i>Czardas</i>
8	7	7	WHITE CHRISTMAS B. Crosby... Decca 23778—ASCAP <i>God Rest You Merry, Gentlemen</i> (The Ravens, National 9036; F. Sinatra, Columbia 38257; E. 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; Phil Brito, Musicraft 617)

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9	10	8	BUTTONS AND BOWS The Dinning Sisters and Art Van Damme Quintet Capitol 15184—ASCAP <i>San Antonio</i>
16	12	9	UNTIL Tommy Dorsey Ork-H. Prime... Victor 20-3061—ASCAP <i>After Hour Stuff</i>
6	7	10	MY DARLING, MY DARLING D. Day-B. Clark..... Columbia 38353—ASCAP <i>That Certain Party</i>
12	12	11	YOU WERE ONLY FOOLIN' Blue Barron... MGM 10185—ASCAP <i>It's Easy When You Know How</i>
3	18	12	LAVENDER BLUE S. Kaye Ork..... Victor 20-3100—ASCAP <i>Down Among the Sheltering Palms</i>
6	14	12	ON A SLOW BOAT TO CHINA E. Howard Ork Mercury 5210—ASCAP <i>I'd Love To Live in Loveland</i>
6	6	14	HERE COMES SANTA CLAUS G. Autry, Columbia 20377—ASCAP <i>An Old-Fashioned Tree</i> (J. Rogers & His '49-ers, Victor 20-3243; G. Stone & Ork, Capitol 15205)
27	7	15	TWELFTH STREET RAG... Pee Wee Hunt Capitol 15105—ASCAP <i>Somebody Else Not Me</i> (B. Bechet & His New Orleans Feetwarmers, Victor 20-3120; Freddie Fisher, FM 301 & Regent 125; Liberace, Signature 15240; A. Smith & His Cracker-Jacks, MGM 10294; Eddie (Gim) Miller, Rainbow 70033; Jack Pina & Ork, MGM 10251; Varsity 106; B. Bishop Ork, Bullet 1061; N. Simons, Rego 1016; M. Herth Trio, Decca 24450; Varsity Raxtime Band, Varsity 106)
7	—	16	POWDER YOUR FACE WITH SUNSHINE E. Knight-The Stardusters..... Decca 24530 <i>One Sunday Afternoon</i> (P. Scala & His Banjo & Accordion Ork-The Keynotes, London 367; D. Byron-T. Black Ork, Dana 2031)
6	21	17	CUANTO LA GUSTA C. Miranda-The Andrews Sisters Decca 24479—BMI <i>The Matador</i>
4	20	18	SO TIRED R. Morgan... Decca 24449—ASCAP <i>I Hear Music</i> (N. Donovan, DeLuxe 1165; K. Starr Ork, Capitol 15314; W. Scott, Super Disc 1059)
4	20	19	SWEET GEORGIA BROWN.. Brother Bones and His Shadows TR 652—ASCAP <i>Margie</i> (C. Jones & His Kentucky Corn Crackers, Rondo R-152; W. Gray-V. Musso, Modern 20-611; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1255; J. Liggins Honeydrippers, Exclusive 271; Whistling Mr. Jones, National 9063)
7	20	20	ON A SLOW BOAT TO CHINA A. Lund..... MGM 10269—ASCAP <i>By the Way</i>
6	19	21	ON A SLOW BOAT TO CHINA B. Goodman Ork-A. Hendrickson Capitol 15208—ASCAP <i>I Hate To Lose You</i>
4	22	22	BUTTONS AND BOWS Betty Rhodes-H. Zimmerman Ork Victor 20-3078—ASCAP <i>I Still Get a Thrill</i>
4	16	23	A LITTLE BIRD TOLD ME.. P. Watson..... Supreme S-1507—ASCAP <i>Pretty Papa</i>
4	22	24	YOU WERE ONLY FOOLIN' The Ink Spots Decca 24507—ASCAP <i>Love</i> <i>While I Was Falling in Love</i>
1	—	25	CUANTO LA GUSTA J. Smith and The Clark Sisters Capitol 15280—BMI <i>Cornbelt Symphony</i>
20	14	26	MAYBE YOU'LL BE THERE. Gordon Jenkins..... Decca 24403—ASCAP <i>Dark Eyes</i> (J. Pina Ork, Mercury 5160; Varsity 102; Varsity Ork-Frank & Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; E. Howard Ork, Mercury 5214)
1	—	27	FAR AWAY PLACES..... M. Whiting and the Crew Chiefs Capitol 15278—ASCAP <i>My Own True Love</i>
6	—	28	BOUQUET OF ROSES Eddy Arnold, the Tennessee Plowboy and His Guitar..... Victor 20-2806—BMI (D. Haymes-The Troubadours, Decca 24506; R. Turner & the Westerners, Varsity 8001; J. Wakely, Capitol 40107)

(Continued on page 33)

The Billboard
MUSIC POPULARITY CHARTS

PART IV
Billboard TRADE SERVICE FEATURE

Retail Record Sales

Based on reports received last three days of Week Ending December 17

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 date)	Position	Record	Label
28	4	1. LITTLE TOOT (One Record) Don Wilson-The Starlighters.....	Capitol DAS-80
28	3	2. BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-34
13	1	3. BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....	Capitol DBX-99
17	2	4. BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....	Capitol DBX-93
1	—	5. RUDOLPH, THE RED NOSED REINDEER (Two Records) Paul Wing.....	Victor Y-353
3	6	6. 'T WAS THE NIGHT BEFORE CHRISTMAS (One Record) M. Cross.....	Victor Y-20—Victor 45-5106
3	—	7. LITTLEST ANGEL (Three Records) L. Young.....	Decca 399
28	5	8. BUGS BUNNY (Three Records) Mel Blanc.....	Capitol CC-64
17	13	9. JOHNNY APPLESEED (Three Records) Dennis Day.....	Victor P-368
9	8	10. BAMBI ALBUM (Three Records) S. Temple-Chorus; P. Smith, director.....	Victor Y-395
23	10	11. UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....	Capitol CC-40
22	11	12. BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-65
8	12	13. LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians.....	Decca CUS-7
14	—	14. GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....	Decca CU-102
8	—	15. LITTLE ENGINE THAT COULD (Two Records) Paul Wing.....	Victor Y-341

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 date)	Position	Record	Label
47	1	1. Bluebird of Happiness Jan Peerce, RCA Victor Ork; S. Levin, director.....	Victor 11-9007, Victor 10-1454, Victor 18-1074
2	4	2. Stille Nacht, Neilige Nacht Madame S-humann-Heink.....	Victor 6723
164	1	3. Clair de Lune Jose Iturbi.....	Victor 11-8851
1	—	4. Faithfully Yours Sigmund Romberg.....	Victor 11-9222
12	—	4. Ave Maria Marian Anderson.....	Victor 14210

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 date)	Position	Album	Label
3	1	1. I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator.....	Columbia MM-800
2	2	2. Christmas Hymns and Carols (Four Records) Robert Shaw and The Victor Choral Group.....	Victor MO-1077
15	—	3. Chopin's Favorites (Three Records) First Piano Quartet.....	Victor MO-1227
1	—	4. Violin Selections (Two Records) David Orstrakh.....	Mercury DM-27
2	5	4. Encores First Piano Quartet.....	Victor MO-1263
2	—	4. Rimsky Korsakov: Scheherazade Album San Francisco Symphony Ork, Pierre Monteaux, conductor.....	Victor DM-920

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 date)	Position	Album	Label
8	1	1. MERRY CHRISTMAS ALBUM (Four Records) B. Crosby.....	Decca A-550
4	2	2. 'T WAS THE NIGHT BEFORE CHRISTMAS (Four Records) Fred Waring.....	Decca 480
3	4	3. MERRY CHRISTMAS MUSIC (Four Records) Perry Como.....	RCA P-161
3	7	4. CHRISTMAS MUSIC (Three Records) Ken Griffin.....	Broadcast G-500
5	3	5. ROSES IN RHYTHM (Four Records) F. Carl.....	Columbia C-174
2	16	6. COMIN' ROUND THE MOUNTAIN ALBUM D. Shav-M. Ayres Ork.....	Columbia C-171
103	8	7. GLENN MILLER (Four Records) Glenn Miller.....	Victor P-148
6	9	8. DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kay Choir.....	Victor P-228
2	5	9. CHRISTMAS CAROLS (Three Records) P. Spitalny-Hour of Charm and the All-C. Ork.....	Capitol Record No. 1
4	—	10. NORMAN GRANZ: JAZZ AT THE PHILHARMONIC VOL. VIII ALBUM (Three Records) L. Jacquet-F. Phillips-B. Harris-H. McGhee-J. Jones-R. Brown-H. Jones.....	Mercury JATP Vol. 8

Young and Old will go for these



TOP TUNES from

"WHEN MY BABY SMILES AT ME!"

(Twentieth-Century Fox Picture)

- WHEN MY BABY SMILES AT ME **TED LEWIS**
She's Funny That Way..... Decca 23916
- PRETTY BABY **BING CROSBY**
Swingin' Down the Lane..... Decca 24515
- THE BIRTH OF THE BLUES **BING CROSBY**
The Waiter and the Porter and the Upstairs Maid
(with Mary Martin & Jack Teagarden) Decca 25408
- THE BIRTH OF THE BLUES **GUY LOMBARDO**
Stormy Weather..... Decca 24531
- THE BIRTH OF THE BLUES **HARRY RICHMAN**
Singing a Vagabond Song..... Decca 24389
- WHAT DID I DO? **DICK HAYMES and ANDREWS SISTERS**
I'd Love to Call You My Sweetheart..... Decca 24504
- BY THE WAY **DICK HAYMES**
Whisper a Word of Love..... Decca 24493
- SAY SI SI **ANDREWS SISTERS**
Tico-Tico..... Decca 25098
- THE DAUGHTER OF ROSIE O'GRADY **PHIL REGAN**
That Tumble Down Shack in Athlone..... Decca 3595

Single Records 75¢ each (plus tax)

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The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART V

Based on reports received last three days of Week Ending December 17

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to Date	Last Week	This Week	Record	Label
13	1	1	BUTTONS AND BOWS.....Dinah Shore	Columbia 38284—ASCAP
10	2	2	ON A SLOW BOAT TO CHINA.....K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301—ASCAP
5	3	3	A LITTLE BIRD TOLD ME...E. Knight-The Stardusters	Decca 24514—ASCAP
6	4	4	MY DARLING, MY DARLING.....J. Stafford-G. MacRae and Starlighters	Capitol 15270—ASCAP
7	5	5	ON A SLOW BOAT TO CHINA.....F. Martin G. Hughes	Victor 20-3123—ASCAP
8	7	6	BUTTONS AND BOWS.....The Dinning Sisters and Art Van Damme Quintet	Capitol 15184—ASCAP
4	8	7	A LITTLE BIRD TOLD ME...P. Watson	Supreme S-1507—ASCAP
3	17	8	ALL I WANT FOR CHRISTMAS.....S. Jones and His City Slickers	Victor 20-3177—ASCAP
6	10	9	ON A SLOW BOAT TO CHINA.....E. Howard Ork	Mercury 5210—ASCAP
24	6	10	TWELFTH STREET RAG...Pee Wee Hunt	Capitol 15105—ASCAP
4	11	11	MY DARLING, MY DARLING.....D. Day-B. Clark	Columbia 38353—ASCAP
7	12	12	YOU WERE ONLY FOOLIN'.....B.ue Barron	MGM 10185—ASCAP
6	16	13	ON A SLOW BOAT TO CHINA.....B. Goodman Ork-A. Hendrickson	Capitol 15208—ASCAP
3	14	14	ON A SLOW BOAT TO CHINA.....A. Lund	MGM 10269—ASCAP

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3	20	15	WHITE CHRISTMAS.....B. Crosby...Decca 23778—ASCAP (The Ravens, National 9063; F. Sinatra, Columbia 38257; 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; Phil Brito, Musicraft 517)
3	20	16	YOU WERE ONLY FOOLIN'.....The Ink Spots...Decca 24507—BMI
12	—	17	UNTIL.....Tommy Dorsey Ork-H. Prime...Victor 20-3061—ASCAP
3	18	18	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)
1	—	19	SWEET GEORGIA BROWN.....Brother Bones and His Shadows...TR 652—ASCAP (C. Jones & His Kentucky Corn Crackers, Rondo R-152; W. Gray-V. Musso, Modern 20-611; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1255; J. Liggins Honeydrippers, Exclusive 271; Whistling Mr. Jones, National 9063)
2	20	20	LAVENDER BLUE.....S. Kaye Ork...Victor 20-3100—ASCAP
23	9	20	MAYBE YOU'LL BE THERE.....Gordon Jenkins...Decca 24403—ASCAP (J. Fina Ork, Mercury 5160; Varsity 102; Varsity Ork-Frank & Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; E. Howard Ork, Mercury 5214)
6	19	22	BRUSH THOSE TEARS.....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)
1	20	23	ONE HAS MY NAME.....J. Wakely and Cowboy Band...Capitol 15162—BMI (Slim 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	24	YOU WERE ONLY FOOLIN'.....K. Starr...Capitol 15226—ASCAP
1	—	25	ON A SLOW BOAT TO CHINA.....L. Clinton Ork...Decca 24482—ASCAP
2	20	26	SO TIRED.....R. Morgan Ork...Decca 24521—ASCAP (N. Donovan, DeLuxe 1165; K. Starr Ork, Capitol 15314; W. Scott, Super Disc. 1059)
20	13	27	A TREE IN THE MEADOW.....Margaret Whiting...Capitol 15122—ASCAP (B. Brown-Varsity Ork, Varsity 103; P. Fennelly, MGM 10211; B. Johnson, Columbia 38279; J. Laurens, Mercury 5148; B. Lester, Rainbow 70015; M. Lewis-Ames Brothers, Decca 24411; Joe Loss Ork, Victor 20-2965)
2	—	28	BUTTONS AND BOWS.....Betty Rhodes-H. Zimmerman Ork...Victor 20-3078—ASCAP
20	—	29	BOUQUET OF ROSES.....Eddy Arnold, the Tennessee Flower and His Guitar...Victor 20-2806—BMI (D. Haymes-The Troubadours, Decca 24506; R. Turner & the Westerners, Varsity 8001; J. Wakely, Capitol 40107)
3	—	29	BUTTONS AND BOWS.....G. Austry...Columbia 20469—ASCAP
3	23	29	BUTTONS AND BOWS.....B. Garret-H. Mooney Ork...MGM 10244—ASCAP

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

- You Call Everybody Darlin' (R).....Mayfair—ASCAP
- You Came a Long Way From St. Louis (R).....Jewel—ASCAP
- You Started Something (R).....BMI—BMI
- You Were Only Fooling (R).....Shapiro-Bernstein—ASCAP

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The Billboard
MUSIC POPULARITY CHARTS
PART VI
Race Records
 Based on reports received last three days of Week Ending December 17



BEST-SELLING RETAIL RACE RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
3	8	1	1	BEWILDERED	A. Milburn	Aladdin 3018—ASCAP
7	11	2	2	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507—ASCAP
5	3	2	3	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014—ASCAP
5	2	4	4	BEWILDERED	R. Miller Trio	Bullet 295—ASCAP
9	1	5	5	LONG ABOUT MIDNIGHT	R. Brown	Mighty, Mighty Men
2	11	5	6	TREES	A. Hibbler	Miracle M-501—ASCAP
15	5	7	7	CORN BREAD	Hal Singer Sextette	Savoy 671—BMI
3	9	8	8	MERRY CHRISTMAS BABY	J. Moore's Three Blazers	Exclusive 63X—BMI
1	—	9	9	TEXAS HOP	Pee Wee Crayton	Modern
1	—	10	10	THAT'S YOUR LAST BOOGIE	J. Swift-J. Otis Ork	Exclusive 51X
10	7	11	11	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624—BMI
9	4	12	12	BLUES FOR THE RED BOY	Todd Rhodes	King 4240
1	—	12	13	UP ABOVE MY HEAD, I HEAR MUSIC IN THE AIR	S. Price Trio	Decca 48090—BMI
29	—	14	14	LONG GONE	Sonny Thompson	Miracle M-126—ASCAP
1	—	15	15	I LIKE IT	Ivory Joe Hunter Ork	King 4255—BMI
9	—	15	16	IT'S TOO SOON TO KNOW	D. Washington	Mercury 6107—ASCAP
1	—	15	17	BOOGIE WOOGIE SANTA CLAUS	M. Scott	Exclusive 75X

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MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
5	2	1	1	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014—ASCAP
6	1	2	2	BEWILDERED	Red Miller Trio	Bullet 295—ASCAP
8	4	3	3	LONG ABOUT MIDNIGHT	R. Brown	Mighty, Mighty Men
8	6	4	4	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624—BMI
2	10	5	5	BEWILDERED	A. Milburn	Aladdin 3018—ASCAP
29	—	6	6	LONG GONE	Sonny Thompson	Miracle M-126—ASCAP
17	7	7	7	CORN BREAD	Hal Singer Sextette	Savoy 671—BMI
7	8	8	8	PLEASEN YOU	L. Johnson	King 4245—BMI
1	—	8	9	IT TOOK A LONG, LONG TIME	A. Milburn	Aladdin 3014—ASCAP
1	—	8	10	IT'S GONNA BE A LONELY CHRISTMAS	The Orioles	Jubilee 5001—ASCAP
14	13	12	11	SILENT NIGHT	The Ravens	National 9063
1	—	12	12	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095—ASCAP
1	—	12	13	PETTIN' AND POKIN'	L. Jordan and His Tympany Five	Decca 24257—ASCAP
5	11	14	14	DADDY-O	L. Jordan Ork-M. Davis	Decca 24502—ASCAP
4	3	15	15	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507—BMI
2	—	15	16	MERRY CHRISTMAS BABY	J. Moore's Three Blazers	Exclusive 63X—BMI
6	12	15	17	MY FAULT	Brownie McGhee	Savoy 5551
1	—	15	18	THAT'S YOUR LAST BOOGIE	J. Swift-J. Otis Ork	Exclusive 51X

ADVANCE RACE RECORD RELEASES

- | | |
|--|--|
| <p>Bewildered
Studs Henderson Ork (Low Down) Capitol 15332</p> <p>Blue Moods
J. Liggins & His Honeydrippers (I've Got) Exclusive 68X</p> <p>Chicago
Eddie (Gin) Miller (Hold Me) Rainbow 70055</p> <p>*Crowing Rooster
L. Johnson (I Did) Victor 20-3296</p> <p>Easy Goin' Mama
Big Sis Andrews & Her Blues Busters (It's a) Capitol 15334</p> <p>Evening
J. McVea Ork (Fish for) Exclusive 70X</p> <p>Exhilarated, Exasperated, Exhausted
P. Flowers (Just You) Victor 20-3297</p> <p>Fish for Supper
J. McVea Ork (Evening) Exclusive 70X</p> <p>Good Woman Blues
Tab Smith Ork (Riffin' at) Manor 1162</p> <p>Hold Me
Eddie (Gin) Miller (Chicago) Rainbow 70055</p> <p>*I Did All I Could
L. Johnson (Crowing Rooster) Victor 20-3296</p> <p>It's a Shame to Take the Money
Big Sis Andrews & Her Blues Busters (Easy Goin') Capitol 15334</p> <p>I've Got a Right To Cry
J. Liggins & His Honeydrippers (Blue Moods) Exclusive 68X</p> | <p>Jades of Green
V. Greene & Her Trio (Love Me) Mercury 8113</p> <p>Just in Case You Change Your Mind
D. Watson & the Brown Dots (Let's Give) Manor 1163</p> <p>Just You, Just Me
P. Flowers (Exhilarated, Exasperated) Victor 20-3297</p> <p>Let's Give Love Another Chance
D. Watson & the Brown Dots (Just in) Manor 1163</p> <p>Love Me, Love Me, Love Me or Leave Me
V. Greene & Her Trio (Jades of) Mercury 8113</p> <p>Low Down Dog
Studs Henderson Ork (Bewildered) Capitol 15332</p> <p>Ramona
Eddie (Gin) Miller (Whispering) Rainbow 70033</p> <p>Riffin' at the Savoy
Tab Smith Ork (Good Woman) Manor 1162</p> <p>Snuff Dippin' Mama
J. Moore's Three Blazers (Where Can) Exclusive 69X</p> <p>Where Can I Find My Baby?
J. Moore's Three Blazers (Snuff Dippin') Exclusive 69X</p> <p>Whispering
Eddie (Gin) Miller (Ramona) Rainbow 70033</p> |
|--|--|

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LAVENDER BLUE

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BUTTONS and BOWS
Daddy-O

Dinah Shore 38284

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In the Market Place of Old Monterey

Kay Kyser 38301

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THAT CERTAIN PARTY

Doris Day and Buddy Clark 38353

I'VE GOT MY LOVE TO KEEP ME WARM

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Les Brown 38324

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The **Billboard**
MUSIC POPULARITY CHARTS
PART VII

Folk Record Section

Based on reports received last three days of Week Ending December 17

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			
Weeks to Date	Last Week	Week	Week	Record	Label
31	2	1		1. BOUQUET OF ROSES.....Eddy Arnold, the Tennessee Plowboy and His Guitar.....	Victor 20-2806—BMI
17	1	2		2. ONE HAS MY NAME.....Jimmy Wakely.....	Capitol 15162—BMI
6	6	3		3. A HEART FULL OF LOVE...Eddy Arnold...Victor 20-3174—BMI	
17	3	4		4. JUST A LITTLE LOVIN'...Eddy Arnold, the Tennessee Plowboy and His Guitar.....	Victor 20-3013—BMI
8	5	5		5. I LOV' YOU SO MUCH IT HURTS...J. Wakely and Cowboy Band....	Capitol 15243—BMI
6	4	5		5. THEN I TURNED AND WALKED SLOWLY AWAY..E. Arnold...Victor 20-3174—BMI	

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

4	13	7		7. HERE COMES SANTA CLAUS.....G. Autry.....Columbia 20377—ASCAP	
10	8	8		8. TENNESSEE SATURDAY NIGHT.....Red Foley-The Cumberland Valley Boys.....Decca 46136—BMI	
1	—	9		9. GUITAR BOOGIE.....A. Smith and His Cracker Jacks.....MGM 10293—ASCAP	
9	10	9		9. I LOVE YOU SO MUCH IT HURTS...Floyd Tillman.....Columbia 20430—BMI	
14	7	11		11. LIFE GETS TEE-JUS, DON'T IT?...C. Robison...MGM 10224—ASCAP	
1	—	12		12. LITTLE COMMUNITY CHURCH.....B. Monroe and His Blue Grass Quartet.....Columbia 20488	
1	—	12		12. 'FORE DAY IN THE MORN-ING.....R. Brown.....De Luxe 3198	
10	—	14		14. MY DADDY IS ONLY A PICTURE.....Eddy Arnold, the Tennessee Plowboy and His Guitar.....	Victor 20-3013—BMI
26	—	14		14. TEXARKANA BABY.....Eddy Arnold, the Tennessee Plowboy and His Guitar.....	Victor 20-2806—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

Wayne Raney, of XERF, Del Rio, Tex., has inked a long-term paper with King Records. He also has signed a contract with Lois Publishing Company, King affiliate. Raney already has been released on 12 sides by King. . . Helen and Toby moved from Kirksville, Mo., to KWLTV, Lebanon, Mo., where they are producing a Saturday night barn dance, part of which is aired by the station. Starting December 4, the weekly jamborees have featured Ken Corbett and Sonny, Missouri Mountaineers, Ralph Wrinkle and the Troubadours, Wee Willie Wilson's Ozark Ramblers, Charlie Jones and His Missouri Mountaineers and six amateur acts. . . Slim Bryant, KDKA, Pittsburgh, and His Wildcats, who had several Majestic sides released on Mercury, start 75 dates for International Harvester soon. Bryant expects to cut 18 sides for the NBC Thesaurus e. t. series now that the ban is over. . . Kenny Roberts, WLW, Cincinnati, yodeler, has a forthcoming folio under Country Music banner. . . Pee Wee (Tennessee Waltz) King has a regular Monday night show on the new Louisville video station called *The Pee Wee King Show*. . . Famous Lashua has switched from KDAL, Duluth, Minn., where he worked six years, to WEBC in the same town. He signed a five-year contract with the new station. . . Pioneer Ranch Boys, Clarence (Smoky) Tankersley, steel guitar and bass; Bill Powell, banjo and guitar, and Ira (Red) Sayre, vocals and rhythm guitar, have snared a commercial on WHIO, Dayton, O.

Jack Kennedy reports that Jerry Irby, who cut sides for Mercury and MGM, has purchased a Houston nitery which seats 1,000. Called Jerry Irby's Texas Corral, spot operates seven nights a week, utilizing three bands. Irby's crew, Clyde Brewer, Tony Sepolio and Roy Thompkins, fiddles; Jack Kennedy, drums; Collie Sturock, bass and comedy; Pete Burke, piano, and Deacon Evans, steel guitar, works three nights. Floyd Tillman's Columbia recording crew, with Woodrow Carter and Darald Raley, fiddles; Leo Raley, mandolin; Ralph Smith, piano; Lou Frisby, bass, and Little Marge, vocals, works two nights, as does Leon Payne's Bullet label crew, including Frank Foley, steel guitar; Ray Kennedy, bass; Les Woytek, guitar, and Ernest Hunter, fiddle. Irby also uses a number of Western artists as guests.

Ray Parker, prexy of Melody Trail Records, reports that Joe Morris and the Silver Dew Boys, formerly on WKDK, Newberry, S. C., have moved to WKLY, Hartwell, Ga. Johnny Hayes, another of Parker's artists, has been ill and is vacationing while his brother, Spud, takes over the Melody Wranglers. Johnny Miller, new MT addition, is touring Northern California. . . Jesse James and His Boys, Baldy Rambo and Junior Burrow, fiddles; Jimmy Grabowski, steel guitar; Dean Curry, piano; Dowel Smith, drums; and the leader's guitar, are heard on KTBC, Austin, Tex. Their latest Blue Bonnet record release is *Fiddle Swing and Goodnight Waltz*. . . American Music, New York, has published a folio of Bobby Gregory's songs done on MGM records. Harry Smythe, folk music promoter who put up Buck Lake Ranch, Angola, Ind., two years ago, is erecting a permanent park, which will put folk music shows at the new Wigwam theater, on a rain or shine basis. Smythe's new outdoor amphitheater will seat 5,000 with room for another 5,000 standees. Midway will be black-topped and his trading post will be doubled in size.

The Billboard MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Based on reports received last three days of Week Ending December 17



BEST-SELLING RETAIL FOLK RECORDS

Records listed are hit retail records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores...

Table with columns: POSITION, Weeks Last, Weeks This, Title, Artist, Label. Lists top 15 folk records including 'A Heart Full of Love', 'Bouquet of Roses', etc.

WARNING! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart...

ADVANCE FOLK RECORD RELEASES

- List of upcoming folk records including 'Back Up and Push', 'Between the Lines', 'Bring It Down to My House', etc.

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 28)

Table with columns: POSITION, Weeks Last, Weeks This, Title, Artist, Label. Lists top popular retail records including 'GLORIA', 'I've Got My Love to Keep Me Warm', etc.

Music-As Written

New York:

Warbler Buddy Hughes has obtained his release from a management contract with Howard Robbins and gone to Des Moines where he has club and radio work skedded during the holidays...

Elmo Russ, of U. S. Music, has started a record line featuring poetry set to music on a label called Pyramid...

Orkster-composer Larry (You Were Only Fooling) Fotine has obtained his release from the C. Richard Ingram Agency in Philadelphia...

E. B. Marks pubbery has taken two tunes by Bobby Capo, the Puerto Rican swooner. Titles of the originals are Sin Fe and Montmartre...

Lester Santly, Santly-Joy topper, left for Florida December 15. He'll stay until mid-January... Pianist-Composer Irving (Miami Beach Rhumba) Fields is being held over at the Warwick's Raleigh Room...

Chicago:

Don Raddell, field rep for MGM, in town conferring with Nathan Hale, chief of local MGM distributorship... King releasing a platter by Robert Clary...

Robert S. Walker, St. Louis record retailer, named executive secretary of the National Association of Record Dealers...

Wilhelm Furtwaengler, European longhair conductor, who has sides in the Mercury and Capitol Telefunken acquisitions, will appear for eight weeks next year as conductor of the Chicago Symphony...

Waldon Williams, tenorman with the Joe Morris jazz combo, has been signed by the Boston Braves, who will send the budding Negro second baseman to one of their Class C clubs...

Bob Sherman, ex-Atlas label artist and repertoire man, now with King in Cincinnati. King has opened new branches in Houston and New Orleans...

Philadelphia:

Lenny Kallen, brother of canary Kitty Kallen, breaking in a band of his own at the Shubert Musical Bar... Joe Frassetto back on the Wagner Ballroom bandstand with Selma Gale...

Felix Valdera has expanded his chain of Paramount Record shops to take in a third store... Dr. William Richter has placed She's Miss America for use as a production number...

London:

Ted Heath has signed Canadian trumpet ace Morris (Mo) Miller to succeed Kenny Baker... Lou Preager will leave for a month in Australia in January...

The Billboard
MUSIC POPULARITY CHARTS
Record Possibilities
 PART IX
 TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending December 17

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.

MELANCHOLY MINSTREL
RED ROSES FOR A BLUE LADY...Vaughn Monroe Ork.....Victor 20-3319

Trust in Vaughn to deliver untampered melodic and lyrical interpretations of current songs and at the right tempo. This pairing serves as the proof of this trust. Monroe deals out handsome readings of two ditties which have created some interest. Both are done straight and clean with Vaughn receiving some vocal aid from the Moon Maids on the "Roses" side.

TARRA TA-LARRA TA-LAR
A ROSEWOOD SPINET.....Dinah Shore.....Columbia 38385

Dinah packs a world of feeling and intimacy into these etchings, which were sliced in France on the thrush's recent Continental jaunt. Both are publisher plug ditties, with "Tarra" already hitting the public via a Bing Crosby and other etchings, while Dinah is alone on the easy-to-remember melody of the "Spinet" side.

MISSOURI WALTZ
FAR AWAY PLACES.....Perry Como With Henry Rene Ork..Victor 20-3316

First of the Victor post-ban pairings, this one stacks up to be a Como powerhouse. "Places," already a fast-moving song, is done in perfect taste by the singer and should cop a large share of the current play, while the waltz could turn up as one of those revival hits in which Perry seems to specialize.

ONCE IN LOVE WITH AMY.....Frank Sinatra With Mitchell Ayres Ork
SUNFLOWER.....Frank Sinatra With Hillbilly Ork..Columbia 38391

Sinatra's best pairing in a long time. "Amy," a highly retentive tune from the "Where's Charley" show score, was a dub-in job which turns out to Sinatra's advantage since it captures more warmth than he has shown on much of his pre-ban wax. "Sunflower" is another of those catchy pseudo-hillbillies in the "Buttons and Bows" groove which could well catch on. It packs some folk box value since Sinatra is backed by a twangy steel guitar and rhythm on this side.

DOWN BY THE STATION
HOW MANY TEARS MUST FALL...Tommy Dorsey Ork.....Victor 20-3317

Sy Oliver's imaginative cleffing should give Tommy a shove in the coin direction on the round with the Slim Gaillard (his etching is on MGM Records) twist. It's a full beatful production which spots Denny Dennis, Lucy Ann Polk and the Sentimentalists. "Tears" is a coming plug tune written by Isham Jones which has a beautiful melody brought out handsomely in the orking and sung somewhat frigidly but successfully by Dennis.

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. SO TIREDKay Starr.....Capitol 15314
2. FAR AWAY PLACES.....Dinah Shore.....Columbia 38356
3. "A" YOU'RE ADORABLE.....Buddy Kaye.....MGM 10310
4. CONGRATULATIONSJo Stafford.....Capitol 15319
5. HERE I'LL STAY.....Jo Stafford.....Capitol 15319
6. IT'S LIKE TAKING CANDY FROM A BABYTony Pastor.....Columbia 38355
7. JUST BECAUSEEddy Howard.....Majestic 1231
8. POWDER YOUR FACE WITH SUNSHINEEvelyn Knight.....Decca 24530
9. DOWN BY THE STATION.....Slim Gaillard.....MGM 10309
10. SWEET SUEJohnny Long.....Signature 15243-B

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. HERE I'LL STAY.....Jo Stafford.....Capitol 15319
2. FAR AWAY PLACES.....Dinah Shore.....Columbia 38356
3. GALWAY BAYBing Crosby.....Decca 24295
4. SAY IT ISN'T SO.....Kay Kyser.....Columbia 38348
5. FAR AWAY PLACES.....Bing Crosby.....Decca 24532
6. PUSSY CAT SONG.....Bob Crosby-Andrews Sisters.....Decca 24533
7. HOLD MEPeggy Lee.....Capitol 15298
8. WABASH BLUESPee Wee Hunt.....Capitol 15299
9. CONGRATULATIONSJo Stafford.....Capitol 15319
10. PRISONER OF LOVEJo Stafford-Red Ingle...Capitol 15312

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. LAVENDER BLUESammy Kaye.....Victor 20-3100
2. POWDER YOUR FACE WITH SUNSHINEEvelyn Knight.....Decca 24530
3. WABASH BLUESPee Wee Hunt.....Capitol 15299
4. DAINTY BRENDA LEE.....Eddy Howard.....Mercury 1252
5. SAY IT ISN'T SO.....Kay Kyser.....Columbia 38348
6. YOU, YOU ARE THE ONE.....Johnny Eager.....Grand G-25010
7. PUSSY CAT SONG.....Bob Crosby-Andrews Sisters.....Decca 24533
8. WHAT'S WRONG WITH ME?.....Vaughn Monroe.....Victor 20-3204
9. DON'T HANG AROUND.....Sunny Skylar.....Metrotone M-3015
10. BEAUTIFUL EYESThe Rangers.....Regent 138

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 1005—"MOM OF YOUR BABY DAYS," "I'M GOIN' TO SETTLE DOWN"
 1007—"MONTANA SKIES," "DUST COVERED DREAMS"
 1009—"MOTHER'S OLD ROCKIN' CHAIR," "KENTUCKY'S WAY OF SAYIN' GOOD MORNIN'"

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THE SEASON'S GREETINGS

And Hope To Have the Sincere Pleasure of Meeting and Playing for You Again.
Now playing at the
Beautiful Piccadilly Lounge,
Hotel Melbourns, St. Louis, Mo.
Yours in Harmony

CHARLES J. POSSA

Mayfair Room, Blackstone Hotel, Chicago

(Monday, December 6)

Capacity, 325. Price policy, \$1 cover and \$2 minimum. Shows at 9:30 and 11:45. Publicity, Evelyn Nelson. Estimated budget this show, \$3,600. Estimated budget last show, \$4,200.

This smart hostelry room has gone into lower-budgeted shows, but with the two current acts seems to be getting plenty of entertainment for the money. Larry Storch acquitted himself admirably, getting yocks consistently from a small attendance. Storch has spiced his routine with some top parodies on dance teams, with the eye-catching bits worked in nicely between impresoes of celebs. He is just right for this spot, working his gags to their fullest to a hep audience. Storch's English movie impresoe could be lengthened for it's a natural. The young mimic was called back three times, and on each return delivered a top-notch walk-off bit.

Russel Nype and Elizabeth Cote started slowly, the girl's nervousness projecting to her hair some partner. The pair does a fine vocalizing job, in unison and in soprano-obbligato, but the fem failed to loosen up until close of the act. They ran thru show and semi-classical tunes, with their special lyrics on several tunes winning chuckles. Walked off to an okay mitt.

Dick LaSalle, who's worked several long stays here previously, has a brassless band, working a soft combination of reeds, fiddles and rhythm section to good effect. The tempos are highly danceable, as exemplified by the many empty tables during dance sets. Leader's pianistics behind Larry Storch's monolog helped put over the act. *Johnny Sippel.*

Persian Room, Hotel Plaza, New York

(Thursday, December 16)

Capacity, 275. Price policy, \$1.50-\$3 cover. Owners, Hilton chain. Booking policy, Merril Abbott, exclusive. Publicity, Dorothy King. Estimated budget this show, \$1,500.

Leonard Sillman deserves an A for effort for his *New Faces* revue he brought here. But he rates considerably less for results. The format, while not ingenious, calling for a tab revue for a nitery floor, brings out something new, even a little fresh; certainly it's different and has considerable exploitation meat within it. But there's little in the show to call for repeat business.

Using a table-high platform surrounded by chairs, the 13-person mixed cast punched everything out as if it were on stage instead of right in the audience's lap. The show has blackouts, sketches and productions that depend mostly on hand wavings for their effect. Some of the sketches were funny, some of the songs were adequate. But nothing stood out except possibly the work of Louise Howard, and her usual nitery act gets results, whether she's on alone or has a mob behind her.

The show has two parts, each running about 45 minutes. There are a few bits in the first part, caught by this reviewer, which have commercial possibilities. There may be equally good ones in the second part (not caught) which, if tied together, might result in something that doesn't look like an audition held for backers. As it stands, it showed little except a lot of nice looking people trying hard to please but given very little to do it with. *Bill Smith.*

CAFE SOCIETY, DOWNTOWN, New York: Claude Marchant, the new dance act, comes to this spot with a solid background in primitive dancing. But instead of emphasizing it, he chooses to lean on ballet in his new routines. The result emerges as a conflict of terping ;atterns that does not quite come off. Marchant has some unusual leaps, whirls and kicks. He has the ability and shows flashes of it but his act as a whole doesn't jell. He was ably backed by his own drummer and the Dave Martin ork. *Leon Morse.*

Empire Room, Palmer House, Chicago

(Thursday, December 9)

Capacity, 550. Price policy, \$1.50 cover Saturday; \$1 other nights, with a \$3 minimum. Publicity, Fred Townsend. Estimated budget last show, \$5,300. Estimated budget this show, \$6,200.

Paul Draper and Larry Adler have taken their concert package into the local nitery field for the first time with this appearance and the result is excellent bistro entertainment. Boys have trimmed the show to a tight 70 minutes. Draper, who did a very classic and uncommercial job in his last cafe stay at the Chez Paree, has completely reversed his field. His only classical tap ballet interpretation being an opener, followed by such easily understandable numbers as the *Blue Danube* and *Malaguena*. Bow-off surprise bit, in which the band started playing the jumper, *Christopher Columbus*, with Draper suddenly starting a jitterbug tap bit, won him two more call-backs.

Adler lacked the complete commercial touch of Draper, doing three straight heavy longhair numbers before he uttered his first word. Numbers, tho too heavy, might have garnered more interest had he given their theme some vocal elaboration, for it's usually his sharp-witted re-

marks in between that form the solid contrast for his lofty musical fare. After he went into *It Ain't Necessarily So* and *Hand-to-Mouth Boogie*, attention and mitting increased.

The talented duo really walked off to a tremendous hand after a cute finale, in which they asked diners for a dozen tunes, all of which were turned into a medley, played by Adler and interpreted by Draper. Quick switch from tunes like *Warsaw Concerto* to *12th Street Rag* got plenty of chuckles and gasps of surprise at Draper's work. Accompanist Calvin Jackson did a flawless job, tho he had only one day of rehearsal.

Steinwayite Barclay Allen worked smoothly, both as emcee and as pianist-leader. Ork (four reeds, two strings, four brass, three rhythm) mixes its numbers up more cleverly than other bands here. Allen received heavy mitting for his specialty, *Cumana*, during the floorshow, and his Latin numbers during the dance period.

The Abbott Dancers (8) helped put over the *Cumana* bit with a colorfully costumed routine that highlighted the Allen piano. Costuming the ponies in headresses that were shaped like the frog of a fiddle, with an abbreviated costume shaped like the fiddle body, brought a nifty hand for their toe specialty. *Johnny Sippel.*

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COLE EXEC STAFF SHAPES UP

Elect McNamara New NAPM Prez

More than 500 registered for fourth annual Chicago confab—clinic featured

CHICAGO, Dec. 18. — Harry McNamara, of Blue Star Foods, Inc., Rockford, Ill., was elected president of the National Association of Popcorn Manufacturers (NAPM) at the fourth annual convention in Hotel Sherman here this week.

McNamara succeeds Paul H. Rice, Auto Veffd, Inc., Dallas, who is retiring this year from active business. Other officers named were William Peche Jr., So Good Potato Chip Company, St. Louis, vice-president, and Western Hawkins, Confections, Inc., Chicago, treasurer.

New members of the board of directors, in addition to the new officers, are R. C. Adams, Adams Popcorn and Nut Supply Company, Lansing, Mich., and B. Limond, Tasty Krisp Products, Inc., Detroit.

Officials reported registration this year was over the 500 mark, an increase of more than 400 over three years ago when the first convention was held. Exhibitors this year numbered 45, also a new record.

The clinic idea of the convention this year proved a big success, officials reported, and members of the board reported plans already are under way for enlarging this phase of the convention. Next year, it was said, separate clinics of the various groups will be held, in addition to the clinics opened to all members. For example, it was said, the vendors will have their own private clinic, which will be aimed at their phase of the business, as will distributors, the theater division and also other commercial manufacturers.

Dates and the site of next year's convention will be set by the board of directors after the first of the year, but it is likely the event again will be held in Chicago about the same time as this year.

Bridgeport, Conn., Plans Celebration To Honor Barnum

BRIDGEPORT, Conn., Dec. 18.—If present plans materialize, this city will designate a day in June which annually will honor P. T. Barnum, the late showman and one-time mayor.

It is planned to pattern the celebration after the New Orleans Mardi Gras and the Pasadena (Calif.) Tournament of Roses, with a gigantic parade along circus lines. Elaborate floats will be featured and the line of march will wind up at the municipally operated Pleasure Beach Park, where entertainment will be staged thruout the day.

A Jenny Lind contest will be promoted in local public schools for the purpose of selecting the most attractive singer. Postmaster Russell Neary will ask the post office department to issue a special commemorative stamp in honor of Barnum.

A leading proponent of the idea is Herman W. Steinkraus, president of the Bridgeport Brass Company. Mayor Jasper McLevy has promised his co-operation.

No-Dull-Moment Larry Back From Europe's Jolly Clinks

(Continued from page 3)
story of Custer's last stand, with Larry playing the title role.

As a consequence of being taken to the cleaners, Larry said, he was forced into the long end of a 60-40 deal with a group of Italian impresarios who had king-sized appetites when it came to swallowing dough. The show grossed 50,000,000 lire (\$83,000) in six towns: Milan, Turin, Genoa, Trieste, Rome and Naples.

Paid Off in Promises

"The show share should have been about 30,000,000 lire (\$50,000) but at the conclusion of each date the impresarios conned us around, saying that the pay-off would come at the end of the last date, December 5, in Naples. In all we got about 5,000,000 lire while the promoters took a powder with the rest, arriving, I'm told, in Paris," Larry moaned.

There was little to tax the boy wonder's promotional ability in Naples, since the clem there resulted only from the non-payment of hotel room and board bills. Larry crawled out of that one in time to take advantage of his round-trip air passage

home. His troupe was set to leave by boat Thursday (16), he said.

Larry had trouble right from the start and that put the hex on the rest of the tour. He headed for Europe originally, he said, to show Paris with a \$40,000 guarantee. He arrived in time but the stock didn't, and he had less than \$1,000 with which to promote French bronks and wild steers. He tried the switch, of course, but the French promoter smelled a rat—or in this case possibly a horse or a steer—and nixed the contract.

No Mercy for Agents

"We were at the mercy of the agents then," Larry recalls. "We were broke. They knew it and drove hard bargains. We never got into a box office to count the dough."

From experience Larry knows that getting first count—or at least being in with the guy who gets the first shuffle—is highly important in the success of many promotional ventures. If he had been able to work it this way the trek would have been a highly profitable venture, since there were no license fees to pay and the nut, except for feeding the stock and (See Larruping Larry on page 50)

Close-Ups:

A Tree and Rose Sarlow Grew In Brooklyn—Rose Branched Out

By Herb Dotten

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

A TREE and Rose Sarlow grew in Brooklyn. At least, Rose insists, there was a tree there when she was born, grew up and went thru high school. Transplanted to Ionia, Mich., when her father shifted his job—and with it the family—the dark-haired gal, practically fresh from high school graduation exercises, had a first-hand knowledge of things outdoors which was confined almost entirely to that tree in Brooklyn.

But she did have a keen flair for bookkeeping. It was this, plus the stimulating excitement which she found in her work and an eagerness which enabled her to get along with people, that made her what she is: Secretary of one of the nation's largest free gate fairs—the Ionia Free Fair.

In this job since 1938, she has pushed each year for further improvement. Most of the improvements achieved stem from her mind as a bookkeeper. Today, the Ionia Fair, widely known for its notable success as a free-gater, is in excellent financial shape. A cash reserve of more than \$75,000 attests to that. The smooth-working efficiency and the tightness of the fair's operations also are the reflections of a bookkeeper's mind. Rose never has gotten over being a big city girl. She doesn't go into ecstasy over a prize exhibit. But she is all interest on the subject of making a fair a financial success. Not, mind you, that she isn't fully appreciative of the importance of the agricultural-educational phases of the fair. With the clarity of an accountant, weighing the worth of this against that, she assays the ag end highly. However, her heart is in the business end.

"It's my job to watch the pennies. Those pennies make dollars," she summarizes, not trying to coin a new phrase.

Guards Budget Closely

As a watchdog of the budget—pennies and dollars—Rose ranks among the best. She doesn't claim credit for the success of the fair for herself. In fact, she disclaims it.

"It was established long before I arrived on the scene. It has had capable officers, and I've been fortunate in having such able men as Allan (See A TREE AND ROSE on page 55)



ROSE SARLOW

Name Harvey General Agt.

Jack Tavlin to carry title of general manager—Kelley may be head of press staff

CHICAGO, Dec. 18.—Jack Tavlin, recent purchaser of Cole Bros.' Circus from Zack Terrell, this week launched preparations for the 1949 season by hiring R. M. Harvey, vet advance man, as general agent and traffic manager, and Vander Barbette, last several years with Ringling-Barnum, to produce the show. Noyelles Burkhardt is being retained as manager-with-show and Tavlin will carry title of general manager.

Tavlin also has been negotiating with F. Beverly Kelley to head the press staff and an announcement, one way or the other, is expected next week. Zack Terrell, former owner, will act in advisory capacity in quarters this winter, but will not travel with show. William Oliver, last year manager of the Dailey advance car, will hold a similar position with Cole.

Present plans call for show to travel on 30 cars, with possible addition of another five. Big top (150-foot round with three 60's) and cookhouse tent have been ordered from U. S. Tent & Awning Company, and menagerie, padroom and side show tops, previously ordered by Terrell, will come from O. Henry Tent & Awning.

Plan Zoo, Kiddieland

Tavlin and associates, who purchased the show intact from Terrell November 19 (for reported \$350,000), plan to move the winter quarters to Miami next year with intention of building a combination zoo-amusement park-kiddieland in an abandoned shipyards on the north side of town. Kiddie rides and shows will be added in time. Circus ring and menagerie stock, plus acts in rehearsal, will be used as chief attractions.

Harvey comes to the Cole fold from Dailey Bros. (also for sale), where he handled the advance for eight years. Kelley also was with Dailey last season following several seasons with Ringling-Barnum and (See Cole Staff Shapes Up, page 52)

B. K. Barkoot Dies in Toledo

TOLEDO, Dec. 18.—Khalil (B. K.) Barkoot, 71, one of the oldest carnival operators in this country, died Tuesday (14) morning in Toledo Hospital.

Barkoot, who sold his carnival last July to C. N. Crittenden and Kenneth L. Moyer, suffered a stroke last summer, and after disposing of his interest in the org came to this city, where he was a resident of the Clancy Rest Home when he fell and fractured a hip. He was admitted to the hospital October 4.

Born in Syria, Barkoot came to this country as a youth and spent most of his life in the carnival business. He leaves a brother, Herbert, of Toledo, and a nephew, Hilene Barkoot, of Tampa.

Services were held at the Abele Funeral Home here Thursday (16).

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Boy Wins 40G Suit Vs. Autry & Firms Over Cowboy Outfit

ALLENTOWN, Pa., Dec. 18.—An eight-year-old boy and his parents were awarded a total of \$40,000 in a suit against Western star Gene Autry and four corporations by the local courts Tuesday (7). The boy, William E. Pritchard Jr., was burned severely when a cowboy suit endorsed by Gene Autry burst into flames as he came in contact with a grass fire. Young Pritchard suffered third-degree burns which the court action said "completely consumed all of his flesh from his ankles to his waist and a large area in the middle of his back." The action was filed for Pritchard by his parents, William E. and Helen S. Pritchard. Judge John H. Diefenderfer approved an award of \$28,583 to the boy and \$11,417 to the parents. Autry and the corporations were charged with carelessly and negligently putting on the market an inflammable cowboy suit which they claimed was fireproof. Autry was charged with permitting the use of his name and authorizing the sale and distribution of the outfit. Named in the suit with Autry were M. A. Henry Company, Inc.; Peerless Manufacturing Company, Inc.; William E. Rocken, Martha E. Sultan, and Carola Terwilliger and Isa Bishoff, individually and co-partners of E. F. Timme & Sons, all of New York City.



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Jolly Joyce Skeds Yokel, Western Acts For Indoor Dates

PHILADELPHIA, Dec. 18. — The Jolly Joyce Agency here is staging an all-out campaign to make it a year round activity in booking hillbilly and Western attractions. Jolly Joyce, agency head, feels that Western names can pull just as well at indoor dates during cold-weather months as they do during warm weather. More important, it means keeping up agency billings at a time when nitery and musical bar bookings are under par. Joyce has corralled several Western names which he plans to feature in big-city auditoriums, small-town theaters and some long neglected Southern doings. Joyce feels he can keep attractions moving for a six to eight-week period at top money. He proved it to himself, at least, in trying out his trail blazing with eight solid winter weeks for Raymond Hatton, one of Hollywood's horse opy clan. The success of the Hatton bookings encouraged Joyce to start routes for *Hayloft Hoedown*, an ABC network show originating at WFIL here; Grandpa Jones with Clyde Moody, Pete Casel, Chubby Wise and Ramona, Hoosier Hot Shots, Elton Britt, and Shorty Warren's band.

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PROMOTION PICTURE CHANGES

Ops Anxious To Get Ideas

Parkmen open up at session on stunts staged to attract biz—Batt's award helpful

By Hank Hurley

CHICAGO, Dec. 18.—Altho almost every park operator and manager agrees that promotion stunts are of the utmost importance, most of them have been lax about this phase of the business. Especially was this true during the war when business was too good to worry about promotion.

The picture has changed, however, and it was noticeable at the recent Chicago convention of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) that parkmen are once again becoming promotion minded.

At one afternoon session this year, one of the subjects was promotions. While this was not out of the ordinary, in that the subject has been treated at other park conventions in the past, it was unusual to have men clamoring for a chance to be heard.

Different This Year

This proved that the various park operators gave more thought to promotions during 1948 and were anxious to tell about the ones that proved successful. This, too, was different than in the past when most of the ops felt that if they had a good promotion they should keep it to themselves.

Perhaps Harry J. Batt, newly elected NAAPPB president, was responsible for this improvement in the amount of discussion on the subject by announcing before the convention that he would award a plaque to the park owner judged to have the best 1948 promotion.

Commenting about his awarding of the trophy, Batt said:

"I feel very strongly on this subject of promotion because it is one of the most important phases of the business. I feel if parkmen are given some incentive to get up and tell about outstanding promotions at their parks they are glad to do it. An exchange of ideas on promotions is good for the industry and the convention is a good place for NAAPPB members to learn what other parkmen are doing to bring business to their parks."

Whether it was Batt's trophy, or the fact that parkmen realize they are going to have to do everything in their power to keep their 1949 business on a par with 1948 is debatable. At any rate, it is a fact that more promotions came to light at this year's convention than in the last three years.

"I got several ideas for promotions that will work at my park," one operator said, "and that's more than I can say of this portion of the program in years gone by. Members this year seemed more willing to let out their secrets than in past years. The ones I talked to were more than willing to explain how they went about a certain promotion, how it worked for them and, in fact, everything connected with the stunt."

Small Op Needs Help

For the larger parks, promotions may be an easy item. Most of them have able press and promotion men. But for the smaller park owner, who has to handle these details in addition to managing the park, promotion ideas don't come easily.

That is why an exchange of promotion ideas at the NAAPPB convention is a big item to the small park owner.

Pennsy Park Ops Found Guilty of Race Ban Charge

LANCASTER, Pa., Dec. 18.—Joseph Figari, president of the firm operating the Rocky Springs Park, and his son, James Figari, treasurer, were found guilty before the local court Wednesday (15) of violating the State's 1939 anti-discrimination act. Both were freed under \$300 bail pending motion for a new trial.

The case stems from refusal of the defendants to allow a group of Negroes to enter the park's swimming pool during a picnic on Labor Day sponsored by the Congress of Industrial Organizations (CIO).

N. J. Law Prohibits

Racial Discrimination

TRENTON, N. J., Dec. 18.—New Jersey's civil rights law prohibits racial discrimination at swimming pools in amusement parks as well as at seashore resorts, the appellate division of the State Supreme Court here ruled last week. The higher court ordered a new trial for Melba Valle, a Negro resident of New York City, who charges she was denied admission to the swimming pool in Palisades Park because of her race.

In ordering the new trial, the appellate division set aside a Bergen County District Court decision in favor of the pool owners. The lower court had ruled that the civil rights statute did not extend to swimming pools and applied only to bathhouses at seashore resorts.

Rockaway Group Would Nix Future Funspots by Zoning

NEW YORK, Dec. 18.—The Chamber of Commerce of the Rockaways has turned in a number of suggestions to New York's planning commission which it desires included in that body's project for rezoning this summer resort suburb.

The Chamber stresses the year-

Max Kerner Hospitalized

DETROIT, Dec. 18.—Max B. Kerner, partner and co-manager of Eastwood Park here, who was discharged only a week ago from Harper Hospital here following treatment for high blood pressure, is back in the same hospital.

Kerner was taken ill and collapsed in a downtown garage Tuesday (14). He was rushed to Harper Hospital, where his condition was reported fair.

But, as one parkman said in a conversation: "We shouldn't do this only once a year. . . . Rather, members who stage a good stunt or promotion should let the other members know about it, either by letter or by sending in the information to *The Billboard* and the NAAPPB secretary. If a park staged a good promotion, say in June, the owner of that idea shouldn't wait until the following December to tell members about it. Let them in on it as soon as possible after the promotion has been declared a success. In that way other parkmen can try it the same season."

Park operators will have to pull business into their establishments in 1949, most ops agree. One of the best ways to do it is by staging good publicity stunts or promotions.

Idle Hour Gets Red One Dec. 12

Columbus, Ga., spot uses Santa to attract kids—rides, games reap harvest

COLUMBUS, Ga., Dec. 18.—Idle Hour Park, year-round funspot here which has been playing to sluggish winter biz due to continuous rains, chalked up a red one Sunday (12), according to Mike Calderazzi, spot's press agent.

Santa Claus, giving free gifts to every kiddie, proved a big drawing card and rides, games and concessions reaped a harvest.

The park boasts 12 major rides, 5 kiddie rides, 21 concessions and 5 refreshment stands. In addition, there is a bowling alley, swimming pool, ballroom, roller rink, riding stables, four speed boats, a zoo, ball park and stadium, a children's playground and a picnic pavilion.

Free acts, Calderazzi reported, have been discontinued until the opening of the summer season.

Jes R. Stiles is the new manager of Idle Hour, replacing Jessie L. Marlowe. Manager Stiles attended the annual outdoor convention in Chicago this month.

A farewell party and dance, in the Rainbow Room, was given Marlowe. He was presented with a gift. Marlowe will take over management of two of the Martin theaters in Cartersville, Ga. Idle Hour Park also is a Martin enterprise.

Restocking of 2 New York Zoos Would Cost 10G

NEW YORK, Dec. 18.—An estimated \$10,000 is needed to restock the Central Park and Prospect Park zoos, according to Fred Sandmann, head keeper.

An annual budget of \$10,000 would result in the zoos becoming self-sustaining in only a few years thru trading and selling animals raised, Sandmann said. At present there is very little trading and selling activity because the zoos can only offer what the other zoos already have.

The \$10,000 would make it possible to make the following purchases for the Central Park Zoo: A female tiger, three or four years old, for \$1,800; a four-year-old male leopard for \$1,000, a year-old female zebra for \$850, a three-year-old female aoudad for \$100, a pair of gibbons for \$800 and an assortment of birds for \$450.

\$1,800 for Tiger

For Prospect Park it would mean a female tiger three or four years old for \$1,800, a year-old male red European deer for \$200, a pair of leopards or panthers for \$1,800, a two-year-old male llama, \$350, and a male zebra, \$850.

The animals would be rotated between the zoos for exhibition and mating purposes. Some of the animals donated to the zoos by public-spirited citizens have gone without mates for as long as 12 years because of the lack of funds.

A female albino leopard, said to be the only one in captivity, was added this week to the Central Park Zoo. The albino is one of three animals presented to the zoo. The others are a spotted leopard and a laughing hyena. All three were brought to this country by Henry Trefflich, local animal dealer.

Gaming Charges Against Nathan Faber Dismissed

NEW YORK, Dec. 18.—The long drawn-out trial of Nathan Faber on charges of running a lottery and gambling ended Thursday (9) when charges were dismissed in the Nassau County Court in Mineola, Long Island.

Faber operates various poker games concessions at Rockaway Beach, Coney Island, and Long Beach, Long Island. Gambling charges were brought against Nathan Faber and his son, Stanford, as a result of a raid on Faber's concession on the Boardwalk at Long Beach by detectives of the district attorney's office August 13, 1947.

All other concessions of similar nature at Long Beach were ordered to shut down after the raid by District Attorney James N. Gehrig. While the case concerned only operators in Nassau County, it was followed with interest by games operators at all resorts in the New York area.

A. C. Mayor Forecasts Bonanza Biz Thru 1950

ATLANTIC CITY, Dec. 18.—Mayor Altman this week predicted lucrative biz for this resort in 1949 and 1950 and cited full resort convention schedules for both years as the basis of his forecast.

"While the prosperity of Atlantic City depends on the prosperity of the nation," Altman declared, "we have every reason, using two years of solid convention bookings as a barometer, to look for good business."

Smythe Plans Kiddie Funspot For Angola Site

ANGOLA, Ind., Dec. 18.—Harry K. Smythe, Indiana radio and live talent promoter, announces he is expanding present facilities of his Buck Lake Ranch here to include a permanent theater and kiddie park.

Buck Lake Ranch, up to now primarily a folk music park operating week-ends and holidays with outstanding touring Western and hill-billy stars as the draw, will go more into standard park operation in 1949, Smythe said.

A permanent theater, The Wigwam, is under construction. It will supplement the huge outdoor amphitheater, which will continue to be used in good weather. The theater, which measures 70 by 120 feet, is expected to accommodate 2,000 persons and will make it possible to run a longer season. Smythe is doubling the size of his trading post, souvenir and novelty shop to 24 by 14 feet, and another concession center will be set up in the foyer of the theater. Also being enlarged is the hillside amphitheater to 4,800 seats, with room for an additional 4,000 standees. The concession midway and the parking area will be blacktopped before next season.

Smythe intends to set up an archway entrance into a five-acre tract, which he is converting into a Kiddieland. After the successful introduction last year of a miniature train, Smythe will add six more moppet rides, plus full playground equipment.

A Tree and Rose Sarlow Grew In Brooklyn-Rose Branched Out

(Continued from page 49)

Williams, the current president, working with me—and I mean work," she declared.

However, objective observers are quick to give her a large part of the credit. She has put much of her ability into the fair, and it is difficult to determine her contribution because she has put so much of herself into the fair.

"I've really no time for anything else," she explains when the subject of recreation comes up. "The fair takes up most of my time, and what little is left I spend housekeeping with my sister, Mary. I do, of course, like to travel and go to fairs—but, what with the clean-up work after each fair, I don't have too much time for that."

Gets Ionia Start

Rose broke into the Ionia fair picture thru the late Fred W. Green and the late Fred Chapman, then executives of the Ypsilanti Reed Furniture Company in Ionia. She first went to work for them as their joint secretary, in charge of their personal business. Among the chief interests of Green, who later became Michigan's governor, and Chapman was the Ionia Fair.

Together, Green and Chapman had been instrumental in reviving the event, which, while operating with a paid gate, had gone bankrupt. In reviving it Green and Chapman vowed they would operate it with a free outside gate, and that is what they did. The event became the first free fair of any consequence in the country. A month after Ionia bowed under this policy, Topeka, Kan., entered the picture with its free fair.

Green died in 1927 and Chapman in 1938. Meanwhile, Rose, in addition to handling their personal affairs, developed a knowledge of the fair's operations and under Chapman served as assistant secretary. At his death, she became secretary.

Substitutes New Systems

It took her a few years to get a full grasp of the situation. But the searching mind of the bookkeeper unearthed many ways in which the operations could be tightened and put on a still more business-like basis. In succession, she turned her attention to such things as a control of ticket sales, the handling of concessions, etc., and invariably she contrived a better system.

She developed the same zeal for a free gate fair that had gripped both Green and Chapman. And, since she began as secretary, the fair's total attendance has more than doubled. Peak attendance for the event is placed at 400,000.

Explaining this estimate, Rose explains it is based on a formula of 4½ persons in attendance for every person who pays to get into the grandstand during the fair's run. The grandstand show looms large in importance at Ionia. And, with the growth of the fair, it has been embellished and enlarged. In this, Rose disclaims credit, saying the booking office, which over the years has supplied the shows, also has continued to grow and develop its productions.

Ionia Crowds Remarkable

The Ionia attendance is remarkable in view of the fact that the town has a population of but 6,500. Like the old-time press agent's lead-off paragraph, all roads "lead to the fair." Grand Rapids is 32 miles distant, and Lansing 40 miles away.

Into this area each year Rose shoots her publicity. Most of this she prepares herself. And each year she steps up her publicity.

Her goal is to have a new grandstand. The present frame structure, which, along with bleachers and chairs placed on the infield, has seated as high as 10,644 paying cus-

tomers at a single performance, now is rated insufficient to meet the potential growth. In its place, when building conditions permit, the plan is to build a steel and concrete stand seating 12,000. The fair's present cash reserve of more than \$75,000 comprises the building nest egg.

Not the least of her ability is a deep knowledge of concessions and what they are worth. In this, she keeps an open mind, constantly probing to obtain "whatever the traffic will bear without breaking down." Apart from the fair, Rose's pride

rests in her sister, Mary, whose song-writing delights her. One of Mary's compositions is used each year for the finale musical number of the grandstand show.

Among Rose's distinctions is that she is the first woman ever to be president of the Michigan Association of Fairs, a post she holds this year.

Quite a feat that—and running the Ionia Fair—for a gal who grew up in Brooklyn.

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Aims at 200G Outlay To Get Show Rolling

Stahlman Shopping in Chi

CHICAGO, Dec. 18. — Art Stahlman, president-general manager of Biller Bros.' Circus, a new motorized show scheduled to bow in the spring, announced here this week the purchase of 30 new GMC tractors, after a conference in Chicago with H. T. Dehart, advertising manager of the truck and coach division of General Motors Corporation, Pontiac, Mich.

Along with the sale of the trucks to the Biller org, Dehart agreed, Stahlman said, to an advertising-promotion tie-up, involving the GMC truck division and local dealers. The deal is similar to that negotiated with GMC by Sam Dill in 1930-'31.

While here, Stahlman also announced the signing of Emmett Sims, well-known circus press agent, as Biller general agent. Sims was with Ringling Bros. and Barnum & Bailey for a time this year. He is no stranger to circus business, having been on the Cole Bros. press staff and with various other shows and circuses for many years.

Stahlman, who with his brothers, Bernie and Hy, the latter a New York attorney who is furnishing the greater portion of the financial backing for the new show, said the org would bow for the season in Mobile, Ala., April 1 for a three-day stand. Opening stand will be under auspices of the Mobile Junior Chamber of Commerce.

Other purchases announced here by Stahlman included a modern, up-
(See *Biller Spending* on page 76)

Strong Arnold Bill Offers Mills Tough London Competish

LONDON, Dec. 18.—Tom Arnold's mammoth circus opens at the Harringay Arena Thursday (23) for a five-week run ending January 29. This is the second year Arnold has been running competition to the long-established Bertram Mills Circus annual London holiday season at Olympia, which got under way last week with a bill fairly strong on animal acts but not up to prewar standards in the ring and aerial acts offered.

The line-up of talent in the Arnold circus is all standard acts, topped by Con Colleano, ace tight-wire performer, and the Liberty horses brought in from Denmark by Albert and Max Schumann, leading Scandinavian showmen.

The Arnold program starts off with a big spec, *A Dream of Christmas*, and includes a second production number, *Carnival in Brazil*, in which the wire acts of Con Colleano, Babu Rao and Caliento and Lolita are featured.

Also on the lengthy bill are Chipperfield's elephants, lions, zebras and a hippopotamus; Vaclav Benes' polar and black bears; Huequette Loyal's (50) trained pigeons; Tay-Ru, equilibrist; Gr. at Alexander Troupe, teeterboard tumblers; Four Rastellis, trampoline; 12 Ben Abraham Wazzan Arabs, tumblers; Camilla Mayer Troupe, high wire; Three Cassi, jockeys; Bert Holt juggler; Les Geraldos, trapeze, and Digger Pugh's line of girls, recently on tour with the Cole Bros.' Circus in America.



EMMETT SIMS, who will serve as general agent for the new Biller Bros.' Circus, slated to bow next spring.

Buster Cronin Beatty Manager

EL MONTE, Calif., Dec. 18.—Appointment of S. L. (Buster) Cronin as general manager of the Clyde Beatty Circus was announced here this week in winter quarters by Beatty. Paul Eagles will remain as general agent.

Cronin, 18 years with the American Circus Corporation, came west to take over as manager of the Al G. Barnes Circus when the corporation acquired the show. He also managed the John Robinson Circus for a season. His last affiliation was with the Cronin Bros.' Circus for two years.

Davenport Lines Up Strong Show for Chicago Coliseum

CHICAGO, Dec. 18.—Orrin Davenport, who will produce the Chicago Coliseum Circus, December 25-January 2, for the second straight year, today announced his line-up of acts. A run-down shows Davenport has 12 new acts this year, new that is in that they have not showed in the Coliseum under his banner.

New acts include the Aerial Gibsons, Francisco and Delores, novelty perch; Cora Davis, trapeze; Grace McIntosh, trapeze; Walter Jennier, with Buddy, the seal; the Tien-Tsi-Liu troupe, Chinese acrobats; Aerialletta, featured in the aerial ballet; the Shryettos, unicycle and bicycle; LaLage, one-arm swing; the new George Hanneford Family, comedy riding; the Kimris Duo, airplane high act, and the Flying Harolds, flying act.

"I believe we will have a strong and well-balanced show," Davenport said, "and I believe we will do good business this year."

Davenport said his 1948 dates, Wichita, Kan.; Rochester, N. Y., and Duluth, Minn., all garnered bigger grosses and attendance than last year. His '49 dates include Toledo, week of January 16; Grand Rapids, Mich., week of January 24; Detroit, January 31-February 13; Cleveland, February 14-27, and St. Paul, March 15-20.

This will be the third annual show during the holiday period at the Coliseum. Leo Seltzer, manager of the Coliseum, reported last year that he

Suit Against King Dropped By Rumbaugh

ROSENBERG, Tex., Dec. 18. — Floyd King, owner of King Bros.' Circus, said this week that the suit against him in Federal District Court in Houston brought by H. J. Rumbaugh Friday (3) was withdrawn "after I told Rumbaugh's attorney that I was going to file a countersuit for \$50,000 against Rumbaugh for malicious persecution."

In his suit Rumbaugh claimed mismanagement had resulted in loss and waste which, if allowed to continue, would cause him to lose his debt or the security for the debt of \$20,000 allegedly still owed him as the result of the sale of his interest in the circus to King last February.

"I have been plagued by numerous suits in the past, all of which have been dismissed," King said. "I gave Rumbaugh \$7,000 last February when I purchased his one-half interest in a portion of the equipment used by King Bros. During the past season I paid him \$20,000, meeting all my payments on scheduled time. Rumbaugh's equity in the circus today amounts to about 18 per cent, for which final payment is scheduled in November, 1949."

Fosset's Circus Destroyed By Fire in Dublin Quarters

DUBLIN, Ireland, Dec. 18.—Fire destroyed practically all wagons and equipment of Edward Fosset's Circus at the show's winter quarters at Ballybeg House, Ballinglen, County Wicklow, shortly after the show rolled in from the road.

Winter quarter buildings and all their contents were wiped out as firemen were stymied thru lack of water.

Reinhart Stages Circus Program With Eye on TV

NEW YORK, Dec. 18.—Bob Reinhart is presenting a series of circus programs at the Provincetown Playhouse, in the Greenwich Village section, with three shows daily on Saturdays and Sundays during the holiday weeks.

Reinhart is aiming at developing a show for television and is using the small Provincetown Playhouse as an experimental stage and showcase. Reinhart emcees the shows and doubles as a magician. Five standard acts, changed weekly, are being used.

Acts appearing so far in Reinhart's show are Woolford's Dachshunds, Al Gordon's dogs, Betty Willis and Her Playmates (pooches), Skating Carters, Hank the Mule (Tex Morrissey), Renie and Calvert's puppets, Eddie Clark, juggler, and Toto Nagani, foot juggler. Musical score handled by Felix Nistro, Mark Zimmerman and Tony Rizzo, accordionists.

Bad Weather Chills Polack Unit Preem In N. Y. Theater

NEW YORK, Dec. 18. — Polack Bros.' Circus opened a four-day stand at the Jamaica (L. I.) Theater Wednesday (15). Unusually bad weather resulted in light attendance opening day.

Polack unit here is a tabloid cirk, featuring good animal acts, which runs a full hour between films. Three shows are given daily. Stage at the Jamaica provides ample space for Mabel Stark's tiger act and for a ring for elephant and Liberty horse displays.

Line-up of acts in this stage-playing Polack unit is excellent, and a good job of emceeing is turned in by Nate Lewis. Whitey Boyd fronts the regular theater pit ork, augmented by a couple of musicians with the circus unit.

Program consists of Mabel Stark and her tigers; Carlos Carreon, Liberty horses; Rudy Docky, group of boxer dogs; Cheerful Gardner, assisted by Irene Lafferty, elephants; Miss Heddy, Spanish web, and Gene Randow and Dime Wilson, clown gags.

Unit opened at the Rivoli Theater in Hempstead, L. I., and will play several additional houses of the Skouras chain before the opening of its regular 1949 indoor season.

Glasgow Xmas Unit Features Strong Bill

GLASGOW, Scotland, Dec. 18. — Frank Ginnet is presenting a neat circus bill at the Kelvin Hall where the annual holiday circus season got under way December 6.

The line-up of acts includes Busch's Liberty and high school horses, Adamsky's bears, Chipperfield's elephants and tigers; the Amazing Gridneffs, ladders; Jix, Jax and Max, bar act; Flying Lubins, flying trapeze; Smetona, wire; Baranek Sisters, perch; Kovaks, trampoline; Victor Julien's dogs and Professor Sparks.

Clown Alley is headed by the Zola Brothers, Toni, Tino and Toni; Billy Jenkins and the Van Norman Trio.



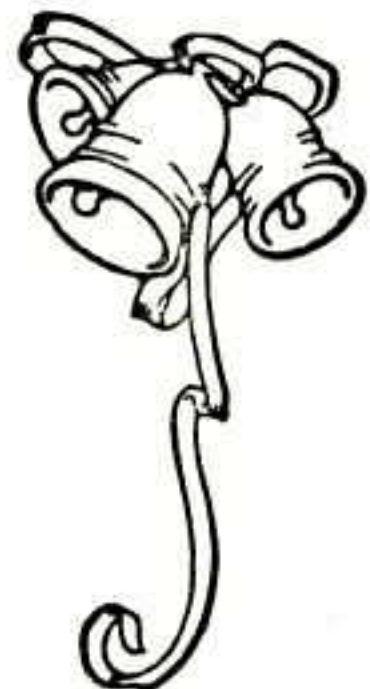
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- ★ A New Christmas Season and a New Hope for Peace on Earth . . .
- ★ A New Year Just Around the Corner of Our Calendar . . .
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- ★ AND . . . a New Baby Arriving on the Circus Horizon!



The purchase of the Cole Bros.' Circus implies far more than mere change of ownership of one of the world's principal circus properties. It marks the inception of a new circus organization with new people, new policies, new features and new public appeal.

Jack Tavin, General Manager



FOR 1949 AND BEYOND . . . the new Cole Brothers' Circus wishes you the Season's Greetings as it proudly unfurls its standard, strikes up the band and hitches its wagon to a rising star.

COLE BROS.' CIRCUS

WINTER QUARTERS • LOUISVILLE, KY.

UNDER THE MARQUEE

After closing the season with King Bros. in Laredo, Tex., Mr. and Mrs. Jack Bell returned to their home in Lexington, Ky., to spend the holidays with their daughter, Sally. Bell will have the band on Biller Bros. next season.

Kinker of the old school is one who can remember that standing in a marquee at matinee come-out time, to see if any of the town belles remembered him, always brought a \$5 fine.

James Hoye, one of about 25 Hartford, Conn., area members of the Circus Fans' Association of America, has made 12 lectures during the past two months, with the money going to circus performers who are ill or otherwise in need. Hoye has about 2,500 slides, which he began taking back in 1941, as well as considerable motion picture film taken on various shows.

Just when the guy in charge of quarters thinks he has everything under control, the boss's wife writes to find out how her canary, left in a private car or house trailer, is getting along.

Fred Morris, reputed to have been the oldest of British circus advance agents, died in the Fulham (England) Hospital November 2. Besides having been advance agent for most of the top circuses of England, Morris worked with the Barnum & Bailey Circus and the William Cody (Buffalo Bill) Wild West Show during their European tours and also handled advance for the Cirque Pinder in France. He worked part of past season with the Lord George Sanger Circus.

Any good canvas boss can think fast on his feet but isn't given any credit for it by those who can't think while sitting down.

Col. Harry Thomas went to Peru, Ind., to spend a week-end with Gene Weeks, former concession manager of Cole Bros. While there he visited the old circus farm and also the quarters occupied by Terrell Jacobs. . . . Mr. and Mrs. Walter Jennier and Buddy are resting in Peru, Ind., before starting in again on the Davenport dates at the International Circus in the Chicago Coliseum.

First of May gets a reputation as a dope, because he fails to remember that the trunk lettered "M. D." goes to the men's dressing room and not to the doctor's top.

Happy Kellems, clown with Dailey Bros. this past season, worked his act in a Mobile, Ala., department store during the pre-holiday period. . . . Jack Disch, known professionally as Corrigan the Clown Cop, attended the outdoor convention and International Livestock Show in Chicago recently. . . . The Lanes, formerly with Rogers Bros., are working picture shows in Alabama. . . . Tommy Kaye and Bob Hankee were recent visitors at the winter quarters of the Pan American World Wide Animal Exhibit. . . . Jim and Mary Stutz left for their home in Mount Pleasant, Ia., but will return to the Pan American quarters after the holidays. . . . The Bob Gosters, formerly with the Pan American org, have returned to their home in Liberty, Ky., where they have opened a mug joint.

Frustration is what a performer feels after spending 10 years to perfect a feat and then learns that nobody cares.

A special custom-built scale model of the Ringling-Barnum Circus when it used a six-pole top has been constructed and delivered by George H. Barlow III, of Binghamton, N. Y., to the Museum of the American Circus located on the Sarasota estate of the late John Ringling. The paraphernalia, in production since last June, includes the big top with menagerie, Side Show, ticket wagons, concession tops and 19 circus wagons. The idea, staging and lighting, was conceived

by A. E. Austin, director of the Ringling art museum.

New bulls recently arrived from India are being trained at Hunt Bros.' Circus winter quarters in Bordentown, N. J. Other Hunt elephants are booked into the holiday show at the 34th Street Armory New York, which preems Christmas Day. . . . Joe Rossi, band leader of Dailey Bros., who had been visiting his mother in Philadelphia, has returned to winter quarters at Gonzales, Tex. En route, he stopped over in Cincinnati and called at *The Billboard* offices December 9. Rossi had 16 men in his band.

Not yet born is the press agent who can describe a girl aerialist's act to her satisfaction.

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MOBILE, ALA.

Gals' Dormitory At Des Moines To Cost 392G

DES MOINES, Dec. 18.—Iowa State Fair board has awarded contracts for construction of a new 4-H girls dormitory on the State fairgrounds to provide quarters for 500 girls. Construction will get under way next spring with the building to be ready for use in 1950.

Total costs of the building will be \$392,521. A low bid of \$378,000 was offered nearly a year ago, but the first bid was rejected because it was considered too high. Since the fair realized a profit of more than \$100,000 from its 1948 operation, it was able to go ahead and award the bids.

The building will be of steel and monolithic concrete and will be located east of the women's and children's building. It will be u-shaped. An unusual feature will be a two-story lounge with a balcony.

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Meetings of Fair Assns.

Indiana Association of Fairs 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, Noer Hotel, Nashville, January 11-12. Henry W. Beaudoin, Memphis, secretary.

Ohio Fair Managers' Association Deshler-Wallick Hotel, Columbus January 12-13. Mrs. Dor A. Derick Bellefontaine, secretary

Missouri Association of Fairs and Agricultural Exhibitions, January 13-14 Missouri Hotel, Jefferson City. Rollo E. Singleton secretary.

Minnesota Federation of Fairs, January 13-15, Lowry Hotel, St. Paul Allen Dorn, Grand Rapids, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 16-18 Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Richmond Hotel, Augusta, Ga., January 17. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 17-19. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

South Carolina Association of Fairs, Hotel Columbia, Columbia, January 19. Tom Craig, Spartanburg, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, N. D., January 21-22. Dr. G. A. Ottinger, Jamestown, secretary.

Oregon Fairs' Association, Imperial Hotel, Portland, January

6-8. H. H. Chundgren, Canby, president.

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.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 4-5.

Pennsylvania State Association of County Fairs, January 26-28, Penr Harris Hotel, Harrisburg. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Exhibitions and Rodeos, Baker Hotel, Dallas, January 27-29.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 31-February 2. Clyde E. Byrd, secretary, Little Rock.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 7-8. James A. Carey, State Office Building, Albany, secretary.

North Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 21. Dr. A. H. Fleming, Louisburg, secretary.

Secretaries of State associations are urged to send in their convention dates.

Mason Annual's Control to County Bd. of Supervisors

MASON, Mich., Dec. 18.—Supervisors of Ingham County gained virtual control over the county fair at an election held to change by-laws for the fair organization.

Members of the Ingham County Agricultural Society, which operates the fair, voted to reduce their board of directors from about 30 to 10 members. Control of the board was gained by the supervisors when six of their representatives were elected directors, plus four other members at large.

Supervisors elected are all members of the supervisors' county fair committee. They are Wilfrid Jewett, chairman of the board of supervisors; Clarence Puffenberger, Onondaga; Charles Hayden, Earl Collier and Rina Dell, Lansing, and C. O. Wilkins, Haslett. Other directors elected were Otto Hartig, Holt, president of the Agricultural Society; Harry Freshour, Mason; S. A. Laxton, Mason, and Ord Price, Stockbridge.

Broeder Assiniboia Prexy

ASSINIBOIA, Sask., Dec. 18.—J. H. Broeder was re-elected president of Assiniboia Agricultural Society. Other officers are: Vice-presidents, Edwin Lumb and Mrs. J. H. Broeder, and secretary, Walter McMorine. The society ended its year with a balance of \$100 and will get a government grant of \$250. It was decided to hold a two-day fair in July.

George Connor Re-Elected

MOSSBANK, Sask., Dec. 18.—George Connor was re-elected president of Lake Johnston-Sutton Agricultural Society. Archie Waddell is secretary-treasurer. It was decided to hold a fair next fall and engage a carnival.

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DICK O'BRIEN, for 12 years manager of the James E. Strates Shows, again has been contracted in that capacity for next season, it was announced at the recent outdoor meeting in Chicago. O'Brien is rounding out his 51st year in outdoor show business, having been manager and owner of varied attractions during that period. In the past he has served as manager with the John Francis Railroad Shows, Isler Greater and Dodson's World's Fair Shows. After operating the Famous O'Brien Minstrels, a two-car show, for a number of seasons, he built his own carnival, which operated successfully thru the South and Middle West.

Denton Builds New Ice Show At Atlanta Winter Quarters

ATLANTA, Dec. 18.—Johnny Denton, owner of the Johnny J. Denton Shows, is building a new ice show at Lakewood Park here. Denton has all of his carnival equipment stored at the park, where he is building three new fronts on 30-foot trailers.

W. H. (Bill) Allen is in charge of winter quarters.

Donahue Drowning Victim

ST. LOUIS, Dec. 18.—Jerry Donahue, slat season secretary to Jack Korie, Side Show operator, was drowned in the swim pool at the El Morador Hotel, Acapulco, Mexico, December 9. Donahue and Korie were vacationing there. Korie operated a Side Show and two other attractions the past season at various State fairs where Ray Marsh Brydon provided the midway attractions.

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To All Fair Secretaries and Fair Managers
To All Celebration Committees
To All Employees and Personnel
To All Show People and Friends

SAMUEL E. PRELL

216 OUSTER AVE.

NEWARK, N. J.

cards from St. Martinsville, La., that he will be out until after the holidays and that business is good whenever the weatherman is in a friendly mood. . . . Mr. and Mrs. Carroll Bush, cook-house operators with Buffalo Shows the last two seasons are wintering in Sumter, S. C., where Bush is building equipment during the lay-off months.

Belly sticks are faithful to concession agents, but considering who they put their faith in—not smart.

Cupcake and Starr Woronuk are wintering in Willits, Calif., where the former is doing electrical maintenance work at a local plywood mill. They originally planned to remain off the road next season but Starr says the urge is too strong and they will be back with it again in the spring. . . . Mr. and Mrs. Michils and Mr. and Mrs. Jim Moran are wintering at Aransas Pass, Tex. The Michils will spend the holidays in Des Moines, however, while the Morans spend Christmas in Mexico. . . . James Heron's Wild Life and Animal Oddities Exhibit is playing dates in Arizona. During the engagement at Nogales, Heron went to Mexico to purchase a number of animals and birds to augment his attraction. Heron said that his contemplated tour of Mexico this winter has fallen thru. . . . Jay C. (Toby) Mason, who concluded his 38th year in show business when he closed in Albany, Ga., with Endy Bros.' Shows, is wintering in Miami, where he's employed by an electrical construction firm. Mason handled the front gate for Endy the past season.

PCSA Members Up With \$1,500 To Pay Off Debt

(Continued from page)

Initiation of Newland was handled by Chaplain Hughes and Brown.

Steinberg Heads Committee

Joe Steinberg was named chairman of the New Year's Eve Party and told to pick his own committee.

Members taking bows when called upon by President Coe included Harry Myers, Ivan Gilligan, Doc Gilligan, Rex Boyd, George Surtees, Ted Levitt, Harold Moak, Joe Minter, Tony Spring, Jim Schultz, Joe Exler, Harry Phillips, Harry Rawlins, Danny Callahan, Dave Morris, Fred Schaeffer, Ford Munger Jr., and Larry Ferris.

Feature of the evening was the presentation of past presidents including Mike Krekos, Harry Hargraves, S. L. Cronin, Ted LeFors and J. Ed. Brown. Past President Bill Hobday, unable to attend the meeting, contributed \$50 toward the building fund. A moment of silence in the darkened clubrooms was observed by members for the departed past presidents of the organization.

350 Attend Ball

The annual banquet and ball, Tuesday (14), drew an estimated 350 at \$10 a plate. Those at the speakers' table included President Coe; Eddie Burke, incoming president of Show Folks of America; Whitey Monette, outgoing president; John Lorman, representing Showmen's League of America; Al Weber, Al Flint, Earl Douglas, Joe Krug, C. E. (Candy) Moore, Chaplain Jack Hughes and Emsee Joe Olgardt.

Wires were received from H. O. Davis, Nathan Cohn, Harry Polish Fisher, Marge and Harry Chipman, Showmen's League of America, Regular Associated Troupers, Edward L. Mann and Showfolks of America.

A show arranged by Chairman C. H. (Fat) Allton and Walter Trask included Whitey Roberts, emcee; Douglas Rankin Dancers, Dick and Dinah, Jade Rhodora, Vaughn and Wright, and Ben Yost Vikings. Music was furnished by Nat Young and his band.

Several hundred were present at the memorial services at Showmen's Rest, Evergreen Cemetery, Sunday (12). Officiating was Chaplain Jack Hughes, with invocation by the Rev. J. Whitcomb Broucher Jr. Placing of the gold star was done by Hunter Farmer in the absence of Charlie Walpert. Others participating were President Coe, Rosa Sheranian, Floy Smith, and the Karoun Tootikian Dance Group. Madge Buckley, president of the Ladies' Auxiliary, was unable to join President Coe in laying the wreaths due to the sudden illness of her mother.

INCOME TAX CALCULATOR

Figure your taxes in a few seconds. Will amaze you how simple. Any sum to thirty thousand. Send 25¢ coin, one will be mailed you. I have for past ten years prepared tax returns for many showmen; send your data with copy of last year's return if possible. Will prepare your return at a very reasonable fee. You can remit when you receive the return in duplicate. Tax Calculator compiled, published by

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TAX CONSULTANT
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Have opening for Sideshow, Minstrel Show, Cook House and high class Concessions. Capable Foreman and Second Man—all Rides. Address:

LAWRENCE GREATER SHOWS
Suite 7J, 333 W. 57th St., New York, N. Y., or Winter Quarters: P. O. Box 1921, Savannah, Georgia.

PARKER 8 SEAT FERRIS WHEEL

FOR SALE
MAJOR RIDE. New cable, EII clutch unit, good power unit, 5-ft. shorter than an EII #5 and in A-1 shape, \$4,000.00 or best reasonable offer. Also '37 Dodge truck, new Chrysler motor—5,000 miles, good tires—4 new, loaded at present with Wheel, \$800.00 or best offer. Selling because of other business connections and dissolved partnership.

ERNIE'S MIDWAY ATTRACTIONS
18 E. Lake Ave. Blasdell, N. Y.

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 Floss Machines—all rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold.

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CHUNK-E-NUT PRODUCTS CO.

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2908-14 Smallman St. Pittsburgh 1, Pa.

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CARNIVAL TENTS SHIPPED WITHIN
5 DAYS
AFTER ORDER RECEIVED!
SLIGHTLY MORE TIME REQUIRED FOR SHOW TENTS

WIDE SELECTION OF MATERIALS AND TRIM

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WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

12 RIDES — 8 SHOWS — 60 CONCESSIONS

WANT—Fun House, Animal, Iron Lung, Glass House, Mechanical City (Joe Teaka, write), Wild Life, Motor Drome (Curly Sayres, write), Fat Show, Midget, and other worth while attractions.

CAN PLACE—Merchandise Concessions of all kinds. Especially want Clean Cook-house that can cater to Show People. Good territory for well framed Penny Arcade.

WE WILL OPEN IN APRIL NEAR DETROIT, AND PLAY OUR USUAL ROUTE OF INDUSTRIAL CITIES IN MICHIGAN, OHIO AND INDIANA.

JOHN QUINN, Manager
3550 CASS AVE. DETROIT 1, MICH.

WILLIAM T. COLLINS SHOWS

WANT **WANT**

FOR THE BEST ROUTE OF FAIRS IN THE MIDDLE NORTHWEST, STARTING THE MIDDLE OF JUNE. Winter Quarters open Feb. 15.

WANT—Builders, Carpenters; Painters that can letter and do scenic work; Welder and Mechanic, Tower and Front Man; also Electrician that can handle 15 Rides, 10 Shows and 50 Concessions. Billposter Wanted. Also Louis Engelhelm, answer.

RIDE HELP—For all Rides, Foremen and Second Men that can drive semi trucks and have Chauffeur's License.

SHOWS—Side Show that has own equipment and transportation, or will frame Side Show for any reliable Showman. Mickey Mansion, Glenn Porter, Jake (Sealo) Aughtmon, Carl Lauther, Frank Zorda, get in touch with me.

WANT—Girl Show Operator that has at least 4 Girls. Millie Burlingson, Roxanne Lee, contact me at once. Will book or frame any worth while attraction for reliable Showmen. Have opening for a few Hanky Panks. Address:

WM. T. COLLINS, Manager
406 Erie St., St. Paul, Minn.

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NEW **USED**

ORGANS, NEW—We will have ready for spring delivery several new organs.

ORGANS, USED—We will have five good used organs for sale—Completely reconditioned.

REPLACEMENT PARTS—We can supply new replacement parts for your present organ.

Will those men who talked with me at NAAPPB convention about organ repairing, write.

J. H. GIBBS
2514 ALOMA WICHITA, KAN.
PHONE: 41283

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WE HAVE MOTORDROME. WANT CAPABLE OPERATOR WHO HAS PLENTY OF FIRST CLASS MACHINES AND EQUIPMENT, ALSO RIDERS, FOR ONE OF THE FINEST ROUTES FOR 1949.

Apply

HENNIES BROS.' SHOWS
P. O. BOX 414 HOT SPRINGS, ARK.

MERRY CHRISTMAS

Jimmy Morrissey

ALL-STATE TENT & AWNING COMPANY
300 E. 9TH STREET (Phone: Harrison 6867) KANSAS CITY 6, MO.

I WANT TO THANK

ALL PERSONNEL AND FRIENDS OF THE JOHNNY J. JONES SHOW FOR MY SUCCESSFUL SEASONS AND PLEASANT RELATIONSHIP IN THE PAST, AND WANT ALL TO KNOW I HAVE CONTRACTED TO BE WITH THE WORLD OF TODAY SHOWS FOR THE COMING SEASON IN THE CAPACITY OF CONCESSION MANAGER. WOULD APPRECIATE HEARING FROM ALL MY FRIENDS AND ALL OLD AGENTS FROM WORLD OF TODAY IN REFERENCE TO POSITIONS FOR COMING SEASON.

ART FRAZER
WORLD OF TODAY SHOWS BOX 782, MUSKOGEE, OKLA.
TREES TRAILER CAMP TAMPA, FLA. (UNTIL JAN. 1) Then Trailer City, Hot Springs, Ark.

AOW Speed Events Take Top Spot as Box-Office Hypo

ELIZABETH, N. J., Dec. 18.—Altho inter-rink racing in the America on Wheels chain produced a 40 per cent gain in business in 1947 over the preceding year, the program continues to show healthy gains at the box office and is currently the biggest revenue producer among competitive skating programs for the chain, according to Jack Edwards, AOW chairman of racing activities.

Latest unit in the chain to hit the jackpot via racing is Capitol Arena, Trenton, N. J., which established a Saturday night house record December 4 when it hosted other speed clubs of the chain and box-office receipts doubled the previous high for a Saturday. In the circuit of rinks, Mount Vernon (N. Y.) Arena leads the field in box-office results from racing.

So many figure and free-style (See AOW Speed Events on page 76)

Skate Dance Series Starts at E. P'kway

BROOKLYN, Dec. 18.—A 14-step contest, the first in a new skate dance series at Eastern Parkway Roller-drome, was conducted November 18 and attracted 72 contestants (36 teams) as well as approximately 150 extra customers.

Scheduled to run on Thursday nights for eight weeks, the event is open to all registered RSROA amateurs in the metropolitan New York area. Trophies and medals will be awarded at the end of the series to the three highest-scoring teams.

Results of the opener follow: 1. Roy and Eleanor Reynolds, Wal-Cliffe Rink, Elmont, L. I.; 2. Joe Bebery and Trudy Losser, Wal-Cliffe; 3. Robert Thorne and Lorraine Lawson, Wal-Cliffe.

There was no competition on Thanksgiving Day.

School Tie-Up for Skating Set by Callahan's Rollery

WATSONVILLE, Calif., Dec. 18.—A roller skating program for young people under the supervision of the city recreation director will be offered in Anthony Callahan's Auditorium Roller Rink here, it was announced recently by Jim Fontana, city recreation director.

The announcement followed a meeting held in the office of Superintendent of Schools L. L. Jones for the purpose of co-ordinating the program with the athletic schedule of student events of the high school.

Elementary school students will skate each Friday from 3:30 to 5:30 p.m. during school weeks and from 2 to 5 p.m. when a holiday falls on Friday. Teen-agers will skate Fridays, from 7 to 10 p.m., but only when the skating program does not clash with scheduled high school activities such as dances, athletic events, etc. In each case there will be a small charge for use of skates.

All teen-agers who wish to join the roller skating club which will receive instruction in figure skating by a professional are required to register (See Callahan's Rollery on page 76)

Coopersmith Puts Out Thanksgiving Feed for Orphans

CHESTER, Pa., Dec. 18.—Thanksgiving Day was an occasion for much rejoicing for some 300 orphaned and underprivileged children of Chester and Delaware County who were guests at a turkey banquet and entertainment program offered in Great Leopard Roller Rink here by Jack W. Coopersmith, president of the rink and of Great Leopard Super Markets. At the close of the party Coopersmith announced that the children would be brought back for a Christmas party.

During the dinner the children (See Coopersmith Puts on page 76)

N. Y. SRSTA Mulls Garden Roller Show

NEW YORK, Dec. 18.—The regular monthly meeting of the metropolitan chapter of the Society of Roller Skating Teachers of America (SRSTA) was conducted Thursday (2) at Gay Blades Roller-drome here.

Most startling proposal of the conclave was made by Roland Cioni, manager and coach at Brooklyn's Park Circle Rink, that the skaters underwrite a giant RSROA show in Madison Square Garden. Cioni stated that this could easily be done by having each member of a cast of 1,000 invest \$10 in the production. A return would be made to them when expenses had been deducted from box-office receipts. No action was taken on the Cioni suggestion.

The professionals agreed that their plan for inter-rink skate dance competition, previously sidetracked by operators, should be resubmitted to them.

Difficulties of presenting roller skating shows, usually on small, slippery surfaces, for television were also discussed.

Rawson Closes Laboratory

ASBURY PARK, N. J., Dec. 18.—Perry B. Rawson closed his skating laboratory here recently after a successful and busy season. The lab re-opening is scheduled for April 1. Rawson urges that appointments for the spring session be made early.

Sellout Show for Rainbow

BERGENFIELD, N. J., Dec. 18.—Every seat in the house, some 750 of them, was occupied for *Variety Skating Revue* annual amateur show presented at Rainbow Rink November 30 and December 1. Rink Instructor Vic Shankey directed the 90-minute production.

Cap Sefferino Exits Drome

CINCINNATI, Dec. 18.—C. V. (Cap) Sefferino has announced his resignation as assistant manager of Sefferino's Roller-drome here. Sefferino said he plans a vacation until after the holidays before looking for another position.

Outlook Better For Cut in Tax

WASHINGTON, Dec. 18.—Possibility that the federal tax on admissions to rinks, along with other show business excises, will be lowered or eliminated entirely was enhanced this week as Treasury Secretary John Snyder agreed to meet with State and local authorities with a view toward leaving such excise levies to States and cities.

Prior to Snyder's move, the American Municipal Association—a body of mayors and other local officials—voted to urge Congress to revise the excise tax structure so as to turn (See Outlook Better on page 76)

Steelman Has 12G Fire Loss

CHARLES CITY, Ia., Dec. 18.—The roller rink operated by Forest Steelman here was destroyed by fire recently. Steelman estimated the loss at \$12,000. The building, 100 by 60 feet, was purchased by Steelman a year ago. He also operates a rink at Waverly, Ia.

SKATING RINK FOR SALE

One of the South's Largest, Finest, Best Established and Most Profitable. The only Roller Rink in a fine living city of 350,000.

Specific reasons for selling.

Write for details.

SAN ANTONIO, TEXAS
1616 N. St. Mary's St.

SKATE CASES AT A NEW LOW

★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.64 Doz. Sample, \$2.47.
★ ALL ALUMINUM CASE—"The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$39.60 Doz. Sample \$3.30.

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7019 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.

Write for Price List

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COMPLETE 40x90 PORTABLE ROLLER RINK 150 pr. Chicago clamp and shoe skates, good floor, flameproof top, never been used, two new Bradley 100,000 b. t. u. unit heaters, 130 ft. new pipe and fittings. Write for details. Address:

CITY ROLLER RINK
Portales, New Mexico

2 Portable Rink Floors

Ready for delivery, 50'x120', with 2x6 underpinning at 65¢ sq. ft.
Maple Flooring for Sale.

MIDWEST FLOOR COMPANY
213 Pulaski Rd. Calumet City, Ill.

With a 40% discount, WHAT CAN YOU LOSE selling a few thousand and more

RAWSON SKATING BOOKS

Into the American Homes in your territory?
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The Best Skate Today

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New and Used Rink Roller Skates
Advise Make, Size, Condition and Quantity
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CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich
Originator and Sole Distributor

WE WISH OUR MANY FRIENDS
AND PATRONS
A Very Merry Christmas
and a Happy New Year
CHICAGO ROLLER SKATE CO.



RSROA



EXTENDS TO EVERYONE
Season's Greetings
For a Merry Christmas
and a Happy New Year

Pipes for Pitchmen

By Bill Baker

BOB (ROBBIE) ROBINSON... well known to the pitch fraternity, has been named a regular member of the cast of *Sparkling Time*, video show seen each Wednesday night over WGN-TV, Chicago.

You alone can make 1949 the best year ever.

ERSKINE C. YORK... veteran pitcher and sheetie, reports from Camden, Me., that he disposed of his restaurant there recently and is framing a new walk-thru trailer show. He also plans to do clown work in conjunction with the attraction and pitch items on the side.

Christmas spirit is in the air.

L. E. (ROBA) COLLINS... pipes from Patterson, Mo.: "Glad to read pipes here from Dave Rose who was one of the best pitchers I ever saw putting out a merchandise package. Since closing with Bailey Bros.' Circus, I've done nothing but stay at my home here in the Ozarks, 100 miles south of St. Louis. My parents' ill health is the reason for my layoff. There's a sale here each Saturday but

no pitchers have been making it. Let's have more pipes from Sid Sidenberg, Doc Bates, Gene DelMar and my ex-partner, Gene Kight."

New ideas pay off for you only when you do the work.

P. A. MURPHY... widely known in the pitch fraternity, is reported to be seriously ill and confined in an Alliance, Neb., hospital. He'd like to read letters from friends.

Try your best and you're at your best.

BILL (SLEW-FOOT) HANNAH... cards from Phoenix, Ariz., that he has quit the pitch business because of physical disabilities. He's currently employed as night clerk at the St. James Hotel there.

If your item can't be improved see if the method in which you are handling it can.

FRANKIE (DOODLE) FLICK... was sighted passing thru Winchester, Va., recently en route South for the winter

Famous Last Words: "He always knew what to do until it r... ed to him."

JACK (TLES) STOVER... cards from Winchester, Va., that the only thing that out-numbers Greek restaurants in town are the hybrid cockroaches.

Fancy Freddie says: "He's one pitcher who doesn't let his brains loaf on the job."

AL RINEHART... who recently joined the army, is stationed at Camp Breckenridge, Ky., and would like to read letters from friends in the biz.

Show us a live town and we'll show you a pitcher in it.

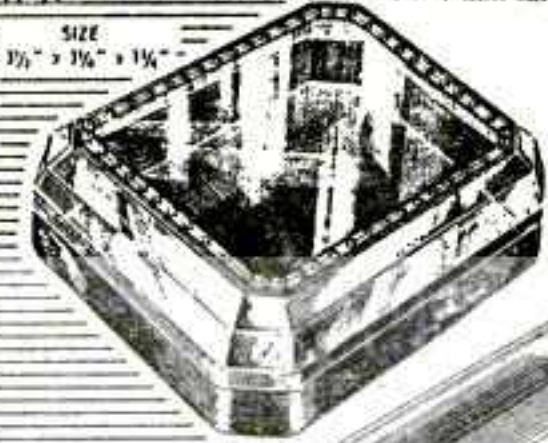
EDDIE TRUST... is reported to be pitching balloons at the F. W. Grand store, Milwaukee, to good lucre counts.

He's successful because he cultivates good manners not only toward his friends in pitchdom but toward his tip as well.

MERTON CRAIG... pipes from Port Henry, N. Y., that he has launched the Craig Bros.' med show on its 26th season after trying his luck with circuses and carnivals. "After putting the show in the barn during the war," Craig says, "and working with a few carnivals and circuses we played six stands in halls

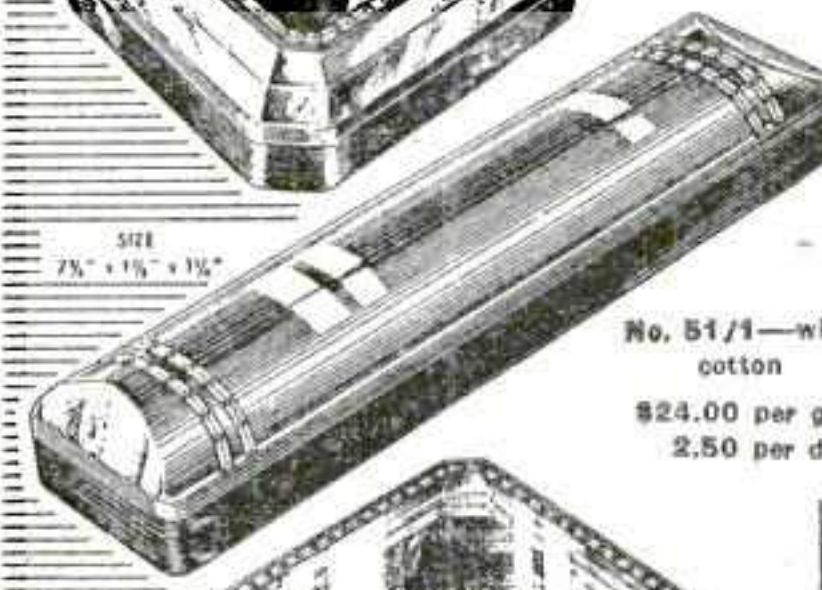
Smart Two-Tone Plastic JEWELRY GIFT BOXES

No. 50/1—with cotton
\$15.00 per gr.
2.00 per dz.



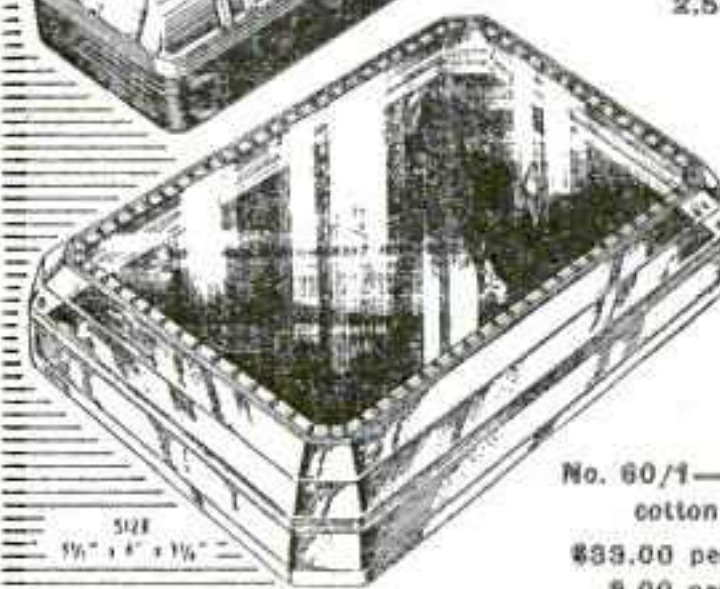
SIZE 3 1/2" x 3 1/2" x 1 1/4"

No. 51/1—with cotton
\$24.00 per gr.
2.50 per dz.



SIZE 7 1/2" x 1 1/2" x 1 1/4"

No. 60/1—with cotton
\$33.00 per gr.
8.00 per dz.



SIZE 5 1/2" x 4" x 1 1/4"

SAMPLES ON REQUEST

Enhance the BEAUTY AND CHARACTER of Your Products

These modern-styled Jewelry Gift Boxes add richness and charm to any merchandise. Perfect for pins, clips, earrings, bracelets, pearls, pens, watchbands, key chains, compasses, cigarette cases, Men's jewelry items, etc. Standout values!

Colors:

Transparent top in combination with choice of Ivory, Chinese Red, Cerise, Sea-Alice and Clear Crystal.

RING BOX

Hinged cover. Colors: Ivory, Pink and Blue.

Size: 1 1/2" x 3" x 1 1/4"

Made of durable plastic. Will hold either one or two rings.

In lots of 3 dz. or more
No. 56 \$ 1.25 per dz.
12.75 per gr.
Sample dozen, \$2.00 p. p.

STERLING JEWELERS

Wholesale Jewelry

44 EAST LONG STREET **COLUMBUS 15, OHIO**

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.

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Toys • Novelties • Cosmetics • Jewelry
• Kids' Items • Grown-Ups' Items • Teen-Age Items • and 1001 Other Items Suitable for Fillers in Stockings, Prize Boxes, etc.

3000 Pcs., \$25.00

LUCKY NOVELTY PRIZE BOXES

Assorted Novelties of All Kinds

5¢ Items	4.50 Gr.
10¢ Items	7.00 Gr.
25¢ Items	12.50 Gr.
50¢ Items	24.00 Gr.
\$1.00 Items	40.00 Gr.

25% Deposit, Balance C. O. D.

MDSE. DISTRIBUTING CO.
19 E. 16th St. NEW YORK, N. Y.

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MUST LIQUIDATE AT ONCE

WALLETS

10,000 Ass. Reptile Skin, All Colors. Cowhide, All Colors.

Originally retailed for \$5.00 ea.
\$6.00 Doz. in 6-Doz. Lots
Sample Dz., \$7.00

100,000 Pcs. JEWELRY (Mostly Boxed)
PINS • NECKLACES • BRACELETS
EARRINGS • IDENTIFIERS • ETC.

Retail Value up to \$5.00 ea.
1,000 Pcs. Ass. ... 15¢ ea.
500 Pcs. Ass. ... 20¢ ea.
100 Pcs. Ass. ... 25¢ ea.

25% Deposit, Balance C. O. D.
LOUIS H. GINSBURG, Auctioneer
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NEW MODEL WESTERN SADDLE HORSES

Samples now ready of new model 8 1/2-inch horse that will be the hit of the year. Watch the imitators copy this one. Has a Built-In Saddle—beautifully streamlined and polished to the Queen's taste. Boys, they don't come any better. Double your money back if not the nicest horse on the market today. No post cards or checks. Send \$5.00 money order for 2 samples and go to town. Also have 8 other sizes at reduced prices. Note to Our Patrons—Get in touch with us.

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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.
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THE MAD MONSTER

49¢ to 98¢ retailer—Now only

\$2.50

Per Doz.

Startles and amazes. Miniature monster spurts 'round and 'round when released from gift box or upside-down coffee cup. **THIS LOW PRICE ONLY WHILE SUPPLY LASTS!**

SPECIAL RUBBER MASKS

You've paid \$15.00 per dozen for quality masks such as these... and we've cut the cost **ALMOST IN HALF**. These are the real thing! Made of sturdy rubber. (Only Devil and Goofy available.) Life-like masks at the amazingly **LOW**, **LOW** price of...

\$8.00

Per Doz.

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1209 Broadway New York City

SELLS ON SIGHT REAL BABY CRABS

FROM THE OREGON COAST
HANDCRAFTED IN MIRACLE PLASTIC

KEY CHAIN — TWIRLER ZIPPER PULL

\$3.50 Per Dozen *On Attractive Display Card*

Jobbers, Write for Prices. Exclusive Distributors.

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RINGS SELL ON SIGHT

Styled to Sell—Priced for Profit





Beautiful 1/20 12K G. I. 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 G. I. 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 G. I. 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.

PITCHMEN! DEMONSTRATORS!

Back Again—Perfected PUNCH NEEDLES! One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles... \$23.00 per hundred sets. Sample set, \$1.00—Cash with order.

Terms: 25% deposit, balance C. O. D., F. O. B. Chicago. We also carry a complete line of Muslin and Colored Rug Patterns, Embroidery Hoops and other accessories.

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DETROIT OPS LOOK TO '49

Music, Games
First To Show
\$\$\$ Increases

Vender Interest High

By H. F. Reeves

DETROIT, Dec. 18.—The tone of the coin machine industry in this area is definitely more optimistic at this time than it would have been in a survey only a few weeks ago, the pick-up coming chiefly in the music and games fields. Actually, the build-up has not meant too much to date in gross returns, but it is an encouraging sign, after a year that saw most branches of the business drop below 1947.

The general trend of Detroit business is a peculiar one, with anticipation by many business men of a coming slump. Much of this pessimism is based on fears over the political situation with a fairly common point of view among executives that a combination of business and political factors, plus the international situation, are likely to mean a business recession.

Annual reports from the general retail business, discounting the Christmas shopping boom, give some ground for these beliefs, with the (See MUSIC GAMES on page 80)

Cut Proposed
Coin Machine
Tax in Akron

Exclude Vending Units

AKRON, Dec. 18.—A watered-down version of a proposed tax on all coin-operated mechanical devices, excluding vending machines, is ready for presentation to the city council here.

The ordinance will levy a \$5 annual licensing tax on juke boxes and pinball machines, eliminating vending machines entirely.

At first, it was proposed to license every vending machine, even those dispensing postage stamps. The proceeds were to have been used to help defray the cost of city government.

In 1943, when the city attempted to impose a \$20 annual tax on the machines, Judge Frank H. Harvey agreed with the machine operators that the ordinance was "uncertain and vague" and dismissed it as being illegal.

Ask Fair Tax

This year a group of councilmen had hoped to boost the city's income \$40,000 by taxing coin machines. The plan was to put a \$10 license on each machine, plus an additional 3 per cent amusement tax on the juke boxes and pinball machines.

The machine distributors protested. Many of the machines would be withdrawn from their locations and the estimated \$40,000 would be cut in half, they warned.

A reasonable tax of \$5 per machine (See CUT PROPOSED on page 92)

Elco To Introduce Bowling
Game During '49 CMI Show

BAYONNE, N. J., Dec. 18.—The Elco division of Electric Boat Company here will enter the coin-operated amusement game business next month when it introduces its bowling alley at Coin Machine Institute's (CMI) exhibition in Chicago's Hotel Sherman, January 17-19. Elco, well known as the designer and builder of PT boats and as a manufacturer of motor cruisers for 56 years, purchased the bowling game from Strike, Inc., Jersey City firm which introduced the game at the 1948 CMI show.

During the past three months, Elco and Strike engineers have been doing developmental work to improve the device. Raymond Loewy Associates were called in to stylize the

cabinet.

Electric Boat officials guessed that their multi-million dollar company would be the largest concern supplying the amusement game industry. Preston Sutphen, vice-president and general manager of the Bayonne plant, said that the game will be called Elco-Bowl, is 18 feet long, 26 inches wide, and uses smaller balls than were used in the 36 alleys which Strike actually completed. Elco plans to sell the bowling game in the neighborhood of \$1,000 or \$1,100.

Sutphen said that the company's sales plans and policies are now being mapped. Elco's own selling organization, Sutphen said, will be expanded by connections with dealers, operators and other individuals in the coin machine industry. The sales organization will be enlarged before and during the CMI show, Sutphen said.

Maple Alley

Elco-Bowl has a maple alley bed, built to somewhat less than one-third the scale of a standard bowling alley. It has an electric pin mechanism at its far end. The player rolls a ball—slightly smaller than a duck pin ball—down the alley toward the 10 pin images where strikes and scores are automatically tallied on the illuminated screen. The game operates on a dime and the playing cycle averages from two to two and one-half minutes.

The Elco division of Electric Boat Company was established in Bayonne in 1892. Since that time it has pioneered in designing and building all types of motor vessels. The Elco division is generally credited with introducing assembly lines to the boat building business.

ICC Weighs
New Freight
Rate Boost

RR Car Output Lags

WASHINGTON, Dec. 18.—Interstate Commerce Committee (ICC) is weighing the request of railroads for a new 13 per cent rise in freight rates after hearing testimony in support of the hike last week from rail representatives. Meanwhile, the Office of Defense Transportation (ODT) claimed that under Commerce Department's steel allocation program, it will take 25 years to fill freight car requirements.

Rail representatives told ICC that the 13 per cent increase can be borne by commerce and industry "without detriment." Because of anticipated wage increase, witnesses claimed, 1949 will be disastrous for the railroads unless the rise is granted.

ODT Director J. M. Johnson said that Commerce's program of supplying steel to permit the construction of 10,000 new freight cars monthly is at least 4,000 cars short of requirements. A minimum of 2,000,000 cars is the figure generally accepted as being required to meet present-day needs, Johnson declared.

CMI To Pick
New Officials
At '49 Event

Presidency Big Question

CHICAGO, Dec. 18.—Members of the board of directors of the Coin Machine Institute (CMI) will meet in the Crystal Room of the Hotel Sherman the day before the opening of the 1949 convention to elect new directors and officers. Principal interest centers on the presidency of the organization since Dave Gottlieb has affirmed his decision to retire from the office he has held for nine years.

In addition to Gottlieb, whose term as a board member also expires, the terms of Vice-President Sam Wolberg and Secretary Herb Oettinger likewise end with the annual meeting. Oettinger was appointed to the board earlier this year to fill the vacancy caused by the resignation of Jim Gilmore. Herb Jones, treasurer, will be up for re-election to that office, but his term as a director continues.

There are likewise two unfilled vacancies on the boards—one caused by the death of John Chrest, the other occasioned by the resignation of George Ponser. These unexpired terms, which will be filled at the January 16 meeting, run thru 1951.

Holdover members of the CMI board are Walter Tratsch, Louis Gensburg and Harry Williams. A nominating committee composed of Walter Tratsch and Sam Wolberg has been appointed.

Will Liquidate
Allite Assets

LOS ANGELES, Dec. 18.—Joseph Rosenberg, liquidator for the assets of the Allite Manufacturing Company, Inc., makers of automatic bowling games, under order of a trustee in bankruptcy, has been ordered to sell all assets immediately.

Rosenberg said that he had been directed to sell the inventory valued at \$275,000, which includes 29 finished machines, patents, jigs and dies. Along with the finished machines, a complete line of parts is being offered.

Philly Stores
Revive Midget
Movie Machs.

See Year-Round Play

PHILADELPHIA, Dec. 18.—Proving that ingenuity on the part of an amusement machine operator will always open up new nickel-producing locations, a real scoop locally was scored in the sudden appearance of coin-operated midget movie machines at many children's wear and specialty shops around town. The machines carry a tag that they are distributed and operated by the Capitol Projector Company of New York City.

While the coin-operated movie machines have long been in discard at locations here, their reintroduction at this time of the year with the appeal to children has made them a profitable operation. Altho the nickel movie machines were originally built for adult use, temporary steps have been placed in front of the machines so that even 4 and 5-year olds can step up and look into the peep holes for a full nickel's worth of movie enjoyment.

Films for the midget movie machines are all familiar cartoon strips with most of them billing a Santa Claus character. There is only one film subject in each machine, but (See PHILLY STORES on page 92)

Poker Roll Is
Game of Skill,
Says L. I. Jury

MINEOLA, L. I., Dec. 18.—Nat Faber, Long Beach arcade operator, was acquitted of charges of gambling Thursday (9) by a Nassau County Court jury, ending a two-day case which re-established the legality of coin-operated poker roll games in Nassau County.

The jury deliberated only 13 minutes, following instructions by acting County Judge John P. Donohue to consider only whether or not the poker tables were games of skill, before it returned a verdict of not guilty.

Faber was charged with contriving a lottery, gambling and maintaining a place for gambling, all based on the assumption by the Nassau district attorney that poker roll games were strictly games of chance. As such, they are illegal under provisions of the State penal code, it was alleged.

Test Case

The trial was considered a test case for many arcade owners in the Long Beach area who have operated the games in the past. Poker roll games have not been permitted in the resort community since August 13, 1947. At that time the district attorney's office raided Faber's concession at 105 West Boardwalk, Long Beach, and seized several machines.

In his opening address to the jury, defense counsel Edward J. Neary pointed out that Faber had operated under a license for 12 years prior to the raid. Faber's son, Stanford, and Nathan Faber & Company were co-defendants in the trial.

At one point in the proceedings detective John Kreutziger, who testified that he couldn't control the balls used in the games once they hit holes in the playing surface, played a demonstration game for the jury. He called three shots—and made them.

NAMA '48 CONVENTION REPORT

Shoeshiners Spotlighted At Convention

Average Price Tag Down

CHICAGO, Dec. 18.—Automatic shoeshining equipment took the 1948 NAMA show by force this week (12-15) with a record number of manufacturers displaying machines. Six firms presented models, unchanged from 1948, improved 1948 machines, and one unit was unveiled by a new firm in the shoeshine field.

While shoeshiners, manufacturers agree, still do not give a hand-shine in spite of improved mechanisms, they do offer a faster and cheaper service. With repeated polishing by the machines, shoes will appear in a smarter condition than after the first two or three shines, it was pointed out.

Prices Down

Prices on the whole have dropped from last year, with machine prices, ranging from a possible low of \$200 to a top of \$590. All manufacturers claim delivery on a no-wait basis, stating that production has been set up on a steady level. With the shine price almost uniform at a dime (all units with one exception were equipped with 10-cent coin chutes) it was nevertheless made clear that machines could be ordered with a (See Shoeshiners Get on page 82)

NAMA Candy Session Sets 4-Point Efficiency Rule To Hike Profit Margins

Operators Go All-Out for 100-Count Vend Pack

By Fred Amann

CHICAGO, Dec. 18.—The NAMA candy session Wednesday (15), stressing increased efficiency in operation of a route, brought forth the four-fold conclusion that strict inventory control, proper service procedures,

planned location installation and preventative maintenance measures were prime points in the profit picture of an individual operator. Opinion, on the supply front, was found to be overwhelmingly in favor of 100-count packs.

S. M. Guran, Metro Automatic Sales Company, Boston, chairman, opened the meeting by introducing the first speaker, W. T. Collett, of W. W. Tibbal Company, Cincinnati, who was followed by Nick Novasic, West Allis Vendors, West Allis, Wis. Both spoke on *Increasing Efficiency in Stock Control*. Collett declared that a regular inventory control check, at least once a week, was necessary to maintain proper balance in supplies and reduce losses. Because such a check is comparatively simple, it is often postponed or neglected, he said. When a regular inventory check is scheduled, it also serves to forewarn employees that shortages will be detected. A thoro check will include (1) on-location machine inventory, which will include placing of nickels in coin box to compensate for shortage if servicemen cannot complete stocking of the brand in one column; (2) a wall chart in warehouse to show incoming and outgoing merchandise; (3) serviceman merchandise check. Such a system would guarantee use of old merchandise first. Another advantage, it (See NAMA Candy on page 86)

Coin Changer Use Stressed At NAMA Meet

Bow Mechanical Units

CHICAGO, Dec. 18.—Coin changers took on added importance during the past year, and with the introduction of mechanical units for non-electric candy and other machines during the NAMA show this week (12-15), increased even further their industry value as sales stimulating equipment. Five firms displayed seven changer models, consisting of four electric built-in, two mechanical built-in and one stand type mechanical unit.

Answers as to how much the four (See Coin Changers on page 95)

Popcorn Units at NAPM Meet; Sked '49 Vender Clinic

CHICAGO, Dec. 18.—Three manufacturers of coin-operated popcorn vending equipment displayed their units to a record attendance at the 1948 convention of the National Association of Popcorn Manufacturers (NAPM) in the Hotel Sherman here this week (13-15).

Exhibiting units were Auto-Vend, Geisler Associates and Minit Pop. A manual dispenser was shown by ABC Popcorn Company, in addition to popcorn supplier. Latter was also presented by Pronto Popcorn Sales Co. (See POPCORN UNITS on page 86)

Beverage Venders Highlight NAMA Exhibits; Cost Factor Top Problem for Operators

New Machines at \$495, Construction Details Studied

By Norm Weiler

CHICAGO, Dec. 18.—With beverage venders, ranging from cup and bottle soft drink units to hot coffee, soup and juice machines, dominating the exhibit hall at the NAMA meet this week, the undercurrent rumblings

Mason Named New President As Officials Set Atlantic City for 1949 Meeting Site

Attendance Shows Slight Drop; Pick Other Officials

By Dick Schreiber

CHICAGO, Dec. 18.—With between 10 and 20 per cent fewer people in attendance, the National Automatic Merchandising Association (NAMA) held its twelfth annual convention in the Palmer House here Sunday thru

Wednesday (12-15) and elected Ford S. Mason as its new president to succeed Elmer F. Pierson.

'49 Convention Set

The National Automatic Merchandising Association will hold its 1949 convention and exhibition in Convention Hall, Atlantic City, November 27-30, officials of the organization announced this week.

Mason, founder and president of the Ford Gum & Machine Company in Lockport, N. Y., was elected at the annual business session Monday. George Seedman, general convention chairman and vice-president, was retained in that spot for another year, and John T. Pierson was elected treasurer.

New members of the board of directors, elected to serve for three-year terms, included three operators: D. A. Estey, D. A. Estey & Company, Portland, Ore.; Aaron Goldman, G. B. Macke Corporation, Washington, and John F. Saxton, Ace-Saxton, Miami.

Efficiency, Extra Profits

For four days operators, suppliers and manufacturers tramped the fourth and seventh floor exhibition halls, gathered in special meetings built around the theme "increase efficiency for extra profits," and got together in private, smaller groups to swap ideas, experiences and predictions about the coming year.

Reports from exhibitors indicated a mixed reaction to the question: How much buying was done? Some manufacturers of standard line merchandising machines said they signed more orders this year than last and their salesmen were under specific instructions to work for orders and not content themselves simply with handshaking and backslapping. Many (See NAMA Convention on page 93)

Increased Efficiency In Operating Procedures Is Highlighted at Cig Meet

Only Way to Realize Top Profit Say Industry Leaders

By Is Horowitz

CHICAGO, Dec. 18.—Cigarette machine operators were urged to tighten up all phases of route management, including stock control, service, maintenance and the expansion of routes by adding new locations, in a cigarette session held Tuesday (14), as a feature of the National Automatic Merchandising Association (NAMA) convention.

Eight representative operators, who addressed the session and later answered

questions from the floor, told the 350 assembled operators that only thru increased efficiency could they garner optimum profits in the face of high costs, conversion to quarter sales and competition.

The importance of adequate stock control to give an operator a true picture of the day-to-day state of his business was stressed by J. C. Guthrie, of the Miller Automatic Sales (See Hiked Operating on page 94)

DETROIT OPS LOOK TO '49

Music, Games First To Show \$\$\$ Increases

Vender Interest High

(Continued from page 78)

shoe trade, for instance, at a very low point. However, there have been some unexpectedly encouraging reports since the election from industries allied in interests to the coin machine field pointing to a fair probability of a rosier future.

The candy industry in this area, for instance, has had a tough year, running around 30 per cent under 1947—but in recent weeks it has shown a pick-up that is highly encouraging to manufacturers and jobbers—and, of course, a good sign for the vending machine field.

The general amusement situation is fair here. Sports, baseball, football, and hockey, have drawn solid houses. Legitimate theaters are not doing as well as they did a season or two back, but business is still good by prewar standards. Movie houses, where the bulk of coin machine patrons find their amusement, have been down, under last year—but in the past two or four weeks reports of a gradual pick-up in business have come in from many of the theaters. The traditional pre-Christmas slump in the show business has been felt but its very existence in the field of amusement spending is perhaps the best proof of a capacity for a comeback in the coin machine field.

Manufacturing

The manufacturing end of the business, while not too important in Detroit at this time, presents an encouraging picture. Typically, C. L. Skidmore, of the Mercury Athletic Scale Corporation, reported sales double those of a year ago. The plant is two weeks behind on orders, he said.

Indications of the possibility of fresh shortages, however, are being discussed, particularly in the types of machines which use sheet steel. Ex-cello Corporation, for instance, has just put its plans for new frozen food and milk venders on the shelf indefinitely.

In the amusement machine field, present restrictions on game operations have discouraged many operators from buying new equipment. In general, Skee Ball, pool tables, and in some localities roll-downs are the only types of games allowed in places serving liquor. In Detroit pinballs are banned in any type of location.

The over-all picture of the operator's position was summarized by Al Curtis, of the Curtis Coin Machine Company and president of the Michigan Miniature Bowling Association, who is in close touch with affairs thruout the State.

(It should be noted that the general view of many operators has been pessimistic until recently, and that emphasis has already been placed upon the more cheerful factors that indicate the possibility of a slow turn of the tide. Individual reactions quoted reflect the picture of the complete year's business rather than that of merely recent weeks.)

"The business outlook is very dubious, particularly in Detroit where we are limited in our operations," Curtis said. "Skee Ball has been played here for so long a period of time that we cannot just change games around and build up new play. Like any— (See MUSIC GAMES on page 83)

Cole Products Shows 2 Cup Units; Sets Sales Policies

CHICAGO, Dec. 18.—Cole Products Corporation officially launched its new enterprise this week at the NAMA show, displaying two of its new cup beverage dispensers. At the same time the company announced that a third machine was already on the boards and would be ready for delivery in February. Headed by Albert Cole, who is also president of Drink-O-Mat, Cole Products officials include Dick Cole, executive vice-president, and A. M. Carr, chief engineer and also an officer.

Unveiled for operators at the show by Cole Products were two units, a single-flavor vender listing at \$760 and a two-flavor unit tagged at \$885. The third unit, not displayed, is a three-flavor machine which will be listed for approximately \$995. Units are called the Cole Spa Hermetic and have been scientifically designed to

meet national sanitation requirements, it was stated.

According to Dick Cole, Cole Products is now setting up regional sales offices in New York, Chicago, Los Angeles and Atlanta. Each office will have a division sales manager in charge. These headquarters will all carry their own stock of parts and supplies, wholesale sirups, etc. Factory trained personnel and a service engineer will also be assigned to each office. Too, each of the four regional offices will conduct their own service schools for operators and their servicemen.

In addition to their own sales offices and staffs, Cole revealed that Cole Products will, in certain selected areas, augment their coverage thru specially appointed distributors.

(See COLE PRODUCTS on page 85)

Wide Range Covered at Cup Beverage Session; Operator Angle Stressed by Speakers

Sanitation, Equipment, Potential Locations Discussed

CHICAGO, Dec. 18.—Sharply divided between the manufacturers' problems and the general operator theme of increased efficiency which dominated the NAMA convention agenda, the cup beverage session this year drew a record attendance as it opened Tuesday (14) morning. Manufacturers joined with operators and suppliers to listen to six scheduled speakers, and one visitor who was called to the rostrum from the audience, discuss the industry from the pre-production problems of sanitation and design to the relatively unexplored avenues open to the operator of cup equipment.

Unlike the 1947 meeting, when operators heard experts stress new and unannounced equipment which was

yet to come, this year's meeting accepted as fact that equipment had reached a high development stage, and that while the machine was still an immediate problem with manufacturers and the cup vending division of NAMA, definite strides were being made in the operation of cup equipment by operators thruout the country.

Splitting the session into two definite parts, Edward C. Williams, Spacarb, of New England, who acted as chairman, first introduced Edward S. Scully, chairman of the NAMA cup vending division, who briefly described the division, its origin a year ago, and its job in the future. Scully, who is associated with the Lily-Tulip (See WIDE RANGE on opp. page)

Electric Cigarette Venders Dominate Displays at NAMA Show; Production Skeds Set

Mechanical Units Also Featured as Low-Priced Buys

CHICAGO, Dec. 18.—Electric cigarette machines occupied feature positions in displays of manufacturers at the NAMA show this week, with producers showing some equipment introduced a year ago, but with all units either already in production or scheduled for immediate delivery in a short time.

Several manufacturers featured mechanical units as well, to meet the needs of operators desiring lower-priced equipment. In one case a major manufacturer introduced a mechanical model of a machine, hitherto available only as an electric.

Newest firm to break into the cigarette machine field was Practical Products Company, of Minneapolis, which also showed a line of cup venders (see separate story). With

Sam Kresberg, vice-president of Drink-O-Mat Industries, in a top executive post, Practical Products debuted its Smoke Shop, a 61-pack-capacity electric listing at \$249.50.

Changemaker and penny match vending mechanism are included in the list price, and come with all machines sold, altho an earlier report (December Vend) prior to the NAMA convention stated that this equipment would be optional. At that time it was indicated that the price of the Smoke Shop, minus extras, would be under \$200.

The machine is a nine-column unit, 55 inches high, 27 inches wide and 17 inches deep. It weighs 275 pounds. With a door extending the full length of the cabinet, all servicing is done (See Electric Venders on page 85)

Ill. Simplex Adds Vending Machine Lines

Further Expansion Planned

CHICAGO, Dec. 18.—Four new vending machine and service lines have been added to the products being handled by the export and domestic departments of the Illinois Simplex Distributing Company here, Gordon Sutton, president, said this week. Until now, Simplex has been handling the Wurlitzer phonograph lines on an exclusive basis in this area. Sutton said the addition of vending and service equipment would not interfere with his company's distributing program for Wurlitzer.

The Illinois Simplex Distributing Company's export department, managed by Jim Davran, was formed in January, 1947, to sell and ship used phonographs to foreign buyers. To that phonograph line, the export department this week added the Revco cup ice cream vender; the Na— (See ILL. SIMPLEX on page 87)

Scales Command Op Interest at NAMA Meeting

CHICAGO, Dec. 18.—While scale exhibits were relegated to a minor role in the 1948 NAMA convention and exhibit here this week, due to the small number of firms showing their wares, operator interest was high in the models shown. Three companies displayed scales; one introducing a new 1949 model, one featuring a guesser machine developed and shown last year but just now getting into production, and a third firm exhibiting its two-model line, continued from 1948, and introducing a new "charity coin chute" on its deluxe model.

A. B. T. Manufacturing Corporation, Chicago, reintroduced its Guesser Scale, unveiled at the NAMA meet last year. During the year, with 100 test models built and placed in heavy duty locations, such as subways, structural and mechanical improvements were incorporated before final production line models were built. Full output is scheduled for early next year, with prices to be "under \$200."

New Features

The new model features drop coin chute, replacing the former slide or push type, clock movement (for guesser mechanism) equipped with an automatic wind-up, and large size coin box to contain a three-to-five-months' accumulation of coins. In addition, collections can now be made from the front of the scale, eliminating need for moving scale from wall positions. Too, the scale may be serviced without offering access to the coin box, both mechanism and coins being under separate locked doors. Size: 70 inches high, 20 inches wide, base depth 20 inches, cabinet depth 9 inches. Weight is 225 pounds. Cabinet corners are rounded, eliminating "square" design of firm's pre-war model.

Two Models

Marion scales, presented by World Sales, Inc., Columbus, O., national distributors, were shown in two models: Marion Super Deluxe fortune-telling scale, finished in chrome or baked enamel, and the standard, straight weighing scale without fortune unit.

Priced at \$137.50, the deluxe model also features a new "location-getting" stimulator called the "charity slot." Latter is a separate coin receiver, accepting any denomination coin from (See SCALES COMMAND, page 85)

Wide Range Covered at Cup Beverage NAMA Sessions

(Continued from opposite page)

Cup Corporation, stressed the fact everything that is being done (by the division and manufacturers of cup venders) is for the ultimate use of the operator. It is hoped, said Scully, that these results will be reflected in better operations in the future.

Scully, however, was unable to tell the operators just what the program would actually mean to them in the future. "There is still much work to be done," he said, and added that by the next convention the division hoped to be able to reveal this information.

Sanitation

Bringing the sanitation problem into the meeting, Regis Parks, Spacarb, Inc., who is chairman of the cup vending research division, was the next speaker. Speaking on *The Job Ahead*, Parks prefaced his remarks by stating that the (sanitation) "issues are confused on the part of health officials and the (cup vending) industry."

Only thru co-operation with health officials can the cup beverage vending industry grow, said Parks, who added that health officials, in turn, have pledged their co-operation to the vending industry.

Parks reported that the division had selected Sol Pincus, New York consultant, to make its sanitation survey and that after three months of intensive work, Pincus had made his report. While the report was essentially a technical one, delving into the engineering aspects of equipment as well as sanitation requirements thruout the country, Parks quoted a portion of the report which stated:

"It is our conclusion, as a result of investigations, that most types of machines manufactured will be acceptable with minor changes at the most."

Maintenance Interest

Parks said that operators of cup beverage machines should show a greater interest in maintenance of equipment on their routes, and added that manufacturers should help in this program. He pointed out that clean machines, well serviced, would help influence health officers favorably. Manufacturers and operators alike should police their industry as far as maintenance is concerned, Parks said. Manufacturers can help by setting up easier and better service routines, while operators should exercise closer control on servicemen.

"Remember," concluded the research expert, "customers are cautious, but will co-operate (with those operators who keep their machines clean)."

Unexpected Speaker

Deviating from the schedule, Williams at this point called Homer Calver, of the Paper Cup and Container Institute, to the rostrum from his seat in the audience. Calver, who is secretary of the institute's public health committee, a pioneer in the field of sanitation and has long worked with health officers thruout the country, spoke briefly, but to the point.

"Your industry," he said after a

short preface, "is vulnerable, not only from a health standpoint, but to taxation. In considering these points, you must think of the future. If you can meet health requirements and promote that fact, you can profit later on."

By building and maintaining good equipment, Calver said, a defense against restrictions from health departments is established.

Calver concluded his talk by saying: "Restaurants recognize your vending machines as competitors. They are putting their house in order (health-wise) and you should do it too—now. Then you can promote your industry as being the cleanest way there is to buy food or drinks."

Coffee Operation

With the completion of Calver's talk, the meeting switched from a manufacturer to an operation view. First to speak to the audience as an operator was Herbert S. Kohn, head of Kwik Kafe of Chicago, whose topic was, *An Operator Looks at Coffee Vending*.

Actually, Kohn did more than look—he offered listeners a well-rounded picture of his operation, starting his talk with the statement that he had entered the automatic vending field just a year ago, purchasing his first five units at the 1947 NAMA show. "Today," said Kohn, "we have 20 machines, and, with 18 of those in operation last month (November) we averaged 245 cups a day per machine."

"Hot coffee is very well received," he continued, "and is not a passing fancy. Vending hot coffee thru a coin-operated machine is here to stay. The units we operate are now doing more business than they did when we put our first ones on location in January and February of this year."

Regarding customer complaints, Kohn said they are often minor, and in the majority of cases are soon forgotten. Heavy industrial locations are the best, he reported, while mercantile spots are also good. Office locations, at least in his operation, were not profitable, and he pointed out that in one such location, where 700 employees were working, his machine vended only 150 to 175 cups a day. He added at this point, stressing that the machines were doing a greater volume now than when first placed on location, that in November his 18 units had dispensed 11,887 cups of coffee.

Other Locations

Kohn said that theaters had not proven to be very good locations for a hot drink machine as people were in a hurry to get to their seats, or to leave. Too, the 10-cent-per-cup price on soft drinks, which has gained momentum in theaters, would not, in most cases, go for coffee. He has only one stop where a dime coin chute is used. This location averages 60 cups a day.

Locations for coffee venders are not difficult to find, asserted Kohn, but in industrial locations there are often company-owned restaurants or caterer services which interfere with an operation. Because ingredient costs for coffee vender are higher than those for a soft drink cup machine, the coffee machine must get volume sales to be profitable. Kohn illustrated this point by stating that coffee, per serving, costs 1 1/10 cents, while the sugar, cream (Kohn uses evaporated milk instead of cream or half-and-half), mixer, cups, etc., add up to 2 6/15 cents per serving.

Break-Even Point

Kohn said that 130 drinks per day per machine was the break-even point. In his operation he said this would cover everything except management's salary. His present staff, said Kohn, could handle up to 40 ma-

(See WIDE RANGE on page 98)

AS SEEN AT NAMA AND CMI SHOWS

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ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

GIVE TO THE DAMON RUNYON CANCER FUND

BRAND NEW
LUCKY BOY VENDORS



\$9.75
EACH
16 or 5¢ MODEL

In Lots of Ten \$8.75 Each

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 500 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

BLOYD MFG. CO.
VALLEY STATION, KY.

Nut Supply
WASHINGTON, Dec. 18.—A plentiful supply of tree nuts is assured for 1949 because of the large production this season, Agriculture Department has reported. Current crop of walnuts, almonds, filberts and pecans amounts to a total of about 188,000 tons, setting a new high. All four nut crops were considerably above average with pecan production setting an all-time high. Lower 1949 prices are indicated for all with the possible exception of walnuts, the department said.

Rowe Exhibits Nylon Vender; Conversion Kit

CHICAGO, Dec. 18.—Rowe Manufacturing Company this week introduced its nylon stocking vender, produced as a conversion of standard Rowe cigarette machines. Shown at the NAMA convention, the vender was offered to operators at a list price of \$165.50.

It was pointed out, however, that operators may convert their own Crusader and President cigarette machines to nylon vending thru a conversion kit available from Rowe for \$20.50. Only a half hour of shop-work is required to complete the conversion, it was claimed.

Anti-Trust Consent Judgment Entered Vs. Telecoin Firm

WASHINGTON, Dec. 18.—Atty. Gen. Tom C. Clark announced yesterday that an anti-trust consent judgment has been entered against Telecoin Corporation, New York City, and Bendix Home Appliances, Inc., South Bend, Ind. The judgment, the Justice Department announced, ends allegedly "restrictive distribution arrangements" involving Bendix, its dealers and distributors, and it also orders Bendix and Telecoin to cancel agreements under which Telecoin was required to buy all of its automatic coin-rental washing machines from Bendix.

Under the judgment, Telecoin is prohibited from limiting the number of rental machines any operator may purchase or lease and from controlling locations at which machines are installed.

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

Ideal Dispenser Features Bantam Machine at Show

CHICAGO, Dec. 18.—Ideal Dispenser Company, Bloomington, Ill., this week introduced its newest coin-operated vender, known as the Bantam. Unit is said to include all the features of the regular Ideal selective dispenser, only is smaller. It lists for \$150, and is now in production.

Machine vends 1 to 5 flavors, can handle all sizes and shapes of bottles from 6 to 12 ounces, requires only 18 by 25 1/2 inches of floor space and is entirely self-contained, includes a cold storage space for complete refill of the vending rack, has only one moving part, is dry cooled, and comes with a baked enamel cabinet with stainless steel top.

LUMINOUS CHARMS, SKULLS and RINGS
that Glow in the Dark!

Non-toxic, Sanitary and Harmless

Per M
Luminous Glow Charms, Series #1 ... \$4.50
Luminous Glow Charms, Series #2 ... 6.00
Luminous Glow Skulls ... 7.00
Luminous Glow Rings ... 6.00

METAL PLATED CHARMS
In bright gold and silver finish

Per M
Metal Plated Charms, Series #1 ... \$6.00
Metal Plated Charms, Series #2 ... 7.50
Plastic Charms, Famous Series #1 ... 3.50
Plastic Charms, Big Series #2 ... 4.50
Plastic Skulls ... 5.25
Metal Plated Skulls ... 10.00
Metal Plated Skulls with Rhinestone Eyes ... 18.00
Plastic Rings, 20 Styles ... 4.50
Metal Plated Rings, 20 Styles ... 6.00

Write us so we can place your name on our mailing list to advise you of our newest vending items.

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST CHARM MANUFACTURER
115-08 101st Ave.
RICHMOND HILL 19, L. I., N. Y.

Gorrie Leaves American Coin Changer Corp.

BOSTON, Dec. 18.—Robert T. Gorrie, sales manager for the American Coin Changer Corporation since that firm entered the changer field as the Douglass Manufacturing Corporation, has resigned to enter the insurance business, officials of American said here this week. No successor to Gorrie has as yet been appointed, but his duties are being filled by other officers of the corporation.

American came into active participation in the changer field this year when it merged with Douglass Manufacturing, Portland, Ore., to produce and sell electrical and manual changemakers. American was the patent holding firm under which Douglass had been operating.



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.

THE NORTHWESTERN CORPORATION
86 EAST ARMSTRONG ST. - MORRIS, ILLINOIS

SHIPMAN DUPLEX POSTAGE MACHINE



Compact and Foolproof. This famous model is in production one more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

\$29.50

FOLDERS: 10 M., \$5.75; 25 M., \$13.95

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC.

Miniature Penknives, 5 Gross ... \$ 5.50
Gold Plated "Georgie" Pins, 1 Gross ... 3.95
Gold Plated Bracelets in Capsules, 100 ... 6.00

SASSY WISE-CRACK BUTTONS
1,000 ... \$ 6.50
10,000 or more ... 5.50

BUBBLE BALL GUM
140 or 170 Size, Crown Jack Brand with Colored Centers, 25-lb. carton ... \$ 5.65
100 lbs. or more ... 21.90
Certified Check or Money Order in Full for above.

DISTRIBUTORS AND SALESMEN WANTED—WRITE FOR SPECIAL DEAL
1/3 DEPOSIT ON ALL ORDERS

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE. DEPT. B • MADISON 1447 • BALTIMORE, 17, MD.

Vonesh Resigns Post With NAMA

CHICAGO, Dec. 18.—Ray Vonesh, legislation counsel for the National Automatic Merchandising Association's (NAMA) Regions I to V, has resigned to become executive secretary of the Chicago Paint, Varnish & Lacquer Association. The resignation, not officially announced during the four-day convention and exhibition of the association, became effective with the final day of the annual meeting.

Vonesh, with Fred Brandstrader, has been handling NAMA's legislative problems in the field since he joined the association two and one-half years ago. In addition to his legislative work, Vonesh was prominent in other NAMA activities. He joined the association on his return from active duty as a communications officer with the navy.

NAMA officials have not announced Vonesh's successor.

VENDING SALESMEN

We want the Best Promotional Salesmen we can get. Liberal straight commission selling Automatic Merchandising Equipment and Establishing Route for Purchaser. Earnings will be just what you make them. References required. Send


Full information in first letter to—
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155 N. Clark St. Chicago 1, Ill.

NOW! CALIFORNIA VENDING

ALMONDS Packed in 5-lb. vacuum tins. 6 tins to shipping case. LESS THAN CASE, 90¢ PER LB. BUY BY THE CASE AND SAVE

80¢ PER LB. F. O. B. San Francisco

E. LA RUE, Sales Mgr., LEON "Hi-Ho" SILVER, INC.
760 HAYES ST., SAN FRANCISCO 2, CALIF.



THE "CHALLENGER"
THREE MACHINES IN ONE
\$10.00 to \$50.00 Weekly on Location!

TROPICAL TRADING CO.
716 W. Madison St. Chicago 6, Illinois



VICTOR MODEL V
 3/4 140 Count
COLORED BUBBLE BALL GUM
 25 lb cartons
26¢ 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.

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
 Orders Under \$10.00, Money In Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
 Exclusive Victor Distributor in N. Y.
 461 SACKMAN ST., BROOKLYN 12, N. Y.
 Phone: Dickens 2-7992

IN STOCK!
 Less than 25 \$14.40
 Less than 100 13.95
 100 or more 13.40



Write for Prices on Models 33 Ball Gum, 40, 33 and Deluxe.

EMPIRE COIN MACHINE EXCHANGE
 1012 MILWAUKEE AVE. CHICAGO 22

GET INTO 'QUICK MONEY' BUSINESS
 With the **LITTLE GIANT POPCORN DISPENSER** and **FRENCH BOY POPCORN**
 Write for the **BIG Details. It's Yours for the Asking.**
A. B. C. Popcorn Co., Inc.
 3441 West North Ave., Chicago 47, Illinois



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



UNIVERSAL CUSTOM BUILT BY VICTOR
\$13.50 EA.
 In Lots of 24 Sample \$13.95
NEW CHARMS OUT OF THIS WORLD INCREASE BUSINESS 25% to 50%
 Write for new circular
JACK NELSON & CO.
 2320-22 Milwaukee Ave. Chicago 47, Ill.

Electric Cigarette Venders Dominate Displays at NAMA

(Continued from page 80)
 from the front. Entire mechanism is fitted to a hinged chassis which may be swung out for easy accessibility. The machine contains no reject button. In the event of a power failure, or if a defect on location prevents dispensing of cigarettes, coins are returned automatically.

The vender is ready for immediate delivery, Kresberg stated. The NAMA show marked the formal return of Arthur DuGrenier, Inc., to active participation in the cigarette machine manufacturing field under its original owners, Frank DuGrenier and Blanche Bouchard. The veteran firm displayed a full line of venders, both mechanical and electric, announced recently (The Billboard, December 11), and listed prices and delivery dates.

DuGrenier Delivers

DuGrenier's seven-column mechanical, priced at \$149.50, will start moving to operators in February, it was reported, while the electrics will not be made available before the latter part of March. Price for the seven-column electric was given as \$221.50, and the nine-column as \$233.50. The seven-column split model, vending nine brands, lists at \$228.50, and the nine-column split model, vending 11 brands, is priced at \$240.50. Lights are \$5 extra and there is an additional \$12 charge for a changemaker.

At \$189.50, Lehigh Industries' new PX electric carried the lowest price tag of all new electrics shown. But this price, it was pointed out, does not include stand, lights, penny match vender and coin changer.

Altho the firm had shown an electric vender at the NAMA convention a year ago, it never reached the quantity production stage during 1948. Lehigh executives indicated that the difficulty of producing the unit last year at a low enough cost to keep the list price down, was behind the delay. Deliveries are definitely scheduled to begin January 15, 1949, it was reported.

Since last year improvements have been incorporated in the vender to increase simplicity of operation. An eight-column unit, similar in appearance to Lehigh's mechanical vender, it has a capacity of 300 packs, occupying 28 by 12 1/2 inches of floor space and standing 59 inches high.

Electrics shown by the Rowe Manufacturing Company, J. H. Keeney & Company, Eastern Electric Vending Machine Corporation, National Venders, Inc., and U-Need-A Venders have already been moving to operators, having been introduced earlier.

COLE PRODUCTS

(Continued from page 80)
 The single-flavor and dual-flavor Hermetic units shown by Cole Products at the NAMA meet are now in production, it was stated, but current production is in the nature of a pilot run. Full, or mass production level will be reached by April 1, when 100 units per week will be produced.

Initial deliveries on the two units will be made the latter part of January, while deliveries on the three-flavor machine are expected to start by April 15.

Albert Cole formerly built the Coledrinx vending machines, and, while now heading the newly formed Cole Products Corporation, will continue as president of Drink-O-Mat Industries. Dick Cole also retains his post as vice-president in the latter firm.

Assisting in the Cole Products booths at the show were Al Silberman, of the West Coast division; George Holzman, who will work out of the Midwestern office; Ray Kemper, research and development division, and Donald Yokes, sales representative.

In the case of Eastern Electric, the firm showed the new C-Eight 10-column modification of its standard vender. But, it was stressed, the feature of the new unit is only increased capacity and it doesn't contain any mechanical or electrical changes. This is in line with the company's policy of keeping a tight check on modifications to prevent obsolescence of previously delivered units, according to Lew Jaffa, vice-president.

In addition to its upright electrical and mechanical cigarette venders, National Venders again showed its electric console machine. But, as at last year's show, no immediate delivery could be promised. It was reported by the company that production on this unit will not begin until April.

In the meantime, it was noted that several changes have been incorporated in the console over the unit shown a year ago. The 540-pack machine now uses a simplified mechanism for recording the money inserted. The all-wood cabinet shown earlier has been replaced with a steel frame which supports replaceable wood panels. Price of the console was not announced.

New Vender

Only new cigarette vender shown at the Rowe booth was a manual adaptation of the Diplomat, hitherto available only as an electric. Offered in seven different color combinations, the unit sells at \$180, cash price, with an extra levy if the Rowe deferred payment plan is used. Additional charges for auxiliary equipment include \$5 for changemaker, \$10 for penny match unit, \$5 for a fluorescent light and \$3.75 for a special base suitable for counter installation. The regular stand lists at \$22.50.

Rowe also introduced a new electric penny pusher which attracted high interest at the company booth. Claimed to reduce time spent in pennying as much as 30 to 50 per cent, the device sells at \$98.50. Deliveries are now being made, it was reported.

In a separate room on the seventh floor of the Palmer House, scene of the NAMA meet, Rowe engineers presided at a series of mechanics' schools designed to acquaint operators with all technical phases of Rowe equipment. Firm held 10 separate sessions under the direction of Ralph Phipps, Gail Anderson and Eddie Ahrens.

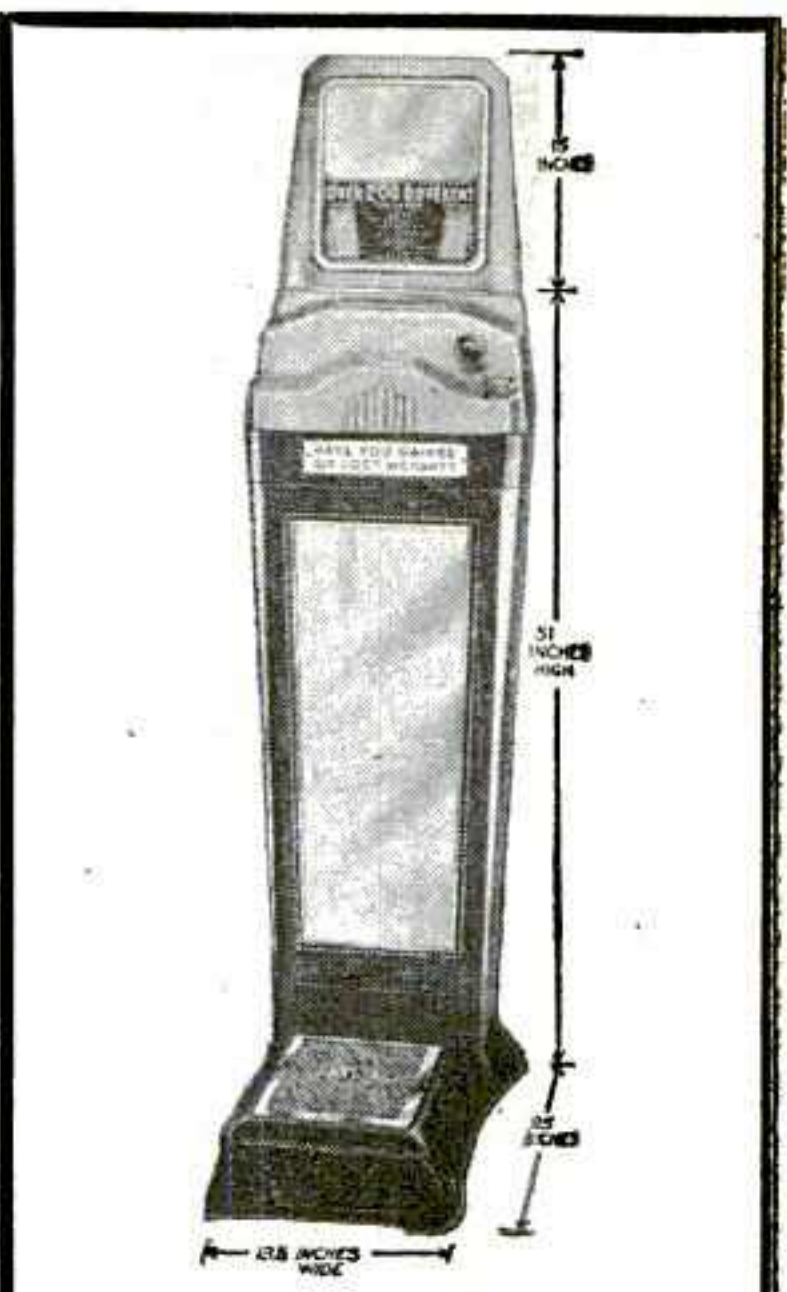
Scales Command Interest at NAMA

(Continued from page 80)
 penny to quarter, which channels these coins into a separate coin box and does not operate the scale. Idea is to have local clubs and organizations sponsor the scale, receiving all coins dropped into the special chute. This money is used by sponsoring clubs for charitable work, such as children's eyesight programs, etc. (Such operations are now functioning in Denver, Phoenix, Ariz., etc.) Operator does not share in this collection, benefitting thru increased location-patron interest in his units. Scales are appropriately lettered to inform the public of the "charity slot" and the purpose of the program.

The Marion straight weighing scale, priced at \$79.50, retains the same general appearance as the fortune-telling model. Brightwork, however, is not chromed.

Lo-Boy

Rock-Ola Manufacturing Corporation, Chicago, after initial distributor showings of its 1949 model Lo-Boy scale late last month, featured the unit at its exhibit. Priced at \$125, scale is now in production and available for delivery. Features include heavy porcelain finish column, nickel plated moving parts, mirror over weight dial, and non-clog basket-trip coin chutes.



\$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

SEE US AT **C. M. I.**
 BOOTH NOS. 12, 13 AND 14

Invented and Made Only by **WATLING**
 Manufacturing Company
 4650 W. Fulton St. Chicago 44, Ill.
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 Cable Address: WATLINGITE, Chicago



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.
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 Phone: 9-8632

FOR SALE
 One Minit Pop, Automatic Pop Corn Mach. Like new, used three months. Pops upon depositing a dime. Make me an offer. Value \$700.00. Write
TASTY CRISPY SPEC.
 1006 South 15th St. Manitowoc, Wisc.

NAMA Candy Session Sets 4-Point Efficiency Rule

(Continued from page 79)

was suggested, is that an economical level of stock can be maintained; should price fluctuations on a particular item result in a price drop, operator would not entail a loss due to a big stockpile bought at the higher price.

Stock Control

Co-speaker Novasic, maintaining that stock control is just as important for the one-man operation as the larger firm, was in favor of standard size packs to simplify stock checks. He said a watch should be kept over the type of merchandise each routeman takes out; if he leans too heavily to the higher price brands and ignores the lower price items, the stock will soon be topheavy with latter items. A reasonable combination of both types should be carried by each routeman, he pointed out.

Teamed as co-speakers on *Increasing Efficiency in Service*, William Fishman, Automatic Merchandising Company, Chicago, and Al Schmitt, System Venders, Oklahoma City, held servicemen and type and operation of rolling stock as main factors. Fishman declared that the employee efficiency question started with the mental attitude of the employer before looking for help. The all-important interview should be more exhaustive, he suggested. Worker should be made to feel convinced that he is part of the business. A further step is the proper provision of equipment for serviceman: candy trays, carts when multiple-vender plant locations are covered; tools, extra small parts, etc. Key to efficient service is the routeman, Fishman concluded.

Scooters Economical

Schmitt, concentrating on delivery equipment, stated that his own use of motor scooters proved economical and practical. Each scooter can carry enough merchandise to service at least 25 locations, and in downtown areas especially, elimination of the parking problem means swifter service and more locations serviced in a given time. Too, tire costs are figured in years, not miles, he said.

John Collins, New York Automatic Canteen, and Sam Kogen, Illinois Mechanical Sales, Chicago, spoke on *Increasing Efficiency in Selling Locations*. Collins declared that the trend now is away from merchandise and equipment, to stress location service and installation as major profit factors. The jumble of different sizes, shapes, colors of venders in a battery-type plant or transportation terminal locations testifies to the need of more uniform equipment. Such installations must be planned with a view to style and color harmony. With different firms operating various machines in one such spot, however, the problem is a big one, he admitted. In selling a location, the main point should be service rendered that location's employees or customers, not the rate of location commission. High cost of merchandise and equipment forbid "commission selling" to get a location.

Urges Cleanliness

Kogen, predicating his talk on keeping the location sold after placement, cited machine and servicemen cleanliness as main points in maintaining favorable location relations. Catering to special tastes of workers in a plant, or to the general taste of the clientele of a certain public location, means added sales and a cementing of good will with the location owner. To make the acquiring of locations easier, especially the industrial type, the operator should make it a practice to attend civic functions, become known to plant executives and public officials as well.

Increasing Efficiency in Maintenance and Repairs was the subject

of Floyd C. White, Lloyd White, Inc., Syracuse, and Don Huck, Canteen Company of Columbus, Columbus, O. Huck chose shop layout as the subject of his talk, stating that efficient bench, tool, lighting placement contributed on a major level to quantity and quality of repair and maintenance work turned out by employees. Tools in proper racks, within easy reach, bench level at most convenient height, use of a greater number of smaller lights rather than fewer, brighter lamps, all contribute to more efficient shop operation. Separate sets of tools for each bench, and each serviceman's truck, save lost time and motion and often mean the difference of whether a vender is operative or inoperative on location. Poor maintenance and repair will reduce the value of a route by thousands of dollars, Huck declared.

Location Visits

White, talking on maintenance of equipment on locations, said frequent visits of a route supervisor to each location serves to notify the owner that the operator is on his toes. Along this line, night service calls should be taken care of in the same manner as day calls. Provisions to so service locations after the regular work day will pay off in long run, location good will and increased per machine earnings. Special maintenance routine should be set up for machines in certain types of locations, such as restaurants and industrial plants. In such spots, grease, smoke, fumes and vibration tend to make certain types of repairs more frequent. A shorter "back to shop" over-all repair job on venders in such spots is the least that should be done, he said.

Concluding the regular speaker program, Paul I. Berkley, Vendex, Inc., Hillside, N. J., and Harry D. Dwyer, H. D. Dwyer Company, Anderson, Ind., spoke on *Operating Other Types of Equipment in Conjunction With Candy Machines*. Berkley stated that the need to up gross earnings to meet competition of "all service" operators, the specialized operator must diversify his business. Taking on penny sale equipment is "plus business" he said, citing his own use of mint venders. Fuller use of routeman's time when servicing two types of units on a single location (which is the rule when operating two or more type units) results in a greater margin of profit.

Cigar Venders

Early addition of cigar venders was on the books, Berkley revealed. He drew the line on diversification, however, on drink machines. Candy operators would be confronted with an entirely different type of mechanism, of greater complexity, if they took on drink units, he held.

Dwyer, stating that vender specialists were the rule in the larger communities, suggested that a three-point yardstick should be used to determine whether or not to undertake a diversified operation. They are (1) locality (small town, rural operation best suited); (2) local competition; (3) ability to repair equipment and employee efficiency.

A diversified route usually proves profitable, over a long period of time, Dwyer stated. He explained that the operator's purchase price of individual items sold thru venders change, often resulting in reduced profit margins on one particular item. With a variety of merchandise handled, however, the general level of net profit will be higher as some items will remain lower priced when other types increase. Main thing to insure a successful diversified operation is the mastering of each new type of machine before taking it on, he concluded.

George Kettlewell, National Confectioner's Association (NCA) Coun-

POPCORN UNITS

(Continued from page 79)

poration, Boston, and Popcorn Equipment Company, Santa Monica, Calif.

Special clinic for popcorn venders will be held during the 1949 meeting, it was announced by NAPM officials, as will clinics for popcorn distributors, theater division and commercial manufacturers.

cil on Candy, as a guest speaker, reminded the audience that the total sales of candy was important to vender operators. If the national total declines, so does the percentage of vender sales, he said. There was no indication of a slump, he said, as 1947 showed rising sales of bar goods to an estimated 15,000,000 unit level, well over the 1941 level of 6,000,000 bar sales.

A brief question forum concluded the meeting, bringing out the fact operators preferred the 200-count pack as second choice, with the 100 pack suggested as standard. It also was agreed that the top commission should be 10 per cent, and that 300 to 400 bars a month was the minimum rate of sale needed to make a vender a profit-earning item. Pro and con debate on the value of a "mystery" candy column, stocking mixed brands, resulted in the majority voting against its use.



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.

ALL VICTOR MACHINES

recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 16 weekly payments

WRITE FOR DETAILS
RAIN-BLO BUBBLE BALL GUM
Packed 25 Lbs. to Carton

Less than 100 lbs.	5¢	170¢
100 lbs. and over	30¢	30¢
1000 lbs. and over	29¢	29¢
	26¢	27¢

Freight paid on 100 lbs. or over
FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

WE MANUFACTURE Highest Quality BULK MERCHANDISE

ALL TYPES
Lowest Prices. Samples on Request.

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**Southern California
Distributors**
ACORN Bulk Merchandise VENDORS
Operators Vending Machine Supply Co.
1023-25 S. Grand Ave., Los Angeles 15, Calif.

FOR
**MERCHANDISE
AND
VENDING MACHINES**
ALL TYPES,
known for their constant reliability

**SANITARY
AMUSEMENT
GUM, NUTS, ETC.**

WRITE:
J. SCHOENBACH
1645 Bedford Ave. Brooklyn 25, N. Y.

SPECIAL

10 ADVANCE, NORTHWESTERN OR SILVER KING MACHINES

with 10,000 TOT Brand
KOLOR-BUB or **Rain-
Blo** Ball Gum or 50#
**TOT Brand Salted Pea-
nuts,**

\$100.00

Address mail to Dept. B.

T. O. THOMAS CO.
Phone 2131
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NEW CHARMS

That Are Out of This World!
**INCREASE BUSINESS
25% TO 100%**

Send \$1.00 for Sample Assortment, which will be deducted from first shipment.

JACK NELSON & CO.
2320-22 Milwaukee Ave., Chicago 47, Ill.

**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

Cincinnati Music Ops Hold Annual Christmas Party

CINCINNATI, Dec. 18.—The Automatic Phonograph Owners' Association (APOA) annual Christmas party was held at the Gibson Hotel here Tuesday (14), with approximately 100 members and their wives in attendance.

With William Fitzpatrick as chairman of the party committee, festivities began with a dinner in the Victory Room, followed by a floor show. Paul Dixon, of WCPO, served as emcee. Table decorations included sleighs, reindeers and holly, and a large Christmas tree adorned the center of the room. Among the entertainers were the Schafferettes, four children of APOA member Joe Schaffer, who, with his wife, accompanied them at the piano. Others entertaining were Lonnie Johnson, Barbara Cameron, Larry Vincent and the Three Steps.

Women guests were given Christmas gifts and a door prize raffle was held. Following the floorshow, music and dancing held the interest of the merry-makers.

Ill. Simplex Adds Vending Machine Lines

Further Expansion Planned

(Continued from page 80)

tional ice cream bar vender; the Falcon shoeshiner, and the Refresh-O-Mat, cup-type soft drink machine produced by Practical Products in Minneapolis.

The Falcon shoeshiner will also be handled by the Simplex domestic department, covering Illinois and Indiana.

Sutton told *The Billboard* that his export department will handle World Sales, excluding the domestic market, on each of the four lines. In the near future, Sutton said, Simplex will announce the addition of a shuffleboard line as part of its diversification program.

Alco-Deree Co. Intros Wall Box

CHICAGO, Dec. 18.—Alco-Deree Company, manufacturer of the U. S. Vending Air Conditioned candy vender, introduced a new 30-wire, 24-selection wall box selector during the NAMA show this week. Theodore J. Isaacs, vice-president, stated the unit, of cast aluminum, would be priced at \$49.50. Production is scheduled within 30 to 60 days.

Firm's first coin mechanism designed for the automatic music phase of the coin machine industry, Isaacs declared it was unusual in that it featured no moving parts in its credit system. Possible plans for additional music equipment were not revealed, but Isaacs stated that his firm was interested in all types of multiple selection, accumulating credit type coin mechanisms.

Charter Music Firm

HARRISBURG, Pa., Dec. 18.—A Pennsylvania State charter has been issued to Sharon Tri-State Music, Inc., on East State Street, Sharon, authorizing the new company to capitalize at \$100,000 "to buy, sell and operate music and amusement machines, coin-operated commercial phonographs and the selling of television, radio and electrical appliances."

MORE TV STATIONS ON WAY

Pa. Coin TV Placed Under Amuse. Tax

Hits Tavern Locations

HARRISBURG, Pa., Dec. 18.—Coin-operated television receivers cannot dodge the State Liquor Control Board's amusement tax on TV sets operated in taverns, the liquor agency ruled Wednesday (15).

Philadelphia tavern men, who on the advice of counsel had the coin devices attached to TV receiving sets, were cautioned by the board that this would not exempt them from paying the \$120 annual amusement permit fee.

"The fact that a coin receptacle is connected" to a TV receiver "does not exempt the same from the statutory requirement of the special permit," Horace A. Segelbaum, attorney for the liquor board, advised Emmett McGinn, secretary of the Philadelphia Retail Liquor Dealers Association.

The State Supreme Court recently upheld the liquor board on its regulation requiring TV set operators to take out amusement permits at an annual fee of 20 per cent of their liquor license fee.

About 3,000 TV sets are now operated in Pennsylvania taprooms, it was estimated by the liquor board. The additional State revenue from this source will approximate \$300,000 a year, it was said.

Tradio To Continue Coin Radio Output

ASBURY PARK, N. J., Dec. 18.—While Tradio, Inc., is assigning an increasing part of its facilities to the production of Tradiovision, its large-screen television set, the firm's plans call for continued output of coin radio units, George Trad, president, declared last week. Coin radios will be produced by Tradio to satisfy continuing operator demand, he said.

The firm, which has over 20 Tradiovision sets placed in New Jersey locations, made its first installation in Washington recently. Trad said he will leave soon on a trip to the West Coast to line up new Tradiovision distributors.

Record Ban Over

WASHINGTON, Dec. 18.—Juke operators can expect a quick return to normalcy in the quality and quantity of records in the wake of the agreement between diskeries and the American Federation of Musicians (AFM), ending the year-long recording ban.

The contract, providing for a neutral administration of union welfare royalties, which was okayed by the Justice and Labor departments, makes royalties retroactive to October — leaving nothing in the way of immediate recording sessions by AFM members.

End of the ban means that the operator can once again be assured of receiving the latest hits with an orchestral, rather than a vocal background. All record manufacturers will again be able to offer the same tune, giving the operator a wider selection.

Full details of the ending of the ban will be found in the music department of this issue.

New Outlets Grow Despite License Curb

720,000 Receivers in Use

WASHINGTON, Dec. 18.—Despite the freeze in effect on the granting of new television station applications, juke operators now have 49 operating stations with which to compete, and the number is climbing weekly. Scheduled to start regular operations in the next few weeks are WOIC, Washington; WDSU, New Orleans; WDTV, Pittsburgh, and KPIX, San Francisco.

Stations which commenced operation in the past few weeks include WAVE-TV, Louisville; KRSC-TV, Seattle; WMCT, Memphis; WHEN, Syracuse, and KOB, Albuquerque, N. M.

According to recent figures of the Television Broadcasters' Association (TBA), the number of TV sets already installed in the country is approximately 720,000. Eleven cities have over 10,000 sets each, with three others nearing that mark. Top TV city is New York, with 320,000 sets, followed by Philadelphia with 80,000 and Los Angeles with 43,000.

The freeze, which was put into effect by Federal Communications Commission (FCC) in late September, puts a halt to the granting of permits for new stations, pending a study by the agency of the best method to open new frequencies for the medium. The number of stations possible under the present allocation system is 406, but FCC Chairman Wayne Coy recently predicted that 1,000 stations will be
(See *New Outlets* on page 88)

CPMA Pushes 2 Hit Tune Extras

CLEVELAND, Dec. 18.—The Cleveland Phonograph Merchants' Association (CPMA) this week added two Hit Tune extras to be promoted via more than 3,000 music machines here.

According to Sanford Levine, chairman of record promotions for the association, the new selections are *Silver Dollars* and *Rosemary*, both on the Castle label and featuring Jimmy Dodd.

Indiana Ops Hold Meet To Discuss Tele

To Continue Study

INDIANAPOLIS, Dec. 18.—Approximately 50 operators and juke box distributors were present at a meeting in the Indianapolis Athletic Club last week to hear what progress television has made, and what effect it will have in this city on present locations, especially taverns, where juke boxes have been the chief form of entertainment.

Floyd Meeker, of the Meeker Music Company, presided at the meeting, and H. F. Dennison, of New York, was the principal speaker. Dennison, who represents the Dennison Sales Company, national sales organization for Solotone, proceeded to trace the history of coin-operated television, and advised how to operate the equipment.
(See *Indiana Ops* on page 88)

DETROIT OPS LOOK TO '49

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:

DISKERS CUT POST-BAN WAX CAUTIOUSLY. Major waxeries take the ban-lift quietly, with a "wait and see" attitude.

A&R STAFFERS REVAMP TALENT ROSTERS. Additions and eliminations create post-ban activity in lining up recording pacts.

CANADA TALENT STRONG WITH BAN-LIFT. Ban, which has given strength to Canadian musicians, now finds them strong at ban's end.

VARSITY-MILLS FUSS KAYOS DISK. Diskery withdraws *Say Something Sweet to Your Sweetheart* in fuss with Mills puberty.

And other informative news stories as well as the *Honor Roll of Hits and Pop Charts*.

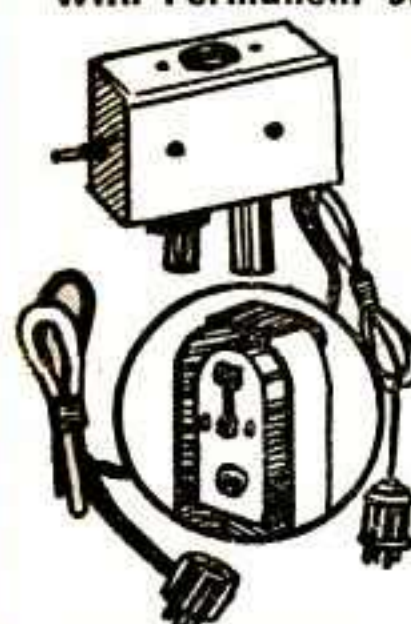
Music, Games First To Show \$\$\$ Increases

Vender Interest High

(Continued from page 83) been little transfer of personnel from one field to another. On the contrary, a number of operators have dropped combination routes in favor of specialization, music, vending, or games. Some music operators reported having difficulty servicing today's involved types of games, and pin game
(See *Music, Games* on page 88)

For the Finest in Record Reproduction Use

G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP With Permanent Sapphire Stylus



- ★ No Needle Scratch
 - ★ Seeburg — Light tone arm elec. cancel \$19.95
 - ★ Wurlitzer Kit \$14.95 Elec cancel \$4.00 extra
 - Other makes on request
- 1/3 Deposit Bal C.O.D

ADVANCE MUSIC CO. 1606 Grand Kansas City Mo.

Music, Games First To Show \$\$\$ Increases

Vender Interest High

(Continued from page 87)

operators said they didn't like the relatively low profit margin on music.

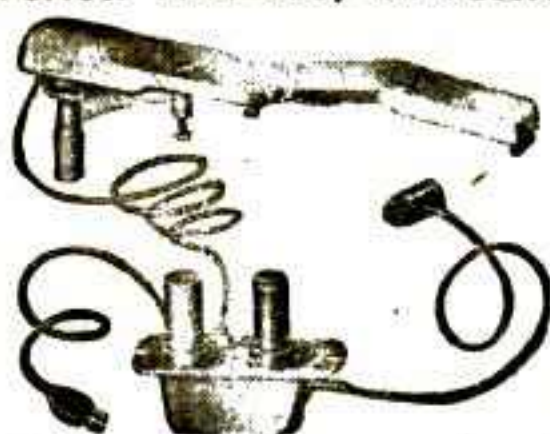
Turnover among music operators has been large, with a good proportion going out of business. There are about 125 in the city now, compared to 175 a year ago. New operators, who started after the war, found the business tougher than they anticipated and many dropped out. Mostly, they have or are selling out to the older established operators, and the average size of the routes is increasing.

In the music field, Roy Clason, business manager of the Michigan Automatic Phonograph Owners' Association, declared that business for the year was off by 20 per cent from 1947, but that recent weeks had shown an upturn.

"The equipment situation is bound to remain tight because of the financial position of operators," he said. "While there is no shortage of machines any more, the decrease in the average gross decreases the value of machines, and they will have to come

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

Down more before operators will buy freely.

"Actually, operators can get along without much more in the way of purchases for another two years. Most machines today are 1946 or later models, and, with a four, or, as some now prefer, five-year depreciation program, they will not be ready to replace for sometime to come.

Biz Settling

"Business in the music field has settled down after the growing pains of the war and postwar period. Nobody is putting big money into it now.

"Financing is the operators' main problem. Banks will not buy or loan on juke box paper any longer. Operators are satisfied, because, with purchases necessarily on a cash basis, they won't have to buy machines so often to meet competition. Only the operator who has enough capital to put in a real investment can afford to get into the business now, and the operator who started on a shoestring will no longer cause others as well as himself to lose money.

"Television, I believe, will eat into a portion of music revenue, but not too seriously, perhaps 5 per cent. Wrestling matches and other types of free shows do cut receipts heavily, but I believe television will soon have to go into more sponsored programming in economic self-protection. That should mean more of the soap opera type of program which does not hurt operators so much."

Vend Picture

In the vending field, there is much interest in the larger types of new venders, chiefly for beverages. Most such installations appear to be going into industrial locations and little information has been made available regarding their scope of operation.

Surprisingly, the cigarette vender picture has been quiet for the past few weeks, as compared to other types of machines. Volume has dropped very little from a year ago, altho profit has been cut in half, according to Hugh C. Howes, of the Howes-Shoemaker Company, one of the largest operators.

Cigarette machines have been caught squarely by prices with 20-cent operation practically universal since August. Local stores generally sell at the same price, except for some cut rate spots, and there is little evidence that machines have lost out to over-the-counter sales.

On the other hand, the profit margin is so low that gainful operation becomes difficult. In turn, this has meant that operators are not buying new equipment, considering present machines at \$200 to \$300 too high priced in relation to the potential profit. One result, Howes pointed out, has been that firms that always bought new equipment are buying and reconditioning used equipment. This field, incidentally, is showing little turnover in personnel. With prices discouraging new operators, the old-line operators are well stabilized.

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.

INDIANA OPS

(Continued from page 87)

Indiana operators are trying to learn more about television and the reception they can expect. The price of television equipment, the guarantee of good programs, the upkeep of the instrument, and what locations are best suited are some of the answers they are seeking. One of the most important questions is the tax problem: Are taverns to come under amusement taxes, or are they to pay a regular theater tax? However, until television becomes a form of entertainment, it is impossible to tell what might be done in the way of taxation.

It was decided to find out more about television by sending operators to cities near by where television is in operation. The only reception received here is thru Cincinnati, and it is not good.

NEW OUTLETS

(Continued from page 87)

operating in the next five years. Prior to ordering a TV halt, FCC had granted construction permits to 123 stations, all of which are allowed to go on the air regardless of the duration of the freeze. According to Coy, the freeze will be lifted sometime in the spring of 1949.

The Record

The AMI Phonograph tops them all in sales, money making, and musical performance. Why? Because it gives the public twice as much music, doubles the attraction power of the ordinary phonograph, and at the same time allows you to operate with greatest efficiency and economy. For three years it has been the only modern, contemporary phonograph. It has proven it can play both sides of every record just as efficiently and unfaillingly as the mechanism that can play only one side. Its amazing history certifies this valuable fact: with the AMI you can make more money, sign up better locations, please more people—at no extra cost to you—than you can with any other phonograph. The record shows that your most practical package is 20 discs and 40 titles!

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILL.

See Our Exhibit at the Coin Machine Show—Booth Nos. 37, 38, 39, 40

FOR SALE—READY FOR LOCATION

SEEBURG WIRELESS BAR-O-MATICS, WB-1Z \$22.50
SEEBURG 3-WIRE BAR-O-MATICS, DSB-1Z 17.50

1/2 With Order. Balance C. O. D.

ATLAS DISTRIBUTORS

1024 COMMONWEALTH AVE.

BOSTON, MASS.

Another Aireon 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

WILL PAY \$100.00

For Model 1200-A Aireon Phonographs.

BOX D-110

c/o The Billboard, Cincinnati 22, O.

COINMEN YOU KNOW

Chicago:

Ed Levin and Sam Lewis, Chicago Coin, report that the Re-Bound showings held by M. Y. Blum at his Wichita, Kan., showrooms recently, drew many visitors. One op won a shuffleboard as a door prize. Blum heads United Distributing. . . . Mrs. I. M. Danner, official of McDowell Manufacturing, Pittsburgh, had a little trouble getting her coin-operated Relax-a-Lator started at the NAAPPB show due to an electrician gumming up the mechanism in setting up the machine. Despite the handicap, the foot stimulator drew much attention from conventioners. McDowell concern also makes a newspaper vander and a variety of steel products.

Visitors flocked to the J. H. Keeney & Company plant last week, making a "two-birds-with-one-stone" journey as they all planned to take in the NAMA show, John Conroe, cigarette vander division head, reports. Among the callers were Dave Bond, Dave Risken, Dan Brown and Bill Sorenson, of Trimont Coin, Boston; I. H. Rothstein, Banner Specialty, Philadelphia, head of the two-city Banner firm, and Harry Rosenthal, from the Pittsburgh Banner firm; William Happel Jr., Badger Sales, Los Angeles; Ben Robinson, Robinson Distributing Company, New Orleans; William Cohen and Ben Freidman, Minneapolis Silent Sales Company, Minneapolis; David Hirsch, Central Ohio Coin, Columbus, O., and Dave Lieblich and Saul Weiss, Cleveland Coin Machine Exchange, Cleveland.

Rex Shriver, H. C. Evans Company, is enthused about his firm buying the Mills phonograph manufacturing rights, dies, etc. He claims that the new product will round out Evans's already comprehensive coin line. Les Reick, recently Mills phonograph sales manager, is going to be in charge of sales of the Evans phonograph line.

Exhibit Supply officials believe that the Mauser Pistol Gallery, which it is now producing under an exclusive license arrangement with Dale Engineering, Long Beach, Calif., will prove a worthy addition to its revamped arcade line. Other new pieces include a de luxe card vander and Jitters, an arcade machine. Exhibit's See-a-View, developed for fall delivery, was well received at the NAAPPB show. . . . Paul Federman, Williams Manufacturing's field liaison man, claims that in the short time that he has been combing the Eastern and Southwestern territories he has become convinced that the amusement game business is there if distributors will really get out and work for it. Saratoga, Williams' new five-ball now in full production, features thumper-bumpers which give a 360 degree

Hartford:

Max Perlman, of the Atlantic-Connecticut Corporation, area Seeburg distributors, and Jack C. Gordon, area sales representative for the Seeburg organization, of Chicago, were slated for a trip to Chicago to view the new Seeburg products.

The body of William G. Murphy, killed in action in the European Theater of Operations during World War II, has been returned to Hartford from Germany. Prior to going into the army in the spring of 1942, Murphy was employed by the Veeder-Root Company, local manufacturers of counting and computing devices for coin machines.

Connecticut's State Labor Commissioner has revealed that unemployment is higher and jobs are fewer than a year ago in this State. He said there were about 26,000 unemployed in Connecticut during the first week in December, almost twice as many as a year ago. He added, however, that the unemployment situation is not alarming and indicates a "return to normally competitive markets in consumer goods industries."

Los Angeles:

Art Crane looking in the door at the Paul A. Laymon Company to see how the customers are going for Genco's new One-Two-Three game. Ed Wilks, of the Laymon Company, giving visitors the lowdown on the game. . . . Mary Solle and the rest of the crew at the W. H. Leuenhagen Company look forward to Monday morning when Melba Kindig comes up from Long Beach to pick out her weekly supply of recordings. Seems that she keeps the place in stitches with her dry sense of humor. A few laughs are needed on Pico Street these days, the boys say.

Ben Pollack, who shed his baton for an executive desk with Jewel Records, says he's got some good ones coming up. . . . Ben Spalding left the Phoenix sunshine to go shopping for records here last week. . . . The whole street was talking about the \$100,000 auction of the M. S. Wolf Distributing Company. . . . A recent visitor on coin machine row was M. H. Stearns, of the Valley Amusement Company, Marysville. . . . Bud Parr, of the System Amusement Exchange, says he's getting some good orders with his V-shaped black top rebound Olympic shuffleboard. Due to its short length it will fit in many locations that otherwise might not be able to accommodate a board.

Detroit:

Thomas A. Murphy and James F. Szejbach are opening the Alpena Launderette on North Second Street, Alpena, with a capitalization of \$20,000. . . . George Zimmerman is opening the Woods Launderette in Grosse Pointe, East Side suburb, at Mack Avenue and Brys Drive.

Marion Ryan is in charge of the Detroit office of the Vending Machine Corporation of America, which has completed its second move in less than a year, this time to a centrally located headquarters on Alfred Street. . . . Andrew McLean reports the State Amusement Company is turning out two new models of shoe shine machines, in addition to handling its established pool table and cabinet work for other amusement devices.

Ben Rosen, manager of Confection Cabinet Corporation, has been named chairman of the membership committee of the Michigan Variety Club. . . . J. H. Nolan has succeeded R. O. Griffiths as manager of Dasco Products Company, East Detroit, manufacturer of frames and parts for various coin machines. . . . Joseph Emerick, who was a candidate for sheriff of Wayne County last fall, has sold out his route of Pool-o-Games to Joseph Matecki and will continue to operate the Merry Circle Tavern, Wayne, Mich. Emerick also has given up his machine manufacturing plans.

Twin Cities:

August Riley, of Hazelton, N. D., in town for a physical check-up and treatment at the University of Minnesota, took advantage of the opportunity to trade a few old jukes for some new music equipment. . . . Lyle Kesting, of Appleton, is taking over operation of the route with his father, Henry, retiring from active participation in the business. . . . Leo Bearth, Minneapolis operator, is buying new music and pin games for an operation at Wolf Point, Mont. . . . Oscar Schaeffer, Midwest Coin Machine, reports that the Edelcos automatic pool table, 10-cent coin-operated, is so popular that he was forced to sell the floor sample and now is waiting shipment of additional merchandise.

Fred Gates, operator of the Playland Arcade on Hennepin Avenue, near Eighth Street in Minneapolis, is using the front end of his establishment as a display center for electrical home appliances. Gates made the front page of the Minneapolis morning paper, picture and all, when he presented a station wagon to Mrs. Hubert H. Humphrey, wife of Minnesota's United States senator-elect, as a gift from Minneapolis business men. . . . Chuck Karter, St. Paul coin machine operator, is disposing of his arcade equipment and is concentrating on the acquisition of five-balls. . . . The same is true of E. A. Coddington, of Minneapolis.

Philadelphia:

Sam Lerner, pioneer music machine and pinball operator in the city, has added night club operation to his interests. The head of the Stanley Amusement Company and the Stanley Music Company, in addition to operating the Stanley Amusement Arcade in Wildwood, N. J., for many summers, Lerner has purchased Lou's Moravian Bar, midtown musical bar, from Lou Lantos and Bill Dempsey. With his wife, Lerner is also the owner of the Dorothy Lerner gift shop. His son, Mac, will manage the Moravian spot.

When William Bierman, an employee of the Unit Vending Company, cigarette machine operation, returned to his parked automobile recently, he found \$900 had been stolen. He had locked the car when he went to service a machine near by and the money was in a box on the front seat of the car.

Larry Goldmeier, of Poppers Supply Company, is vacationing in Florida. . . . David Yaffe, of Y & Y Popcorn, returning from a business trip, announced that his firm will branch out in the ice cream field. . . . Music operator Ernest Brown is back at his desk after being bedded several weeks with a back injury. He was hurt lifting one of his music machines.

New York:

Local operators and distributors turned out in full force December 9-11 for the premiere Eastern showing of the new Seeburg Select-o-Matic 100 at the new-old showrooms of the Atlantic New York Corporation. Ops lavishly praised both the new Seeburg equipment and Atlantic's smartly redecorated headquarters to the complete satisfaction of Meyer Parkoff, Bert Lane, Harry Rosen and the rest of Atlantic personnel as well as Seeburg representatives on hand for the showing. Mac Perlman, of the firm's Connecticut office, reports that the Hartford show December 12 was equally successful.

Carl W. Leveau, of the Electric Boat Company, Bayonne, N. J., has been a frequent dinner guest at the Roosevelt Hotel, seeing his old friend and fellow boating enthusiast, band leader Guy Lombardo. The Electric Boat Company's entry into the coin machine field is announced elsewhere in this issue.

Irv Morris, of Active Amusement's Newark office, was a 10th Avenue visitor last week. . . . Dominic Ambrose, Long Island operator, was also in town making the rounds of local distributors. . . . Tradio's George Trad was another out-of-town coinman to visit New York on business last week. George reports that the firm's increased production of Tradiovision has been accomplished without sacrificing production of Tradio coin-operated radio models.

Hal R. Meeks, national distributor of Mills gum venders, says that he is getting an increasing number of inquiries from candy machine operators who are interested in the penny machines as a means of supplementing income from their present locations. . . . Irv and Milt Goldstein, top men of the Automatic Book Vending Machine Corporation, are wearing smiles as a result of the reception their product, Book-o-Mat, received at the NAMA show in Chicago.

Sid Rubenstein, of Pioneer Vending Machine Service, Brooklyn, was forced to miss the NAMA convention because of illness in his family. . . . Perry Wachtel, of De Perri Advertising, made a flying trip to the show while partner Ben Smith stayed in town to service the firm's coin machine accounts.

Houston:

The new Seeburg 100-selection automatic phonograph got a very favorable reception from South Texas music men at the Houston showing. A display and demonstration of the new models was held December 15-17 at the Houston branch of S. H. Lynch Company, under direction of A. A. Sage and H. A. Franz, branch manager and assistant, respectively. An estimated total of 300 music operators and servicemen attended. Besides Houston the following cities and towns in South Texas were represented: Galveston, Beaumont, Port Arthur, Orange, Caldwell, Cameron, Bryan, El Campo, Baytown, Freeport, Bay City, Dickinson, Liberty, Rosenberg, Schulenberg, Angleton and others. Luncheon with choice of drinks was served each day.

Washington:

Washington Music Guild (WMG) has two new members, Jack Sapienza and Jack Q. Spittler. Henry D. Gimmel and Frank Crawley are now associate members. . . . WMG has sent in the name of its president, Hirsch de la Viez, to the Coin Machine Institute as its recommendation for the Coinman of the Year. . . . Maurice A. Lockhart, formerly with Alco Amusement Company, is now working for U. S. Automobile Association. . . . Jose Lanauzi has also left Alco to return to Puerto Rico.

Attention, Associations

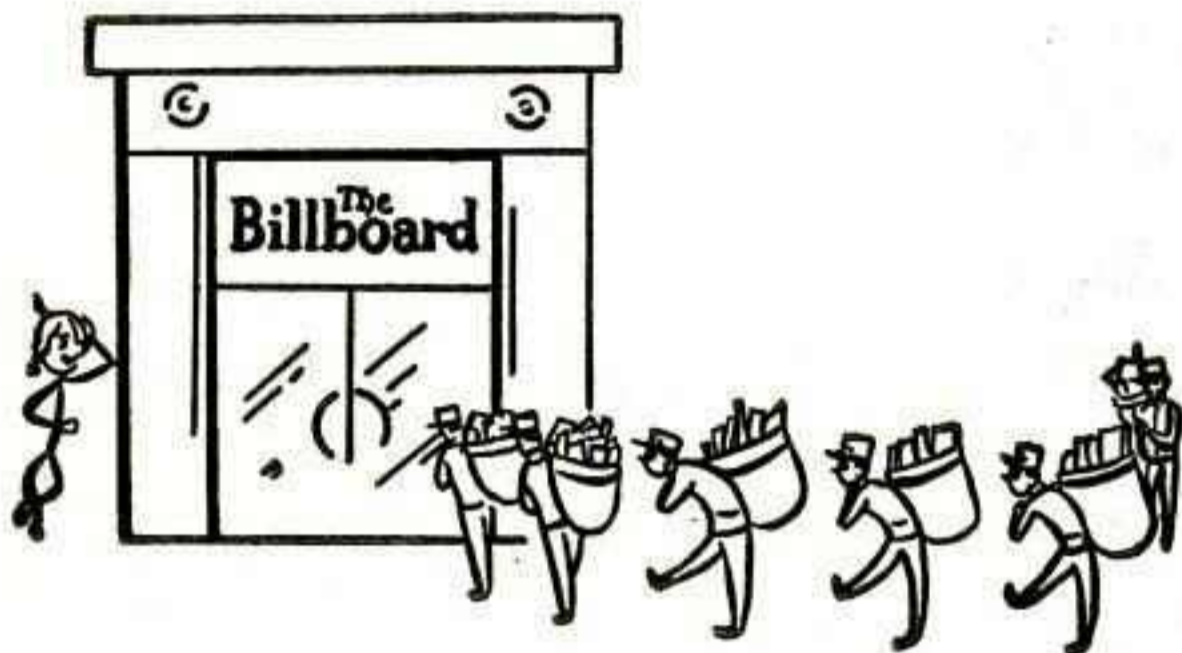
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Thank you.

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.



LET'S MAKE IT UNANIMOUS!



Thousands of coin men have answered The Billboard's First Annual Coin Machine Roll Call. Coupons are still rolling in from the advertisements in The Billboard the past three weeks and from 87,000 pieces of mail sent to lists of operators obtained from 79 distributors and manufacturers.

LET'S MAKE IT UNANIMOUS!

But there are still some firms in the business to be heard from. Have we heard from you? Enroll today! Help make the coin machine census complete.



LET'S MAKE IT UNANIMOUS!

On January 1 the final gigantic mailing to 145,000 names goes into the mail. Why? Simply to make this roll call as complete as possible.



LET'S MAKE IT UNANIMOUS!

What's more—we want to give every coin man the opportunity to obtain eight of the most important coin machine issues of the year for only \$1. Eight issues that include the big CMI Convention Issue with The Billboard's Annual Juke Box Supplement, as well as the news-filled issues that follow.

START THE NEW YEAR RIGHT! ENROLL NOW! USE THE COUPON BELOW

SUBSCRIBERS—USE THIS COUPON

To: B. A. BRUNS 45
 THE BILLBOARD
 2160 PATTERSON ST.
 CINCINNATI 22, OHIO

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 _____ ZONE _____ STATE _____

Free

\$1

Enclose 1 with your coupon and get the big December catalog issue of VEND.

Free

ALL OTHERS—USE THIS COUPON

To: B. A. BRUNS 4
 THE BILLBOARD
 2160 PATTERSON ST.
 CINCINNATI 22, OHIO

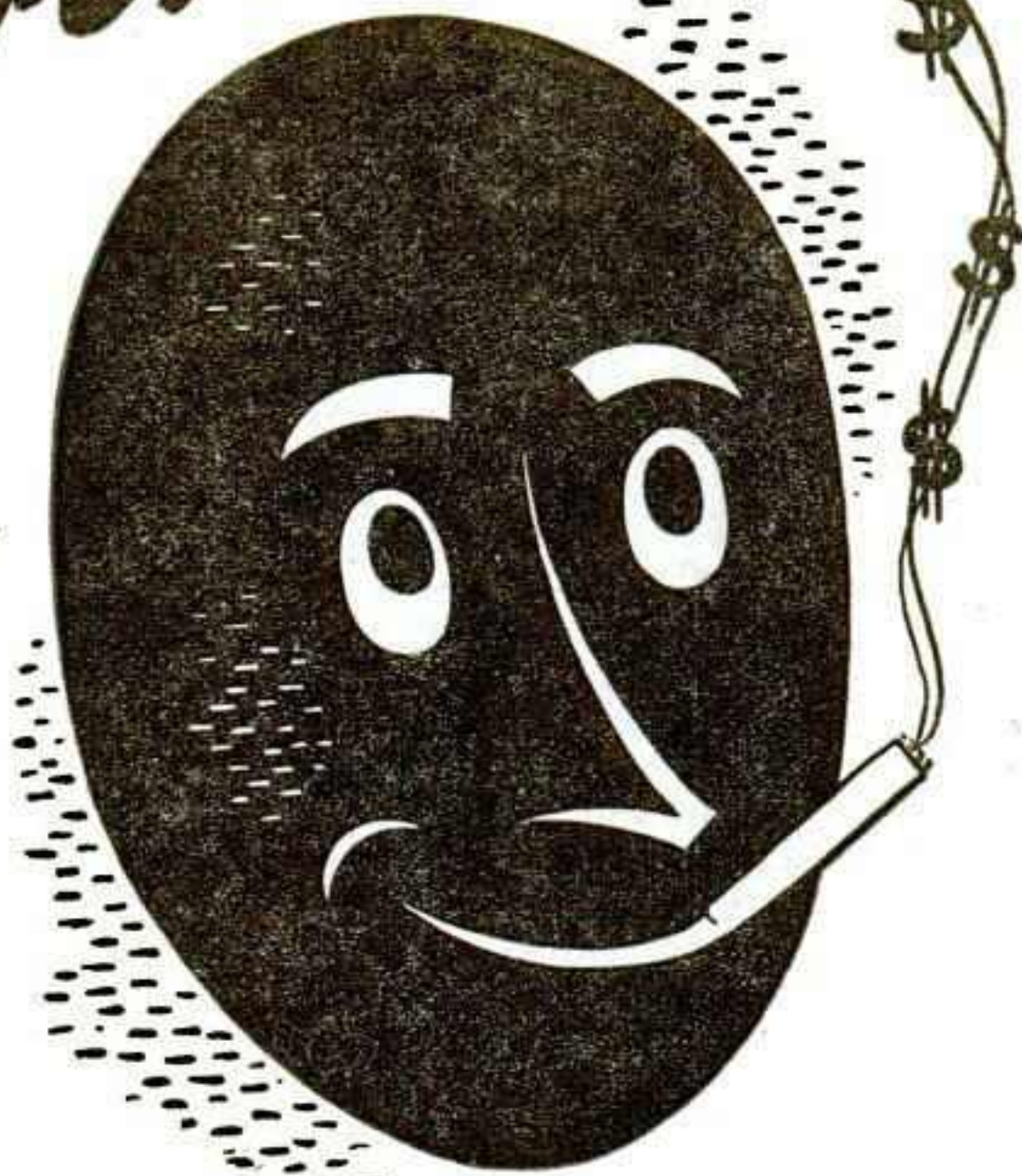
I AM A COIN MACHINE MAN!

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 _____ ZONE _____ STATE _____

**NEW PROFITS
FOR '49**



FIND OUT HOW TO GET 'EM

at the

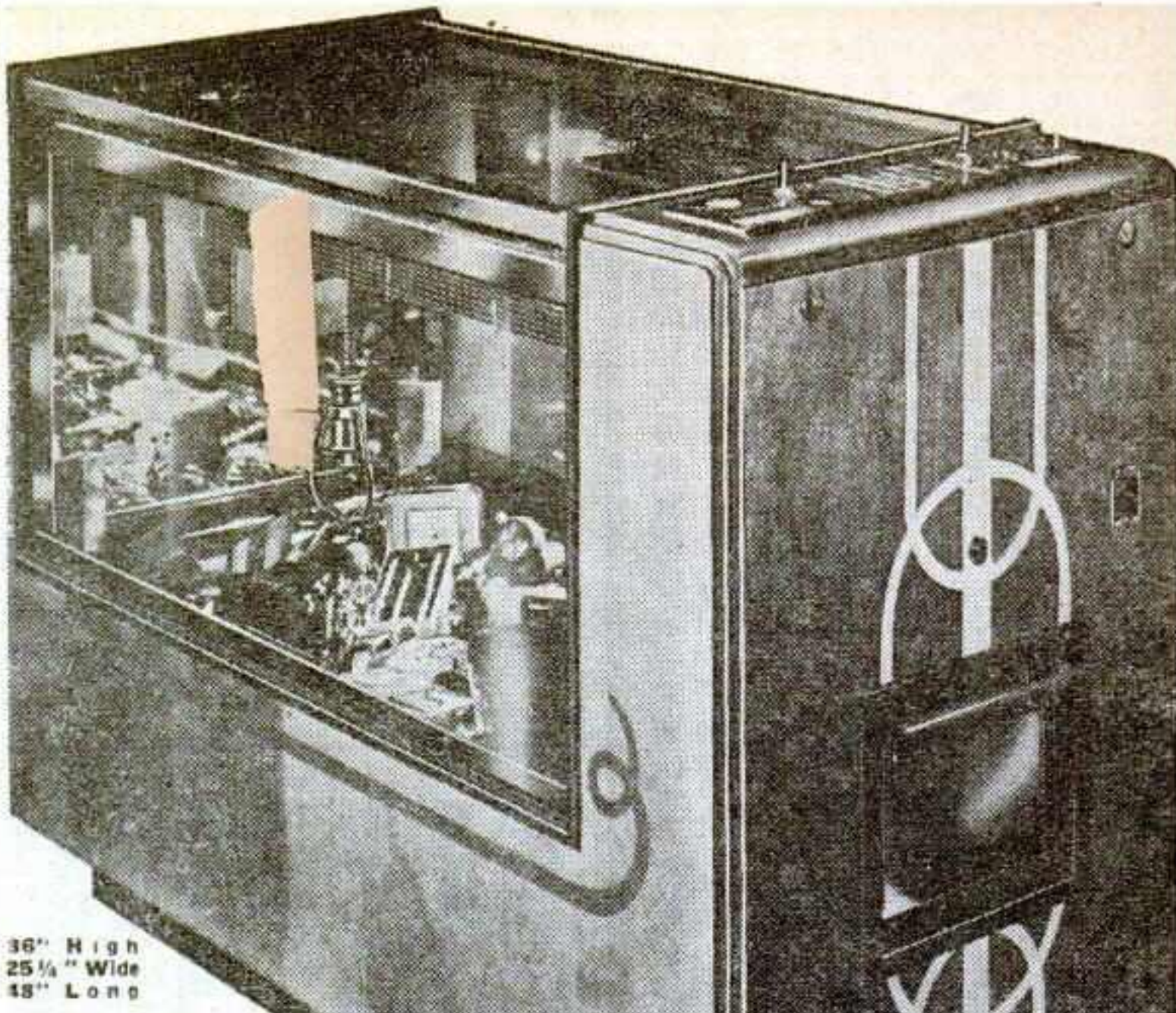
**COIN MACHINE
SHOW**

HOTEL SHERMAN, CHICAGO

JANUARY 17, 18, 19, 1949

The very latest in coin-operated AMUSEMENT, MUSIC, VENDING and SERVICE EQUIPMENT will be exhibited at the Coin Machine Show. Operators cannot afford to miss this great display of money-making equipment . . . the kind of equipment that will make operators very important people . . . prosperous people . . . in '49. To be sure . . . be there!

Let's Get Together at the Show



36" High
25 1/2" 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

**WRITE FOR NEW ILLUSTRATED FOLDER . . . STOP AT BOOTH NO. 7 COIN MACHINE SHOW
COMO MANUFACTURING CORP. 2532 N. ELSTON AVE. CHICAGO 47, ILLINOIS**

LONDON LEADS THE WAY with BETTER BUYS!

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

Cleaned! \$39.50 EACH—3 FOR \$100.00 Checked!

Lightning Money	Crossfire Mystery	Flamingo Torch	Broncho Carousel
-----------------	-------------------	----------------	------------------

ROLL DOWNS—\$49.50 EACH

BUBBLES	TALLY ROLL
OHIOIN 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: 1/2 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

From All of Us to All of You
A MERRY XMAS and A HAPPY NEW YEAR



OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)



"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

ROCK-OLA Standard SHUFFLEBOARD

Join the Parade of
ROCK-OLA money making
products for Operators
and Distributors!

THE PROOF IS IN THE PROFIT
Rock-Ola Standard Shuffleboards
take in more money on location than
any other Shuffleboard manufactured
today. The secret of its "play appeal" is
the over-all streamline design of the table
and the perfect hard maple surface of
Standard Shuffleboard Playfield.

*"The Busiest
Shuffleboard
Factory in the
World"*

A few
Distributor
Territories
Still Available
for Those
Who Qualify

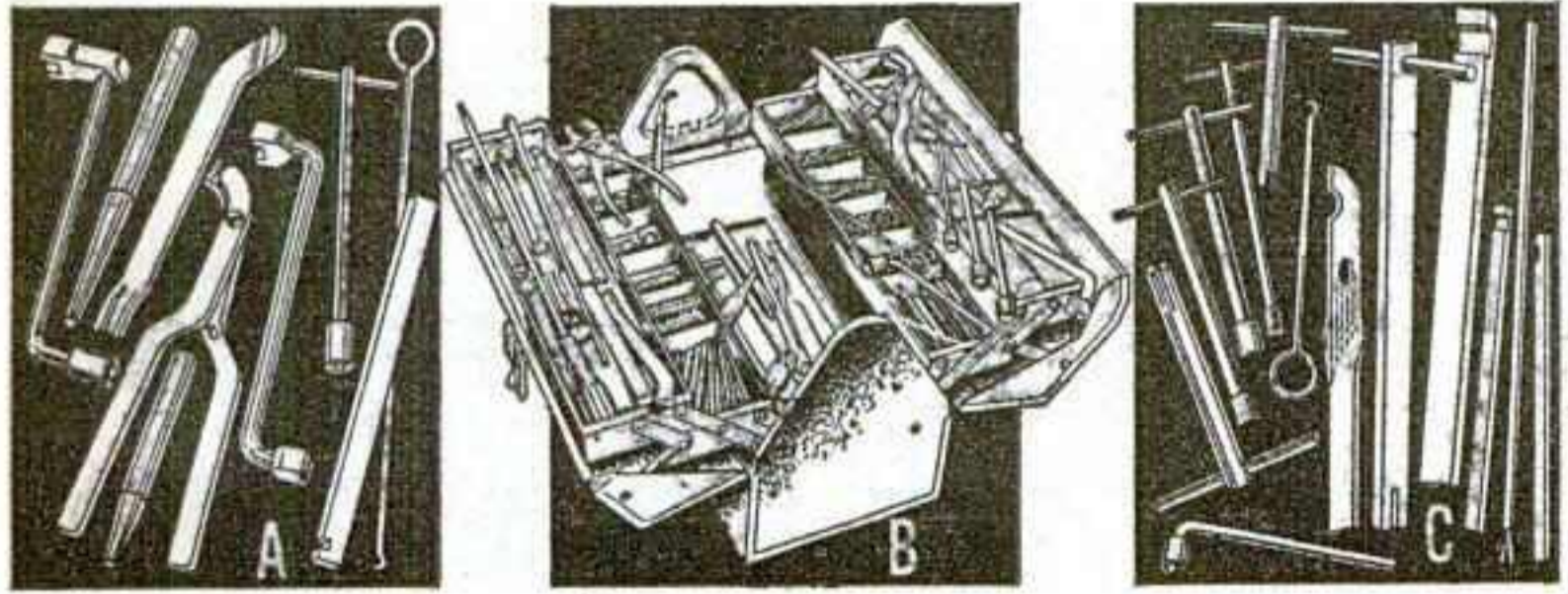
Please send me full details on
ROCK-OLA Standard SHUFFLEBOARD

NAME _____
ADDRESS _____
CITY _____ TOWN _____ STATE _____

ROCK-OLA MFG. CORP.
800 N. KEDZIE AVENUE
CHICAGO 51, ILLINOIS

SSACO "Slot" TOOLS

For MILLS and JENNINGS MACHINES
SKILLED or UNSKILLED OPERATORS and CLUB MANAGERS
CAN MAKE "ON THE SPOT" ADJUSTMENTS WITH SELECTED
and SPECIALLY DESIGNED "Slot" TOOLS



- A** NINE PRACTICAL TOOLS for servicing Mills Machines. Each specially designed to simplify machine maintenance. Only \$21.95
- B** DELUXE "Slot" TOOL CHEST endorsed by Mills. Compact-Sturdy-Handy —Offers the repairman an excellent assortment of parts, selected and specially designed tools. Complete Only \$75.00
- C** THIRTEEN ESSENTIAL "Slot" TOOLS for "On The Spot" adjustments on the Mills Machines. Only \$24.95
- D** EIGHT SPECIALLY DESIGNED "Slot" TOOLS for servicing Jennings Machines. Tools in handy Pocket-tainer. Complete Only \$18.95

REBUILT MILLS MACHINES
★ BLACK CHERRY ★ BLACK GOLD ★ JEWEL BELL
All Cabinets with New Castings and Refinished.
Appearance and Operation Like New.
Write for Complete Information.
AUTHORIZED DISTRIBUTORS for NEW MILLS BELLS

It's The Play That Counts — "Slot" Tools Soon Cancel Small Initial Cost

LITERATURE ON "SLOT" REPAIR TOOLS AVAILABLE

Central Service SALES COMPANY
219 WEST JACKSON
KOKOMO, INDIANA

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.



COLUMBIA DOUBLE JACKPOT BELL
 SPECIAL
\$85.00
 EA.
 Factory reconditioned like new



WE REPAIR ALL TYPES OF COIN MACHINES
 1/2 dep. with order, bal. C.O.D. F.O.B. Chicago.

COIN-OPERATED 1c or 5c AMERICAN EAGLES OR MARVELS
 Free Play Token Payout
 Cigarette Token Payout
\$20.50
 Ea. (Coin)



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

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.



WRITE FOR FREE NEW CATALOG!
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

Abco NOVELTY Co.
 2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILL.

1949
 will bring
3
 new Mills Bells

Bell-O-Matic Corporation
 4100 Fullerton Ave., Chicago 39, Ill.

To our many friends
 A VERY
Merry Christmas
 AND A
Happy New Year

TRIMOUNT Member National Coin Machine Distributors' Assoc.
 40 WALTHAM STREET BOSTON 18, MASS
 Tel. Liberty 2-9480

IT'S FULL OF COLOR AND LOADED WITH INCENTIVE
IT'S THE NEWEST IN COIN MACHINES!
SEE BOOTHS 9 AND 10 AT THE C. M. I. SHOW
JANUARY 17-18-19
O. D. JENNINGS & CO., CHICAGO, ILL.

WANT EXPERIENCED MECHANIC FOR ONE-BALLS AND SLOTS

In replying give age, marital standing, education, present and past employers, exact territories and length of times covered, etc. Write freely and frankly. This is a high-grade position for a high-grade man. Your letter will be kept in strict confidence.

BOX NO. 237
 c/o The Billboard 155 N. Clark St., Chicago

Oscar Schultz and Irving Ovitz Wish All Their Friends in the Coin Machine Industry
A Merry Christmas and a Happy, Prosperous New Year
 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!

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, 10¢	\$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

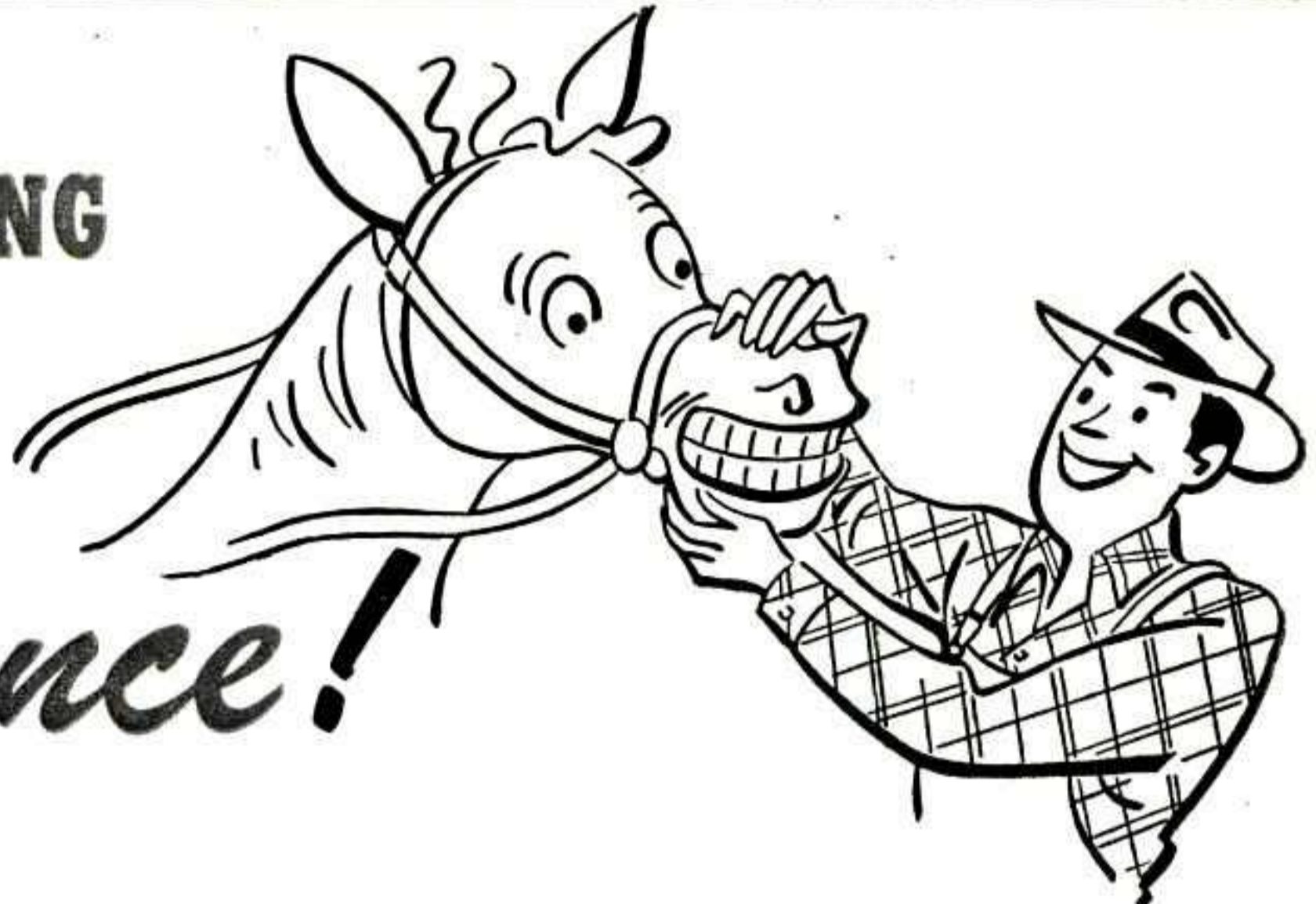
Bally Red-Button Draw Bell	\$245.00	A.B.T. Challengers	\$24.50
Uneda Pak Cig. Vendors. like new	129.50	Mills Post-War 3-Bells	239.50
Seeburg Casino Phono	139.50	Keeney Twin Super Bell, 5¢-25¢	495.00
Evans Bangtalls, J.P. Model	149.50	Mills 4 Bells	119.50

NOW FOR THE FIRST TIME! BRAND NEW 25c MILLS Q.T. \$142.50
BRAND NEW 5c MILLS Q.T. \$115.00

Terms: 1/3 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

HORSE-TRADING TAKES Experience!



IT WOULDN'T be smart to have your barber buy and sell horses for you—he doesn't have the experience, the know-how for picking winners and the sixth sense that tells him when it's time to trade. And when you deal with anyone but the man who belongs to the NATIONAL COIN MACHINE DISTRIBUTORS' ASSOCIATION, you're not taking advantage of his broad experience and wide contacts in the coin machine field—the background that enables him to help you make your business pay.

When a game is "played out"—when it no longer has steady player appeal—it pays to call on the man who belongs to the NATIONAL COIN MACHINE DISTRIBUTORS' ASSOCIATION. He'll give you the best trade, because he has the know-how plus the organization for handling your trades. When you buy and sell all of your machines through your NCMDA* Distributor, you do all of your business under one roof—a real advantage which simplifies your transactions, gives you quick action on your trades and immediate service on your new machines.

See the man who belongs to NCMDA*—you'll get the best trades today.

* NATIONAL COIN MACHINE DISTRIBUTORS' ASSN.

130 NORTH WELLS STREET • SUITE 1301 • CHICAGO 6, ILLINOIS

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NEW ENGLAND

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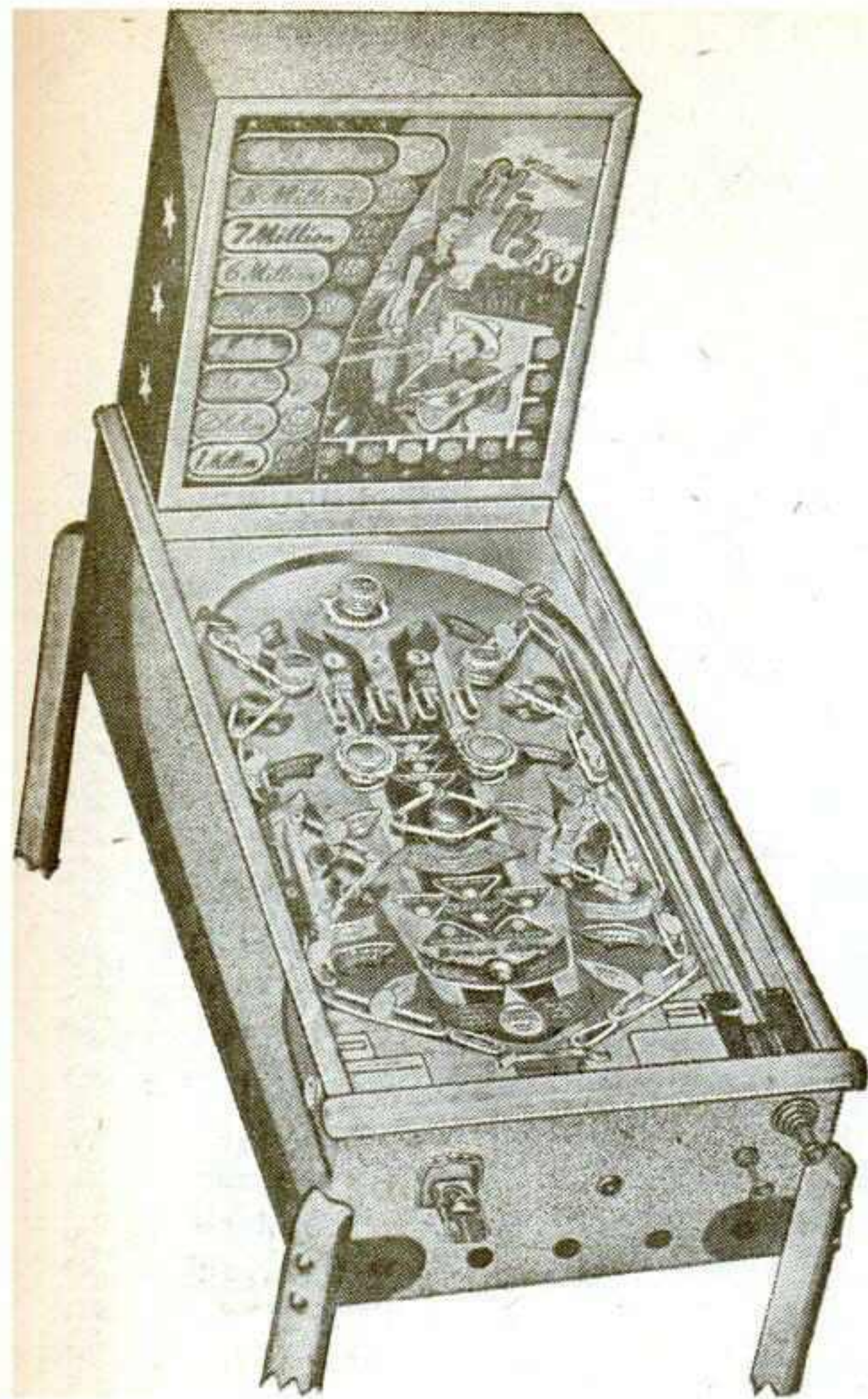
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The **BEST** Christmas Gift
For Your Locations—

Williams

El-Paso

See It—Buy It at Your
Distributor **TODAY!**

❁ Season's Greetings ❁

Williams

MANUFACTURING
COMPANY

161 W. Huron Street

Chicago 10, Ill.

SHAFFER'S SPECIALS IN USED PHONOGRAPHS

Reconditioned—Ready for Location

SEEBURG R.C. LOTONES	\$219.50
SEEBURG R.C. HITONES	219.50
SEEBURG ENVOY-R.C.	169.50
SEEBURG CADET-E.S.	149.50
SEEBURG MAFSTRO-E.S.	149.50
SEEBURG GEM	119.50
ROCK-OLA '40 MASTER	99.50
ROCK-OLA '39 DELUXE	89.50
WURLITZER 500	89.50
SEEBURG (W1-L56) 5c Wireless Wall-o-Matics	\$45.00
SEEBURG WB-1Z (5-10-25c) Wireless Bar-o-Matics	24.50
SEEBURG WS-2Z (5c) Wireless Wall-o-Matics w/metal covers	28.50
SEEBURG WS-2Z (5c) Wireless Wall-o-Matics w/plastic covers	24.50
SEEBURG DS-20-1Z Three-Wire Select-o-Matics	22.50
ROCK-OLA Dial-a-Tune Boxes	3.00
BUCKLEY Boxes	3.00

THIS WEEK'S SPECIAL

1—International Mutoscope Deluxe Voice-o-Graph (Deluxe Cabinet type coin-operated voice recorder). Excellent condition, ready for location.
F. O. B. Columbus, Ohio.

\$399.50

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 606 S. High St.
 CHARLESTON, W. Va. 1619 W. Washington St.
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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

Sincere Wishes for
 A Merry Christmas
 and Another
 Happy, Prosperous
 New Year



with

SEE OUR EXHIBIT AT THE
COIN MACHINE SHOW
 SHERMAN HOTEL, CHICAGO
 JANUARY 17, 18, 19
BOOTHS 2-3-4

D. Gottlieb & Co.
 1140-50 N. KOSTNER AVE.
 CHICAGO 51, ILLINOIS



"There is no substitute for Quality!"

MEMBER



H. C. EVANS
 and Company

wish you all

A Merry Christmas

and

the Best of Everything

in the New Year

See Us at the **MORRISON Hotel**
 Suites 639-640
JANUARY 16-17-18-19

LIQUIDATING

LIQUIDATION \$225,000.00 VALUATION
 by order of
 Trustee in Bankruptcy
 and Finance Company
 ENTIRE INVENTORY OF
ALLITE MFG. COMPANY
 5732 DUARTE STREET, LOS ANGELES, CALIF.
 MANUFACTURERS OF COIN OPERATED BOWLING MACHINES
 LIQUIDATION \$225,000.00 VALUATION

CONSISTING OF

**GUARDIAN ELECTRIC
 RELAYS AND CONTACT
 SWITCHES**

2000 Guardian Elec. Relays and Contact
 Switches
 4000 Gudeman Condensers

TRANSFORMERS

600 6-21-32 Volt Transformers
 42 Merkle Korff 25 V. AC-DC Ration 30
 RPM Motors

FLOODLIGHTS

3750 Mini Lite Floodlights
 75,000 Wire Clips
 2000 Ext. Heavy Glass Tube Fuse Clips

FUSES AND BULBS

8000 1 1/2-2-5-7-10-20 Amp. Cartridge Fuses
 1800 W5-W6-W10 Buss Clear Window Fuses
 35,000 Westinghouse and GE 6-8-28 V. Bulbs
 75,000 Oilite Bushings

COUPLINGS

2000 Lovejoy Universal Couplings, 3/8" ID
 1250 Meleor 10A-250 V. Female Plugs

**COIN CHUTES AND
 ADAPTORS**

1200 5¢ & 10¢ A.B.T. Coin Chutes
 1200 Coin Chute Adaptors
 1000 Glicon Cleat Receptacles

ALUMINUM MOULDING

54,000 Ft. 3/8" Alum. Moulding, 9 & 12"
 Lengths
 9,000 Ft. 3/4x3/8" Solid Alum. Moulding
 2,000 Ft. 3/4" Alum. Moulding, 12" Lengths
 2200 Kulka 1104 Terminal Blocks
 6000 Bowling Pins, 8 1/2"
 1200 Bowling Balls

CABINET LOCKS

2500 Bell Cabinet Locks
 3250 3/16 IDx1/2 Neopren Hose
 1500 Lbs. Micarta Sheets
 250 Prs. Stanley 3" Butts
 90 Prs. Stanley 4" Butts
 300 Prs. Stanley 2" Butts

SOCKETS AND PLUGS

40,000 Jones Sockets and Plugs
 2500 6 1/2x8 3/4 Canvas Coin Bags
 10,000 5x9 1/2 Canvas Bags

WIRE

8500 Ft. #2 Plastic Tubing
 250,000 Ft. Belden #20 Aircraft Power &
 Light Cable
 380,000 Ft. #22 Plastic Tracer Wire
 710 Lbs. Phelps Dodge and Essex #27 Heavy
 Formvar Wire
 170 Lbs. Roebling .032 Annealed Copper
 Wire (Spools)

\$22,500 worth of Wood Screws, Machine Screws, Bolts, Nuts and Lockwashers.
 29 completed 1948 Allite Automatic Bowling Games—purchasers of these Bowling Games
 will be given additional parts free of charge to take care of service requirements.

DEALERS, JOBBERS AND USERS OF STRIKES AND SPARES BOWLING GAMES—PLEASE NOTE:

Liquidator will fill orders for parts for not less than \$100 per order.
 Send orders addressed to liquidator and check to cover 25% of order.
 Orders will be sent C. O. D. No orders will be accepted after Jan. 10, 1949.

ALL ASSETS MUST BE SOLD AS SOON AS POSSIBLE AS BUILDING IS SOLD
 WRITE OR PHONE FOR DESCRIPTIVE CIRCULAR TO

JOSEPH ROSENBERG Liquidator

5732 DUARTE STREET

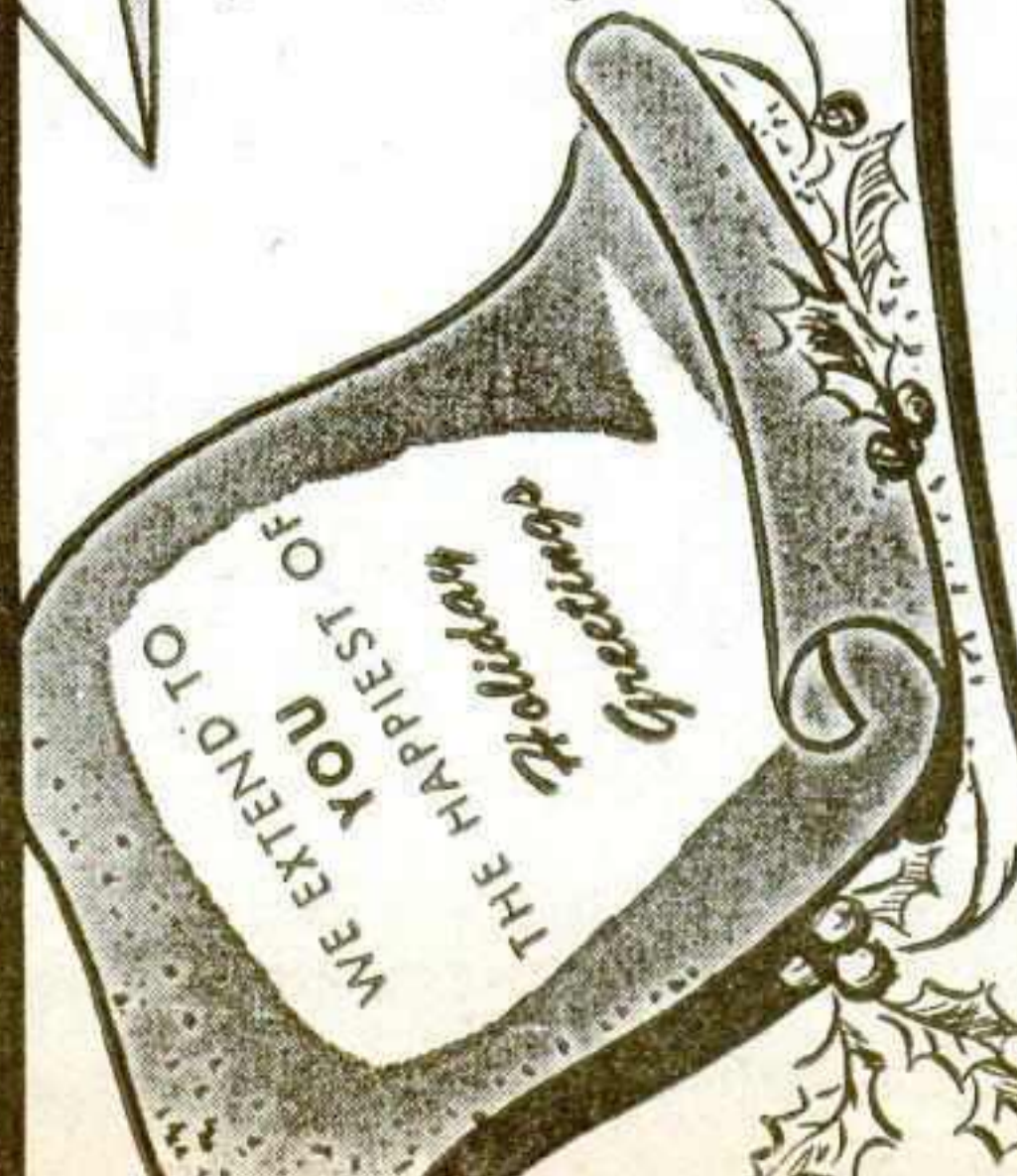
LUCAS 0177

LOS ANGELES, CALIF.

Chicago Coins SHUFFLE-KING
RE-BOUND

Ideal for small locations!

HAS EVERY PLAYING DETAIL
 OF REGULATION SIZE
SHUFFLE-BOARD

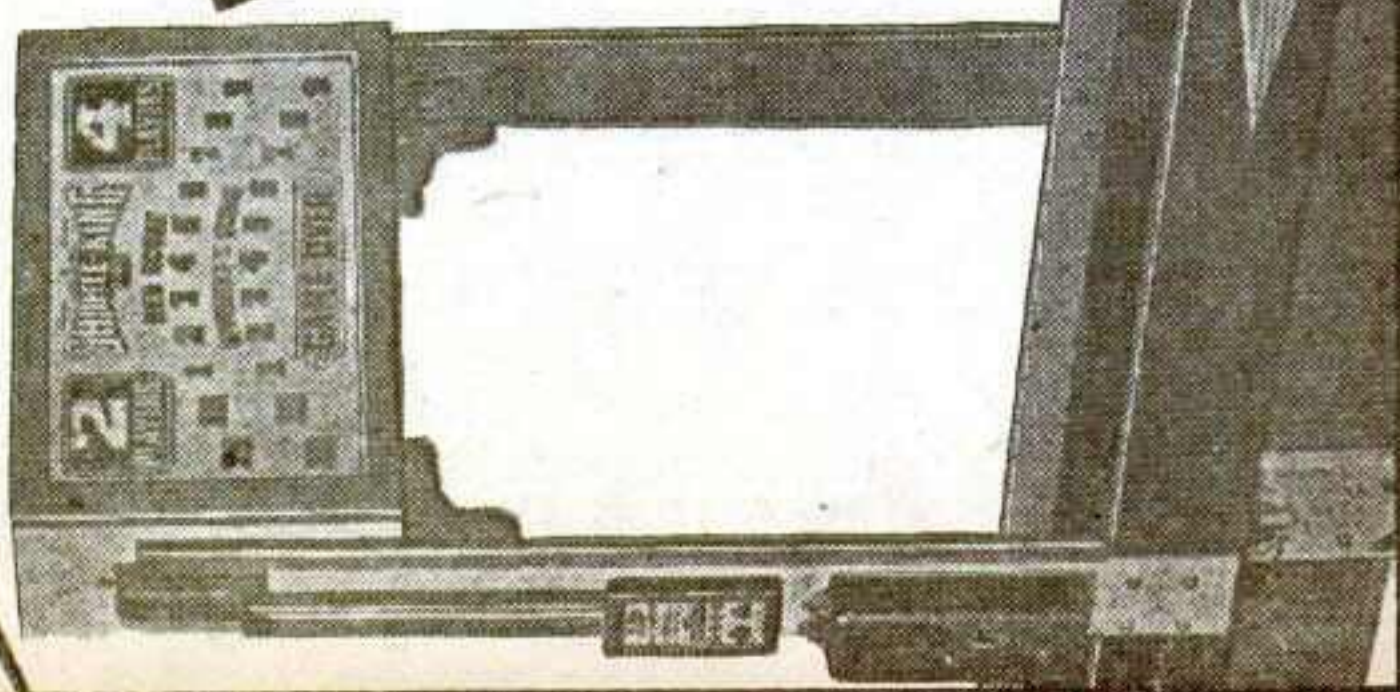


- TWO MANUAL SCORING RACKS ARE BUILT INTO THE ARMS WITHIN EASY REACH OF PLAYERS.
- 10c COIN OPERATED WITH MEASURED PLAYING TIME (4 TO 10 MINUTES).
- PLAY STOPPED AUTOMATICALLY AT END OF MEASURED TIME BY ELECTRICALLY CONTROLLED PINS IN BACKRACK.
- REBOUND IS 1" THICK, SOLID PURE GUM RUBBER.

OVERALL LENGTH 9 FEET!



Chicago Coins SHUFFLE-KING
SCORE BOARD



MAKE AN OPERATOR'S PIECE OUT OF ANY SHUFFLEBOARD!

FITS THE CENTER OF ANY AND ALL SHUFFLE-BOARDS

- SCORE VISIBLE FROM EITHER END, IN LIGHTS!
- PUSH BUTTON SCORING AT BOTH ENDS!
- METERED CASH BOX!
- "GAME OVER" PROMINENTLY VISIBLE!
- LITED INSTRUCTION GLASS!
- SIMPLE TO INSTALL, ALL IN ONE UNIT!
- MADE OF SOLID WALNUT AND MAPLE!

Chicago Coin's Re-bound retains all of the fine workmanship and beauty of the larger game. The cabinet is of beautiful Maple and Walnut. The playing field is made of "Dura-life", the plastic which will not warp, will not require resurfacing, and which always retains a smooth, true finish.

Player Throws Puck Against Rubber, Which Rebounds Puck to Score in Front of Player.

See Your Distributor Today

CHICAGO COIN MACHINE COMPANY
 1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

IT'S HERE!

Genco's

ONE

TWO

THREE



AND FLIPPERS ON BOTH SIDES

It's completely NEW!

It's completely DIFFERENT!

It's REVOLUTIONARY!

It's by far
GENCO'S
Greatest

Order from your Distributor Today!

GENCO 2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

NOW! FAMOUS "CITATION" ODDS
IN A BRILLIANT BELL-CONSOLE

Bally MULTI-BELL

**"MULTIPLE" COIN PLAY
DOUBLES AND TRIPLES
AVERAGE BELL PROFITS**

All the powerful play-appeal and color and flash and suspense of a bell . . . plus the famous "Citation" odds that is already sweeping one-ball territory like wild-fire . . . and smashing all previous profit records! That's MULTI-BELL . . . the strongest combination of money-making features ever crammed into one cabinet. Odds "multiply" on mystery basis . . . from 2 all the way to the big juicy SPECIAL, EXTRA-SPECIAL or SUPER-SPECIAL. Odds always either advance or remain as high as on previous coin . . . NEVER DROP BACK TO A LOWER BRACKET. Players actually play 8, 10, 12 coins before spinning reels . . . and for the first time in history a SINGLE-CHUTE console is actually earning double the revenue of multiple-coin-head games. Get your share . . . get MULTI-BELL now.

**A Bally GAME
FOR EVERY SPOT**

SEE OUR EXHIBIT
at the
Coin Machine Show
SHERMAN HOTEL, CHICAGO
JANUARY
17, 18, 19

CITATION • LEXINGTON • CARNIVAL
TRIPLE BELL • WILD LEMON • HI-BOY
HY-ROLL • DELUXE BOWLER

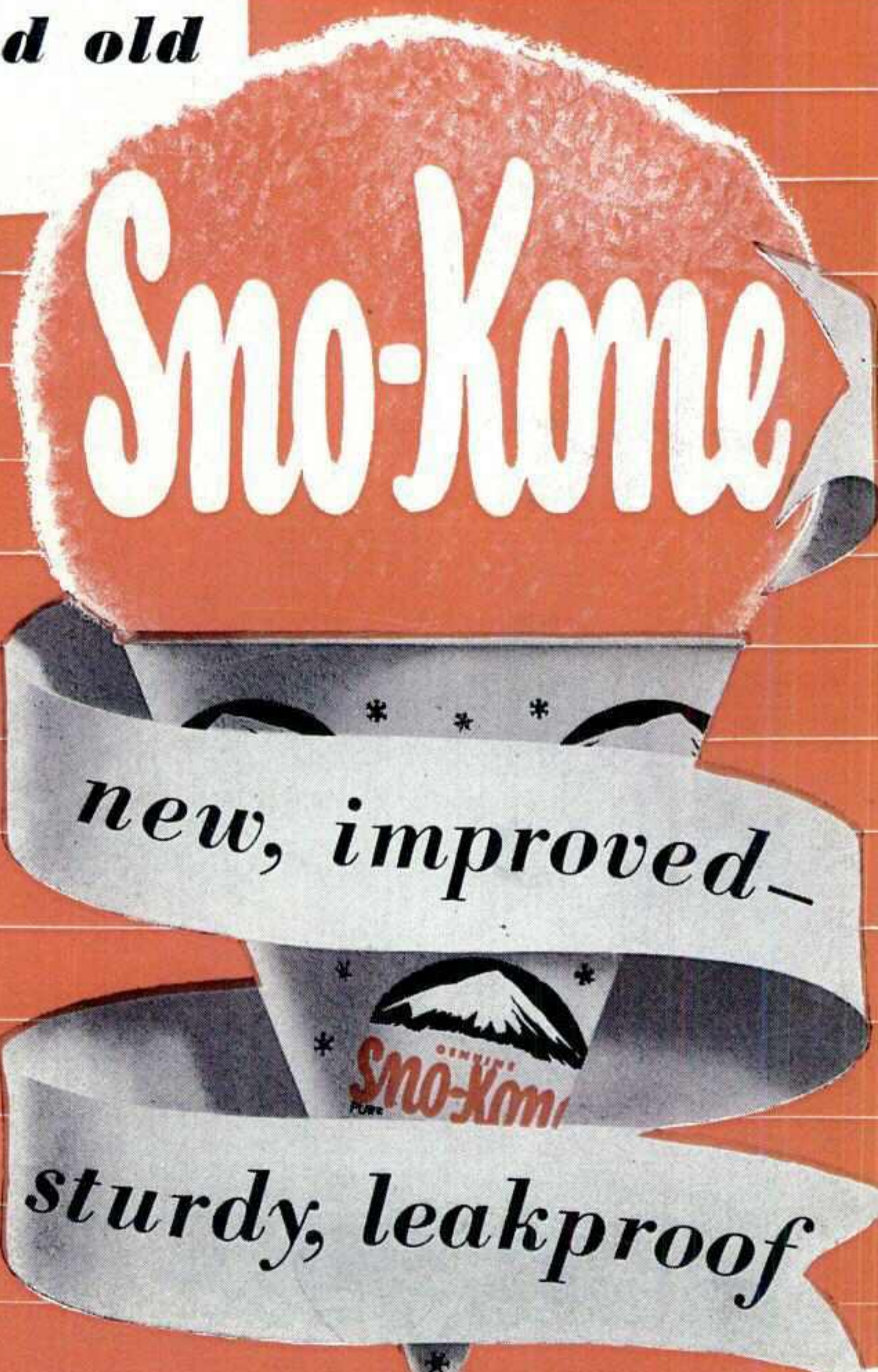


OPERATE
AS
AUTOMATIC
OR
FREE PLAY
—
NICKEL OR
QUARTER
PLAY



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

attract
the
young and old
alike



the new
sno-kone
brings 'em
back for
"seconds"

new, improved—

sturdy, leakproof

SNOW CONE SUPPLIES. Cups, Spoons, Snow Shavers, Snow Cases, Syrup Dispensers in single unit up to four unit, Cup Dispensers, Vending Trays, Snow Cone Concentrated Flavors, Neon Signs. Just a few of the Snow Cone items we handle.

POPCORN SUPPLIES. Purdue Hybrid Popcorn, Popping Oil, Coconut Oil; Bags and Cartons of all sizes, printed and plain; Popcorn Salt; Poppers in Electric, Gasoline and Tank Gas; Commercial Poppers, Vendors, Warmers, everything you need for either a permanent or portable stand.

CANDY FLOSS. Floss Machines and Accessories, Floss Paper, Certified Color, Floss Flavor and our new "FLOSSINE," a compound of flavor and color made especially for Candy Floss.

CANDY APPLES. Candy Apple Stoves for Tank Gas or Gasoline, Candy Apple Copper Kettles, Candy Apple Pans, Candy Apple Sticks, Certified color, Thermometers.

SNACK BAR EQUIPMENT. Toasters, Grills, Hot Dog Warmers, Hamburger Griddles, Deep Fat Fryers, Broilers and Sandwich outfits.

COMMERCIAL POPPING. Poppers, Warmers, Vendors and Supplies.

MISCELLANEOUS CONCESSION SUPPLIES. Trailers, Coleman Burners and Stoves, Coleman Parts, Dixie Cups, Lily Cups, Hot Drink Cups, Paper Plates, Paper Hats, Paper Napkins and many other items.

gold medal products company

318 east third street • Cincinnati 2, Ohio

**MORE THAN
MEETS THE EYE**



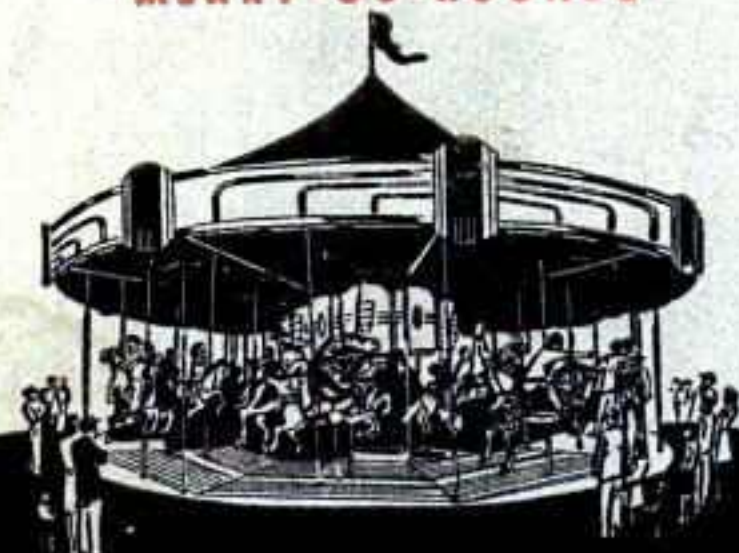
ALLAN HERSCHELL AMUSEMENT RIDES

Eye-appeal? There's plenty in Allan Herschell Amusement Rides . . . smart, colorful decoration, gleaming chrome and stainless steel trim, brilliant fluorescent illumination and floodlighting. But even more important to you are the years of engineering experience and manufacturing skill that are part and parcel of every AH device.

Allan Herschell engineers know how to plan and build rides that are *safe*. Allan Herschell craftsmen know how to build rides that *last* . . . rides that deliver uninterrupted performance day in and day out.

We are proud of the fact that our staff of supervisory experts averages more than 33 years in length of service with us. Let this be your guide when you next consider the purchase of a park or carnival riding device.

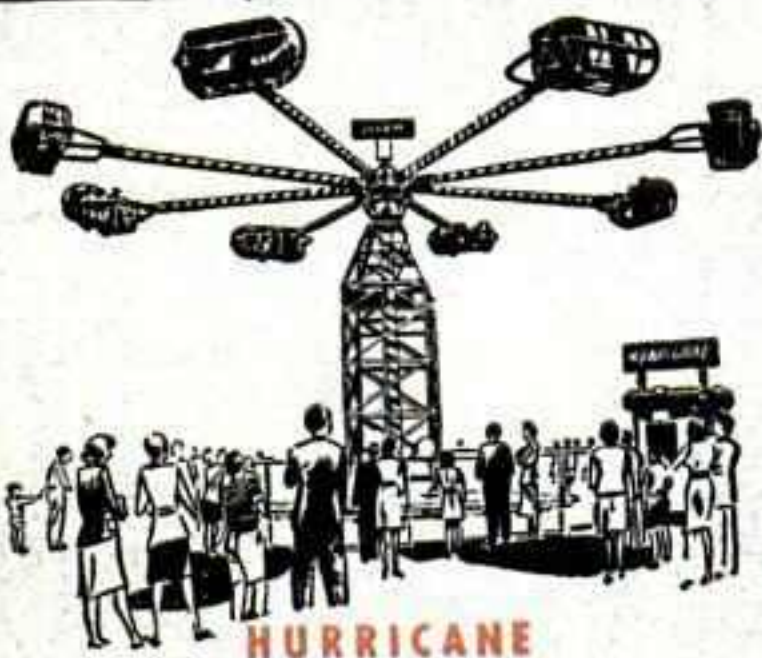
MERRY-GO-ROUNDS



Allan Herschell Company, Inc.

NORTH TONAWANDA, N. Y.

World's largest manufacturers of amusement rides



HURRICANE



KIDDIE MERRY-GO-ROUND



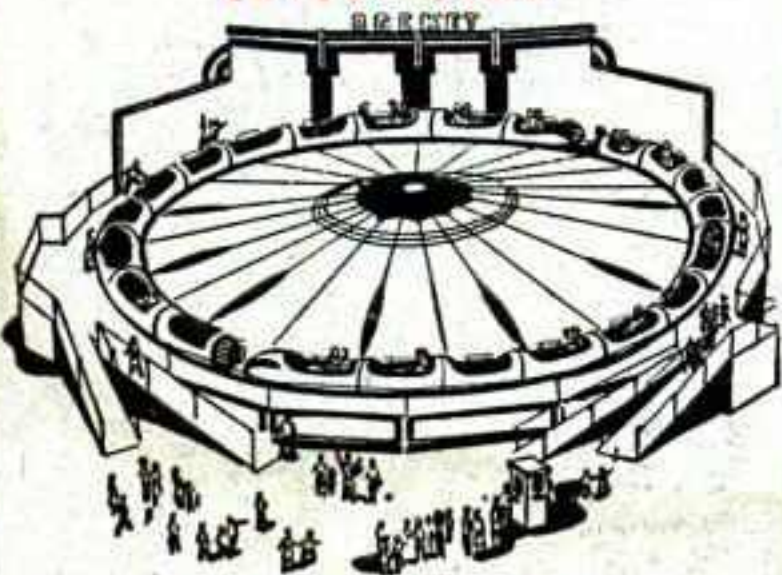
KIDDIE AUTO RIDE



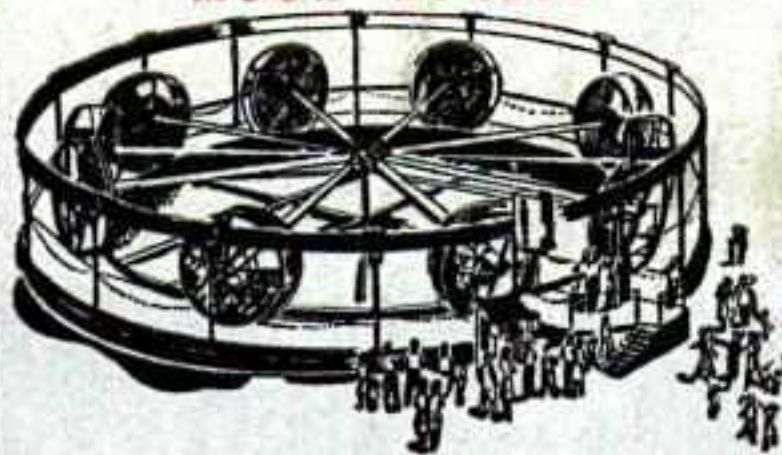
WATER SCOOTER



CATERPILLAR



MOON ROCKET



LOOPER